



Pioneers of Prosperity Overview

Research indicates that a key constraint to economic growth in the Caribbean is a low level of entrepreneurship, or low support (technical, access to financing, policy environment) for entrepreneurs who are trying to start, or build, their businesses.

Pioneers of Prosperity is founded on the fact that **innovative ideas and dynamic business models exist in even the most challenging markets**, and that greater **prosperity** will ensue if these local **models of success** are better understood, better supported, and **showcased widely**.

Pioneers of Prosperity (PoP) is a global awards program that seeks to **inspire a new generation of entrepreneurs** in emerging economies by identifying, rewarding, and promoting truly outstanding businesses that can serve as role models to their peers.

Unlike other award programs, PoP does not end with the distribution of the award. Rather, the award is just the beginning. PoP will focus on a post-award communications effort that showcases the winning firms and connects participants to networks of other entrepreneurs, technical expertise, and financial capital, to inspire a culture of entrepreneurship and innovation.

To create greater prosperity in the Caribbean, PoP will:

1. **Identify** existing small to medium-sized enterprises (SMEs) that create value for their customers, owners, workers and future generations (i.e. their four key stakeholders).
2. **Invest** in their business models with a grant to apply towards technical infrastructure and training for their company, and by connecting them to networks of technical expertise and financial capital.
3. **Inspire** a culture of entrepreneurship by showcasing stories of success.

Stories of success and the creation of robust networks will serve as concrete examples of what can be accomplished in even the most challenging business environments, thus inspiring a new generation of entrepreneurship in the Caribbean.