



NSSEC

National Secondary School Entrepreneurship Competition

TRACING STUDY

Impact Assessment


January 2021



NSSEC THE JOURNEY

Created in 2017, the National Secondary School Entrepreneurship Competition (NSSEC) has delivered a practical, dynamic and enriching entrepreneurship training experience to shape the future of Trinidad and Tobago's youth. Having recently completed its 4th edition in 2020, the program has delivered over **20,000 hours** of interactive, strategy-based entrepreneurial training to over **2,000 students** from all corners of Trinidad and Tobago.

As a result, sufficient training has now been delivered and ample time has elapsed since inception to ascertain meaningful data on the implications of the program based on the feedback of past students. The 3 Stone team was interested in determining how the NSSEC program has influenced the entrepreneurial intent, capability and outcomes of past students.





WHY DOES IT MATTER TO US?

METRICS DON'T LIE.

As NSSEC continues to grow in terms of student participation rates, hours of training delivered and recognition from the public at large, the mission has always remained the same;

IMPACT.

We believe the competition is relevant to the development of the nation if it is making a meaningful difference in the lives of those who have taken part. To this end, our mission has been two-fold;

1. Deliver efficient, engaging and impactful training in the essential skills needed for entrepreneurship and business in an equitable way to students in Trinidad and Tobago, whereby geographic, socio-economic and gender barriers do not limit access to training.
2. Play a direct role in increasing the likelihood of students starting their own businesses.

THE SURVEY.

Over the 2-week period from 24th November 2020 – 6th December 2020, the team at 3 Stone conducted a Tracer Study to collect data on participants who competed in the 2017 – 2019 editions of the competition. The attached report outlines the data that was collected from the study, as well as follow up interviews that were conducted with select students who have taken the skills developed from participation in NSSEC and turned them into start-up business ventures. **We are very pleased that as demonstrated by the quantitative and qualitative data, the NSSEC program has had an incredible effect on the lives of its participants.**

This success is testament to the vision of the program's sponsors who have made the annual event possible. The 3 Stone team would like to thank its corporate partners who committed to the program and have continued to support the development of Trinidad and Tobago's youth in each year of NSSEC's existence:

Shell Trinidad and Tobago: 2017, 2018, 2019 and 2020

Massy Foundation: 2017, 2018, 2019 and 2020

First Citizens: 2017, 2018, 2019 and 2020

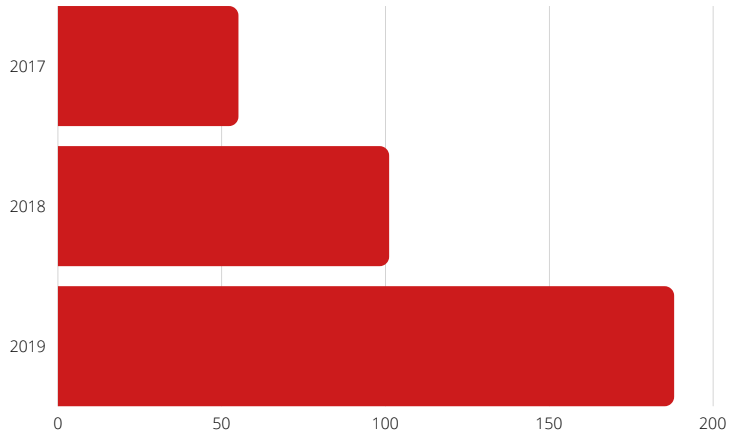
PwC: 2017, 2018, 2019 and 2020

Guardian Group: 2018, 2019, and 2020

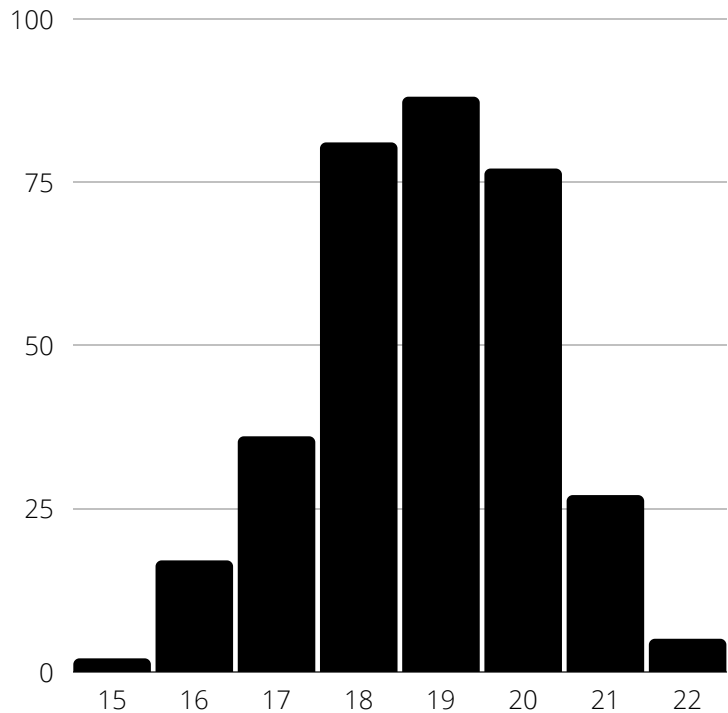
Digicel Business: 2020



What year did you participate in NSSEC?



