

\$20 Challenge Finalists —Part 2

By Nigel Wallace

Social Entrepreneur, Baroness Floella Benjamin, was the guest of honour at last week's Barbados Entrepreneurship Foundation (BEF) Third National Entrepreneurship Summit held at the Lloyd Erskine Sandiford Centre. Not only did she share

incredible words of wisdom to all in attendance, but she also took a moment during the summit to present the winners of this year's BEF \$20 Challenge.

The \$20 Challenge is an annual competition hosted by the BEF within the secondary schools of this island and this year attracted entrants from both

4th and 5th forms. Last week, we met the larger teams who joined forces to add more bang to their \$20 startup buck. This week however, we will take a look at the smaller teams and even the individuals whose execution, presentation and business acumen saw them into the finals!

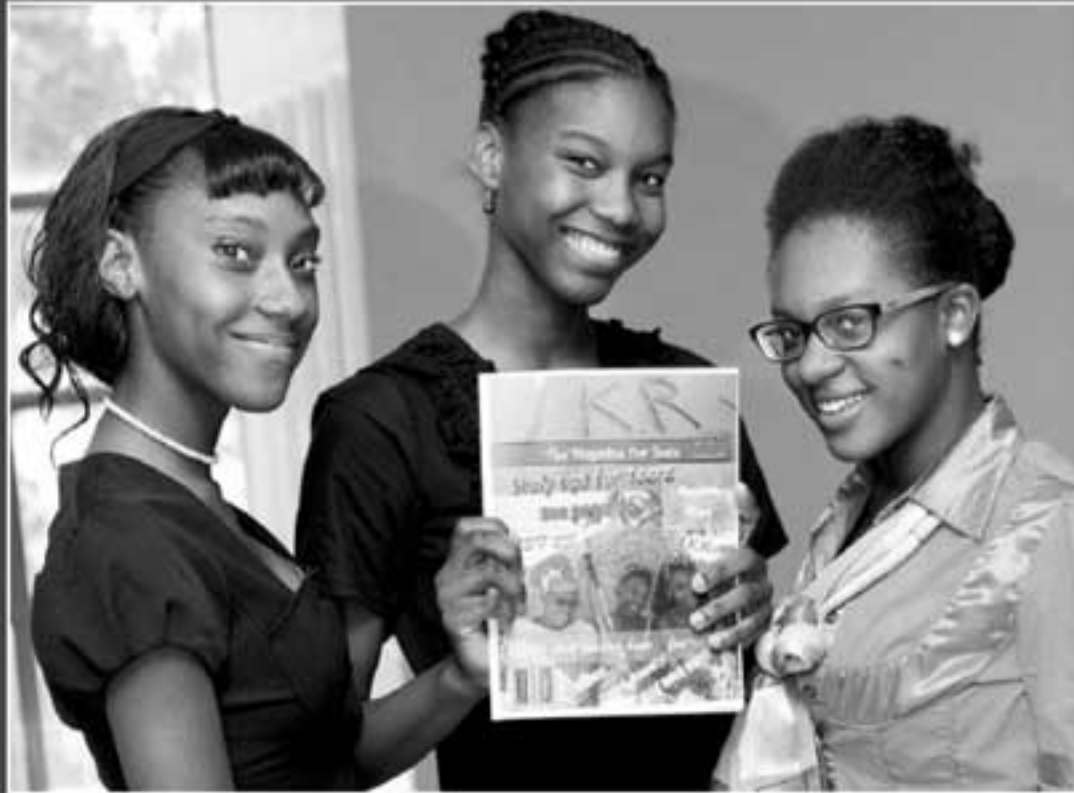
DEIGHTON GRIFFITH

IKR MAGAZINE: Josie Griffith, D'Shonna Callender, Tarah Payne

Also hailing from Deighton Griffith was I Know Right (IKR) Magazine. A team of three young women took on the incredible task of drafting, garnering sponsorship for, writing, photographing and designing their very own Youth Magazine.

Meeting with Josie, D'Shonna and Tarah put this mammoth task in perspective and the judges were completely floored by the quality of the publication as well as the personality of each of the young women who basically took their personalities and placed them on paper... literally.

One hundred copies later, the young women have now gone about the task of selling the publication, one of which is



I.K.R. Magazine holds a special place in HELLO!'s heart. Congrats again to (left to right) D'Shonna, Josie and Tarah.

sitting on my desk at this very moment.

Selling advertisement space within their magazine, these young women turned over more than \$1000 in profit and have yet to sell the 100 copies of the magazine which they are

offering at \$10 a pop.

For taking on such a gargantuan task, and seeing it through to success, HELLO! tips our hats to these three young publishers who have us considering asking for their resumés!



Isabella Forsberg (left) led her team of Laura Verdina and Robyn McBride as a second year veteran in the \$20 Challenge producing the most innovative business of the competition.

THE CODRINGTON INTERNATIONAL SCHOOL

STRINGLY BUSINESS: Robyn McBride, Isabella Forsberg, Laura Verdina

Another finalist from 2011, Isabella Forsberg assembled a new team for 2012 and started Stringly Business, a String Art Business that created and sold their well-

designed pieces to a myriad of clients across Barbados.

Impressive in their business notes (housed in a simple notepad) as they went through two other business



Ngozi Seale was a hit with his golden apple juice.

DEIGHTON GRIFFITH GOLDEN APPLE JUICE: Ngozi Seale

Starting with Ngozi Seale, the panel of judges met with a young man who understood the value in selling a product that was readily available, cheap to access and simple to turn a profit from.

Taking his \$20 startup and purchasing empty bottles and sugar, Ngozi went about the task of making and bottling Golden Apple Juice. He then enlisted the assistance of his sister to label the bottles and on evening's after school, he went around his community selling the refreshing beverage to his customers.

Solid book-keeping skills on Ngozi's part showed that he had earned an impressive \$375 from his endeavour over the four weeks of the competition. From this money Ngozi made a charitable donation to a needy person within his community and then after going over his expenses worked out his personal profit at \$209.54.

Congratulations Ngozi!

QUEEN'S COLLEGE

SCENTSATIONAL CANDLES: Joanne Blackman

Joanne Blackman is no stranger to the \$20 Challenge and was in fact, part of a team of three persons who made it into last years final!

This year, Joanne, now in 5th form, decided to go it alone and take on the task of producing and selling scented candles. Now while Joanne made a minor profit from her endeavour, her resourcefulness saw her into the finals as she had a very compelling story and an incredibly strong product.

Going to the store to buy beeswax, Joanne was deflated to find that the minimum amount of wax she could purchase to get her business started was \$30. More than the startup capital, Joanne did not give up and instead went to the \$3 store where she bought plain candles. These plain candles were melted down, shaped,



Joanne Blackman came back for 2012 with a bang, earning a finals spot through resourcefulness and presentation skill.

scented and dyed and Scentsational Candles was born!

Hats off to Joanne for seeing it through to the finals for another year – this time solely on her individual sweat and innovation.

ideas that they canned for various reasons before settling on Stringly Business, these young women are noteworthy for not only the quality and individuality of their work, but also their incredible attention to marketing and sales.

Setting up a Facebook page to take orders (for which they received deposits) these young

women sold at Farmer's Markets and even managed to get themselves featured on the pages of a local online publication during the course of the competition.

Making over \$1 200 in profit these young women gave \$836 to the Diabetes Foundation and then donated \$400 to the BEF themselves to go towards next year's \$20 Challenge. WOW!