

CARIBBEAN INNOVATION NETWORK

DIA Labs for Youth Innovation Project

2024-
2023-

Report period: January 2023 – March 2024
Prepared by The Trust for the Americas

Citi Foundation



Democratizing
Innovation In
the Americas



OAS

More rights
for more people



Second edition 2024.

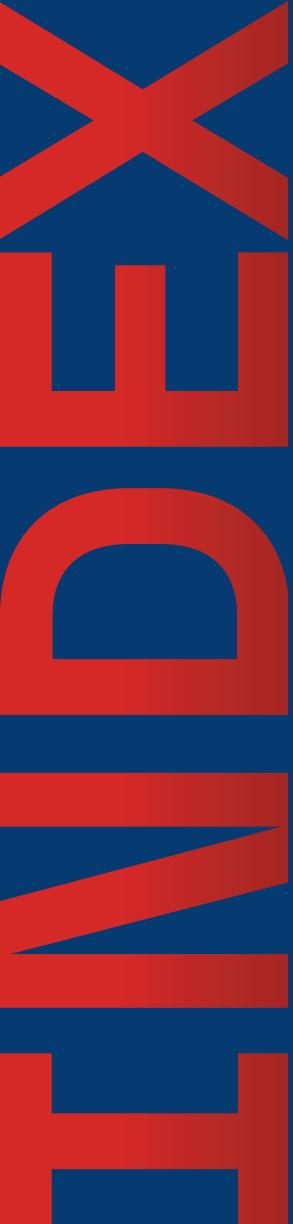
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PROGRAM SUMMARY

01



DIA Pitch Tank Competition in the Dominican Republic

"The DIA Lab taught me that I should always bet on my dreams, especially if they can improve your life and the lives of those around you."

DIA Lab participant from the Dominican Republic and winner of a Pitch Tank Competition.

In 2024, The Trust for the Americas, Citi Foundation and its local partners in Jamaica, Trinidad and Tobago and the Dominican Republic celebrate eight years of working together towards empowering youth through technology, training, collaboration spaces and mentoring at the DIA Innovation Labs. To date, the regional DIA Lab network has impacted over 8,313 young people and individuals through training, knowledge and skill-building activities, workshops, conferences, and events.

In 2023, we decided to increase our yearly training goals. We are pleased to announce that we have reached and surpassed our goal of training 700 Caribbean youth. From January 2023 – March 2024, 1,002 young people have been trained in DIA's 40-hour curricula that is adapted to the learning and labor needs and priorities of local contexts. These young people, in addition to building new specialized knowledge and technological and job-related skills, strengthened their abilities for innovation and entrepreneurship so they can access or build better labor opportunities and career paths.

The DIA Labs in Jamaica, in Trinidad and Tobago (active since 2021) and in the Dominican Republic (active since 2022) serve young people from 16 to 35 years old who are enthusiastic about learning new tools and skills for their personal and professional development, with a special focus on benefiting those facing challenges to access educational or professional opportunities, facing socioeconomic challenges, or living in vulnerable contexts. This growing network of innovation reinforces The Trust's commitment to continuing the promotion of livelihood opportunities for all, by fostering collaboration and inclusion.

The graduates from the DIA Labs in Jamaica, Trinidad and Tobago, and the Dominican Republic are developing innovative and proactive mindsets, supported by qualified and competitive skills for the digital age. These skills are fundamental for addressing socio-economic challenges.

In this special report, we thank and recognize the outstanding work of our local partners who have demonstrated great ability and passion to inspire, guide and upskill our youth towards achieving their goals and dreaming bigger. The Trust and the DIA Program are aware of the tremendous growth our local partners have had throughout this ambitious project. Together, we have built not only a project whose impact has reached more than 8,000 people, but an innovation community that is and will continue to transform the Caribbean region.

Throughout these years (2016 - 2024) we accomplished:

- A network of 6 DIA Innovation Labs located in three Caribbean countries.
- Over 8,313 youth and people benefited from the DIA Labs through training and awareness-raising activities.
- 708 participants started or strengthened entrepreneurship (business or social) projects or have developed digital apps.
- 344 participants received funding for their innovative projects or ventures through our insignia Pitch Tank Competitions.



DIA Lab participant at an entrepreneurship local event

During this phase (January 2023 – March 2024):

- 1,002 youth received training.
- 1,459 have accessed or participated in short capacity building sessions, workshops, conferences or other events and activities.
- 331 participants have developed entrepreneurship (business or social) projects.
- 78 participants received seed funding to develop or strengthen their ventures.
- **18 events and initiatives:**
 - 2 DIA Summit events 2023 in the Dominican Republic and Trinidad and Tobago.
 - 5 Ideathons to foster the generation of disruptive projects.
 - 7 Pitch Tank Competitions.
 - 1 Launching event for the fourth DIA Lab in the Dominican Republic.
 - 1 Hackathon in the DIA Lab Trinidad and Tobago.
 - 2 events to foster collaboration and participation of youth.
- 58,750 USD granted in seed funding to innovative projects and project ideas.
- +65 courses available at the DIA Labs.

[View dashboards to see details about project metrics: here](#)

This program is implemented by The Trust for the Americas of the Organization of American States (OAS), with the financial support of Citi Foundation and the operative support of the Jamaican Institute of Law and Economics (ILE) in Jamaica, the Caribbean Industrial Research Institute (CARIRI) in Trinidad and Tobago, and ADASEC Dominicana in the Dominican Republic.

This program is aligned with six of the United Nations (UN) Sustainable Development Goals:



SUCCESS STORIES

02



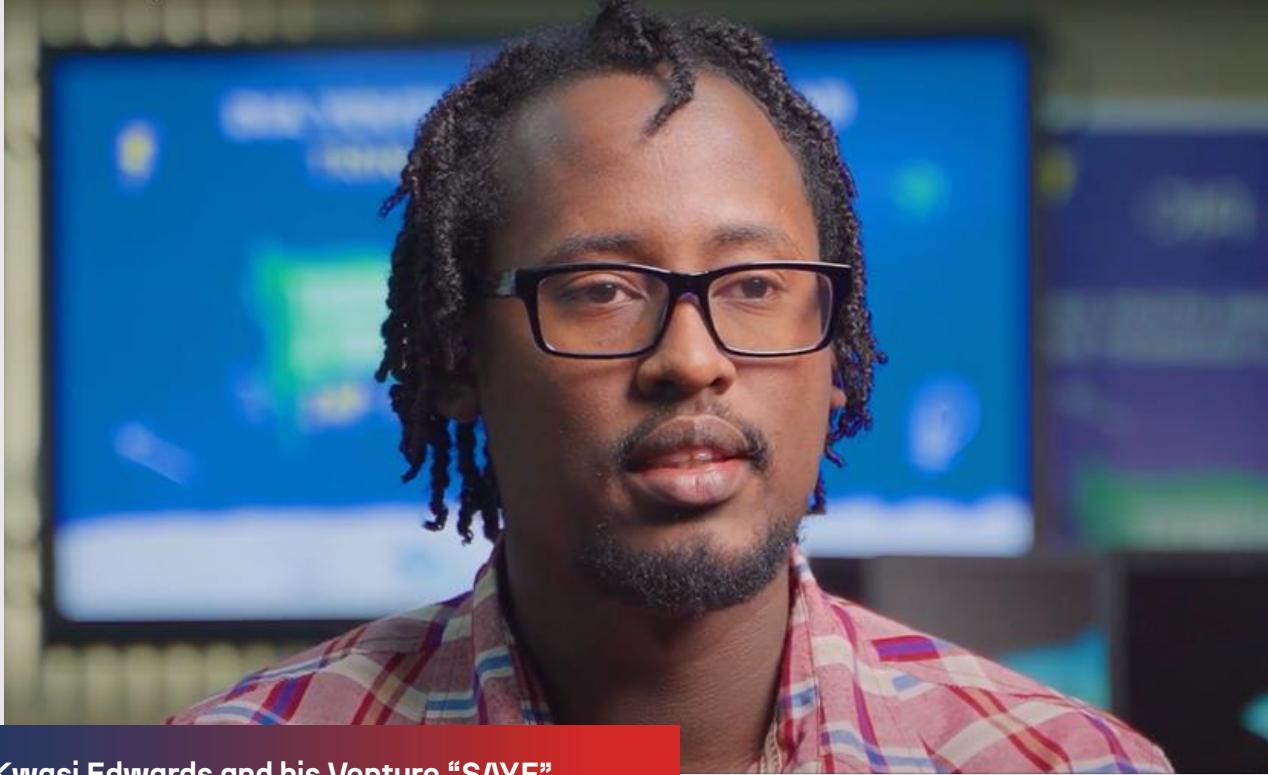
Meet Candice Gordon and her project “Shevielle”

CARL DUNCAN

SWAZE



Meet Carl Duncan and his project “Swaze”



Meet Kwasi Edwards and his Venture “SAYF”





“It is a pleasure and an honor to present you with this collection of inspiring stories. Each one represents something much greater than a simple success story. Each of these stories is a concrete demonstration of our commitment to change, innovation and empowerment in the Americas”.

Linda Eddleman, CEO of The Trust of the Americas.

BOOK OF STORIES OF SUCCESS AND INNOVATION FROM THE DIA LAB IN THE DOMINICAN REPUBLIC



Access the Book of Success Stories: [here](#)

PROJECT IMPLEMENTATION AND RESULTS

03

TRAINING PROGRAMS



DIA Lab participants from Trinidad and Tobago in a training session

Every DIA Lab participant who enrolls for the training program undertakes a journey of completing 40-hour curricula that is targeted towards building up their innovative, technological, professional and personal skills and abilities. Additionally, youth strengthen their interpersonal skills, such as networking, communication and active listening, critical thinking, and leadership.