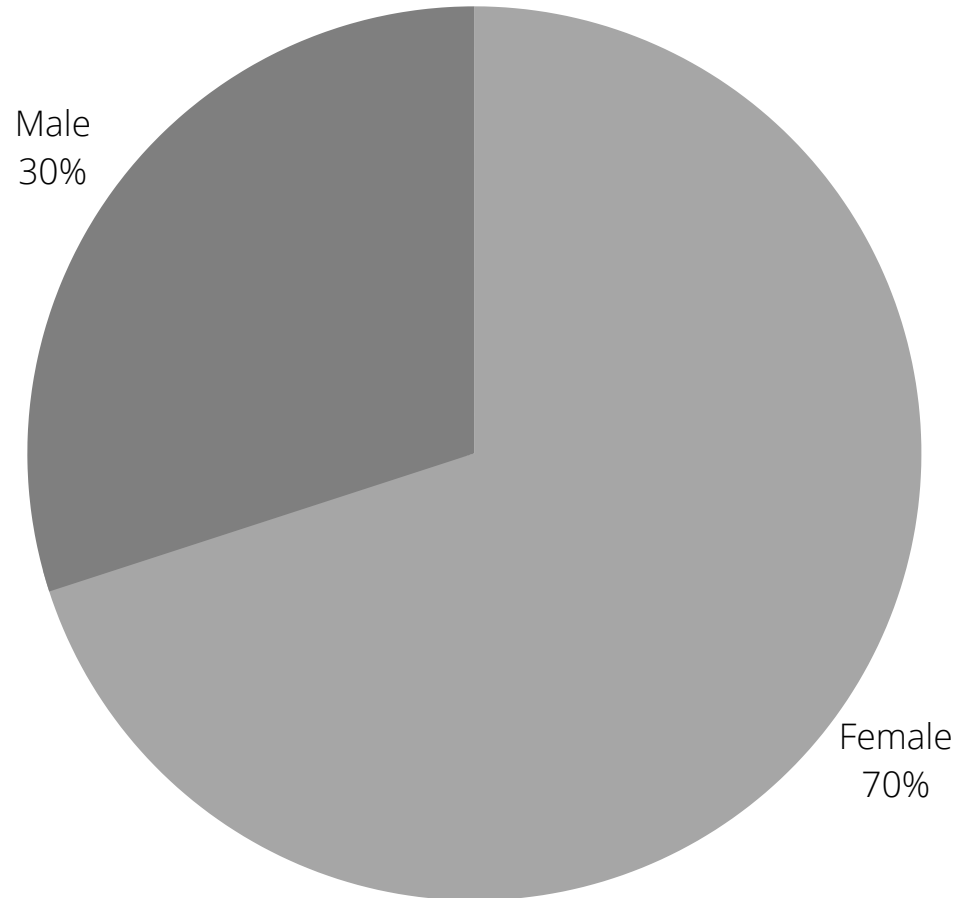
Of the 344 responses collected, 55 (15.99%) were from participants of the 2017 competition, 101 (29.36%) from the 2018 competition and 188 (54.65) from the 2019 competition.



Age Breakdown

THE SURVEY.

Gender Breakdown



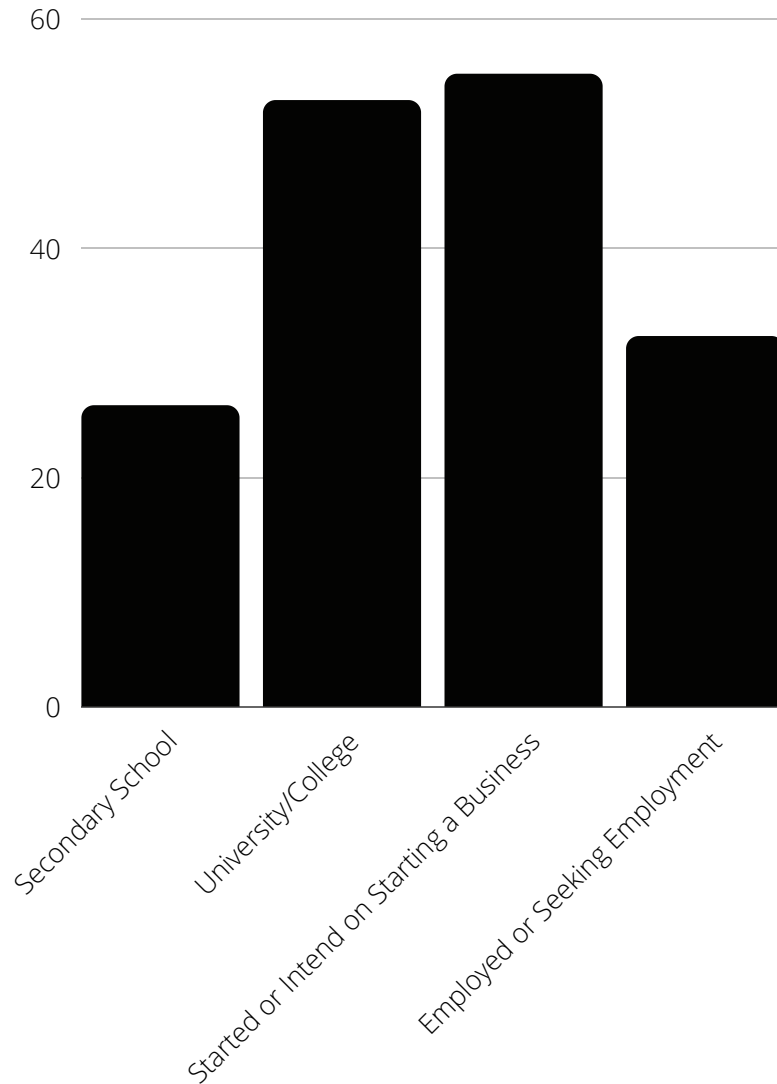
THE SURVEY.

