



LOOK IN



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Meet The People Behind DYBT

Skills for Youth Employment in the Caribbean

(SKYE)

SKYE is a four-year programme designed to develop a better skilled, more productive and inclusive workforce in St. Lucia, Grenada, Dominica, and St. Vincent and the Grenadines.

The programme is focused on improving the occupational skills and employability of youth aged 15-30 years to enable them either to move out of unemployment or to progress within their current employment.

SKYE is funded by the UK government and managed by Mott MacDonald SVG, part of the Mott MacDonald Group. Mr. Jules Pascal former Chief Youth Development Officer is Country Coordinator for Dominica.

DYBT has secured support for the Entrepreneurial Development Programme for three years under this project

DYBT continues its 14th EDP remotely

Where there is a will, there is a way. This is a mantra that the Dominica Youth Business Trust drew from as it sought to recommence the 14th Entrepreneurial Development Programme. As mentioned in the LOOKIN previous issue, the training programme was suspended due to COVID-19. At that point, only half of the programme was completed, leaving two entire weeks of sessions incomplete.

The Trust quickly brainstormed possible alternatives for the resumption of training –one such avenue being the delivery of sessions via the online medium, Zoom. However for this to take place, it was of paramount importance to assess all of the participants' access to the internet as well as a device with internet connectivity. From a survey conducted, it was discovered that approximately 7 participants had difficulty with access to the internet, while 2 had no access to a proper electronic device. The Trust is thankful for its partner,

the International Organization for Migration, for the provision of internet data boxes and two tablet to entrepreneurs who were disadvantaged. This intervention ensured that no participant was left behind as a result of these circumstances.

The 14th EDP recommenced, for the first time in DYBT history, virtually on April 21st 2020. The former schedule was redesigned, making training days on Tuesdays and Thursdays from 5pm – 8pm.

This approach enabled trainees who were working during the day, to still be able to take part in sessions during the evening. The training ran for approximately four (4) weeks and

sessions were delivered in 1hr 30mins time slots.

Easily one of the biggest advantages of conducting sessions online was the ability to record all sessions. This meant that trainees could review any session at any time for additional clarity. Special thanks to Mr. Brendan Defoe and all other facilitators and presenters for availing themselves.

Overall, participants expressed a smooth and seamless transition from the physical, conference room setting to the zoom platform. Participants took part in games and challenges which were incorporated into the session in efforts to ensure retention. The trainees were as happy to be in each other's 'virtual' company as they were to complete yet another milestone on their journey towards owning and operating a successful small business.

The COVID-19 pandemic has left many business and institutions in a tailspin. The DYBT continues to operate as a resilient institution, adapting to various circumstances as they arrive.



EDP trainees

DYBT Strong Tips

Start with a narrow focus first and expand!

Did you know that Amazon started as a bookstore? They slowly expanded into toys and other products as time went on, and we all know how far that went. That's how you build a great business!

One of the most important business tips is to always start with a narrow focus and expand into relevant verticals as you scale. By having a narrow focus, you can build a loyal audience who knows what to expect from you. It also gives you a well-defined audience to make your marketing easier.

Almost all of the strong brands today like Apple, Ford, Coca-Cola, and Amazon started narrowly and expanded only after winning the initial branding battle.

The Dominica Youth Business Trust is a member of the Youth Business Caribbean (YBC) Network. YBC is a community of established organizations (namely Barbados Youth Business Trust, Youth Business Trinidad And Tobago, Jamaica Youth Business Trust, St. Lucia Youth Business Trust, Anguilla Youth Business Foundation and Dominica Youth Business Trust) working with young people who want to establish entrepreneurial businesses in the Caribbean. Since 2012 it has been working together to strengthen the ecosystem for young entrepreneurs in the Caribbean. As part of our COVID 19 support to entrepreneurs, the YBC hosted a series of six webinars which focused on various areas which affected young period at the dawn of COVID 19.

