

FOR IMMEDIATE RELEASE

Contact: Kelsea Williams

Tel: 441-292-5570

Email: kwilliams@bedc.bm

Web: www.bedc.bm

YOUNG ENTREPRENEURS SHINE AT SUMMER STUDENT ENTREPRENEUR PROGRAM CITY HALL LAUNCH

Hamilton, Bermuda, 30 July 2025 — On Friday, July 25th, the Bermuda Economic Development Corporation (BEDC) hosted the Summer Student Entrepreneur Program (SSEP) City Hall Launch event on the City Hall Lawn. This event offered seven young entrepreneurs the opportunity to present their businesses to the public, gaining hands-on experience in sales, marketing, and customer engagement.

The launch attracted a diverse audience including Minister Jason Hayward, who came to show his support and see the creativity and determination of Bermuda's youth firsthand. His presence underscored the Government's support for youth entrepreneurship in Bermuda. Members of the BEDC team, board members, and members of the public also attended, providing encouragement and actively supporting the students.

Participants showcased a wide range of businesses, reflecting the unique talents and interests of Bermuda's young entrepreneurs:

- **Ean Welch – Metal & String:** Offering small hand toys designed for fun, meditation, and anxiety relief, along with yo-yo repair and maintenance services.
- **Enoch Ball – PlantScaping:** Providing landscaping and gardening services focused on reliable maintenance and garden redesign.
- **Kandell Trott – Pure Potions:** Selling sea moss-based drinks as a natural and healthy wellness option.
- **Daniela Rattery – Struck Marketing Co.:** Helping small businesses streamline marketing efforts using digital solutions and technology.
- **Makao Butterfield – Quench Lab BDA:** Offering refreshing picnic drinks made from family recipes and convenient drink syrups.
- **Micah Looby – 7ruple 7ev7n:** A clothing brand featuring logo t-shirts with plans to expand into modern and vintage-inspired apparel.
- **Sarah Williams – Uncommon Interests:** Selling anime merchandise featuring original artwork, including keychains, pins, stickers, and prints that promote self-expression.

Throughout the event, students confidently pitched their businesses, promoted their products and services, and were able to make sales, benefiting from the strong support of the community. This real-world engagement provided a valuable learning experience, helping them understand customer needs and build relationships.

Deshun Simmons, Program Coordinator for SSEP, reflected on the day, “It was inspiring to see the students step up with confidence and put their skills into action. They demonstrated not only creativity but also practical business abilities, from pitching to customer interaction and sales. The public’s support was incredible and gave the students the confidence and encouragement to continue developing their businesses. Events like this are essential in preparing our young entrepreneurs for success beyond the program.”

The Summer Student Entrepreneur Program will continue through August, equipping young Bermudians with the tools and knowledge to become the island’s next generation of business leaders.

For more information on the program or ways to support these entrepreneurs, please visit www.bedc.bm or contact info@bedc.bm.

About BEDC

Bermuda Economic Development Corporation (BEDC) is Bermuda’s premier source of free, confidential business advice for entrepreneurs. The mission is to serve Bermuda’s local business community with the highest degree of professionalism by providing authoritative business advice, counsel, and loan guarantee support. Bermuda Business Starts Here! For more information, visit www.bedc.bm.

- END -