Geographic Distribution of Survey Participants

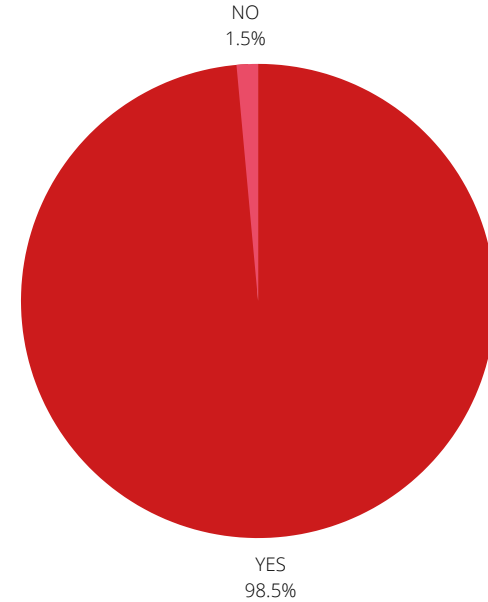
Rio Claro Point Fortin AROUCA Freeport Tobago East Princes Town St
South Tunapuna Couva Gasparillo Diego Martin Laventille
Chaguanas Maraval Arima Cunupia
San Fernando Morvant Central Barataria San Juan
Curepe Port Spain La Sangre Grande Mayaro Penal Belmont
Trinidad Cedros Santa Cruz

THE SURVEY.

Which of the following best applies to your current situation?



When asked if the NSSEC experience positively impacted their business education, 98.5% of respondents answered "YES"