YBC Webinar Series



April, 22nd Gabriel Faria, CEO, Trinidad and Tobago Chamber of Commerce shared on Business Survival post-COVID 19. This was followed by Surviving and Thriving on April 29th 2020 hosted by Dawn Franklin- Life Coach and Donna Every-International Speaker from Barbados. Lizra Fabien, Executive Director –DAIC and Trustee on DYBT Board delivered Business Continuity Planning for Young Entrepreneurs- The six-step approach presentation on May, 6th 2020. Wednesday 13th May 2020, member of the of Youth Business Trust Trinidad

and Tobago Board . Lara Quentrell Thomas- Chairman Regency Recruitment and Resources, Marcus Son Kow- Managing Director Fresh Start Juice, Randall Douglas- Chief Consultant Ingenuity Business Development and Natalie Alcantara marketing consultant ION Marketing Ltd sat on a panel which discussed Business Minds In COVID-Geddon. Dr. Ronya Foy Connor Director Gender Affairs Unit in Anguilla and Kaela Lay Psychologist from St Lucia hosted the webinar Stress Less 20 May 2020. The final webinar in the series held on 27th May 2020 focused on Community - The Entrepreneur Experience highlighted a small panel of entrepreneurs including Dominica's Tridel Edwin of 365 MMP, Simone Connor of Anguilla and Trudy Popo of St. Lucia who shared how COVID 19 has affected their business.

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'Have an interest in supporting an Entrepreneur?'
'Get in contact with the DYBT!'

DYBT 1st online SBAF Training

The Dominica Youth Business Trust is proud to have completed its 24th installment of its Small Business Assistance Facility (SBAF) training programme despite the COVID-19 Pandemic. This year's programme also marks another first for the Trust – the first SBAF training to be held entirely online.

The SBAF would have normally been three half-day sessions training was redesigned to a 3 hour per day for an entire week. The training ran from 15th – 19th June 2020 via Zoom. This provided entrepreneurs with who are actively involved in their daily business operations to be able to attend sessions without disruption of business. A total of twenty-six (26) entrepreneurs participated in the event (16 females, 10 males).



24th SBAF Entrepreneurs

The training comprised of impactful sessions ranging from setting up a small business, marketing and promotion and record keeping among others. Similar to other years, seasoned entrepreneurs in the name of Kervin Vidal, proprietor of K Vidal's Enterprise and Avena Prince, proprietor of Royal Globe Inc/ Vee's Couture shared experiences from their own

PLEASE MEET.....



Tevin Benjamin

NAME Mr. Tevin Benjamin
BUSINESS NAME Mr. King's Punches
TYPE OF BUSINESS Agro. Processing
LOCATION Fond Cole
YEAR ESTABLISHED 2014.
DYBT TRAINING ATTENDED Entrepreneurial Development Programme Training

ACCOMPLISHMENTS IN BUSINESS

Ensuring that I was able to meet the necessary standards for producing a great label and developing a produce of highest quality.

ADVICE TO YOUNG ENTREPRENEURS

Never make giving up an option. It may seem that there is no hope but just keep in mind there is light at the end of the tunnel. Nobody ever says it was going to be easy, sacrifices and keep pushing to the top. it may feel you can't push a 100 % because of the environment, lack of equipment or financial assistance, think outside the box. In business, keep your mind open, focus and keep working on your dreams every day and you will see the result in the end. Remember patients is a virtue.

entrepreneurial journey and interfaced with our participants. Mr. Heinrich Anselm, Technical Officer at the Dominica Bureau of Standards appraised trainees on the importance developing standards for their product/service and the requirements for proper labels.

Representatives from a few of DYBT's long standing partner financial institutions had the opportunity to interact with trainees, providing key information on their products and services. These institutions included the AID Bank, NCCU, and NDFD. The representatives also sought to provide clarity to questions posed by the trainees.

In light of the COVID-19 Pandemic and its ongoing effect on small businesses, the Trust added the "Managing Risks & Business Continuity" session which was facilitated by Ms. Lizra Fabien, Executive Director of the Dominica Association of Industry and Commerce. This was in efforts to increase the capacity of existing entrepreneurs to plan for and effectively respond to both internal issues and external shocks, thus bolstering the overall resiliency of businesses.

Although the training has since ended, the Trust continues with its IOM Development Fund grant for participants of the SBAF Training. In order to be eligible for consideration, entrepreneurs must have a Business Plan as well up to date Financial Records.