



A CONTINGENT from Graydon Sealy Secondary School showcasing the attractive attachments offered by Sensational Accessories.

# More making use of \$20 challenge



ANYIA BRYAN of Healthy 4 You offered healthier snack alternatives.

ONE OF the successes of the Scotia Bank \$20 Challenge says this foundation is a critical launching pad for young entrepreneurs.

In 2016, Aidan Charles won the challenge and the award for **Innovation And Culinary Arts** with the successful launch of his business, Bajan Essential Cuisine. Now 18 years old, Charles said he has been able to maintain his business and repeat clientele, though on a small scale because of school obligations.

Charles, who was on hand to help mentor some of the participants in the ninth edition of the challenge during their market place held at Sky Mall, Haggatt Hall, St Michael, last Saturday, told the students they had a priceless opportunity that they should make full use of.

He said the challenge impacted his time management skills and helped his creativity to prosper but it also taught him that record-keeping was one of the most important aspects of entrepreneurship.

"Always document everything. In this challenge it is not a bad thing to go into debt as long as you pay it back. Make sure you have records of everything that you buy, so you can have an understanding of how much you would need each month and things like that.

"Barbados does need more entrepreneurs. We do need that mindset nowadays so that we can branch out into a bigger better Barbados, but at the same time if people aren't going to take this seriously, I don't really blame them because entrepreneurship wasn't my first go-to. But after the challenge I saw how fun it can be and I decided that I wanted to be an entrepreneur in the future," he said.



PAST WINNER of the \$20 Challenge, Aidan Charles (right), sharing some words of advice to Christopher Federico of Iced the Coffee House. (Pictures by SDB Media.)

This year, 112 students from eight schools made up 50 businesses – Graydon Sealy Secondary, Christ Church Foundation, Ursuline Convent, Alleyne School, The St Michael School, Codrington School and the Barbados Community College's food science and computer science departments.

Chief executive officer of the Barbados Entrepreneurship Foundation, Celeste Foster, noted that this was an increase in the number of businesses, with about 60 per cent of them comprising two or more people.

Some of the enterprises offered a range of products and services such as jewellery, foods including a variety of healthy alternatives, craft, photography services, and app development.

Foster attributed the increased numbers to the heightened participation of schools and teachers, which she believed augured well for the future of entrepreneurship in Barbados and the sustainability of the businesses.

"They learn to become entrepreneurs. They learn how to think about business. They have a better appreciation for the hard work that goes into owning and operating your own business," she said.

All of these students will be giving back to a charitable cause at the end of the process. (SDB Media)