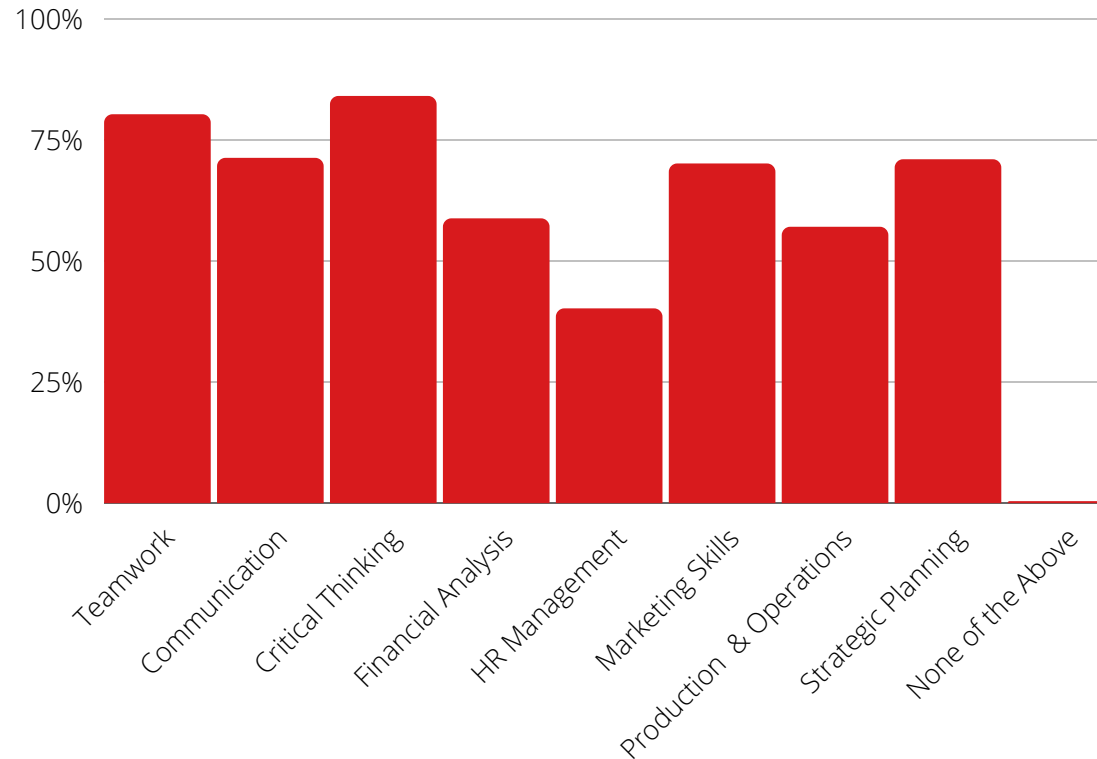


98.5%

As expected, many students are still either in secondary (26.16%) or tertiary level (52.91%) school. According to data from the World Bank, the tertiary level enrolment in Trinidad and Tobago hovers around 12%, and as such, **incredibly, past participants of NSSEC who have left secondary school are approximately 6 times more likely to attend college or university (71.65%).** Approximately 55.2% of participants indicated that they had either started or intended to start a business compared to 32.3% who were either employed or seeking employment.

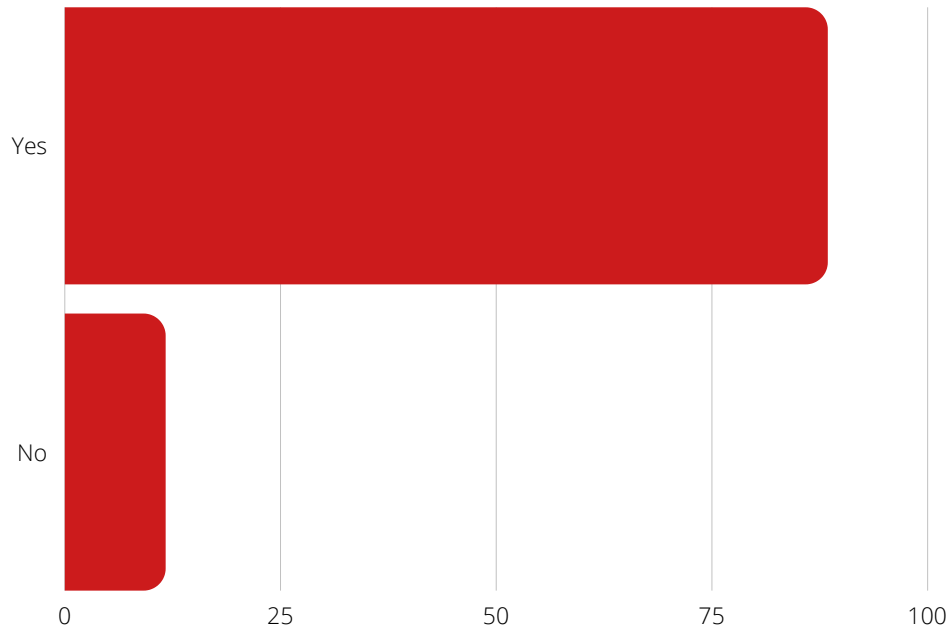
THE SURVEY.

Where did NSSEC make an impact in skill acquisition?



Of the responses, 86.63% agreed that the program helped to improve their decision making, with over 80% also agreeing that their critical thinking and team building capabilities were improved through participation in the NSSEC program, skills that are fundamental to all types of entrepreneurial activity. Between 70% - 80% of participants believed that their communication, strategic planning and marketing skills were improved through participation, while 50% - 60% believed that their financial analysis skills and understanding of production and operations were improved, with 40% of participants believing that their human resource management skills improved. Only 1 student (0.29%) reported that they did not improve in any of the listed areas.

THE SURVEY.



