In 2019, The Trust for the Americas partnered with N.C.B. Foundation and the MICO University College to promote digital skills among Jamaican youth. The NCB ICON Lab offers youth between the ages of 16 to 30, access to technology and training to promote digital, entrepreneurial and life skills.

The NCB ICON Lab promotes an entrepreneurial and learning mindset for Jamaican youth to become leaders and change agents in their communities.

ICON is an acronym for Innovative, Creative, Outstanding and Nationalistic.

**Objective**
Provide young people with innovation and technology training, access to collaborative spaces, specialized curricula, mentorship and financial resources, to promote STEM education and entrepreneurship.

**Impact**
These young innovators and disruptive entrepreneurs will, in turn, create low-cost, high-impact, high-quality innovation solutions that generate affordable access and livelihood opportunities for their communities on a long-term, sustainable basis.

**Target**
At-risk youth (16 to 30-years-old) dealing with complex social environments, youth crime, poor academic performance, and living in vulnerable communities.

**Key outputs:**

- 100 Youth empowered through training
- 200 People empowered through access
- 2 Ideathons, 2 networking sessions and 1 final Pitch Tank competition

15,000 USD invested in Economic incentives and seed funding for young innovators/entrepreneurs that strengthened their innovative thinking and gained the skills to materialize and commercialize their ideas.

**Main curricula track:**

**Skills for tomorrow:**
- Digital Literacy
- Computer Science
- Soft Skills
- Augmented Reality

**Innovation and Entrepreneurship:**
- DIA Innovation Methodology
- DIA Entrepreneurship Methodology
- Canvas Business Model
- Financial Literacy
- Idea Creation and Pitching Skills