



SCOTIABANK (BARBADOS) LIMITED

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Rewarding young entrepreneurs involved in the \$20 Challenge.

The Pivot Edition – an abridged version of the BEF’s \$20 Challenge came to an end on December 4, with a Prize Giving event. 7 enterprising entrepreneurs emerged on top from 25 businesses by 57 students ranging from private to public schools including students from Barbados Community College and the University of the West Indies – Cave Hill.

Speaking at the Prize Giving Ceremony, Andre Marshall, Manager Customer Experience, Scotiabank Barbados said: “For our young people, we know that how we support them today can prepare them for tomorrow, and that’s why we want to help them thrive and provide them with the opportunity to succeed. Not only does this programme help our young people expand their horizons, it offers all the great benefits of teamwork, discipline and integrity, entrepreneurship education itself is so vital in today’s world.”

“We live in a world in which the future is uncertain, so our young people need skills that will allow them to make their own way. We can’t predict the job market and economy they will enter – case in point - how the COVID pandemic as affected the world! Therefore, we don’t know what skills they need to be successful after they leave our schools. We know without a doubt, though, that they need skills that will allow them to navigate uncertain waters and chart their own paths. Entrepreneurship education and this \$20 Challenge has helped teach these skills. Our young people are now equipped to seek out problem-solving opportunities, empathize with others, think creatively, take risks, accept failure as part of the growth process, and appreciate the correlation between hard work and success,” he added.

The focus of the Pivot Edition was to facilitate students to navigate their businesses through the COVID pandemic, with the objective to help them adapt, with the use of technology within this new environment and to be successful.

Celeste Foster, Executive Chairman of the BEF \$20 Challenge said: "Over the past decade, the \$20 Challenge has provided an important platform for young people across the country to showcase their innovative business ideas and realise their entrepreneurial ambitions. The \$20 Challenge including this Pivot Edition acts as a springboard for tomorrow’s business leaders. We’ve had students demonstrating ingenuity in their approach even in a time of a pandemic, so I want to congratulate all the students who took part in the Pivot Edition in what has been a uniquely challenging year.”

“I also especially thank our title sponsor, Scotiabank, who has stood by our side through the years but doing so this year, when many others choose not to, we are exceptionally thankful. This edition of the \$20 Challenge could not have come to fruition without your support," she added.



Andre Marshall – Manager, Customer Experience, Scotiabank presents the Microbusiness of the Year to Edward Charles and his company whose company is named Bajan Naturals.



Dr. Jeannine Comma and the BEF and Andre Marshall interact with the businesses from this year’s \$20 Challenge during the Prize Giving event.