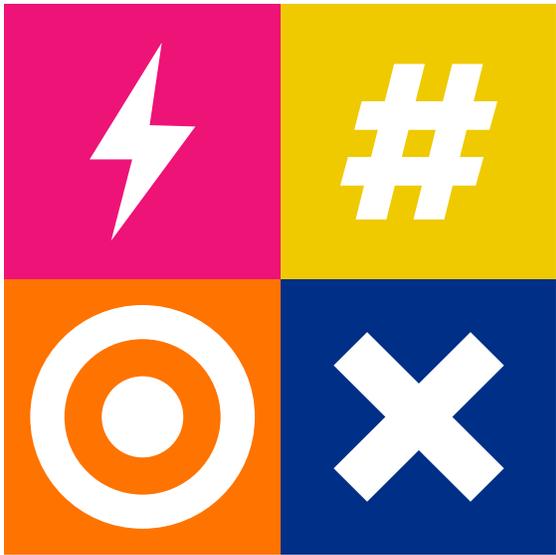


# FINAL REPORT :DIA



**NCB  
ICON  
LAB**



**IMPLEMENTATION PHASE: 2021-2022**



**trustfortheamericas.org**



**The Trust for the Americas**



**@trust4americas**



**@trust4americas**



**The Trust for the Americas**



**The Trust for the Americas**

**First edition 2022**

**Contents and editing: Rodrigo Iriani, Quimey Del Rio Zabala and Andrea López Aranda.**

**Creativity and Design: Marco Ortega Vega.**

**Special thanks to: Angélica Arranz and Isabella León.**

**© THE TRUST FOR THE AMERICAS.  
Washington D.C., United States of America.**

**Total or partial reproduction of this book is prohibited without the express written authorization of THE TRUST FOR THE AMERICAS.**

**Release date, July 2022.**

# ***INDEX***

**04**

**PROJECT  
DESCRIPTION**

**06**

**NCB ICON LAB  
IMPACT OVER  
THE YEARS**

**09**

**SUCCESS  
STORY**

**10**

**NCB ICON LAB  
EVENTS  
(2021 – 2022)**

**13**

**LAB SPACE  
AND EQUIPMENT**

# 01 PROJECT DESCRIPTION

The **NCB ICON Lab** is a joint partnership between the *N.C.B. Foundation, The Trust for the Americas, and the MICO University*. The *N.C.B. ICON Lab* provides Jamaican youth between 16 to 30-years-old access to technology, collaboration spaces, seed-funding grants, and life skills, innovation and entrepreneurship training to foster an entrepreneurial and learning mindset. The ultimate goal is promoting Jamaican youth to become referents and change agents in their communities.

*The Project had the following specific goals:*

- Setting up the technology and innovation Lab.
- Training at least 100 youth.
- Empowering 300 people with access to the Lab's resources.



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

The **N.C.B. ICON Lab** is part of a Regional Program: *The Trust for the America's DIA Program*. *DIA (Democratizing Innovation in the Americas)* is a regional initiative launched to foster innovation and empower new generations through access to technology training, specialized curricula, collaboration spaces, mentorship, and financial resources for social and economic ventures. DIA is present in Belize, Costa Rica, Colombia, the Dominican Republic, Jamaica, Mexico, Panama and Trinidad and Tobago.

### **Since 2016, DIA:**

- Has impacted the lives of 9,000+ young people and representatives from diverse sectors of society.
- Has supported 1,200 people to develop innovation projects that benefit their communities.
- Has granted 218 participants with funding to start and strengthen their ventures.

# 02

# NCB ICON LAB IMPACT OVER THE YEARS

[SEE RESULTS DASHBOARD OF THE PROJECT HERE](#)

## 2019-2020: PILOT PHASE



17 trained youth (53% woman)

66 sensitized community members (50% woman)

### Course offering:

**Stream A:** computer repairs and electronics repairs, basic networking skills and CNC operations.

**Stream B:** digital and social media marketing.

**Stream C:** web Design, maintenance and graphics.

This first pilot phase began as COVID-19 first appeared, which hindered much of the beneficiaries' capacity to participate in the Lab, mainly because of connectivity issues, device availability and responsibilities at home or school.

