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CENTRE OF ENTREPRENEURSHIP
CARIBBEAN

BRAND AMBASSADOR COMMUNICATIONS

Creating dynamic Caribbean economies

Branson Centre Caribbean has been working towards our mission in the startup scene. Since our launch in 2011, the entrepreneurial ecosystem has expanded and grown with many new incubators and programmes that are supporting entrepreneurs in the idea and validation stages.

OUR STRATEGIC SHIFT

2018 marked the first year implementing our strategic shift from working with startups to scalable, high potential businesses ready to take expand from small to medium-sized operations. Branson Centre Caribbean supports the leaders of these businesses get investment ready. Our training prepares them to get larger sums of investment that allows for exponential growth in both revenue and job creation.

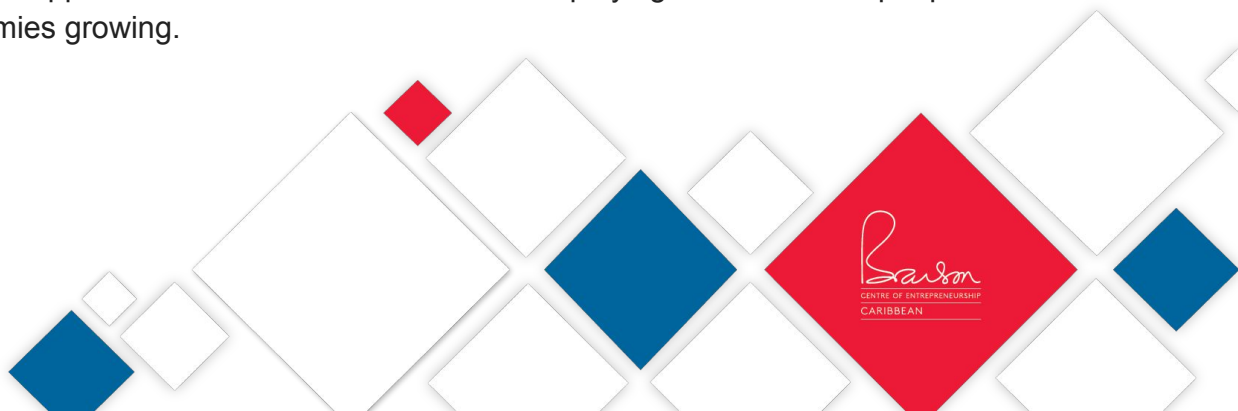
With this strategic move, Branson Centre Caribbean is better positioned for sustainability. Our new business-accelerator model makes being self-funded possible through corporate investment as well as through equity and fees gained from successful investment transactions.

PIPELINE TO INVESTMENT

Branson Centre Caribbean has created a viable investment pipeline, bringing one of the strongest groups of capital to the table. The strategic move addresses long-standing funding challenges in the ecosystem and gives our partners direct access to investment-ready ventures.

There are sources of capital waiting to be put to good use with the right deals. There are also driven entrepreneurs who have a proven track record in creating growth in their businesses but need the right opportunities and capital to move it to the next level. Our strategy bridges the gap between the two. Our entrepreneurs have the opportunity to pitch to institutional investors, who represent a majority of the venture capital available in Jamaica, for upwards of US\$1 million.

When we are able to bring scalable businesses together with the right sources of capital, that is when the magic happens. We will see businesses employing hundreds of people and our Caribbean economies growing.





KEY MESSAGING

- Branson Centre Caribbean is the leading scaleup business accelerator in the region.
- If you have a small to medium sized business making a gross annual revenue between J\$25M - J\$200M, Branson Centre Caribbean will get you investment ready for growth.
- Entrepreneurs who have completed Branson Centre's accelerator programme have seen an increase in net profit and have pitched for millions of US dollars in investment.

WHO WE ARE

We are a Caribbean-based business accelerator helping entrepreneurs scale their companies. Over the last eight years we have supported over 2000 entrepreneurs on their journey to grow their businesses.

WHAT WE DO

It is our mission to **create dynamic Caribbean economies**. We do this by assisting business owners in three main areas:

1. **training** our entrepreneurs to structure their business for growth
2. helping entrepreneurs overcome hurdles and avoid mistakes through **mentorship**
3. preparing entrepreneurs to capitalize on **investment opportunities**

CONTACT DETAILS

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Branson Centre Accelerator Programme

Scaling your business to be sustainable and profitable does not happen overnight. It requires **innovation, strategic guidance, governance and investment.**

Our accelerator programme is perfect for entrepreneurs that are ready to scale from small to medium size businesses.

Our objective is to help you scale and grow exponentially. During the 6-month programme, entrepreneurs will go through a series of trainings to support not only their company's growth but also their own personal development as a leader.