Participants can access a variety of courses from the wide range available (over 65 courses available in the region) that are offered in on-site and virtual formats. The topics covered from soft skills for the professional environment, financial literacy, entrepreneurship and innovation training; to more advanced and specialized courses such as cybersecurity, data science, Python programming, development of Mobile Apps, prototyping among many other topics relevant to the future of work.

At the DIA Labs, it is a priority to offer and tailor courses according to the needs and priorities of youth and those of regional professional markets. For this, since 2022 we have used our [AI Jamaica's Digital Skills Indicator](#), that allows us to access updated data on what skills and knowledge areas are highly demanded in the regional labor markets, so we can strategically use that information to shape and improve our training programs.

DIA Labs training results:

1,002 youth completed the **DIA Lab 40-hour** training curricula and other training courses.



256



450



296

Courses that were demanded the most in 2023 and 2024:



Pitch Tank Bootcamp
Introduction to Entrepreneurship



Track 1 - ICT
Track 2 - Business

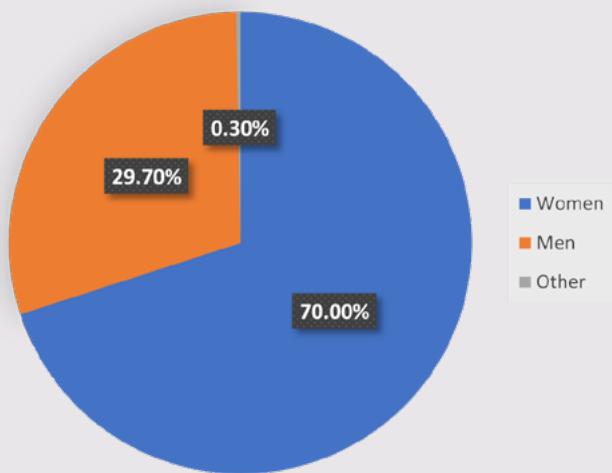


Digital Marketing for entrepreneurs
Project management for entrepreneurs & computer maintenance and repair



DIA Lab Trinidad and Tobago: Graduation Ceremony, October 2023

Gender distribution of trained participants:



SENSITIZATION EVENTS AND ACTIVITIES



DIA Lab graduate participating at NEDCO's Entrepreneurship Week 2023 in Trinidad and Tobago

The holistic approach at the DIA Labs results in greater chances for participants to put their learnings into practice, set clear and achievable goals, and recognize the value of their contribution to local development. This is why we provide youth and local representatives with spaces and opportunities to generate community engagement, collaborate with multisectoral actors and commit to participate in generating inclusion using technology.

Sensitized participants are those who:

- Attend or participate in an event or short capacity-building session, for example: workshops, panels, hands-on experiences, and insignia events such as the DIA Summit, the Ideathons and Hackathons.
- Use the DIA Labs equipment or facilities.
- Receive mentorship or coaching from DIA Labs' or partners' staff.
- Start a training program but do not graduate from it.



Pitch Tank competition in Bani, Dominican Republic

DIA Labs sensitization results:

1,459 youth sensitized through events and activities.



37



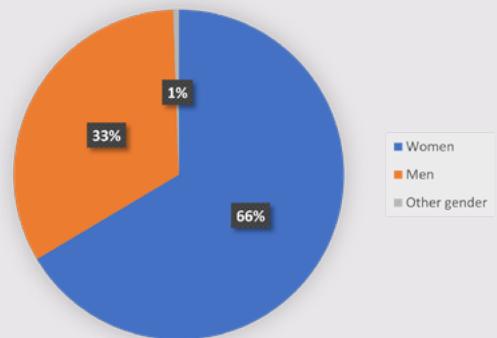
1224



198

18 regional, national and local events.

Gender distribution of sensitized participants:





Participants practicing how to use the laser cutter at the DIA Lab Trinidad and Tobago

Some of our activities and events:

5 Ideathons:

- Trinidad and Tobago: 1 Ideathon in January 2023.
- Jamaica: 2 Ideathons carried out in June and September 2023.
- Dominican Republic: 2 Ideathons held in September 2023 and November 2023.

In Trinidad & Tobago, the Ideathon saw the participation of an impressive one hundred and sixteen enthusiastic individuals who joined forces to address the most urgent challenges confronting their respective communities.

80 Jamaican DIA Lab youth had the opportunity to participate in two Ideathon events, where they grouped in teams to think of and develop proposals to address areas of concern within their communities: violence prevention, citizens participation, climate, environment and food sustainability, youth empowerment and gender-based violence. In these occasions, the DIA Urban Lab collaborated with AIDS Health Foundation.

The Dominican Republic also held two Ideathon events where 67 DIA Lab participants from different communities across the country received mentoring and guidance from high-level local and international experts. Participants had the opportunity to expand their knowledge in six fundamental thematic areas related to high-impact innovation and entrepreneurship.

DIA Summits

These events celebrate the impact and achievements of the DIA Program by catalyzing collaboration between local and international stakeholders. It serves as a dynamic platform for the exchange of knowledge, enabling attendees to share insights, experiences, and expertise. Participants engage in meaningful discussions and networking opportunities.

DIA Summit in the Dominican Republic:

On September 27th and 28th, 2023, we held the first Summit iteration in Spanish. The Summit served as a dynamic platform for knowledge exchange, featuring keynote speakers, panel discussions, and round tables on pertinent themes including climate change, entrepreneurship, technology, and women empowerment. Some of the organizations and high-profile individuals who joined us ranged from industry experts from local and international organizations to local government representatives. Additionally, we were honored to have the presence of Gabriella Hache, representative from Citi, providing remarks and encouraging participants to continue learning. Furthermore, Yolanda Araceli Azuara, the OAS representative in the Dominican Republic, and Alex Figueroa, COO of Trust for the Americas, graced us with their presence and provided our youth with valuable advice in their remarks.



DIA Summit in the Dominican Republic, September 2023

99 attendees

17 panelists

DIA Summit in Trinidad and Tobago:

The 2-day regional DIA Youth Innovation Summit, held on November 23rd and 24th 2023, focused on “Innovating Future Generations” and brought together over 100 attendees from public and private sector entities from Trinidad and Tobago. The summit was also live streamed on YouTube allowing participants from Trinidad and Tobago and Jamaica to join remotely. Additionally, two special awards were presented: the DIA Male Entrepreneur of the Year Award went to Antonio Jack and the DIA Female Entrepreneur of the Year Award was bestowed upon Naomi Anderson recognizing their outstanding contributions to the entrepreneurial ecosystem.

[See press release: here](#)



DIA Summit in Trinidad & Tobago, November 2023

24 attendees

15 panelists

7 Pitch Tank Competitions



Pitch Tank Competition at the DIA Lab Trinidad and Tobago

Every year, Pitch Tank Competitions serve as an important platform for DIA Labs graduates to prepare and present their innovative projects before an expert jury. The Pitch Tanks award the best initiatives with seed funding aiming to catalyze the realization of these innovative ideas and drive positive change within the community. In total, the Pitches awarded 55,750 USD to innovative projects led by Caribbean youth.

In December 2023, we developed a hands-on experience where Citi representatives and DIA Lab participants met. This was achieved through the Pitch Tank Reinvestment edition where DIA Lab beneficiaries shared their entrepreneurial and innovation journeys, offering firsthand accounts of how the DIA Lab had empowered them to make a real impact in their communities.

Jamaica: 2 Pitches in September 2023 and March 2024, and 1 Pitch Tank Reinvestment Edition in December 2023.

Trinidad and Tobago: 2 Pitches in November 2023 and February 2024.

The Dominican Republic: 2 Pitches in August 2023 and January 2024.

See the description of the winning projects in the “Description of financed projects” section of this report.

58 winning teams
(73 DIA Lab participants)

55,750 USD granted in seed
funding for Pitch Tank winners



Winners at the Pitch Tank Competition in Jamaica



Winners at the Pitch Tank Competition in the Dominican Republic

See press releases:

[Pitch Tank in Trinidad and Tobago February 2024](#)

[Pitch Tank in the Dominican Republic January 2024](#)

[Pitch Tank in Trinidad and Tobago November 2023](#)

[Pitch Tank in the Dominican Republic August 2023](#)

Inauguration of the 4th DIA Lab in the Dominican Republic

In September 2023, the 4th DIA Lab in the Dominican Republic was officially launched to start operations in La Ceiba, Bonao. This new space provides more young people from the Bonao community with access to technology and training in digital, business, and job skills, to contribute to employability and the generation of livelihood opportunities.



Representatives from the community, The Trust for the Americas and ADASEC at the inauguration event

Outreach and awareness-raising activities

The DIA Labs carried out multiple activities to raise awareness about the importance of young people learning digital and entrepreneurial skills, and to present the services and opportunities of the DIA Labs. The activities vary in format and objectives, reaching participants from various locations. This is a strategy that DIA Labs follow to promote the inclusion of underrepresented youth in our training programs and flagship events.



Community building activities at the DIA Lab in the Dominican Republic



In September 2023, DIA Lab RD carried out activities to strengthen community ties between the DIA Labs implementation team and the young participants. Among these activities were:

- **In-person workshops:** three immersive workshops centered around providing our youth with an introduction to the fields of data science, public data, and creative economies.
- **Painting of a mural:** In Bonao, where one of our DIA Labs is located, we engaged in a community-building activity centered around the painting of a mural in the community. This was done by the DIA team in collaboration with ADASEC and community members.



Mural in Bonao

Training Graduation Ceremonies



Graduation ceremony at the DIA Lab Trinidad and Tobago in October 2023

DIA Labs and the local implementing teams put all their efforts into making the training experience something special and memorable. With that objective, the DIA Labs organize graduation ceremonies for participants that complete the training programs.

