

CAMP **HYPE!**

**EVERY LEGACY
STARTS WITH A
FIRST SEASON.**

A CATEGORY-DEFINING SUMMER CAMP DESIGNED AROUND
CONFIDENCE, BELONGING AND HUMAN POTENTIAL.

MOST CAMPS CREATE MEMORIES.
CAMP HYPE CREATES FUTURES.



CAMP
HYPE!

THE NEXT GENERATION OF YOUTH DEVELOPMENT **STARTS HERE.**

Camp HYPE is a **premium seasonal youth development** programme combining **human optimisation**, industry mentorship and **real-world opportunity** to help young people become healthier, more confident and better prepared for the future.



HEALTH

Build lifelong foundations.



TALENT

Unlock human potential.



OPPORTUNITY

Open doors that last a lifetime.

Adults spend billions trying to rebuild healthy habits.
Camp HYPE helps build them **from the beginning.**

FUTURE

CAMP
HYPE!

CAMP
HYPE!

CAMP
HYPE!

CAMP HYPE!

THE PROBLEM

RAISING TALENT SHOULDN'T REQUIRE BUILDING THE PROGRAMME YOURSELF.

Parents piece together coaching, wellbeing, opportunities, travel and safeguarding from dozens of different places – hoping they're making the right decisions along the way.

FRAGMENTED



DISCONNECTED

Too many separate providers, systems and platforms.



TIME CONSUMING

Endless research, coordination and management.



EXPENSIVE

Multiple costs with no guarantee of results.



SAFETY CONCERNS

Worrying about who they're with and what they're exposed to.



INCONSISTENT SUPPORT

No clear pathway, no long-term plan, no ongoing tracking.



MISSED OPPORTUNITIES

Without the right network and visibility, talent can go unnoticed.



TODAY'S REALITY

Parents build development through multiple disconnected activities.



CAMP HYPE

One connected ecosystem designed around the child.



An aerial view of a campsite nestled in a valley at sunset. The sun is low on the horizon, casting a warm golden glow over the mountains and the camp. In the foreground, there are several wooden buildings, including a large dining hall with a covered deck where people are sitting at tables. A central fire pit with a fire is surrounded by people. To the left, a lake reflects the sunset, with a small dock and a few boats. In the background, a large stage with a red curtain and the words 'CAMP HYPE!' on it is visible, with a crowd of people gathered in front of it. The overall atmosphere is peaceful and vibrant.

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THIS IS WHAT'S BEEN MISSING.

Camp HYPE brings together **health**, **mentorship**, **creativity** and **opportunity** within one connected destination designed to help young people become healthier, more confident and better prepared for life.

Most programmes teach individual skills.
Camp HYPE develops the **whole person**.

CAMP
HYPE!

BUILT FOR GROWTH. DESIGNED FOR LIFE.

Every camper follows a personalised journey that develops **body**, **mind** and **character** through daily **habits**, expert **mentorship** and meaningful **progression**.



HEALTH OPTIMISED

Movement, recovery, sleep and nutrition built into every day.



PERSONALISED PATHWAYS

Tailored goals, tracked progress, real growth.



EXPERT MENTORSHIP

Industry professionals who guide, challenge and believe in them.



HABITS FOR LIFE

Healthy routines. Stronger mindset. Lasting confidence.

TODAY'S JOURNEY

	NUTRITION WORKSHOP	07:30
	MOBILITY & MOVEMENT	09:00
	CLIMBING SESSION	10:30
	VOCAL COACHING	13:00
	RECOVERY & MINDFULNESS	15:00
	DINNER DISCUSSION	19:00



ELLA
AGE 14

CONFIDENCE		↑
STRENGTH		↑
NUTRITION		↑
RESILIENCE		↑
LEADERSHIP		↑
READY FOR SHOWCASE		✓

WE DON'T JUST DEVELOP TALENT. WE DEVELOP PEOPLE.

CAMP
HYPE!

EVERY TALENT HAS A PLACE TO GROW.

Every young person develops differently. Camp HYPE combines expert mentorship, purpose-built development spaces and personalised pathways to help every individual discover what they're capable of.

HYPE!
THEATRE
LAKE
DINING HALL
THE HUB

THE LAYERS OF TALENT WE DEVELOP



SINGING & PERFORMANCE

Vocals, stage presence and confidence.



DANCE & MOVEMENT

Technique, expression and physical performance.



CONTENT & MEDIA

Filmmaking, editing, photography and storytelling.



LIGHTING & VISUALS

Lighting design, visual production and show atmosphere.



PRODUCTION & STAGE MANAGEMENT

Backstage, logistics, technical production and live events.



MUSIC PRODUCTION & COMPOSITION

Production, songwriting, sound design and music technology.



WELLBEING & MINDSET

Resilience, focus, leadership and personal growth.

TALENT ISN'T DISCOVERED BY CHANCE. IT'S DEVELOPED WITH INTENTION.

CAMP
HYPE!

THE FIRST SEASON IS ONLY THE BEGINNING.

For many young people, Camp HYPE is **not the end** of the experience.

It is the beginning of **lifelong mentorship**, meaningful connections and **opportunities** that continue long after the season has finished.

H!

NOW

- ✓ Winter Development Programme Invitation
- ✓ HYPE Agency Discovery Session
- ✓ Mentor Follow-up Confirmed

THE SEASON ENDS. THE JOURNEY DOESN'T.

CAMP
HYPE!

INTELLIGENCE

EVERY JOURNEY. GUIDED BY HYPE! OS.

