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**BEDC CELEBRATES THE GRADUATION OF THE 8TH ANNUAL SUMMER STUDENT ENTREPRENEUR PROGRAM**

**Hamilton, Bermuda August 29th, 2025**— The Bermuda Economic Development Corporation (BEDC) recently celebrated the graduation of its 8th Annual Summer Student Entrepreneur Program (SSEP) on Wednesday, August 27th, at the Bermuda Underwater Exploration Institute (BUEI). This ceremony marked the end of the eight-week program, where seven young Bermudian entrepreneurs showcased their businesses and reflected on their entrepreneurial journeys.

The event was attended by Minister of Economy and Labour, Hon. Jason P. Hayward, JP, MP, along with BEDC's Board of Directors, Executive Director Erica Smith, BEDC staff, mentors, and the students' families and friends. This gathering provided an opportunity to highlight the remarkable growth and creativity of Bermuda's next generation of entrepreneurs.

Minister Hayward addressed the graduates, stating, "Entrepreneurship empowers young people to take charge of their future. Through this program, these students have proven what's possible when talent meets opportunity. The Government remains committed to ensuring that support for youth entrepreneurship is not just seasonal, but sustained and strategic."

The students who received their completion certificates included:

- **Daniela Ratteray – Struck Marketing Co.:** Passionate about transforming businesses with digital solutions, focusing on streamlining operations and boosting efficiency through technology.
- **Ean Welch – Metal & String:** Specializing in small hand toys that support boredom relief, meditation, and anxiety management, while also offering repairs and maintenance for yo-yos.
- **Enoch Ball – PlantScaping:** Providing expert landscaping and gardening services, including monthly maintenance and garden redesigns, with a focus on reliability and stress-free service.
- **Kandell Trott – Pure Potions:** Offering Sea moss-based drinks as a natural and nutritious option to support health and wellness.
- **Makao Butterfield – Quench Lab Co.:** Refreshing beverages including a family-recipe picnic drink and a modern twist on root beer, along with picnic drink syrups that require only water and ice.
- **Micah Looby – 7riple 7ev7n:** A clothing brand offering logo t-shirts, with plans to expand into modern and vintage-inspired designs for teenagers and young adults.



- **Sarah Williams – Uncommon Interests:** Selling anime merchandise featuring original art, including acrylic keychains, pins, stickers, and prints designed to promote self-expression.

*Knowledgeable  
Progressive  
Supportive  
Professional  
Innovative*

The program, which ran from June 30th to August 22nd, included training on finance, branding, marketing, and the award-winning IceHouse curriculum, along with insights on how artificial intelligence can be applied in business. Students were provided with startup funds and a weekly stipend to help them launch their businesses. To foster healthy competition, the top three revenue earners, Ean Welch, Kandell Trott and Enoch Ball were awarded additional financial prizes in the amount of \$1,000, \$750 and \$500, respectively.

A significant highlight of the program was the opportunity for students to sell their products at the Meet & Greet event on the City Hall Lawn on July 25th, giving them real-world experience in engaging with customers and generating sales.

Deputy Chairman of the Board Jamahl Simmons, JP, MP, also shared remarks, saying: "Tonight is not the end of your story. This program may be wrapping up, but the lessons you've gained and the confidence you've built will carry you forward. Whether you continue to grow your summer business, start something new, or take another path altogether, know that BEDC remains here to support you."

Deshun Simmons, Assistant Communication & Development Officer and Program Coordinator, reflected on the program, stating: "This program is about more than running a summer business; it's about planting the seeds of possibility. Over eight weeks, these students have learned how to problem-solve, take risks, and turn ideas into action. Watching them grow in confidence and ability has been inspiring, and I believe the skills they've gained will serve them for years to come. They remind us that Bermuda's entrepreneurial future is bright."

For more information on the Summer Student Entrepreneur Program and the 2025 participants, please visit [www.bedc.bm](http://www.bedc.bm), contact [info@bedc.bm](mailto:info@bedc.bm), or call 292-5570.

#### **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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*Growing  
Bermuda one  
Business at  
a time*