See press release: [here](#)

Participation at Jamaica's 2023 Entrepreneurship Week

In November 2023, and in partnership with HEART Trust Jamaica, the DIA Urban Lab participated in discussions on the capabilities of emerging technology and the transformative power of innovation. The theme of this iteration was “the use of technology in today’s business and employment”.



DIA Lab participant showcasing her business venture

Hackathon in Trinidad and Tobago

In March 2024, the “Tech 4 TT: Building a Sustainable and Inclusive Future” Hackathon brought together young innovators from Trinidad and Tobago to develop innovative tech-based solutions. In 48-hours, 14 teams, comprising developers, subject matter experts, and idea generators, delved into the challenge of crafting ICT solutions across five themes: Community Challenges, the Future of Work, Gender Equality, Sustainable Innovation, and Youth Empowerment. Three winning projects secured 1,000 USD in seed funding (3,000 USD in total).

See the description of the winning projects in the “Description of financed projects” section of this report.



14 participating teams

3 winning teams

3000 USD
granted in seed funding

See press release: [here](#)

ACCESS TO TECHNOLOGY, ECONOMIC AND JOB OPPORTUNITIES

277 business or social ventures were created, improved or expanded during the training program and interaction of participants with the DIA Labs (31 in Jamaica; 212 in Trinidad & Tobago; and 34 in the Dominican Republic).

61 innovative projects received funding (22 in Jamaica; 23 in Trinidad and Tobago; and 16 in the Dominican Republic) at the Pitch Tank Competitions.

58,750 USD awarded in seed funding (18,500 in Jamaica; 24,250 in Trinidad and Tobago; and 16,000 in the Dominican Republic) to innovative business and social ventures to promote their growth and development.

429 young people used the facilities and technological equipment for their personal or professional needs, which complemented the overall activities of the Labs.

COMMUNI CATIONS

04

April 2023

Introduction

This report reviews the communication strategies executed throughout 2023 and into 2024. Our main aim is to bolster awareness, increase visibility, and foster engagement among diverse stakeholders. By showcasing our accomplishments, this report presents the progression of our efforts across various formats and platforms while maintaining a firm commitment to our brand identity.

These communication efforts contribute to our immediate goals and establish the Citi Foundation as a leader in corporate social responsibility. By showcasing our initiatives' positive impact, we aim to attract additional contributors and stakeholders who share our commitment to driving social and economic inclusion through partnerships. For the reported period, main results include:

Total Press Releases:

11 releases

Total Blogs:

8 blogs with approximately **400** readers

Total Local Media Appearances:

54 media appearances

DIA Summit Local Coverage Reach and Publicity:

3.9 million users and \$32,635 in gained publicity

Total Social Media Reach:

160.810 users

Communication Strategy Highlights

The Trust for the Americas provided outreach and visibility to the DIA Urban Lab Jamaica, DIA Lab TT, and DIA Lab RD's projects through its different media channels; including the official website, social media platforms such as Instagram, Facebook, and LinkedIn, the YouTube channel, and the Institutional Newsletter. It is not the "what" but the "how" that moves our efforts; we adapted the information to the different platforms to continue growing our audience organically.

Furthermore, it is crucial to emphasize that while the projects share common objectives, messages, and communication channels, we ensure that all our communication efforts are tailored to each country's language, context, and social reality. This approach is evident in developing unique visual identities for each Lab and acculturating these spaces accordingly.

Objectives

The communication objectives for the project were to:

- Raise awareness about the Innovation Labs for Youth in Jamaica, Trinidad and Tobago, and the Dominican Republic and their objectives among the target audience, including local partners, beneficiaries, donors, potential strategic allies, and key stakeholders.
- Effectively communicate the progress, milestones, testimonials, and pertinent updates of the projects through own and gained communication channels.
- Elevate the projects' visibility on both national and regional levels, ensuring that the Labs' initiatives, events, and accomplishments receive due recognition.
- Foster active engagement and cultivate a network of youth change agents, local partners, and key stakeholders who are actively involved in the activities of the Labs.

Target Audience

The primary target audience for the communication efforts included:

- Local partners: the Institute of Law and Economics (ILE), the Caribbean Industrial Research Institute (CARIRI), ADASEC Dominicana, and other organizations, institutions, and individuals working closely with the Labs.
- Current and potential beneficiaries: young individuals participating or aiming to participate in the Labs' training programs, workshops, and capacity-building sessions, seeking to improve their digital skills and create livelihood solutions, The Citi Foundation and Citi local offices.
- Other individuals or groups who can influence or contribute to the Labs' success, such as media representatives, industry leaders, and community members.

Key Messages

The messages communicated consistently throughout the implementation of the projects were:

- The DIA Labs were launched with the financial support of the Citi Foundation and with the collaboration of our local partners, ILE, CARIRI, and ADASEC, in Jamaica, Trinidad and Tobago, and the Dominican Republic.
- The DIA Innovation Labs aim to foster innovation, entrepreneurship, and digital skills for the future of work among youth who will work to create low-cost, high-impact, high-quality innovation solutions that generate affordable access and livelihood opportunities for their communities on a long-term sustainable basis.

Channels and Results

Website

Situated within The Trust for the Americas' official website, the dedicated portals for the DIA Urban Lab, DIA Lab TT, and DIA Lab RD are the definitive sources for all project-related details. These sites act as the primary hubs, providing an extensive overview of the project's description, outcomes, collaborators, and influence. Updated twice a year, the information and metrics on these portals remain current.

Our Work > Programs > DIA > Urban Labs for Youth Innovation in Jamaica

Urban Labs for Youth Innovation in Jamaica

Jamaica

Project under implementation



Description	Project purpose
<p>In 2016, Citi Foundation and the Trust for the Americas, through its DIA program, launched the 'Urban Labs for Youth innovation' project. DIA - Democratizing Innovation in the Americas is a regional initiative that seeks to foster innovation and empower new generations to create low-cost, high-impact innovations that improve livelihood opportunities and solve daily challenges in their communities. This project aims to inspire and provide skills to young Jamaican innovators-between the ages of 16 and 29-through innovation and entrepreneurship training, mentorship, and access to technology. In 2020, DIA Jamaica introduced a new component that sought to increase employability and economic opportunities for at-risk youth in the Caribbean through digital literacy, data science, and future of work skills.</p>	<p>DIA Jamaica seeks to promote solutions that generate livelihood opportunities and good governance in the region by bringing together academia, civil society, government officials, private sector entities, entrepreneurs, and young innovators.</p>

Project goals

See press release: [here](#)

Our Work > Programs > DIA > DIA Youth Innovation Lab Trinidad & Tobago

DIA Youth Innovation Lab Trinidad & Tobago

Trinidad & Tobago

Project under implementation



Description	Project purpose
<p>In June 2021, The Trust for the Americas, in partnership with the Caribbean Industrial Research Institute (CARI), and the financial support of Citi Foundation, launched the DIA Lab in Port of Spain, Trinidad and Tobago, where young innovators and disruptive entrepreneurs will create low-cost, high-impact, high-quality innovation solutions that generate affordable access and livelihood opportunities for their communities on a long-term sustainable basis.</p> <p>This innovation lab marks the first initiative implemented by The Trust for the Americas in the Caribbean country.</p> <p>Virtual tour of the DIA Lab</p>	<p>Promote innovation and the creation of disruptive solutions in the youth of Trinidad and Tobago, while developing skills through training and access to technology.</p>

Project goals

See press release: [here](#)

DIA Dominican Republic Innovation Lab

República Dominicana

Project under implementation



Description

The DIA Lab in the Dominican Republic aims to foster innovation and entrepreneurship among youth who will work to solve socio-economic problems while acquiring skills for the digital age and the future of work. The DIA Lab methodology offers participants the opportunity to receive training in highly demanded professional skills, participate in project incubation experiences, receive funding and mentorship, and access the Lab's equipment.

With the DIA Dominican Republic Innovation Lab, The Trust will continue promoting livelihood opportunities by bringing together academia, civil society, governments, the private sector, entrepreneurs, and young innovators and engaging them in collaborative spaces through the DIA Lab regional network. The DIA Labs in Jamaica, Trinidad and Tobago, and the Dominican Republic will create young innovators working to solve socio-economic problems while acquiring skills for the digital age.

The results will be more vibrant communities and a brighter future for participants with the creation of micro-enterprises and innovative solutions for

Project purpose

Promote innovation and the creation of disruptive solutions in the youth of the Dominican Republic while developing skills through training and access to technology.

See press release: [here](#)

Press Room

The Press Room section of our website, comprising official press releases and blogs, functions not only as a platform for communicating progress, milestones, events, and results but also as a repository documenting our evolutionary journey in an accessible portal. In this sense, it effectively disseminates timely and impactful information to diverse audiences.

Press releases were an efficient and targeted means of reaching partners and the general public. They were concise and informative, encapsulating essential project updates, achievements, and noteworthy events. By strategically crafting press releases, the Labs could ensure that our audience remained well-informed about their progress.

Moreover, the Labs harnessed blogs' engaging potential to captivate a broader audience. Through blog posts, Labs shared more humanized narratives of specific events and experiences in the Labs' spaces, shedding light on the real-life impact of its initiatives.

Press Releases

From 2023 to the present, we've issued eleven (11) press releases, ensuring widespread dissemination of our core messages. These releases have spotlighted various initiatives within the labs, including the Pitch Tank Competitions, Regional Hackathons, the inauguration of the fourth Lab in the Dominican Republic, the celebration of the DIA Summit in both the Dominican Republic and Trinidad and Tobago, and milestones achieved by the labs' participants upon graduation. Refer to the Media Clipping section for links.