*1 Trained participants: those engaged in formal training at the Lab (in person, Trust's Virtual Classroom, and/or any other virtual platform) with at least 80% of completion, and/or those who participated in an Ideathon and/or Pitch Tank Competition.*

*2 Sensitized participants: engaged in sensitization efforts (talks, seminars, community activities), used the Lab's equipment and/or participated in events such as the DIA Summit, and/or hackathons.*

# 2021-2022: PHASE I



102 trained youth (58% woman)

354 sensitized community members (57% woman)

## Course offering:

- Computer and electronic repairs skills training, and basic networking skills training.
- Graphic design, photography and social media marketing.
- Desktop publishing, data entry and business process outsourcing.
- Web page design and maintenance.
- Animation and game design.
- Innovation.
- Critical thinking.
- Basic mathematics.
- Entrepreneurship.
- Communications skills, voice and speech training.

## Economic opportunities:

**10** business ideas received funding (*1,000 USD each*).

Supported the creation and/or improvement of **18** social or economic ventures.

# PITCH TANK COMPETITORS AND WINNERS 2022

<p><b>MOBILE INSURANCE</b></p>	<p><b>SPORTS R US</b></p>
<p><b>Awarded with 1,000 USD</b></p> <p>Provides users with the capability to access mobile personal and vehicle insurance when traveling.</p>	<p><b>Awarded with 1,000 USD</b></p> <p>Retail company that provides affordable sports goods and supplies.</p>
<p><b>LARAJ RESEARCH PLUS</b></p>	<p><b>FRUITIO</b></p>
<p><b>Awarded with 1,000 USD</b></p> <p>Provides services around assisting research, printing, and presentation readiness for students from primary up to tertiary level, and anyone studying short courses.</p>	<p><b>Awarded with 1,000 USD</b></p> <p>Lifestyle company that promotes a healthy lifestyle by providing healthy drink options for people on the go.</p>
<p><b>CLARITYVALUE</b></p>	<p><b>BLAZE WEB SOLUTIONS</b></p>
<p><b>Awarded with 1,000 USD</b></p> <p>Educational initiative that uses techno assist students with research and other educational duties while empowering them to learn.</p>	<p><b>Finalist</b></p> <p>Organizational solutions for SMEs and non-for-profit organizations around graphic design, and web design &amp; maintenance.</p>
<p><b>ROMARIO SAUNDERS FURNISHING</b></p>	<p><b>TECHNOLOGY BASED TATTOO STUDIO</b></p>
<p><b>Awarded with 1,000 USD</b></p> <p>Design and retail company that specializes in developing furnishing solutions with locally sourced materials and supplies.</p>	<p><b>Finalist</b></p> <p>Art studio that specializes in tattoo and art design utilizing technology to design and render art expressions.</p>
<p><b>UNIFARM AQUAPONICS</b></p>	<p><b>PRR TRAVEL SERVICES</b></p>
<p><b>Awarded with 1,000 USD</b></p> <p>Botanics company that uses hydroponics technology to grow and harvest plant-based food solutions.</p>	<p><b>@prtravel_services Finalist</b></p> <p>Travel services company that uses technology to assist travelers with bookings and other travel related needs while providing advertisements catered to local and international potential travelers.</p>
<p><b>ZRISE</b></p>	<p><b>DRAGON HEART STUDIOS</b></p>
<p><b>Awarded with 1,000 USD</b> <a href="http://zrise.co/">http://zrise.co/</a></p> <p>Company that builds and strengthens the community of Caribbean content creators by providing them with digital platform (Z-link) and other community driven tools (The Journey).</p>	<p><b>Finalist</b></p> <p>Art studio that uses technology in the design and develop of creation, development and display of art pieces, for a more interactive, convenient and fun experience.</p>
<p><b>SUGAR PUFF BAKERY</b></p>	
<p><b>Awarded with 1,000 USD</b> <a href="http://zrise.co/">http://zrise.co/</a></p> <p>Food company that uses technology to map market demands and produce and sell following local needs.</p>	

# 03

# SUCCESS STORY



## SHADEAN THOMPSON

The training program was great and I am grateful for this wonderful opportunity. I have learnt a lot and it molded me in such a way that I would be more than happy to introduce other people to the Lab. I acquired knowledge and now I can maneuver myself to be a better version of myself in my everyday life. The NCB Icon Lab strengthened my faith and helped me to bring my business idea to light.

