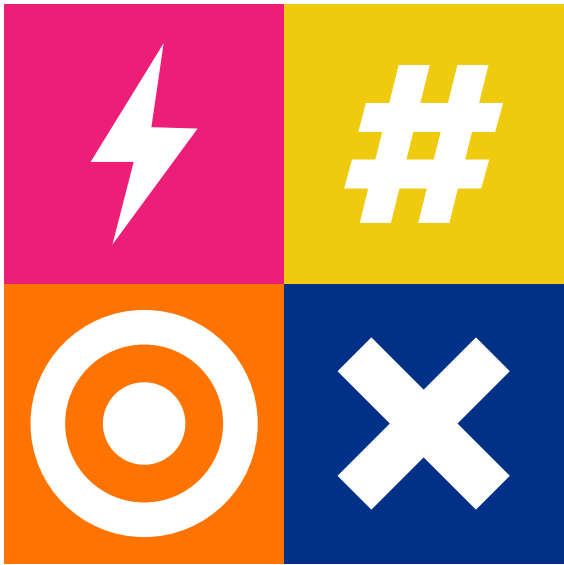


JAMAICA 2021



NCB ICON LAB



In **2019**, The Trust for the Americas partnered with **N.C.B. Foundation and the MICO University College** to promote digital skills among **Jamaican youth**. The NCB ICON Lab offers youth between the **ages of 16 to 30**, access to technology and training to promote digital, entrepreneurial and life skills.

The **NCB ICON Lab** promotes an entrepreneurial and learning mindset for Jamaican youth to become leaders and change agents in their communities.

ICON is an acronym for **Innovative, Creative, Outstanding and Nationalistic**.

Objective

Provide young people with innovation and technology training, access to collaborative spaces, specialized curricula, mentorship and financial resources, to promote STEM education and entrepreneurship.

Impact

These young innovators and disruptive entrepreneurs will, in turn, 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.

Target

At-risk youth (16 to 30-years-old) dealing with complex social environments, youth crime, poor academic performance, and living in vulnerable communities.

Key outputs:

100 Youth empowered through training

200 People empowered through access

2 Ideathons, **2** networking sessions and **1** final Pitch Tank competition

15,000 USD invested in Economic incentives and seed funding for young innovators/entrepreneurs that strengthened their innovative thinking and gained the skills to materialize and commercialize their ideas.

Main curricula track:

Skills for tomorrow:

Digital Literacy
Computer Science
Soft Skills
Augmented Reality

Innovation and Entrepreneurship:

DIA Innovation Methodology
DIA Entrepreneurship Methodology
Canvas Business Model
Financial Literacy
Idea Creation and Pitching Skills

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