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BEDC KICKS OFF THE 7TH COHORT OF THE ENTERPRISE BERMUDA INCUBATOR

Hamilton, Bermuda 7 August 2025 – The Bermuda Economic Development Corporation (BEDC) officially launched the 7th cohort of the Enterprise Bermuda Incubator (EBI) program with an orientation evening on Thursday, July 24th, 2025, at the North East Hamilton Incubator Hub. This year's cohort features 10 new businesses beginning their 6-month journey focused on growth and business development.

The Enterprise Bermuda Incubator supports local entrepreneurs who are in the early stages of their business, typically operating for two years or less. Participants will benefit from comprehensive resources including BEDC's educational courses, complimentary office space, international learning opportunities, assigned Business Development Officers, mentorship, and access to professional services such as marketing, accounting, legal, and web development.

Erica Smith, Executive Director of BEDC, warmly welcomed the new cohort, stating, "We are excited to welcome our 7th cohort to the Enterprise Bermuda Incubator program. Over the next six months, each entrepreneur will have access to the tools and resources needed to effectively grow their business. BEDC remains committed to providing the necessary support and guidance to help each participant achieve success, and we look forward to seeing their progress and accomplishments."

Kelsea Williams, Communication & Development Officer and EBI Lead, also greeted the entrepreneurs, saying, "This program is designed specifically to help entrepreneurs effectively develop their businesses. BEDC will guide and support you throughout your journey, and we are eager to see how your businesses grow during this time."

6th cohort graduate Janée Pitt, Owner of Tassel Bermuda, shared her experience of the program: "The Enterprise Bermuda Incubator was a game changer for Tassel Bermuda. I got to learn from incredible international mentors who helped me lay the foundation for my business, connect with other local entrepreneurs to swap ideas, share wins, and navigate setbacks together." She continued, "I was even able to network with retailers I might never have met otherwise. It gave me the confidence, tools, and community I needed to grow, not just as a business owner, but as an entrepreneur. I will forever be grateful for this opportunity."

The orientation event provided the new businesses an opportunity to meet the BEDC team, network with fellow entrepreneurs, and gain insights into the valuable resources and mentorship available.

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The 2025 Cohort Includes:

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- Bradley De Silva – Energy Savers
- Vanessa Bartley – ScarCare Studio
- Azia Parris – The Sipping Lab
- Ashlyn Young – Tradie Central
- David Kharlos & Terai Wilson – The Pink Sand Confectionery
- Vurnell Ball – Bermuda Sensory Company
- Vanessa James – The Bottle Studio
- Quayunte Watson – Gombey Isle
- Lashuna Smith – Cognoscent and Co
- Zativah Johnston – Piñata Paradise

As these entrepreneurs progress through the Enterprise Bermuda Incubator, BEDC continues its dedication to strengthening Bermuda's small and medium-sized business sectors, fostering a robust future for local enterprises.

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.

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