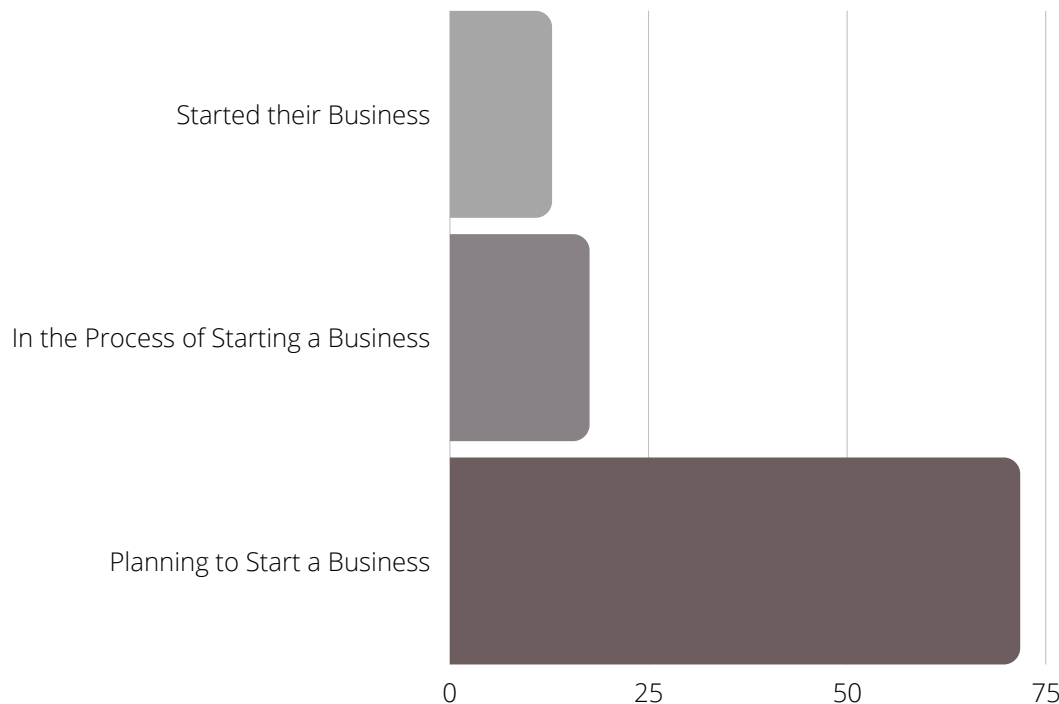
Did NSSEC encourage you to start or consider starting your own business?

88.37%

An astounding 88.37% (304) respondents indicated that the NSSEC experience had encouraged them to start their own business. According to the Global Entrepreneurship Monitor, at a national level in Trinidad and Tobago, nascent entrepreneurial activity stood at 8.5%, meaning that **students who have participated in the NSSEC program are 10 times more likely to engage in nascent entrepreneurial activity.** This statistic speaks volumes to the impact the program is having on the entrepreneurial intentions of its participants.

THE SURVEY.

Of those who were encouraged to start or consider starting their own business, a total of 38 (12.79%) of respondents had already started their own business, with 52 (17.51%) indicating that they were in the process of starting and 213 (71.72%) indicating there were considering starting their own business. When one considers that Trinidad has approximately 30,000 registered businesses (Central Statistical Office) for a population of 1.39 million, this represents an entrepreneurship rate of approximately 2 per 100 persons (2%). This gives an incredibly strong indication that **the program is having a positive impact, with at least a 600% greater likelihood of start-up entrepreneurship than the population at large.** In fact, if we remove students who are still in secondary or tertiary level school, the number of students who have started their own business is 18.23%, which is **900% greater than the average level of the wider population.** Further, over time, this number is likely to increase as students who have completed their schooling are in the process of starting their own business (23.65%), comes to fruition.



600%

more likely to start a business

900%

more likely to start a business if you consider only those who have completed their studies

Have you started, are you in the process of starting or considering starting your own business?



NSSEC
National Secondary School Entrepreneurship Competition

THE ENTREPRENEURS.

*Profiles of 10 NSSEC graduates
who have successfully started their
own businesses*

BOSS NAIL BABE

Sapphire James, 19, Tobago

Sapphire completed the NSSEC program and after completing school, found herself unable to continue with post-secondary studies due to financial challenges. After looking for employment opportunities and feeling dissatisfied with what was available, Sapphire decided to capitalize on the confidence and skills she gained from NSSEC. She assessed the talents and skills she had and started to make a list of the possible ways she could turn one of them into her own business. She had a talent in artistic nail design and decided to try taking it to the next level.

When asked if NSSEC played a role in her decision to start "Boss Nail Babe" she responded:

"All of this came from the competition - I wouldn't have thought of starting a business or had the confidence in my skills to do it without that experience, I learned all the things I needed about keeping costing low, pricing and marketing and why it's important to think about these parts of the business, not just the service."

When asked about the likelihood of starting without NSSEC, she said she didn't think she would have and that she's very happy that she became an entrepreneur, "I can now earn more money in one day with my business than I could in one month working"

Sapphire has just crossed the 1,000 follower mark on instagram and has over 60 repeat clients - she is focusing on expanding her business and can be found on instagram: [bossnailbabe.tt](https://www.instagram.com/bossnailbabe.tt)



STUDYGRAM TT

Kel Hercules, 21, Arima

After completing school, Kel was thrilled to be a partial scholarship winner from the NSSEC competition however due to financial hardships, he was still unable to allocate the time to pursue post-secondary studies. As such, he took his love for learning and decided to capitalize on the skills he had gained from the competition and started his own business in offering lessons to students in forms 3,4,5,6. In order to differentiate himself from other tutoring services, Kel decided to capitalize on a competitive advantage - Kel uses innovative learning solutions and tries to bring fun into his lessons. He integrates the real world experiences of his students and tries to relate concepts to things they understand well.