Blogs

Blogs serve as a channel for the team members to share their experiences, relevant information, and best practices in less formal language. Our focus has shifted towards generating value for our audience, enabling them to learn and engage actively. To achieve this, we have extended invitations to our local coordinators and partners to participate in writing blogs, encouraging them to share the posts on their social media platforms to increase visibility and engagement.

For the reported period, we published eight (8) blogs, reaching approximately 400 readers through our WordPress site. However, we also ensure further visibility of these topics by sharing them on our social media platforms. All these contributions collectively form part of our ongoing efforts to provide insightful and engaging content that resonates with our audience. Refer to the Media Clipping section for links. Refer to the Media Clipping section for links.

Newsletter

Every month, our dedicated team compiles the most relevant events and news from within The Trust for the Americas to create our institutional Newsletter. This valuable resource is made accessible to our broad audience of readers in Spanish and English. The Newsletter serves as a platform to disseminate press releases and blogs related to the project's implementation, ensuring that our diverse stakeholders can stay informed about the latest initiatives and the progress of our work across the countries where The Trust for the Americas operates.

Our goal has been to make it shorter, easier to read, and more captivating, ultimately engaging our readers and capturing their interest. Throughout this process, we have been actively cleansing our database and contact list to ensure more accurate metric tracking, allowing us to continually optimize our communication efforts.

We have 1,000 active subscribers who consistently read and engage with our content. This audience is crucial to our mission to effectively disseminate information and foster meaningful connections with our stakeholders.

Local Media

Our project coordinators and the strong network of local partners have played a vital role in securing coverage with local media outlets. This collaboration has been instrumental in significantly amplifying our project's visibility. Local earned media, which encompasses coverage and exposure from external sources such as news outlets and industry publications, is invaluable. It allows us to effectively convey our message, engage the community, disseminate information, and gain validation for our efforts.

We have secured a notable presence across local media outlets throughout the reported period, with 54 media appearances diversified across various platforms, including two printed newspaper articles, 43 digital press releases featured on outlets' official websites and digital blogs, and nine television spots. Notably, our media presence in 2023 and continuing into 2024 reflects a significant surge, constituting a remarkable +50% increase compared to the preceding reported period.

In Trinidad and Tobago, select publications received coverage on CNC3 and TTT News, two of the nation's foremost media platforms. Similarly, notable publications garnered attention from distinguished media outlets such as The Gleaner and Our Today in Jamaica. In the Dominican Republic, media features graced the screens of prominent outlets like CDN 37 and Hoy.

One clear example of the pivotal role of local media visibility, in conjunction with our local partners, was showcased during the DIA Summit 2023 in the Dominican Republic (September 27 and 28, 2023), coinciding with the official launch of the fourth Lab in the community of Bonao (September 29, 2023).

These two events garnered significant media coverage, resulting in 15 appearances across various external media platforms, including digital articles, print publications, and televised segments. This extensive coverage reached an estimated audience of approximately 3.9 million users and generated a publicity value of \$32,635.

To track and measure the impact of our earned media efforts, we utilize advanced software solutions like Meltwater. This platform enables us to monitor mentions, conduct sentiment analysis, and gain competitive insights, providing a comprehensive overview of our earned media landscape.

The visibility gained from these opportunities has increased awareness of our initiative and served as a testament to the transformative impact of the DIA Labs in Jamaica, Trinidad and Tobago, and the Dominican Republic. Refer to the Media Clipping section for links.

Success Stories

Harnessing the power of visual storytelling, producing videos showcasing our participants' remarkable success stories is a crucial and powerful tool in effectively communicating our work. Recognizing its significance, we actively collaborate with our local partners, providing comprehensive support to ensure the production of high-quality videos that align with our goals of inspiring and amplifying the impact of the DIA Labs.

Moreover, recognizing the evolving landscape of digital media consumption, we understand the importance of capturing viewers' attention within a limited timeframe. Therefore, the success stories videos aim to be concise and impactful, seeking for fewer than three minutes. With the constant influx of information and the decreasing attention spans of audiences, delivering our message effectively and efficiently is essential.

In 2023 and so far in 2024, we produced 11 success stories videos crafted to capture the essence of our participants' journeys and the positive transformations they have experienced.

Jamaica:

Aalyah Campbell: <https://youtu.be/5NeWQsicqzc>

Dean Morris: <https://youtu.be/ppdxmG1Xje4>

2024 Success Story #1 (in production)

2024 Success Story #2 (in production)

Trinidad & Tobago:

Kwasi Edwards: <https://youtu.be/n9tde2heikg>

Cherisse Ellis: https://youtu.be/8SQD_3K2IVk

Joshua Jagessar: <https://youtu.be/YP3w6SCNoP0>

Dominican Republic:

Yefry Nuñez: <https://youtu.be/TuMrHhcdbWo>

Oblendy Solanyis: <https://youtu.be/fxZtN3Bogco>

Darlyn Bueno Abreu: https://youtu.be/_MRP3oYGLJc

Rubí Hernández: <https://youtu.be/rGHSF3mSPqQ>

Moreover, this year, we proudly present the creation of the first DIA Lab storybook in the Dominican Republic. In line with our mission to spotlight the success stories of those who have had the chance to impact their communities with the ventures boosted in our Labs, the Communications Department has diligently produced the release of a book featuring ten success narratives from beneficiaries of our DIA Labs in the Dominican Republic.

The development process of this book involved close collaboration with our local partner to curate stories that resonate with the book's objectives. This entailed designing tailored forms to capture the beneficiaries' experiences and engagements with the laboratories and delving into their backgrounds, motivations, and aspirations. Following thorough data collection, including photographs and image waivers, the book underwent the phases of writing, design, and assembly, culminating in creating the final product.



[LINK TO E-BOOK](#)

Social Media

In the current digital landscape, social media platforms play a vital role in ensuring the success and visibility of any project. Recognizing this, we strategically utilized all our social media channels to maximize our outreach efforts and disseminate information effectively. Each platform was carefully tailored to its unique profile, allowing us to reach and engage diverse stakeholders. Instagram and Facebook emerged as ideal platforms for connecting with youth. At the same time, LinkedIn served as a valuable channel for engaging with a more professional audience and fostering connections with stakeholders and industry professionals. Moreover, to ensure balanced visibility for each Lab and create additional impact, when necessary, we implemented Facebook Ads, which boosted reach, engagement and allowed us to communicate to a segmented audience for specific activities and external recruitment. Refer to the Media Clipping section for boosted post details.

Throughout our social media campaigns, our content centered around the key messages of our projects, highlighting significant milestones, success stories, and relevant information. By providing regular updates and compelling content, we aimed to engage our audience and sustain their interest in our initiatives.

Finally, to accurately measure the impact of our communication efforts, we rely on a range of tools and platforms that provide us with insightful metrics. Platforms like Facebook Meta Business Suite and LinkedIn Analytics allow us to monitor and evaluate our media performance, providing valuable data on audience engagement, reach, and impressions. These insights enable us to make informed decisions and continuously optimize communication strategies.

In this sense, in 2023 and up to 2024, our posts generated for the Citi-funded DIA Labs have reached a substantial number of users, totaling 160.810. In the following chart, you will find the total reach attained in each social media channel:

Instagram: **11.918 people**

Facebook: **136.011 people**

LinkedIn: **12.881 people**

Events

Events are crucial in maintaining and increasing the visibility of the projects' progress and providing valuable opportunities for the Labs' beneficiaries. These events are an integral part of our offerings, enabling beneficiaries to pitch their ventures, secure seed funding, gain exposure, and engage in networking opportunities with experts from various sectors in the Caribbean. During this report's period, we organized and executed the following events:

Jamaica:

06/2023: Ideathon I
09/2023: Ideathon II
09/30/2023: Pitch Tank Competition I
12/06/2023: Meet & greet with Citi
12/06/2023: Pitch Tank Competition Reinvestment II
16/03/2024: 2nd Pitch Tank Competition Reinvestment III

Trinidad & Tobago:

01/25/2023: Ideathon
10/20/2023: Graduation Ceremony
11/15/2023: Pitch Tank Competition I
02/28/2024: Pitch Tank Competition II
03/22/2024: Hackathon

Dominican Republic:

07/10/2023: Ideathon I
08/18/2023: Pitch Tank Competition I
09/28/2023: DIA Summit RD 2023
09/29/2023: Launch of Fourth DIA Lab in RD
11/01/2023: Ideathon II
01/26/2024: Pitch Tank Competition II

DIA Labs:

11/23-24/2023: DIA Summit TT (CARIRI and ILE)

To align with the coordinators and clearly understand the event's scope, purpose, and specific needs, the Communications Team created an internal event's form that must be filled out by the local project coordinator several weeks before the event. Access to the event details in advance allows the Communications Team to create tailored and impactful communication materials that align with the event's objectives. This plan encompasses various elements such as press releases, blogs, local media appearances, designed materials like flyers and the event's agenda, and engaging social media posts.

Capacity-Building Sessions

The Communications Team has been conducting highly informative and engaging "Communication 101" training sessions for our local implementing partners. These sessions encompass a comprehensive range of topics to ensure partners' proficiency in critical communication aspects for the project implementation.

During the sessions, we emphasize the order and positioning of logos, highlighting the significance of maintaining consistency and adhering to established guidelines. This effort ensures that our branding is cohesive and instantly recognizable across all communication materials. Moreover, we stress the collaborative nature of effective communication. We explore the concept of communication as a collective effort, emphasizing the importance of working together to achieve our shared objectives. We delve into the critical elements of successful communication, covering aspects such as messaging, target audience identification, and compelling storytelling techniques.