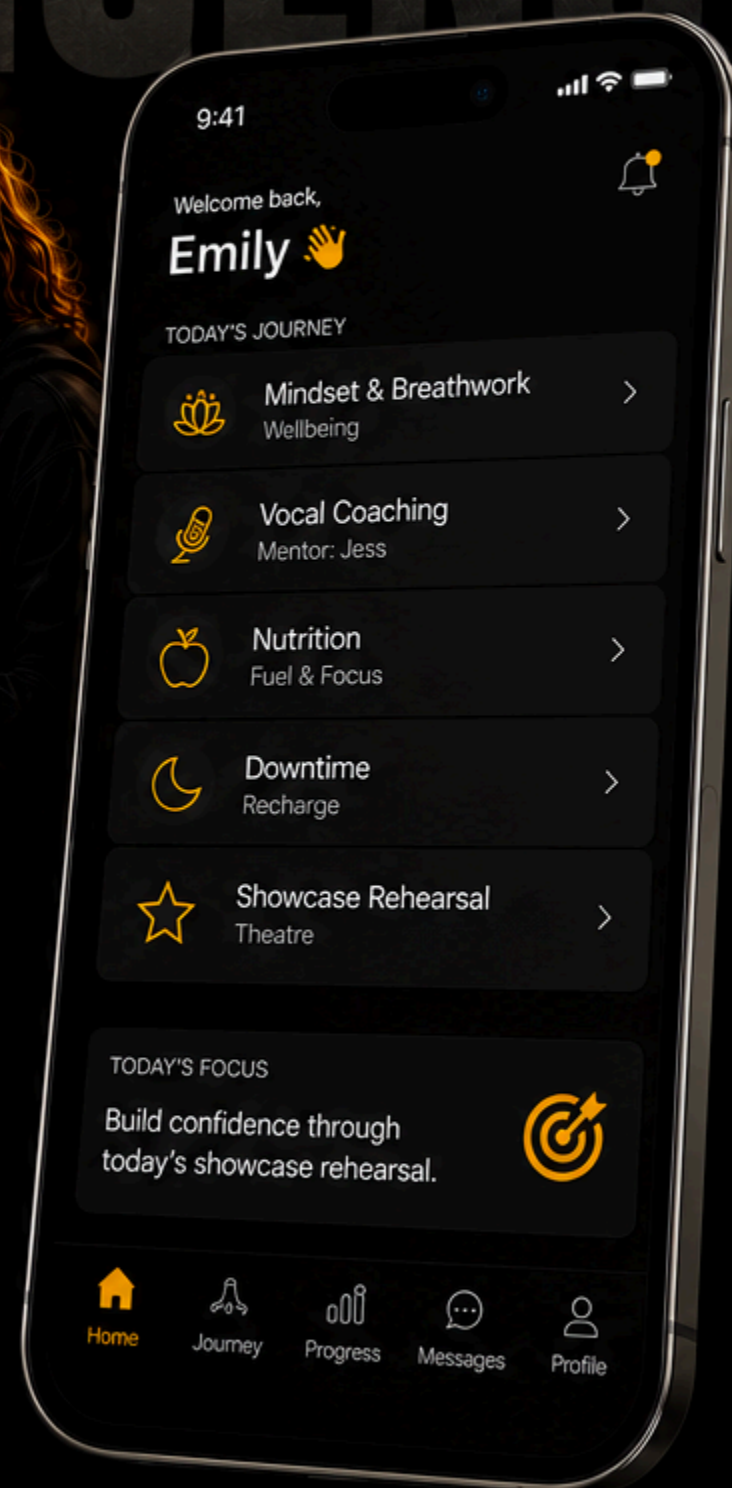
Every young person follows a different journey. HYPE! OS quietly connects mentors, parents and personalised development behind the scenes, allowing every child to feel **understood rather than managed.**

“

FOR THE FIRST TIME,
I CAN ACTUALLY **SEE
MY PROGRESS.**

I KNOW WHAT I NEED
TO WORK ON, BUT I ALSO
KNOW **WHAT I'M
DOING WELL.**

— JORDAN, 15



“

I KNOW THEY'RE
IN SAFE HANDS.
**I SEE THEIR GROWTH
EVERY DAY.**

— PARENT

HYPE!
OS

TECHNOLOGY SHOULD NEVER REPLACE MENTORSHIP.
IT SHOULD MAKE IT MORE PERSONAL.

CAMP HYPE DOESN'T BUILD EVERYTHING FROM SCRATCH.

IT'S POWERED BY
THE HYPE ECOSYSTEM.

We've built the infrastructure.
Camp HYPE plugs in and scales
faster, smarter and stronger
because of it.

HYPE! AGENCY

-  TALENT ACQUISITION
-  TRAINING & DEVELOPMENT
-  STAFFING SOLUTIONS

HYPE! FLEET

-  GUEST TRANSPORT
-  STAFF & LOGISTICS
-  EQUIPMENT MOVEMENT

CAMP HYPE!



THE EXPERIENCE
THAT CHANGES EVERYTHING.

HYPE! OS

-  GUEST INTELLIGENCE
-  OPERATIONS PLATFORM
-  PERSONALISATION ENGINE



ONE ECOSYSTEM.
CONNECTED. ALIGNED. SHARED.



SHARED INFRASTRUCTURE.
BUILT ONCE. POWERING EVERY DIVISION.



LOWER COST TO SCALE.
LEVERAGE. EFFICIENCY. COMPOUNDING ADVANTAGE.

BUILT TOGETHER. BUILT TO LEAD.

CAMP
HYPE!

THE FIRST SEASON. **STARTS HERE.**

Camp HYPE is building a new model for youth development where **health, talent, opportunity** and **intelligent support** come together in one connected experience.

REQUEST THE FULL
INVESTOR PRESENTATION

✉ hypeentertainmenthq@gmail.com