Kel has experienced great success in his business and has grown his clientele from last year when he started with 4 students - to over 30 students and counting this year. He has focused on marketing to achieve his success.

When asked about the role NSSEC played in his decision to start his own business Kel shared:

" The NSSEC experience definitely impacted my path now. Without NSSEC, I most likely would have just gone back to teach in a school for the stability but what I learned in NSSEC boosted my confidence and pushed me to do StudyGram TT. Starting my own business was a way to capitalize on the skills I learned and apply them for my benefit. Going through the simulation really encouraged me to use innovative teaching methods as well because I saw first-hand how it made a difference. I am very happy with my decision to become an entrepreneur."



OPEN FOR REGISTRATION

STUDYGRAM

CAPE TUTORING

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SUBJECT PACKAGES AVAILABLE

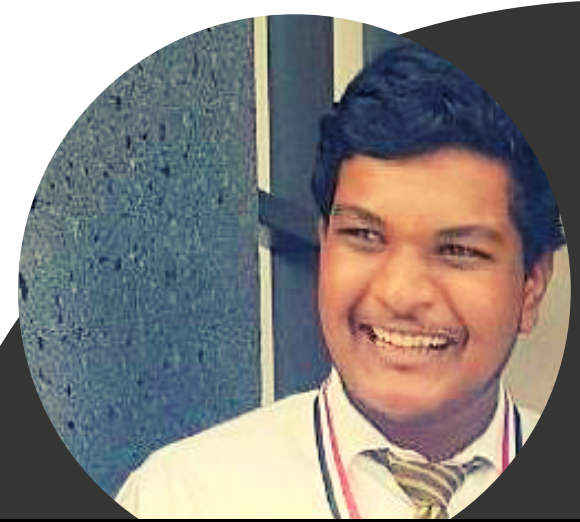
XCALIBUR KOIS

Adam Bowen, 20, Freeport

In 2019, Adam wanted to put his experience in NSSEC to practice and started thinking of ways he could begin a small business of his own. After some analysis, he realized that there was a gap in the market for the professional sale of Koi fish. Like any other start up, he began using what he had at his disposal and went into business with 2 friends who he created a 3 way partnership with. They invested in an Intex pool and started selling the fish from the pool in their back yard. They realized quickly they would need a dedicated space and decided to acquire a piece of land as investment capital. They converted the piece of land into a designated area for the sale of fish and through increased demand and the development of their client base, saw an opportunity to capitalize on the sale of accessories and equipment. The team joined forces with QPSL in Freeport and became the authorized distributor for their products. They also expanded into the service offering of pond cleaning and maintenance.

Adam found his passion for sales and marketing through the NSSEC program and has put it to use in his business. He created catalogues and found inventive ways to market the team's products and services. When asked about the role NSSEC played in his decision to start Xcalibur Kois, Adam shared:

"Absolutely 100 percent NSSEC motivated me to start my own business. I've shared my experience through NSSEC with both of my business partners through our brainstorming sessions in terms of decision making and particularly sales and marketing. The NSSEC program definitely assisted me in bringing experience to both parties and also self development. It honestly was one of the best opportunities that we got as a business student! I always advise my alumni and family who are in secondary school to take advantage of it."



THREADED TT

Danica Morris, 20, D'abadie



Danica started University after completing her secondary school studies and was inspired by her experience in NSSEC. She knew she wanted to start some kind of business but wasn't entirely sure what to offer. She was committed to launching something and in June of 2020, she took the novel demand for masks as an opportunity and decided to put an old sewing machine to work. She began with masks, high quality - durable ones that would offer customers longevity along with safety. She then added more products to her offerings with her company, Threaded TT. She began making pencil and make up cases and her signature silk bonnets. She started gaining traction and created a page on Instagram. When asked about her NSSEC experience and if it impacted her decision to launch Threaded TT, she shared:

"NSSEC helped me a lot! I love Entrepreneurship now and my experience in the competition gave me the practical experience of hard work, critical thinking and enjoying risk-taking that comes with operating a business venture. It definitely motivated me because we ended up first in our division and I feel I gained confidence because of that."



THREADED

ROYALE L'AMOUR

Shanice Searles, 19, Macoya

When Shanice finished the NSSEC competition - she felt a passion had been ignited. Before NSSEC, she hadn't ever considered business as a field she would excel in and didn't have any plans other than studying physiotherapy. After NSSEC, she decided to change her path and follow her passion at the Lok Jack School of Business, where she was recognized in Entrepreneurship and decided to embark on her own start up journey. She started in June 2020 with her brand, Royale L'amour. She was initially scared but drew on her experience in the competition to launch her business. She focused on differentiation and the importance of pricing for sales. She spent ample time researching and ensuring her supply chain was solid. She initially developed her line of lip glosses and within the first day, all 3 of her lip balm collections were sold out. She cried tears of joy and was encouraged to continue. She launched new collections and expanded to offer wholesale orders for people who wanted to sell their own brands of lip balms. She also offers private labelling services and works closely with other small business owners.