Recognizing the power of social media, we provide insights into crafting impactful social media posts. We discuss elements such as engaging visuals, concise and compelling copy, strategic use of hashtags, and the importance of community engagement. By equipping our partners with these strategies, we enable them to effectively leverage social media to amplify their project's reach and impact.

To further enhance communication materials' visual appeal and professionalism, we introduce our partners to design tools such as Canva. We provide practical guidance on utilizing its features, templates, and design elements, elevating their communication materials' visual appeal and impact.

By fostering collaboration, emphasizing best practices, and introducing innovative tools, these training sessions have fostered a strong sense of partnership and established a solid and impactful communication culture within our organization.

MEDIA CLIPPING

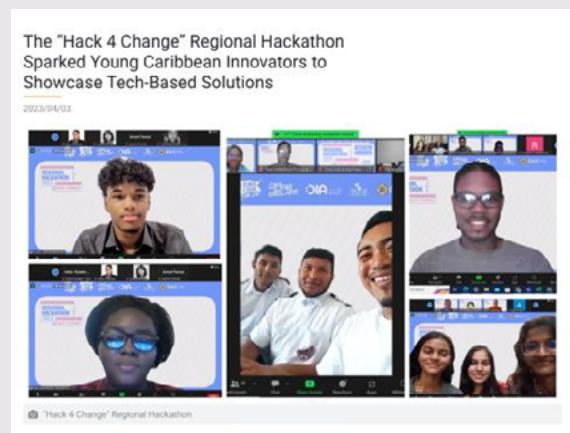
Following is the media clipping of the project. We have identified and we distinguish between “owned” and “gained” media. Owned media refers to the content and channels that we create and control in-house. This includes our company website, social media accounts, blogs, and other digital assets under our direct management. Through owned media, we can showcase our brand identity, share compelling stories, and engage directly with our target audience. On the other hand, earned media refers to the coverage and exposure we receive through external sources, such as news outlets and industry publications.

PRESS ROOM: OWNED MEDIA

Press Releases



Link to press release: [here](#)



Link to press release: [here](#)



Link to press release: [here](#)



Link to press release: [here](#)

DIA Summit 2023: un encuentro transformador en República Dominicana

2023/10/09



DIA summit 2023

República Dominicana. - Santo Domingo se convirtió en el epicentro de un evento trascendental que congregó a jóvenes, representantes gubernamentales, emprendedores y expertos locales e

[Link to press release: here](#)

The Trust for the Americas' DIA Youth Innovation Lab Graduates 297 Entrepreneurs

2023/10/23



[Link to press release: here](#)

Trinidad & Tobago Entrepreneurs Receive Funding at the DIA Lab TT's Pitch Tank Competition

2023/11/22



DIA Lab TT Pitch Tank Competition

Port of Spain, Trinidad and Tobago – November 15, 2023 – In line with this year's Global Entrepreneurship Week theme "Entrepreneurs Thrive Here," the Trust for the Americas in partnership with the Caribbean

[Link to press release: here](#)

DIA Summit 2023 "Innovating Future Generations" Focused on Youth Empowerment and Innovation in Trinidad and Tobago

2023/11/29



[Link to press release: here](#)

The Trust for the Americas, ADASEC RD y Citi Foundation otorgan capital semilla a jóvenes emprendedores del DIA Lab RD

2024/01/31



[Link to press release: here](#)

The Trust for the Americas, CARIRI and Citi Foundation Grant Seed-Funding to Young Entrepreneurs from the DIA Lab TT

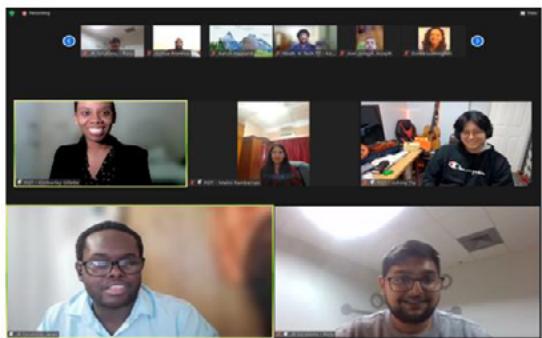
2024/02/04



[Link to press release: here](#)

The "Tech 4 TT" Hackathon Sparked Young Innovators to Showcase Tech-Based Solutions in Trinidad and Tobago

2024/03/27



Link to press release: [here](#)

Darlyn Bueno Abreu, beneficiario del DIA Lab RD, ganó el Premio Nacional de La Juventud La Vega con su emprendimiento Terra Alta



26 ENERO, 2023 ~ COMUNICACIONES DIA ~ EDITAR

Link to blog: [here](#)

Yefry Nuñez, beneficiario del DIA Lab RD, avanza con su emprendimiento READY Recycling



1 FEBRERO, 2023 ~ COMUNICACIONES DIA ~ EDITAR

Link to blog: [here](#)

The DIA Lab TT's Implementing Partner Launched the CARIRI'S Food Processing Facility



2 FEBRERO, 2023 ~ COMUNICACIONES DIA ~ EDITAR

Our implementing partner at the **DIA Lab TT**, the Caribbean Industrial

Link to blog: [here](#)

Showcasing the DIA Lab TT at the Village Wallawah Event



11 ABRIL, 2023 ~ COMUNICACIONES DIA ~ EDITAR

On March 30th, our local partner in Trinidad and Tobago, the Caribbean Industrial Research Institute (CARI) participated in the Village Wallawah.

Link to blog: [here](#)

The DIA Lab TT's Participants Explore the Orange Economy Through the Caribbean Regional Workshop



10 FEBRERO, 2023 ~ COMUNICACIONES DIA ~ EDITAR

In 2023, the DIA program has begun to explore new components to continue

Link to blog: [here](#)

CARIRI participates in UWI WOW Recruitment Fair 2023 featuring the DIA Lab TT



28 ABRIL, 2023 ~ COMUNICACIONES DIA ~ EDITAR

On April 14th, the University of the West Indies (UWI) Campus St. Augustine

Link to blog: [here](#)

DIA Lab TT Showcases its Impact at NEDCO's Entrepreneurship Week 2023



17 AGOSTO, 2023 ~ COMUNICACIONES DIA ~ EDITAR

Our [DIA Lab Trinidad and Tobago](#), implemented by the Caribbean Industrial Research Institute (CARIRI), took center stage from August 2nd to 4th at

Link to blog: [here](#)

El DIA Lab RD celebra el Ideatón virtual de Innovación y Emprendimiento en República Dominicana



25 JULIO, 2023 ~ COMUNICACIONES DIA ~ EDITAR

Link to blog: [here](#)

GAINED MEDIA

<https://www.youtube.com/watch?v=E-YuVT1FdD8>

https://www.youtube.com/watch?v=ItLA0PH_zOI

https://www.facebook.com/story.php?story_fbid=663525542619397&id=100068858724349&paipv=0&eav=AfZ-ehBMMpx70V7b6VIhY_y1HNHIv04-O5HgZsf9t9Zi3Lu6Xyw0N8raKt4r6PtIsHo&_rdr

<https://hoy.com.do/dia-laboratorio-rd-impulsa-a-jovenes-en-productividad/>

<https://www.youtube.com/watch?v=nESqUHVMfNQ>

<https://www.eluniversaldigital.net/economia/impulsa-empreendedorismo-en-el-pais-con-iniciativas-dirigidas-a-jovenes/>

<https://www.elinformadordominicano.com/2023/02/programa-dia-laboratorio-rd-impulsa.html>

<http://secommenta.com/2023/02/programa-“dia-laboratorio-rd-”-impulsa-sector-empreendedorismo-en-el-pais-con-iniciativas-dirigidas-a-jovenes/>

<https://enfoquedelsur.net/nacionales/43485/programa-dia-laboratorio-rd-impulsa-sector-empreendedorismo-en-el-pais-con-iniciativas-dirigidas-a-los-jovenes.html>

<https://fuentenoticias.com/2023/03/11/dia-lab-rd-otorga-11-mil-dolares-en-premios-como-capital-semilla-para-impulsar-proyectos-de-jovenes-emprendedores-en-rd/>

<https://inford.com.do/dia-lab-rd-otorga-11-mil-dolares-en-premios-como-capital-semilla-para-impulsar-proyectos-de-jovenes-emprendedores-en-rd/>

<https://www.dominicanoshoy.com/2023/03/11/fundacion-entrega-11-mil-dolares-en-premios-como-capital-semilla-a-jovenes-emprendedores-de-rd/>

<https://www.dominicanoshoy.com/2023/08/21/siete-jovenes-de-rd-reciben-fondos-semilla-en-la-competencia-pitch-de-proyectos-innovadores-del-dia-lab-rd/>

<https://www.youtube.com/watch?si=mkmAWSf7kDlpQe0w&v=5WU0e1A6CqU&feature=youtu.be>
<https://www.youtube.com/watch?v=E94sUjJIkVs>

<https://deultimominuto.net/el-dia-summit-2023-reune-lideres-y-expertos-para-abordar-desafios-clave-en-rd/>

<https://www.elzumbador.net.do/2023/09/destacan-impacto-del-programa.html>

<https://www.independiente.com.do/2023/09/destacan-impacto-del-programa.html>

<https://www.altantodigital.com.do/2023/09/destacan-impacto-del-programa.html>

<https://www.podernoticioso.com.do/2023/09/destacan-impacto-del-programa.html>

<https://notasrd.com/destacan-impacto-del-programa-democratizando-la-innovacion-en-las-americas/>

<https://lavozdesamana.com/?p=27262>

<https://contrareloj.com.do/destacan-impacto-del-programa-democratizando-la-innovacion-en-las-americas/>

