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## Entrepreneurial Fellowship Provides "Sweet" Opportunity

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# Entrepreneurial Fellowship Provides “Sweet” Opportunity

Dec. 20, 2016

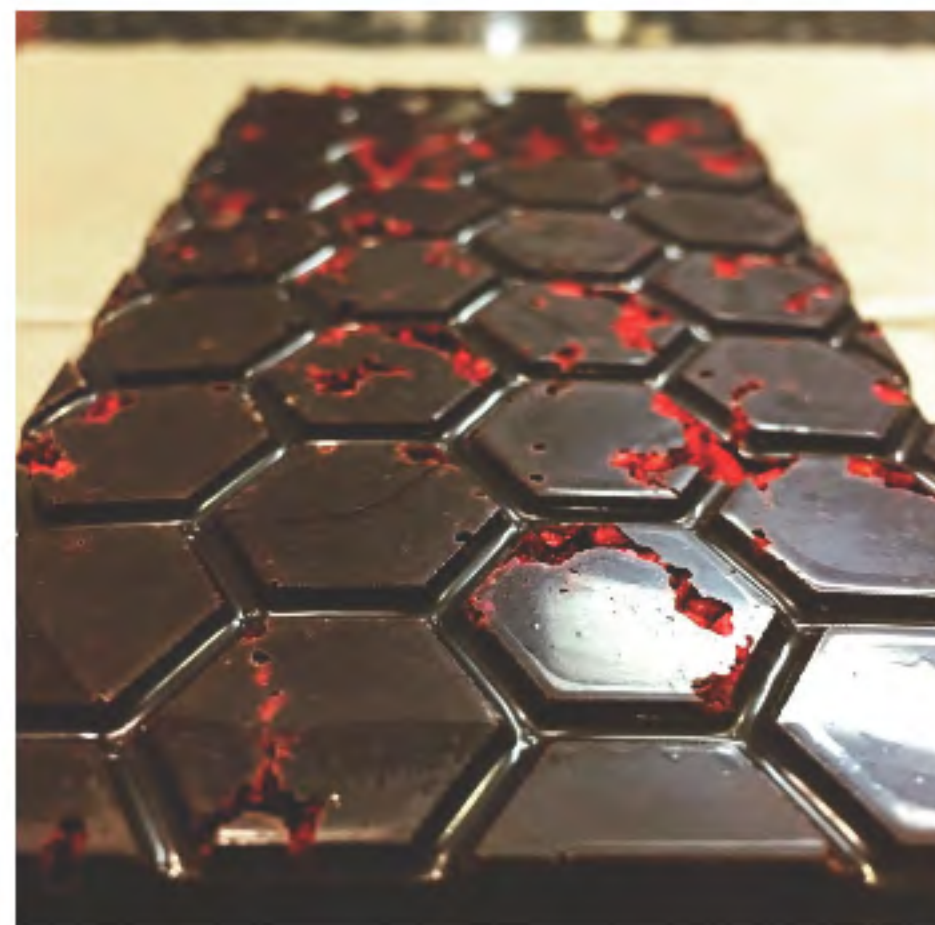
BLOOMINGTON, Ill.— Illinois Wesleyan University [business administration](#) major Cameron Loyet '18 (Highland, Ill.) has been awarded the [IWU Entrepreneurial Fellowship](#) to launch a company marketing honey-based gourmet chocolate bars.

Loyet will receive a \$5,000 grant to help fund licensing, marketing, commercial kitchen rental and other expenses associated with his company, Honey Moon Chocolates. His chocolate bars are sweetened with honey rather than refined sugar. According to his proposal for the IWU Entrepreneurial Fellowship, Loyet plans to offer a traditional dark chocolate bar that is ready for production in addition to custom bars through his company website.

“Through this fellowship I hope to foster an aspiration to grow the business and give back to the community,” Loyet said in his application. “My future career goals are to master becoming a chocolatier and take the expertise and the brand from Honey Moon Chocolates to open a café in the Normal area.” Loyet also hopes to donate 20 percent of the profits from Honey Moon Chocolates to the Honeybee Conservancy, a nonprofit organization engaging in education, outreach, support of research and building bee habitats.

Funded initially by Illinois Wesleyan alumnus Marc Talluto '94, the IWU Entrepreneurial Fellowship provides the \$5,000 stipend to help a student develop his or her idea and take the idea to market. In addition to the funding, student recipients receive support of a faculty member and an entrepreneurial mentor.

The IWU Entrepreneurial Fellowship is just one of the distinctive experiential learning opportunities for [undergraduate research and creative activity](#) at Illinois Wesleyan. [Applications](#) for the next round of funding for the fellowship are due Feb. 13.



A Honey Moon Chocolates product: The Lunar Eclipse Bar made with cacao and raspberries.