Shanice has had tremendous sales over the holiday period selling out 60 lip balm kits which she creatively marketed using holiday packaging within hours. This uptick in sales earned her over \$10,000 for that collection alone. When asked about NSSEC, she shared:

"Before NSSEC, I had no idea about business, but when I started - I fell in love. If I didn't do the competition, I would have definitely gone into physiotherapy but I am thoroughly enjoying this journey and I plan to give back to other entrepreneurs in the cosmetic industry and expand my business and wholesale supplier service in the future."



HYSYVAULT

Huzafyah Hosein, 15, San Fernando

After completing the NSSEC program, Huzafyah decided to take his passion for the Japanese craft of Origami and think of ways to apply his business skills to turn his passion into a company. Huzafyah decided to share his talents in the form of online classes in arts, crafts and the skill of origami. With the onset of the pandemic and stay-at-home health guidelines - Huzafyah was able to capture a clientele with well executed timing for his services. Huzafyah also added to his services with customized token creation and did very well with the sale of autism awareness bands for a client he created the bands for. He also found success in holiday themed arts and craft offerings during the Christmas season and plans to offer more seasonally based online classes moving forward. Huzafyah has intentions to grow his business further online and when asked about the impact NSSEC had on his decision to start Hysyvault, shared with us:

"NSSEC definitely impacted the way I thought about profit and how advertising and the importance of sales would define the success of a business. It also taught me that to make profits, I would need to differentiate and make some investments in what I was doing. Without the NSSEC experience, I wouldn't have known how to invest properly and probably wouldn't have thought about the class aspect."

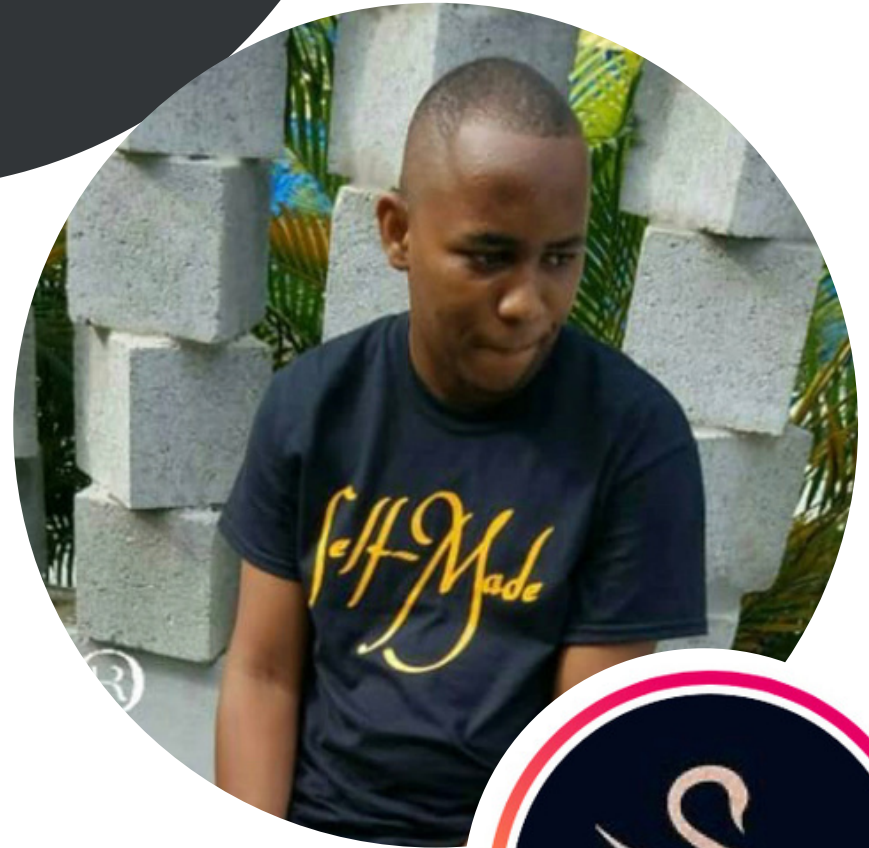


SELF MADE

Jeremy Pierre, 19, Sangre Grande

Jeremy was always a creative individual and driven to start something for himself. After NSSEC, he felt empowered with confidence and wanted to make a jump into the entrepreneurial world. He started an online clothing business where he created a brand and had the brand printed on plain t-shirts, sweaters etc. He conducted photoshoots with his phone and marketed his products online. He has sold to over 100 customers so far and has an impressive following of nearly 2,000 on his business instagram page. When asked about how NSSEC impacted him, he shared:

" NSSEC definitely helped me with confidence. I would say that it encouraged me to believe I could make tough business decisions and I honestly wouldn't have started Self Made if it wasn't for that confidence. I believe it was a great experience for me"