<https://www.youtube.com/watch?v=Tor---DjRIw>

<https://www.elyaguatense.com.do/post/organizaciones-buscan-promover-oportunidades-para-j%C3%B3venes>

<https://despertarnacional.com.do/2023/09/28/destacan-impacto-del-programa-democratizando-la-innovacion-en-las-americas/>

<https://youtu.be/Zz0dEAW56EQ>

<https://www.dominicanoshoy.com/2023/10/04/inauguran-el-cuarto-laboratorio-de-innovacion-dia-en-rd/>

<https://masnoticiasrd.com/2023/10/05/the-trust-for-the-americas-citi-foundation-y-adasec-rd-inauguran-el-cuarto-laboratorio-de-innovacion-dia/>

<https://teleantillas.com.do/nacionales/destacan-impacto-del-programa-democratizando-la-innovacion-en-las-americas/>

<https://our.today/young-entrepreneurs-in-citis-incubator-project-rewarded-with-additional-funding/>

https://youtu.be/HAT51L_yFhQ?si=lSxAhKmbqk2eiIA1

<https://www.avanceprovincial.com.do/adasec-republica-dominicana-the-trust-for-the-americas-y-citi-foundation/>

<https://www.youtube.com/watch?v=zYZhQzDPrCI>

<https://fuentenoticias.com/2024/01/30/adasec-republica-dominicana-the-trust-for-the-americas-y-citi-foundation-otorgan-9-mil-dolares-a-jovenes-emprendedores/>

<https://ahoramismo.com.do/nacionales/adasec-the-trust-for-the-americas-y-citi-foundation-otorgan-9-mil-dolares-a-jovenes-emprendedores/>

<https://elgigante.com.do/adasec-republica-dominicana-the-trust-for-the-americas-y-citi-foundation-otorgan-9-mil-dolares-a-jovenes-emprendedores/>

<http://seomenta.com/2024/01/adasec-republica-dominicana-the-trust-for-the-americas-y-citi-foundation-otorgan-9-mil-dolares-a-jovenes-emprendedores/>

<https://panoramaurbanord.com/actualidad/adasec-republica-dominicana-the-trust-for-the-americas-y-citi-foundation-otorgan-9-mil-dolares-a-jovenes-emprendedores/>

<https://www.elyaguatense.com.do/post/adasec-republica-dominicana-the-trust-for-the-americas-y-citi-foundation-otorgan-9-mil-d%C3%B3lares-a-j%C3%AD>

<https://www.sitiodigitalrd.com/2024/01/adasec-republica-dominicana-trust-for.html?m=1>

<https://www.afuegolento.net/post/adasec-republica-dominicana-the-trust-for-the-americas-y-citi-foundation-otorgan-9-mil-d%C3%B3lares-a-j%C3%AD>

<https://www.sitiodigitalrd.com/2024/01/adasec-republica-dominicana-trust-for.html?m=1>

<https://www.elcambioinformativo.com.do/2024/01/30/adasec-republica-dominicana-the-trust-for-the-americas-y-citi-foundation-otorgan-9-mil-dolares-a-jovenes-emprendedores/>

<https://www.imparcialrd.do/2024/01/adasec-republica-dominicana-trust-for.html?m=1>

<https://www.elzumbador.net.do/2024/01/adasec-republica-dominicana-trust-for.html>

<https://www.independiente.com.do/2024/01/adasec-republica-dominicana-trust-for.html>

<https://www.altantodigital.com.do/2024/01/adasec-republica-dominicana-trust-for.html>

<https://www.podernoticioso.com.do/2024/01/adasec-republica-dominicana-trust-for.html>

<https://cronicards.com/2024/01/adasec-republica-dominicana-the-trust-for-the-americas-y-citi-foundation-otorgan-9-mil-dolares-a-jovenes-emprendedores/>

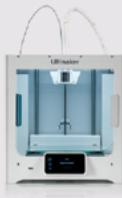
<https://monterrionoticias.com/adasec-republica-dominicana-the-trust-for-the-americas-y-citi-foundation-otorgan-9-mil-dolares-a-jovenes-emprendedores/>

<https://www.dominicanoshoy.com/2024/01/30/fundacion-entrega-9-mil-dolares-a-jovenes-emprendedores-de-bani/>



ANNEXES

DIA LABS EQUIPMENT



3D PRINTER
ULTIMAKER
S3



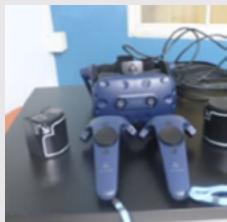
3
TABLETS



LASER
CUTTER:
VEVOR RUIDA
100W CO2



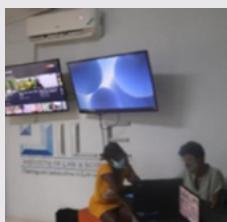
ELEGOO
ARDUINO UNO
R3 COMPLETE
STARTER KIT



VIVE VIRTUAL
REALITY
SYSTEM



KUMAN PROJECT
COMPLETE
STARTER KIT
WITH TUTORIAL
FOR ARDUINO
UNO 3R MEGA
2560 ROBOT NANO
BREADBOARD K4



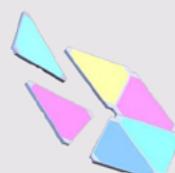
2
TVS



DSL
CAMERA



8
LAPTOPS



SOUND-
ACTIVATED
LIGHT PANEL

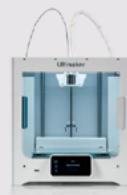


30 ARDUINO KITS (BASE)



**1 LASER CUTTER:
VEVOR RUIDA
100W CO2**

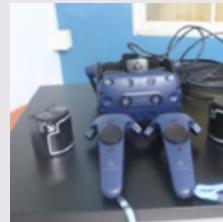
37 HP PCS WITH ACCESSORIES
34 HP PRODISPLAY P223 21.5 INCH MONITOR
3 DELL E1912HF COMPUTER MONITORS
2 INTERACTIVE MONITORS (SHARP AQUOS BOARD INTERACTIVE)



**1 3D PRINTER
1 3D PRINTER
REPAIR KIT
1 FORMLABS 2
PRINTER
1 VINYL PRINTER**



5 ROBOT CAR KITS



6 AR/VR HEADSET



1 RASPBERRYPI KIT

**2 BLUETOOTH SPEAKER
2 TRIPODS
1 AUDIO MIXER
8 WIRELESS MICROPHONES
1 AUDIO ADAPTER
1 CAPTURE CARD**

5 WALKING ROBOT KITS
38 SENSOR KITS
3 ROBOMASTER ROBOT
2 ROBOMASTER ROBOT KITS

30 MONITORS LCD WIDESCREEN - 19 INCHES

6 MONITORS DELL E2318H 23 INCHES FULL HD

36 COMPUTERS HP ELITEDESK 800 G2 SFF I5-6500

48 LV NETWORK CARDS - LW03

2 ELOGOO UNO PROJECT SUPER STARTER KIT
WITH TUTORIAL AND UNO R3



2
LASER
CUTTERS

4 USB 32GB KRATO USB

100 RJ 45 CONNECTORS

48 TARJETA DE RED LV - LW03



2
3D PRINTERS

DESCRIPTION OF FINANCED PROJECTS



RJ3D LES By Briah Brown

Winner at the Pitch Tank Competition on March 16, 2024.

Awarded with: **1000 USD**

IG: **rj3dles**

RJ3DLES offers expert 3D printing and laser engraving services, crafting personalized solutions for diverse needs. From architectural models to unique gifts, we bring your imagination to life with precision and creativity. Committed to excellence, we exceed expectations with every project, ensuring customer satisfaction at every step.

SISTA Studios By Camille Tucker

Winner at the Pitch Tank Competition on March 16, 2024.

Awarded with: **1000 USD**

IG: **sistasstudiosja**

Sista Studios provides luxurious journals, planners, notebooks, and other stationery supplies. Committed to diversity, inclusivity, and education, Sista Studios aims to empower individuals of all ages to explore their passions, embrace their uniqueness, and connect with the world around them.

DBH Quality Décor and Roofing By Howyane Hoilett

Winner at the Pitch Tank Competition on March 16, 2024.

Awarded with: **1000 USD**

IG: **dbhquality_and_roofing**

DBH Quality Décor and Roofing is a leading home improvement business that specializes in interior decor, finishing masonry work, and Roofing services. With a team of HEART-certified skilled professionals and a commitment to quality craftsmanship, we provide top-notch services for residential and commercial businesses.

JEM Fashion and Design By Jamareo Crumbie

Winner at the Pitch Tank Competition on March 16, 2024.

Awarded with: **1000 USD**

IG: **JC Fashion & Design**

JEM Fashion and Design specializes in vibrant tie-dye products, including shirts and rags, infused with unique patterns and colors. With a focus on quality and creativity, we offer bespoke screen-printing services to add personalized flair to our diverse range of tie-dye apparel.

Berta's Café By Roberta Williams

Winner at the Pitch Tank Competition on March 16, 2024.

Awarded with: **1000 USD**

IG: **Bertacafe556**

Berta's Café is a brand that transcends and restores the beauty of natural flavors in coffee, juice, tea, and pastries while customizing cake and offering picnic and Event Services.

Camp Farms J.A Limited By Sashana McKenzie

Winner at the Pitch Tank Competition on March 16, 2024.

Awarded with: **1000 USD**

IG: **explorewithgem**

Camp Farm JA. Limited will be a premier eco-tourism destination offering unique camping experiences immersed in nature. Our sustainable practices and eco-friendly facilities provide adventurers with unforgettable stays while preserving the environment. Explore the great outdoors on a farm with us and embark on an adventurous or relaxing journey of conservation and connection.

Don RJAE Productions By Shakeme Williams

Winner at the Pitch Tank Competition on March 16, 2024.

