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**FOR IMMEDIATE RELEASE**

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**APPLICATIONS OPEN FOR THE 6<sup>TH</sup> COHORT OF THE SUMMER STUDENT ENTREPRENEUR PROGRAM**

**Hamilton, Bermuda, 25 March 2024** – Are you looking for a summer opportunity that allows young individuals to earn money while gaining entrepreneurial experience? The Bermuda Economic Development Corporation (BEDC) is now accepting applications for the 6th annual Summer Student Entrepreneur Program (SSEP). Celebrating the program's success over the previous five years, BEDC invites students aged 13 to 23 to join this year's initiative, which aims to nurture and inspire Bermuda's emerging entrepreneurs.

This year's SSEP starts on Monday, July 1st, through Friday, August 23rd, intending to shape young Bermudians into the next generation of business innovators. Students will benefit from educational training over the program's eight weeks, a weekly financial stipend, and seed funding to kick-start their business ventures. Beyond the two-week training, BEDC's team will provide ongoing support, assisting participants in maximizing their earnings throughout the summer. The program also introduces a competitive edge, encouraging students to aim for the highest revenue, where the top three students win additional money.

Deshun Simmons, the Program Manager and Assistant Communication & Development Officer at BEDC, shares, "The program's objective extends beyond merely earning a summer income. We aim to foster an entrepreneurial mindset, equipping participants for future business success or as independent entrepreneurs." He continues, "The SSEP provides a unique opportunity for young entrepreneurs to experiment, evolve their business ideas, and apply them in a real-world setting. It prepares them with the skills and mindset to confidently navigate the entrepreneurial world. We are excited to see what innovative ideas this year's cohort will develop."

Last year, the program showcased a diverse array of businesses, from a homemade bakery featuring sweets to a nail care service, a custom art design studio, an innovative lifestyle brand, an art venture focusing on acrylic paintings and decorations, a premium lawn care service, hair care services catering to diverse styles, a braiding and hair extension service, to a face painting and body art business for events. These businesses highlight our young entrepreneurs' innovative and diverse ideas, with most of the businesses still in operation.

The program's capacity is limited to ten students, and the submission deadline is Sunday, May 5th, by 11:59 p.m. Selected participants will be notified of their acceptance by May 20th. For application details or to learn more, interested parties are encouraged to visit [www.bedc.bm](http://www.bedc.bm), email [info@bedc.bm](mailto:info@bedc.bm), or call 292-5570.

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Business at  
a time*



### **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](http://www.bedc.bm).

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