

starter  island

THE ANCHOR



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Starter Island is a 5-day competition held throughout the Islands of The Bahamas where teams of local and international entrepreneurs travel on one ship building their products and ideas. During the five days each team will work in conditions that foster both creativity and ingenuity and by the time they get back to the capital they will pitch their startups in front of an audience and judges for a grand prize.



After The Boat Docks



Following the Starter Island competition participants enter into The Anchor, a 3-month program where they will work with the Shift the Culture community to finalize, and refine their business idea. The next few months are intended to provide a community of support for the entrepreneurs and their startup in an effort to ensure that quality ideas are presented for growth and potential investment.

The Anchor Process

Month 1 is dedicated to refining business model, structure, and strategy. Each team will be assigned three mentors, experienced in their field, from the Shift The Culture community. Mentors also have the option to join the business team once all participants are in full agreement.

After the model is refined, **Month 2** will be spent executing all aspects of a successful business, ie board of directors selected and appointed, marketing strategy executed, and exposure for the company in the market achieved.

In **Month 3**, community evaluation of the progress of each company will be provided. This information will assist the teams in making any necessary last minute fixes to better present their ideas to investors. At the end of the 3-months they will present their final pitch to a group of local investors that are qualified to provide support and/or capital investment on **Demo Day**.

Starter Island 2015 Teams

island **ROOTS**



give to **GET!**

Team Profile



Overview

Island Roots (The Green Box Project) is a platform that provides the highest quality locally grown produce to residents and visitors, sourcing the highest quality, freshest produce from local farmers and deliver it direct to homes and offices in a neatly packed box.

Team Members

Emey Robinson

Chelsea Palmer

Allison Barkley

Gracie Lee Stemmer

Nicole Dominguez

Team Profile



Overview

Skipper is a technology platform that creates easy access for domestic travel in The Bahamas through the maritime community by facilitating accessible communication and service between passengers and vessels.

Team

Mark Hoffer

Ashleigh Rolle

Yeqian Zhao

Aaron Basset

Team Profile



Overview

Give to Get is a platform that provides goods for the greater good but allowing users to upload and sell their goods online. Goods not sold at a designated time are donated to charity of your choice.

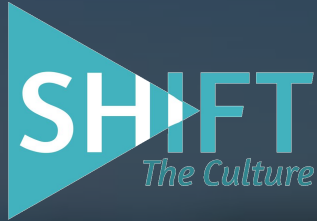
Team Members

Andre Moncur

Julie Good

Beijing Rodgers

Community behind Starter Island



Shift The Culture is a collective of Bahamian creatives with a passion for community, craftsmanship and collaboration. Through STC we've been working to cultivate platforms and projects for the creative community to share, collaborate and be inspired by each of its members.



Travis Miller is a technology consultant and creative director for local startups, agencies and entrepreneurs. Founder of Shift The Culture and Co-Founder of Starter Island, Travis has returned home from his work abroad in order to give back to his country by helping startups, agencies and entrepreneurs build out their ideas.



SHIFT

The Culture



Anchor: Mentors

Adam Treco

General Manager
Retail and Administration

Kristin Major

BSc in Aviation
Project Management & Consulting

Earl Farrington

Email Marketing/Loyalty programs
Web Design & IT Engineer

Santia Dean

MSc in Entrepreneurship
Projects Associate

Steven Cartwright

12 Years Tourism/Hospitality
Experience, 9 Years Boat
Management, 3 Years Marketing
and Sales

Stefen Deleveaux

BA in Economics
Finance & Operations

Gail Hanna

Bachelor's Admin and Management
10 Years Marketing Experience, Co-
founder of Marketing Firm

Anaya Dean

MSc in Entrepreneurship
Media Producer/Marketing
Manager

Nikita Shiel-Rolle

MSc of Science in Biodiversity
Wildlife and Ecosystem Health
Founder of Young Marine Explorers

Mentorship Overview

Discussion and Office Hours

Through discussion and scheduled meetings called “Office Hours”, our mentors will assist in addressing problems within a team and facilitate the necessary steps towards success on a one on one basis.

Technical Expertise

Our team of mentors and community members are skilled in all of their professions. If we can't provide one on one support, we will be able to tap into our growing community for the resources they need to accelerate growth.

Bi-Weekly Community Check Ins

To keep teams on track with the development of their businesses. Every two weeks we will come together and make sure the teams hit all their milestones and are making substantial progress.

Business Development Milestones and Activities

Team

Recruiting

Roles & Responsibilities

Legal

Intellectual Property

Copyright

Equity

Problem Definition

Validation

Market Research

How You Solve The Problem

Solution

Product or Service

Minimal Viable Product (MVP)

Customer Acquisition & Adoption

Sales

Financials

Business Model

Revenue Streams

Accounting

Community Check-In Schedule

October 8th, 2015

October 22nd, 2015

November 5th, 2015

November 19th, 2015

December 3rd, 2015

December 17th, 2015

January 7th, 2016 (Demo Day)

Entrepreneurship is key to economic development. The Anchor would provide the a platform to a viable model for sustainable entrepreneurship in the Bahamas. We hope in the few months we expect to develop these projects into viable businesses. This will not only create opportunities we haven't had before, but will spark a national and international conversation and initiatives on how to innovate and build better businesses.

A sailboat with a large black sail is sailing on a dark blue sea under a dark sky. The boat is positioned on the right side of the frame, moving towards the left. The water has a textured, wavy appearance. The sky is a deep, dark blue with a few small, faint clouds. The overall mood is serene and quiet.

Thank You
www.starterisland.com