Awarded with: **1000 USD**

IG: **donrjaemusic**

Don Rjae Productions is a premiere music production company, specializing in custom beats and beat leasing services. Our mission is to empower emerging R&B, Hip-Hop, and Dancehall artists to realize their full potential while providing them with opportunities to craft memorable hits through our production.

Crop Craze Farm Ltd By Shanice Solomon

Winner at the Pitch Tank Competition on March 16, 2024.

Awarded with: **1000 USD**

IG: **Crop Craze_Farms Ltd**

Crop CrazeFarm Ltd is a promising newcomer in the agricultural industry, dedicated to sustainable farming practices and delivering top-quality produce. Committed to innovation and customer satisfaction, we offer a range of fresh and affordable products cultivated with care.

ENDZ Cooking By T-Shae Bowman

Winner at the Pitch Tank Competition on March 16, 2024.

Awarded with: **1000 USD**

Endz Cooking began as a bag juice business under an ackee tree. Then, it was upgraded to a stall, and selling soup, snacks, cow skin and chicken foot soup.

Chromatics By Jaheim Graham

Winner at the Pitch Tank Competition on September 30, 2023.

Awarded with: **1000 USD**

The vision of ChroMatics is to provide youths, startups, and small to medium-sized corporations with professional images and videos of their products and services for marketing. Also, to publicize adequate coverage of initiatives, events, projects, and more happening all around us. While promoting and creating educational content to inspire, motivate and impact content consumers.

Career Pathways By Yanique Chambers

Winner at the Pitch Tank Competition on September 30, 2023.

Awarded with: **1000 USD**

Career Pathway is a hands-on program for high school students, with a focus on grades 9 to 10. It offers immersive activities and a personalized curriculum to connect students with professionals in various careers. The mission is to simplify life-altering decisions by providing real-world experiences and knowledge, empowering students to make informed choices confidently.

Roots2Reuse By Bianca Powell

Winner at the Pitch Tank Competition on September 30, 2023.

Awarded with: **1000 USD**

Roots2Reuse is an eco-friendly plant nursery organic waste removal solution that can be transformed into nutrient-rich, locally made compost for the market as well as fertilized potted plants for sale.

Precious Stones Youth Empowerment Project By Shantell Powell, Kerona Richards & Paulette Bailey

Winner at the Pitch Tank Competition on September 30, 2023.

Awarded with: **1000 USD**

Precious Stone Youth Empowerment Project aspires to empower youth from diverse backgrounds living in volatile communities (particularly in St. James), providing key resources through academic tutoring, one-on-one mentorship, parent mentorship, and guidance they need to rise above challenges and make lasting contributions to society.

BEE Sustain By Shahid Simpson

Winner at the Pitch Tank Competition on September 30, 2023.

Awarded with: **1000 USD**

BEE Sustain seeks to add to the thriving and sustainable beekeeping industry in Jamaica that not only preserves the environment but also addresses critical issues such as climate change and food security. Training of youth farmers and the inclusion of new technologies/practices in beekeeping is paramount on the agenda.

FinWiz By Rajae Powell

Winner at the Pitch Tank Competition on September 30, 2023.

Awarded with: **1000 USD**

The vision of FinWiz is to see a Jamaica where everyone has control over their financial future: by starting with children at primary school level and exposing them to practical investment techniques by way of financial literacy application (FinWiz App).

Pop Up Classroom By Tatiyana McDonald & Kaijour Walker

Winner at the Pitch Tank Competition on September 30, 2023.

Awarded with: **1000 USD**

Pop Up Classroom's vision is to create and maintain a peer-to-peer approach to tutoring by training students who have benefited from their tutoring services to assist others to achieve a stamp of excellence. Seeks to serve the underserved by bringing innovative education tools and materials to youth in crime-prone communities.

I Want to Make By Miguel Francis

Winner at the Pitch Tank Competition Reinvestment Edition on December 6, 2023.

Awarded with: **300 USD**

IG: **I Want To Make**

I Want to Make makes wooden furniture, custom office and home furniture, as well as bulk products for organizations and businesses. [See success story video](#)

STEAMHouse Network Limited By Godiva Golding

Winner at the Pitch Tank Competition Reinvestment Edition on December 6, 2023.

Awarded with: **300 USD**

IG: **SteamHouse**

SteamHouse Network Limited is an education hub that brings to life concepts and principles of STEAM through integrated project-based approaches, is revolutionizing the field with its groundbreaking work pushing the boundaries of what's possible and reducing the digital divide.

Shevielle Naturals By Candice Gordon

Winner at the Pitch Tank Competition Reinvestment Edition on December 6, 2023.

Awarded with: **500 USD**

IG: **Shevielle**

Shevielle Naturals is an organic air and skin care brand dedicated to providing a holistic approach to hair and skin care. Provides a range of products including castor oil, turmeric and rosemary bar soap, honey cinnamon soap, herbal butter, coco lemon oil, mango charcoal soap, coconut oil, fenugreek and oats moisturizer, herbal aloe shampoo, and herbal and oats conditioner. [See success story video](#)

The Ecostore By Alyah Campbell

Winner at the Pitch Tank Competition Reinvestment Edition on December 6, 2023.

Awarded with: **500 USD**

IG: **The Eco Brand Jamaica**

The Ecostore project, also known as Eco Brand Jamaica focuses on creating ecofriendly products that are swapped for everyday plastic products. It also focuses on actual production of locally sourced products in Jamaica. [See success story video](#)

Atendify By Colin Fuller-Bennett

Winner at the Pitch Tank Competition Reinvestment Edition on December 6, 2023.

Awarded with: **500 USD**

Atendify stands at the forefront of innovation in event planning, offering a cuttingedge mobile application. Functioning as a seamless intermediary for event promoters, Atendify streamlines the process of obtaining necessary permits from regulatory bodies.

Global Hub Learning Solutions Ltd. By Akime Edwards

Winner at the Pitch Tank Competition Reinvestment Edition on December 6, 2023.

Awarded with: **400 USD**

IG: **Global Hub Learning Solutions Ltd**

Empowering youth in vulnerable communities through education remains the vision of Global Hub Learning Solutions Ltd. Currently the services are mainly geared towards the Primary and High School Students with plans to expand the University and Professional services offerings. By addressing these challenges, the team stands as a beacon of accessible and flexible education, fostering a future where learning knows no bounds.

Secure Harvest By Kimberley Gillette

Winner at the Hackathon in March, 2024.

Awarded with: **1000 USD**



Secure Harvest is an innovative auction house platform that connects farmers and facilitates collaboration to secure fair prices on vital agrarian inputs. Beyond fostering cooperation, this project extends its reach by offering a job board for short-term workers, facilitating direct connections between farmers and grocery stores, and serving as an information hub on pest control, policies, and grants relevant to agriculture.

TranquilTrini By Rory Rampersad

Winner at the Hackathon in March, 2024.

Awarded with: **1000 USD**

TranquilTrini is a comprehensive health and wellness app for remote workers in Trinidad and Tobago. This platform combines tailored workout routines, guided meditation sessions, and meticulous planning tools to nurture physical, mental, and emotional wellness. Moreover, TranquilTrini fosters a sense of community among remote workers, providing a vital platform for connection and support.

FieldSafe By Giatri Lalla

Winner at the Hackathon in March, 2024.

Awarded with: **1000 USD**

FieldSafe aims to empower farmers in the Orange Grove region with predictive flood risk assessment tools. The project harnesses satellite imagery and machine learning algorithms to provide actionable insights, fortifying agricultural holdings against the ravages of flooding and enhancing food security and community resilience.

Fresh 2 Go By Adriana Edwards

Winner at the Pitch Tank Competition on February 28, 2024.

Awarded with: **1250 USD**

The business aims at being the sole provider for all “prep items” needed for the creation of any meal whether for a restaurant or for a family kitchen.

H2O Grow By Antonio Ramcharan

Winner at the Pitch Tank Competition on February 28, 2024.

Awarded with: **1250 USD**

IG: **h2ogrow.tt**

At H2O Grow, we aim to marry the disciplines of agricultural technology with engineering by implementing modern agricultural techniques into our operations

Mustard Seed Ink Printing Services By Cherisse Ellis

Winner at the Pitch Tank Competition on February 28, 2024.

Awarded with: **1250 USD**

IG: **mustardseedinktt**

Mustard Seed Ink Printing Services is a custom printing and supplies store.

Dominant By Design By Qiara Mc Neill

Winner at the Pitch Tank Competition on February 28, 2024.

Awarded with: **1250 USD**

We are an eco-friendly, clean skincare and wellness brand committed to making high-quality skincare accessible and sustainable.

O&J SUSTAINABLE LANDSCAPING SERVICES By Osaro Joseph

Winner at the Pitch Tank Competition on February 28, 2024.

Awarded with: **625 USD**

It is a landscaping and agricultural-related business.

Shugaboo Bakery By Savita Ramoutarsingh

Winner at the Pitch Tank Competition on February 28, 2024.

Awarded with: **625 USD**

IG: **shugaboopbakery**

It is a small online bakery business.

Marijay's By Adanna John

Winner at the Pitch Tank Competition on November 15 and 16, 2023.

Awarded with: **1000 USD**

IG: **marijsy's.tt**

Handmade crotchet locs. They are natural-looking (similar to dreadlocks) and are offered as synthetic and human hair loc extensions.

Malabar Spinach Greens By Antonio Jack

Winner at the Pitch Tank Competition on November 15 and 16, 2023.

Awarded with: **1000 USD**

'Malabar Spinach Greens' is a small-scale agricultural business that focuses on growing pesticide free and healthy spinach leaves. We sell directly to customers as well as to small businesses such as 'D'Market Movers Limited.