## WENDY-ANN WILLIAMS

Completing this program has definitely impacted my perspective and mindset.

I have always dreamed of becoming a business owner, but I put it on the back burner since I believed I wasn't qualified enough and not financially able. Even though I still have financial restrictions, I am now more confident in starting my business and have already taken steps for it to become a reality. My business venture "Wendy's One Stop Ground Provisions and more" is a small farm located in the Whitby District, Manchester, Jamaica. I seek to turn this small farm into a company that provides the community with organically grown yams, bananas, vegetables, chickens, cows, eggs milk, medicinal bush, and many more products. In the NCB Icon Lab, I took training on desktop publishing, entrepreneurship, critical thinking, data entry, and other topics. Also, I participated in the Pitch Tank Competition, now I have a business plan and I am reaching out for sponsorships to start my business.



# 04

# NCB ICON LAB EVENTS (2021 – 2022)

The DIA Program also provided its beneficiaries with opportunities to implement and refine the skills acquired through real and practical scenarios: competitions, workshops, boot camps, panel discussions, among others. As previously mentioned, phase I concluded with the successful execution of 4 main events:

## **September 25th and 26th, 2021 - Ideathon**



Under the slogan of “Shaping the post-Pandemic Jamaica”, 56 youth participated in this virtual brainstorming session that required participants to work together in groups and come up with solutions to everyday problems affecting their communities around specific topics and focusing on the ways the pandemic impacted these sectors and how the industry should adjust moving forward.

Education, Tourism, Youth Employment, Gender equality, Commerce.

**See press release**

### **February 22nd, 2022 - Pitch Tank Competition**

This online event offered participants the chance to pitch their business ideas to a panel of 5 judges and win USD 1,000.00 as seed-funding grants to kick start their innovations. 18 young innovators participated and 11 of them won funding: a total of USD 10,000.00 was granted to 9 individual projects and 1 group project. Participants went through a boot camp training phase in preparation for their final pitch, from November **25th** to **26th**, 2021, where they were exposed to:

- Business canvas modeling.
- Entrepreneurship and business planning.
- Communications and pitching skills.
- Advertising, branding and marketing.
- Packaging.



**See press release**

**November 18th-19th, 25th – 26th, and December 1st – 3rd - DIA Summit**

A yearly regional event in celebration of the Program, its beneficiaries, our partners and its activities, filled with activities involving our Labs in Jamaica and Trinidad & Tobago, and representatives from the public and private sectors.

**April 5th, 2022 - Graduation Ceremony**

This hybrid event celebrated the implementation successes, the graduation of 92 beneficiaries and welcomed participants to the NCB ICON Lab’s physical space after two entire years of mostly virtual facilitation due to the Pandemic. This celebration was held at the Mico University’s Campus and counted with the presence of representatives from local and international organizations.

**See press release**



# 05

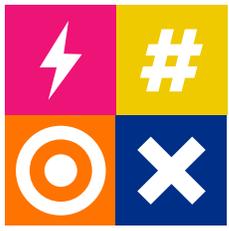
## LAB SPACE AND EQUIPMENT

The NCB ICON Lab space has been prepared to accommodate participants with mobile furniture and technological equipment.

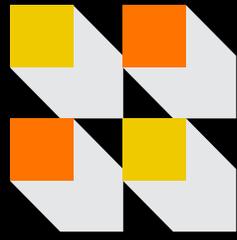
- Locks and workstations.
- 2 Robotic Car kit.
- 3 desktop computers with monitors, mouse and keyboards.
- 1 3D Printer with supply filaments.
- 2 surveillance cameras.
- 1 Smart T.V.
- 2 Graphic design drawing tablets.
- 5 laptops.
- 8 folding tables.
- 10 rolling chairs.
- 3 gaming chairs.
- 5 headsets.
- 2 professional soldering kits.
- 3 wireless mouse.
- 1 Air conditioning wall unit.
- 1 adjustable background stand.
- 2 body microphones.
- 1 camera with external flash and lens.
- 5 tablets.

Additionally, the Lab underwent a rebranding process of its logo and facilities to present participants and audiences with a brand that reflects a more juvenile and innovative look.





**NCB  
ICON  
LAB**



# FINAL REPORT