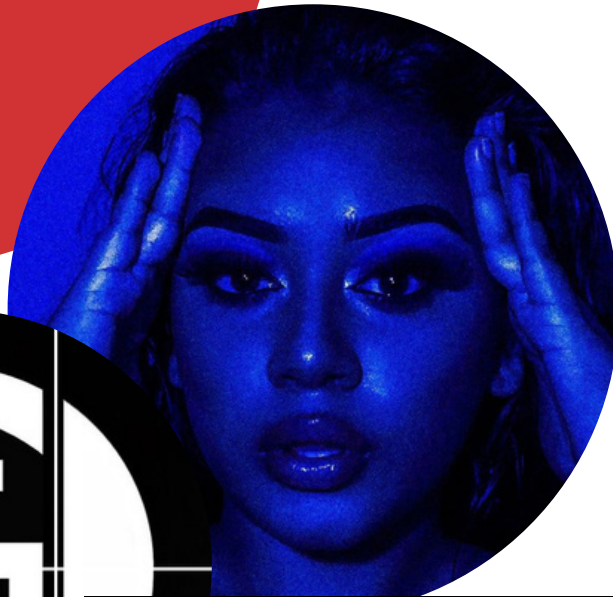


GRAPHIC EXPRESS

Shammia Singh, 18, Chaguanas

Shammia always had a bright and expressive artistic side. One month after completing NSSEC, she decided to start her own business and monetize her artistic abilities. She taught herself graphic design online and looked at gaps in that market. Realizing that graphic artwork was typically expensive to source locally, she decided to offer logo creation and graphic artwork at an affordable price. While she didn't think it would become as big as it did, she is now focused on growing her business and investing in it to expand her clientele. She currently serves over 30 repeat customers including big companies such as Pennywise Cosmetics and Best Lime Experience. She credits NSSEC with her decision to start a business and said:

"NSSEC has played a direct role in my decision to start my business - it was the only time I had ever been exposed to running a business and I enjoyed it a lot. I learned so much about business strategy, where to start with financials, costing and so on. I felt more confident that I could do it myself and so I was encouraged in my own ability from the experience. I would not have considered starting my own business but business came to life with NSSEC, it motivated me - I felt like I actually had some experience to be successful if I did it for myself"



GRAPHIC EXPRESS

WHAT DOES
YOUR LOGO SAY
ABOUT YOU?

GRAPHICEXPRESS.TT
GRAPHICEXPRESS@YAHOO.COM
(868)487-8278



DESSERTOLOGY

Rebecca Jimenez, 20, Barataria

When Rebecca thought about starting her own business, she knew she wanted the business to reflect her values. She decided to take her love for baking to the next level and start Dessertology in 2019. She prides herself on ensuring her company operates in respecting the environment, with a focus on healthy ingredients that are all natural and eco-friendly. She offers customers vegan cheesecakes that are not only free from any animal products but also delicious. She has just recently started taking her business more seriously but has been happy with the progress so far and is seeing an increase in orders. She is now focused on growing the business further and when asked about the NSSEC experience shared:

"NSSEC encouraged me to start my own business because I felt like I could use the skills I learned through the experience. That has been the case so far with dessertology."



TAJIFE

Derron Philanders, 20, Trincity

Derron completed the NSSEC competition with energy and excitement and wanted to empower young people in a similar manner. He decided to partner with some like minded visionaries and create the company Tajife. The company is multi-faceted with a core mission of supporting young entrepreneurs in Trinidad and Tobago. The company is based on a membership model where members pay a fee annually to benefit from the company's services. The services include mentorship, platforms for exposure and sales training through sale of Tajife branded clothing. The company also creates employment opportunities for its members and helps share and network their talents. They capitalize on motivated youth and help give them a voice in the business world. They have developed a whatsapp group chat called Aspiring Young Entrepreneurs (AYO) which currently connects 200 young people who have their own small businesses. Derron shares his experiences and education in business with young aspiring entrepreneurs and has and continues to make a profound impact on young people in Trinidad. His company currently has 60 members in Trinidad and 50 members in Tobago. This is one of the finest examples of the ripple effect caused by programs like NSSEC and when asked about the role NSSEC played in the creation of his business, he shared:

"NSSEC taught me important skills in business that I put to practice in Tajife, I also share a lot of these insights with our membership and use the practical experience I gained to make better business decisions. NSSEC also ignited a passion for entrepreneurship that I am following now with the company."





THE TAKE AWAY.



During the qualitative interviews, all respondents were asked if they would benefit from mentorship, guidance on scaling and registering their businesses and learning how to develop efficiencies and grow sales. Every single respondent responded very strongly in favour of this kind of opportunity.

We believe with the legacy of NSSEC graduates created from the program, an opportunity exists to further develop entrepreneurs and help them get to the next level where they are able to take their skills and turn them into legitimate, profitable and innovative businesses.

2021

Our partnerships have proven to be incredibly powerful to date and we see a future, at a time when diversification and investment in local business is crucial to develop the next phase of the program and look forward to collaborating towards this end.

THANK YOU!