Inspirations Beauty Treats By April Castellano

Winner at the Pitch Tank Competition on November 15 and 16, 2023.

Awarded with: **1000 USD**

IG: **Inspiration's Beauty TreatsTT**

Natural hair and skin care products with many locally grown ingredients.

Authentic Air By Christine Khan Gopaul

Winner at the Pitch Tank Competition on November 15 and 16, 2023.

Awarded with: **1000 USD**

Air conditioning and repair business.

Crystal Clear Minds Academy By Crystal Moore

Winner at the Pitch Tank Competition on November 15 and 16, 2023.

Awarded with: **1000 USD**

The business provides online and face-to-face tutoring services for students who need assistance academically. We assist with school projects and school-based assessments as

well. We also provide services such as printing, filling of forms and applications, resume and letter preparation etc.

Lewis Floral Design Ltd By Kaneesha Primus

Winner at the Pitch Tank Competition on November 15 and 16, 2023.

Awarded with: **1000 USD**

Lewis Floral Design is a luxury floral and event design firm in Trinidad & Tobago that provides floral design, wedding design and florals and special event design services for persons looking for high end, authentic, luxury designs.

The Fresh Press Factory By Kinesha Sylvester

Winner at the Pitch Tank Competition on November 15 and 16, 2023.

Awarded with: **1000 USD**

IG: **thefreshpressfactory**

The Fresh Press Factory (The FPF) is a youthful, family-values lifestyle brand operating in South Trinidad with its primary focus on the world's greatest resource: Its People. Our Core products are health-focused trendy beverages, meals, and desserts.

Sundae Bytes Ltd. By Kwasi Edwards

Winner at the Pitch Tank Competition on November 15 and 16, 2023.

Awarded with: **1000 USD**

Software Consultation and Development company.

AWorkOfTart_tt By Malika Edwards

Winner at the Pitch Tank Competition on November 15 and 16, 2023.

Awarded with: **1000 USD**

An upcoming pastry and catering shop.

Roll N Tide By Mya Ellis

Winner at the Pitch Tank Competition on November 15 and 16, 2023.

Awarded with: **1000 USD**

Roll N Tide is an Art and Music Showcase Series. Attendees of Roll N Tide Pop Up events are encouraged to listen to music while walking around, taking in the art and socializing. Roll N Tide events are about youth expression and emerging culture.

Unicakery By Naomi Anderson

Winner at the Pitch Tank Competition on November 15 and 16, 2023.

Awarded with: **1000 USD**

IG: **unicakery**

Unicakery serves as a multipurpose baking studio, providing high-quality, special occasion cakes, cake mixes and desserts, as well as sharing the magic of cake artistry through fully immersive and fully inclusive baking classes and workshops. Unicakery is not just a business; it's truly a journey into the magical world of cake artistry, where every creation is a testament to the sweet blend of skill and imagination.

Suit Yourself By Sai Saidu

Winner at the Pitch Tank Competition on November 15 and 16, 2023.

Awarded with: **1000 USD**

'Suit Yourself' is a business specializing in the rental of formal attire, with a focus on providing affordable yet high-quality suits and tuxedos. This business model draws inspiration from successful international clothing rental businesses such as 'Rent the Runway' and 'Generation Tux.'

Pro Dough Delight By Teddy Ann Quamina

Winner at the Pitch Tank Competition on November 15 and 16, 2023.

Awarded with: **1000 USD**

High quality, good tasting and innovative protein-baked goods that utilize select local ingredients to health conscious and active persons in Trinidad and Tobago.

Quality Spinach Products By Yael Williams

Winner at the Pitch Tank Competition on November 15 and 16, 2023.

Awarded with: **1000 USD**

'Quality Spinach Products' focuses on organically and sustainably growing the Malabar Spinach crop. This business has been in operation for the past 1.5 years and sells directly to customers and small businesses. The crop is locally grown in my yard, and aims to provide

spinach that is as fresh and healthy as possible.

Spaholics By Ayesha Mitchel

Winner at the Pitch Tank Competition on November 15 and 16, 2023.

Awarded with: **1000 USD**

Beauty skin care and hair products, we specialize in caring for persons with eczema and acne prone skin.

Papeleria Draco

By Daisha Henriquez, Rosanna Tavárez Rodríguez & Rosaira Jimenez Yenyete

Winner at the Pitch Tank Competition on January 26, 2024.

Awarded with: **1000 USD**



It is a community venture in a vulnerable area that provides access to stationery materials for students from low-income backgrounds.

Salvezza By Maddox Jáquez González

Winner at the Pitch Tank Competition on January 26, 2024.

Awarded with: **1000 USD**

It provides a dessert alternative for people with dietary issues (celiac disease, lactose intolerance, and diabetes), as well as a healthier option.

Ecoyitas By Rubí Estephany Hernández Sánchez

Winner at the Pitch Tank Competition on January 26, 2024.

Awarded with: **1000 USD**

It is a project that aims to significantly reduce plastic and glass waste polluting beaches by reusing such waste and giving them a second lease on life, turning them into handmade jewelry.

INSTASALUD By Alejandro Aquiles Beltre Pimentel, Raymond Anthony Cortorreal Caminero,

Keisy Cecilia Polanco Bisono & Ismael Armando Polanco García

Winner at the Pitch Tank Competition on January 26, 2024.

Awarded with: **1000 USD**

It is a project that aims to optimize access to healthcare services, both in clinics and hospitals, through the development of a native application designed to simplify the booking and management of medical appointments.

Power Ford By Nelson Jose Saintime

Winner at the Pitch Tank Competition on January 26, 2024.

Awarded with: **1000 USD**

It is a project that aims to reduce unemployment by providing quality service to young people, guiding them towards personal entrepreneurship, and supporting low-income patients.

Historias Para Cambiar Vidas By Ghessy Whalkiria Carrion & Heydi Stefany Ovalles Rocha

Winner at the Pitch Tank Competition on January 26, 2024.

Awarded with: **1000 USD**

It is a project that offers opportunities to children with cognitive or motor difficulties, fostering research, reducing reading disparities due to genetic limitations, and balancing gender equality.

Eco Sweater By Alan Antonio Melo Valenzuela

Winner at the Pitch Tank Competition on January 26, 2024.

Awarded with: **1000 USD**

It is an intuitive platform with AI to simulate outfits, donations, and customization of unique garments. It aims to reduce unused clothing and fast fashion in the country through exchanges and sale of eco-friendly textiles.

3R VIDEO GAME By Ana Fransheska Bouadjenek & Gael Durant Bautista

Winner at the Pitch Tank Competition on January 26, 2024.

Awarded with: **1000 USD**

It is a website that serves to educate students about environmental care, climate change, reducing ecological footprint, the importance of recycling, and creating products from solid waste.

ONBUS By Genesis Moreno, Eurys Alberto Brito Gonzalez & Francisco Aquino

Winner at the Pitch Tank Competition on January 26, 2024.

Awarded with: **1000 USD**

It is a project that aims to enhance the experience of each user when traveling on public transportation, specifically on metro and cable car systems.

Eco-Project By Brandor Brete

Winner at the Pitch Tank Competition on August 18, 2023.

Awarded with: **1000 USD**

It addresses the improper handling of organic waste and the excess use of chemical fertilizers. It proposes composting to convert waste into organic fertilizer, benefiting agriculture and reducing pollution. It highlights Worm Humus as a natural fertilizer and also offers waste collection services and education on waste separation.

SelfCare By Chris Emilio Gómez Vargas

Winner at the Pitch Tank Competition on August 18, 2023.

Awarded with: **1000 USD**

An innovative health solution that combines monitoring modules into a smart central console, covering everything from vital signs to key indicators. Its versatility and 3D printing capability make it accessible and sustainable, revolutionizing healthcare.

AskTuto By Geury Tolentino Carela & Kimberlin Rodriguez

Winner at the Pitch Tank Competition on August 18, 2023.

Awarded with: **1000 USD**

IG: **AskTuto**

It addresses the gap between the demand for university tutors and the limited supply. Its digital platform connects students with qualified tutors, facilitating doubt resolution and tutoring in challenging subjects. Through digital appointments, it allows coordination of topics, duration, cost, and location.

CleanHorizon Power By Giordano Ernesto Brito Rodríguez & Miguel Mercado

Winner at the Pitch Tank Competition on August 18, 2023.

Awarded with: **1000 USD**

Through the installation of a solar system with storage, the project aims to provide electricity and access to communication for 49 families. Additionally, it offers training in maintenance, educational opportunities, and community development, all with the goal of fulfilling SDG 7 and improving the quality of life in marginalized areas.

D'JACQUE NAILS Y SPA By Jacqueline Benites

Winner at the Pitch Tank Competition on August 18, 2023.

Awarded with: **1000 USD**

IG: **Jacquelin benites**

It is a project that meets the growing demand for personal care. This nail salon and SPA stands out for its ecological and health-focused approach, offering specialized services for hands and feet, along with relaxing massages and a line of natural products that are non-harmful to both people and the environment.

PanSolar By Anthony Peralta Cruz, Karlos Manuel Kingsley Diaz & José Ortiz

Winner at the Pitch Tank Competition on August 18, 2023.

Awarded with: **1000 USD**

It seeks to address the need for precise monitoring of solar plants. The all-in-one device optimizes performance by measuring radiation and energy generated by panels. It provides real-time data on an LCD screen and remote access via the internet.

Elementales By Kelvin Antonio Durán Mesa & Melvin Duran Mesa

Winner at the Pitch Tank Competition on August 18, 2023.

Awarded with: **1000 USD**

It addresses shortcomings in the Dominican educational system. Through soft skills workshops, they equip students with tools to confidently and successfully transition into adulthood.

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