

HOKA Co-Founder Inspires Principia Students

Entrepreneurship at Principia has a spirit of its own. It's a spark ignited by the desire to solve a problem, nurtured in the classroom, and refined by real-world applications. So, when HOKA Co-Founder Jean-Luc Diard walked into a Principia School classroom this spring, there wasn't a lecture—the students experienced a working session.

Joined by a panel of Principia alumni who are now business leaders, Diard spent the afternoon doing something rare: giving Principia upper schoolers the same practical advice and insights that helped him build his billion-dollar brand.

Excited to pitch their products, students came to class with plans in hand, ready to workshop their ideas together. Diard, with his invaluable expertise, fine-tuned their ideas, refining the niche, sharpening the product, and bringing real-world experience to students eager to make their mark in business.

With a focus on integrity, trust, teamwork, and how to turn criticism into fuel, these leaders paid it forward—laying the groundwork for the next generation of entrepreneurs.

It's rare for any high-school-aged student to sit across from someone who's built a business at that scale. Most students study entrepreneurship—at Principia, they live it.

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Read more about this real-world lesson in entrepreneurship: