



BUILDING A SUSTAINABLE FUTURE THROUGH ENTREPRENEURSHIP



Who we are



Youth Business Trinidad and Tobago (YBTT) stands at the forefront of empowering young entrepreneurs in Trinidad and Tobago. **Since our inception in 2000**, we have been dedicated to fostering a culture of entrepreneurship among the youth, driving socio-economic development, and championing sustainable business practices. As an accredited member of Youth Business International (YBI), we are part of a **global network committed to nurturing the next generation of business leaders**.

Our initiatives are deeply aligned with the **United Nations Sustainable Development Goals (SDGs)**, particularly:

Goal 1: No Poverty

Goal 8: Decent Work and Economic Growth

Goal 9: Industry, Innovation, and Infrastructure

Goal 12: Responsible Consumption and Production

Goal 13: Climate Action

We focus on addressing this by **empowering young persons within the under 35 demographic**, who would be bereft of the opportunity to fulfill their entrepreneurial dreams and ambition thereby contributing to the socio-economic development of Trinidad and Tobago.

OUR PURPOSE

Building a Sustainable Future through Entrepreneurship.

OUR VISION

Taking Entrepreneurship to the Next Level!

OUR MISSION

Empowering Young Entrepreneurs to Build Profitable and Sustainable Businesses.

1 NO POVERTY



8 DECENT WORK AND ECONOMIC GROWTH



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



13 CLIMATE ACTION



ABOUT THE JUMPSTART INCUBATOR



In 2024, 42 young entrepreneurs graduated from JumpSTART. Our flagship programme, the JumpSTART Incubator, serves as a launchpad for aspiring young entrepreneurs aged 18-35. Through a comprehensive curriculum and hands-on mentorship, participants are equipped with the knowledge and skills needed to turn their business ideas into reality.



Workshops: Our workshop series is designed to equip participants with essential entrepreneurial skills and mindset. From crafting personal stocktaking profiles to harnessing the power of design thinking for problem-solving, participants embark on a journey of self-discovery and innovation. With a focus on developing robust business models and instilling a strong sense of Environmental, Social, and Governance (ESG) principles, we guide aspiring entrepreneurs from ideation to Minimum Viable Product (MVP) stage.



Mentor Advisory Support: Participants have the opportunity to collaborate with experienced mentors who serve as trusted advisors throughout the programme. From refining initial ideas to navigating critical decision points, our mentors provide personalized guidance and insights.



Resource Platform: Leveraging technology, our Google Classroom-based resource platform offers participants a comprehensive toolkit for transforming their ideas into reality. With curated content, interactive modules, and practical tools and templates, the platform serves as a virtual incubator, empowering entrepreneurs to build a solid foundation for their startups at the early stages.



Pitch Presentations: Sharpening presentation and communication skills is integral to entrepreneurial success. Throughout the programme, participants engage in pitch presentations, honing their ability to articulate their business concepts persuasively. These pitch sessions, culminating in a panel of esteemed judges, provide a platform for participants to showcase their innovations and receive constructive feedback.



Provision of Grants: Beyond equipping entrepreneurs with knowledge and skills, we are committed to supporting their financial needs. Through our post-program grant initiative, we provide essential financial resources to promising startups, enabling them to overcome initial barriers and pursue their entrepreneurial ambitions with greater confidence and resilience.



COURSE CONTENT AND FLOW



Our commitment to ESG principles ensures that budding entrepreneurs are equipped with the knowledge and tools **to create businesses that not only thrive economically but also contribute positively to society and the environment.** Through interactive sessions, including group advisory and one-on-one consultations, coupled with hands-on exercises like business model canvas development and prototyping, participants will gain invaluable insights into crafting viable and impactful ventures.

Curriculum Flow

1. Programme Orientation
2. Stocktaking Profile and
3. Empathy
4. Ideation and Innovation
5. Idea Selection
6. ESG for Good Businesses
7. Business Model Canvas: Desirability
8. Business Model Canvas: Feasibility
9. Business Model Canvas: Viability
10. Understanding Finance
11. Entrepreneurship Ecosystem Engagement
12. Final Pitch Presentations

Looking ahead, we are committed to ensuring the long-term sustainability of our programmes and graduates. In 2024, we launched tier 2 support, looking at high-potential graduates and providing them with long-term mentorship and facilitating our business growth series on topics such as branding, digitalizing, exporting and finding funding.

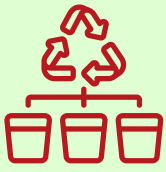
With the support of donors and partners, we are confident in our ability to continue making a meaningful difference in the lives of young entrepreneurs and the communities they serve.



SUSTAINABLE ENTREPRENEURSHIP DEVELOPMENT



In 2023 YBTT moved towards fostering a brighter future through sustainable entrepreneurship. Propelling entrepreneurs to embrace circular economy principles, integrate social responsibility, and make a positive impact on our communities and the planet.



Waste Management Accelerator: Our Waste Management Accelerator, in collaboration with Circulate Capital and Siel Environmental Services Limited, served as fertile ground for nine businesses. This accelerator nurtured their transition to a circular economy model through a blend of self-paced e-learning, peer-to-peer learning, and individual mentorship.



Sustainability Toolkits with YBI: With the support of Youth Business International, YBTT empowered both existing and aspiring entrepreneurs in the social and environmental space. This was done through the piloting of two toolkits:

The Sustainability and Governance Toolkit was piloted with 15 YBTT alumni, providing specially designed tools to help entrepreneurs implement sustainable practices in areas like Inclusion, Financial Sustainability, Supply Chain Sustainability and Establishing an Advisory Board.

The Social and Green Entrepreneurship Toolkit was developed by YBI in partnership with 9 of our network members. It builds on YBI's and members' knowledge and experience on what works and what doesn't work when working with social and green entrepreneurs, who address social and environmental problems through their businesses.

YBI's Social and Environmental Toolkit, in collaboration with the Barbados Youth Business Trust, was piloted with 86 entrepreneurs. 18 tools, covering everything from Social Business Model Canvas, SDG Impact Wheel, Assumption Learning Card, and Theory of Change to Accessing Finance, empowered participants to translate their passion into impactful ventures.

These pilot programs are merely the first steps in YBTT's ongoing journey towards sustainable entrepreneurship development. We are constantly innovating and expanding our resources to ensure that every entrepreneur has the tools and support necessary to build a thriving business that benefits both people and the planet.

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SPONSORSHIP BENEFITS



General Sponsorship (Under \$10,000)

- **Website Recognition:** Your company logo will be prominently displayed on YBTT's website, demonstrating your commitment to youth entrepreneurship and community development.
- **Social Media Acknowledgment:** Receive recognition on our social media platforms, including dedicated posts thanking Sponsors for their support.
- **Invitation to Exclusive Events:** Gain access to exclusive networking events and workshops hosted by YBTT, providing opportunities to connect with fellow sponsors, mentors, and budding entrepreneurs.



Gold Sponsorship (\$10,000 to \$24,999)

- All General Donors offerings
- **Featured Content (Posting 2x per yr.):** Showcase your company's entrepreneurial-related content on our website and social media channels, reaching our extensive network of aspiring entrepreneurs, mentors, and supporters.



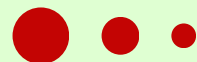
Platinum Sponsorship (\$25,000 to \$49,999)

- All Gold Donors offerings
- **Featured Content (Posting 5x per yr.)**
- **One-on-One Social Media Engagement:** Engage directly with our audience through personalized one-on-one discussions on our social media platforms. Share insights, offer mentorship, and inspire the next generation of business leaders.
- **Speaker Opportunities:** Be featured as a speaker at YBTT programmes, workshops, and relevant events, amplifying your thought leadership and industry expertise to inspire our youth participants.



Diamond Sponsorship (\$50,000 and over)

- All Platinum Donors offerings
- **Corporate and Team Engagement:** As part of our work, we offer exclusive corporate training on entrepreneurship. Allowing your team to elevate to with an entrepreneurial mindset.



For 2025, our JumpSTART Incubator will continue to pilot our business sustainability tools, to support entrepreneurs in reimagining their social and environmental impact, alongside achieving profit. Through your sponsorship support, young entrepreneurs would be afforded an enabling environment that allows them to grow, develop, and contribute sustainably to the socio-economic development of Trinidad and Tobago.

CONNECT WITH US

Website: www.ybtt.org

Email: stakeholder@ybtt.org or entrepreneur@ybtt.org

Phone: 480-5366



TESTIMONIALS FROM 2024 COHORTS



"As the owner of a "side hustle", the JumpSTART program has given me the necessary background information to improve my business strategy. The content taught, in combination with the mentorship provided, has now enabled me to formulate a business model that will allow me to transition my venture from a seasonal income earner to becoming one that earns consistent profits. I would strongly recommend the program to anyone with a business idea/monetizable skillset that is seeking direction on structuring their operations. It is also a golden opportunity to network with likeminded individuals and seek out opportunities for collaboration between businesses."

~ Mark , 2024 Cohort 2

"The JumpSTART experience facilitates the connection of dots as it persons to idea generation all the way to a developing a profitable and growing business. In addition, having access to mentors has truly been a game changer as they provided such invaluable insight and encouragement along the course of the program. Lastly, the elevator pitch allowed for growth and hands-on development to occur."

~ Renee, 2024 Cohort 2

"This course was very good. The content, delivery, mentorship, networking with other cohort members and warm hospitality of the facilitators is amazing. What's even better is the fact that you cannot fail this course, you only get feedback and support. For only \$500, this is a no-brainer. I'm glad I made the investment."

~ Kyle, 2024 Cohort 2

"Participating in the entrepreneurship program was a transformative experience that helped me take my business idea from concept to reality. The program provided me with invaluable tools, mentorship, and practical strategies to refine my vision and develop a solid plan for execution. Through its comprehensive sessions, I gained clarity on my value proposition, identified key opportunities in my market, and learned how to effectively position my nutrition consultancy for success. The supportive environment and actionable insights have empowered me to confidently propel my business with a strong foundation. I am deeply grateful for this journey and highly recommend the program to anyone seeking to bring their entrepreneurial ideas to life."

~ Ronella, 2024 Cohort 2

"Before YBTT, I had general knowledge of business and entrepreneurship. While receiving the training, my mind was blown away by the volume and quality of content delivered and the accessibility of my mentors. JumpSTART challenged me to think outside the box like a true entrepreneur, and dig deep to find out who I am. On completing the course, I am extremely proud of myself and thankful that I pushed through to the end. I received literally a JumpSTART on how to start my business. You are the change we need in this world! Start your journey today with YBTT JumpSTART."

~ Nailah, 2024 Cohort 2



YBTT
JumpSTART

Turning Your Ideas to an MVP

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