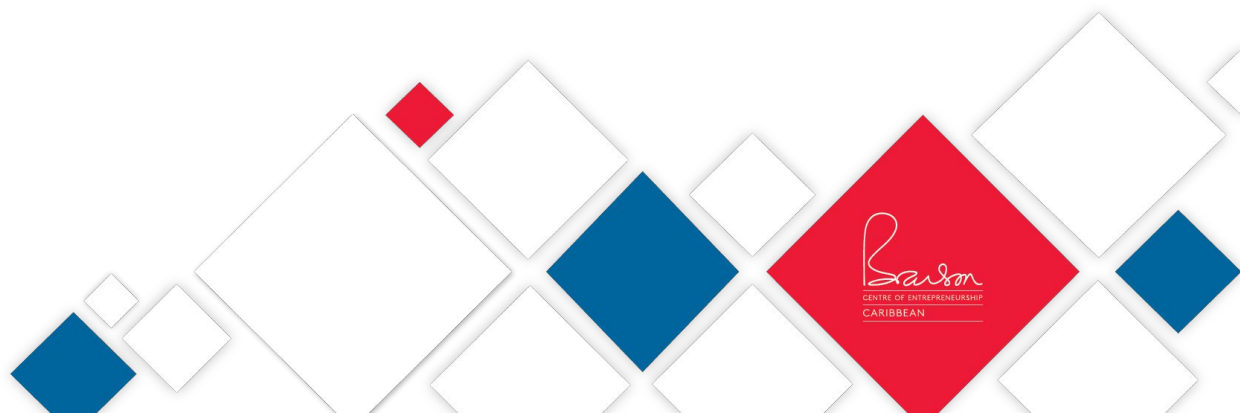
Throughout the programme entrepreneurs will:

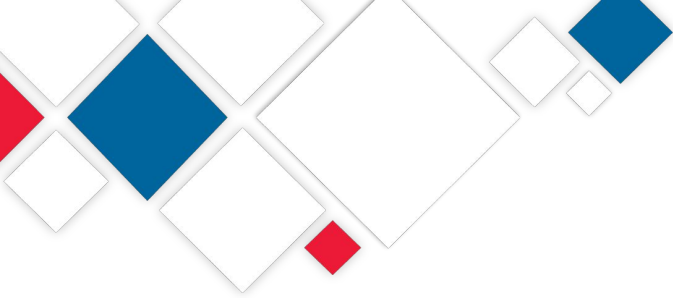
- sharpen their skills as a CEO through our workshops
- develop strategic plans in our bootcamps
- get direction and be held accountable to those plans through mentorship and coaching sessions with their board of advisors
- network, share ideas, and get help from their peers in our monthly CEO meetings
- have an opportunity to pitch to real investors at the end of the programme

PROGRAMME DETAILS

Entrepreneurs in our accelerator programme will have full access to three core pillars of our programme:

- Training
- Governance and accountability
- Access to capital





INVESTMENT READINESS BOOTCAMP

This is a customised six-day intense programme that prepares entrepreneurs to attract angel and venture capital investments which focuses on:

- Equity Investment
- Business Valuation
- Business Pitch Deck Development
- Business Pitch Deck Evaluation
- Pitch Preparation

BUSINESS WORKSHOPS

The workshop series is designed to address entrepreneur pain points. The three half-day workshops are facilitated by industry leaders and covers the following topics:

- Leadership and Team Building
- Core Operations
- Strategic Finance

CEO MEETINGS

Every month CEOs within the cohort engage in development session. These sessions are a key way to tap into the knowledge and expertise of fellow entrepreneurs and the Branson Centre Caribbean team. Entrepreneurs are asked to share an update to track their company's progress against milestones using pre-defined KPIs. It is also a space to share any challenges that entrepreneurs are currently facing and find solutions that the group might be able to help overcome.

BOARD OF ADVISORS

Our entrepreneurs will be paired with five experts that will comprise of their board of advisors which they will have access to for 12 months. They will provide our entrepreneurs with the knowledge and skills designed to help them accelerate their business and maximise on any investment received.

PITCH SESSIONS

Branson Centre Caribbean brings together one of the strongest groups of capital to the table. This gives our entrepreneurs opportunities to pitch to institutional investors, who represent a majority of the venture capital available in Jamaica. These investors include NCB, Proven Investments, PanJam Investment, GK Capital, Norbrook Capital Partners and Greystone Capital. They are ready to invest upwards of US\$1 million investments in each deal.

DEMO DAY / GRADUATION

This is the final pitch session during the programme. All graduates will be invited to pitch for real investment to a panel of investors. This is their time to shine and show the growth and progress they have made during their time in the Branson Centre Caribbean programme.

HOW TO GET THERE

Branson Centre Caribbean entrepreneurs are thoroughly vetted. We seek out entrepreneurs with scalable businesses that demonstrate the highest potential for impact and return on investment, who have a distinct social mindset, and are self-determined, high-achieving stalwarts. These entrepreneurs are rising stars and emerging leaders – **the best of the best**.

Each year we specially select a few entrepreneurs who fit this profile. Our assessment process includes careful review of each entrepreneur's business plan or pitch deck, growth strategy, value proposition, investment potential and commitment to a socially-conscious business model that integrates people, planet and profit.

ONLINE APPLICATION

Branson Centre Caribbean entrepreneurs are change-makers, innovators and leaders. They are strong ambassadors for both entrepreneurship and the Branson Centre Caribbean, and are committed to scaling a Caribbean business. We invite individuals who fit this criteria to visit the link below and complete the online application:

www.bransoncentre.co/assessment-quiz

