



nfte!

Southeast

**YOUTH ENTREPRENEURSHIP
CHALLENGE 2025**

Hosted by:



PRESENTED BY:



WITH ASSOCIATE SUPPORT FROM:



CONGRATULATIONS TO ALL PARTICIPANTS!

WELL DONE TO ALL THE STUDENTS WHO TOOK PART IN THE REGIONAL YOUTH ENTREPRENEURSHIP CHALLENGE! YOUR PASSION AND CREATIVITY ARE TRULY INSPIRING.

THANK YOU TO THE MENTORS, ORGANIZERS, AND SUPPORTERS WHO MADE THIS EVENT POSSIBLE.

KEEP PUSHING FORWARD — THE FUTURE IS YOURS!



"YOUR GREATNESS IS LIMITED ONLY BY THE INVESTMENTS YOU MAKE IN YOURSELF."

– GRANT CARDONE

GC THE GRANT CARDONE FOUNDATION

Agenda

NFTE Southeast Youth Entrepreneurship Challenge Finals

Tuesday, May 13, 2025

- Emcee** Constance Simmons Jones, **NBC6 News Today**
- Judges** Richard Bruguera, **EY**
Andres Cardona, **Elite Basketball Academy, NFTE Class of 2010**
Jessica Hylton, **Promise Pantry & Crown Consulting Group**
DJ Irie, **Music Mogul**
Brad Allan Rosenberg, **UBS**
- Entrepreneurial Catalyst Award**
Chris Brignolle, **Executive Director, NFTE Southeast**
Awarded to the **Grant Cardone Foundation**
- Volunteer of the Year Awards**
Victor Martinez, **Program Manager, NFTE Southeast**
Alan Alvarez, Miami Bayside Foundation
Dade County Federal Credit Union, accepted by Marketing Director Paola Fajarda and Marketing Manager Jessica Vasquez
- Teacher Recognition**
Daniel Williams, **Regional Director, NFTE Southeast**
- Remarks**
Dr. J.D. LaRock, **President & CEO, NFTE**
- Winner Announcements and Closing**

Student Competitor Businesses

A & J Training

Jadiel Gonzalez & Analia Villegas Negrón – Poinciana High School

A&J Training aims to provide athletic training opportunities that will elevate the student, not only as a better athlete, but as a better individual, to prepare them for life.

Bella

Payton Bonino – Spruce Creek High School

Bella makes handcrafted, hypoallergenic jewelry that is nickel free and designed for sensitive skin. They use gold vermeil, stainless steel chains, and other materials made for people with sensitivities and allergies while keeping the product affordable.

Fragrance Sample Kit

Yanisbel Ortiz – Cross Keys High School

The Fragrance Sample Kits offers flat-rate shipping of a package with six different fragrance samples, selected and themed by the customer. Each kit comes with a card that includes detailed descriptions of the samples, including their ingredients.

Free Flow

Adelaida Gomez – New World School of the Arts

Free Flow! aims to make reproductive education and health accessible for all, and completely safe and private. This period tracker app that tracks all phases of the menstrual cycle, and gives diet and lifestyle tips based on each phase of the cycle.

Halo Technologies

Manuel Vides & Julian Saenz Bernal – Horizon High School

Halo is an AI crash-prevention system designed to prevent a collision. Halo is a hardware unit installed in the car, assembled with its very own CPU to execute complex calculations in a fraction of a second. If Halo sees an incoming collision, it overrides brake and steering systems to execute the best scenario for every situation.

Light Stitch

Isla Nicol – Randall Middle School

Light Stitch provides light-up knitting needles to allow knitters to knit more easily in the dark or in low light. Their needles come with an attachment that allows users to easily ravel up their yarn, keeping it untangled for easier knitting.

MC Marine's Flush King

Chase Little & Michael Scanlon – Alonso High School

Flush King is an automatic boat system that flushes out saltwater out of your motor, removing corrosion and making it last longer, while saving the time and effort of reconnecting a hose. Our system ultimately makes boating more affordable.

Naima Bouquets

Miriama Ferrad – Poinciana High School

Naima Bouquets provides both a product and service, with personalized floral arrangements based on the occasion, such as anniversaries, birthdays, weddings, baby showers, and other holidays. You can easily add flowers into your lifestyle!

PawAble

Briley Goble – Lutz K-8 School

PawAble provides adaptive pet products so those with disabilities can better enjoy the companionship of a pet. PawAble's primary products are adaptive food and water dishes that are filled from an upright position, making dangerous spills less likely.

PoliSight

Aadish Kachhal – Cypress Bay High School

PoliSight is an innovative LLC that provides political offices with real-time, detailed data analytics about high school students, helping them make informed decisions, reach upcoming voters, and increase youth voter turnout.

StickyLips WorldWide

Joaquin Gasca – First Coast High School

StickyLips WorldWide wants to innovate the freeze-dried candy market. Their Premiere Protein Puffs are low in sugar and high in protein, with a delicious sweet flavor. StickyLips WorldWide wants to meet everyone's sweet desires!

StudyBuddies

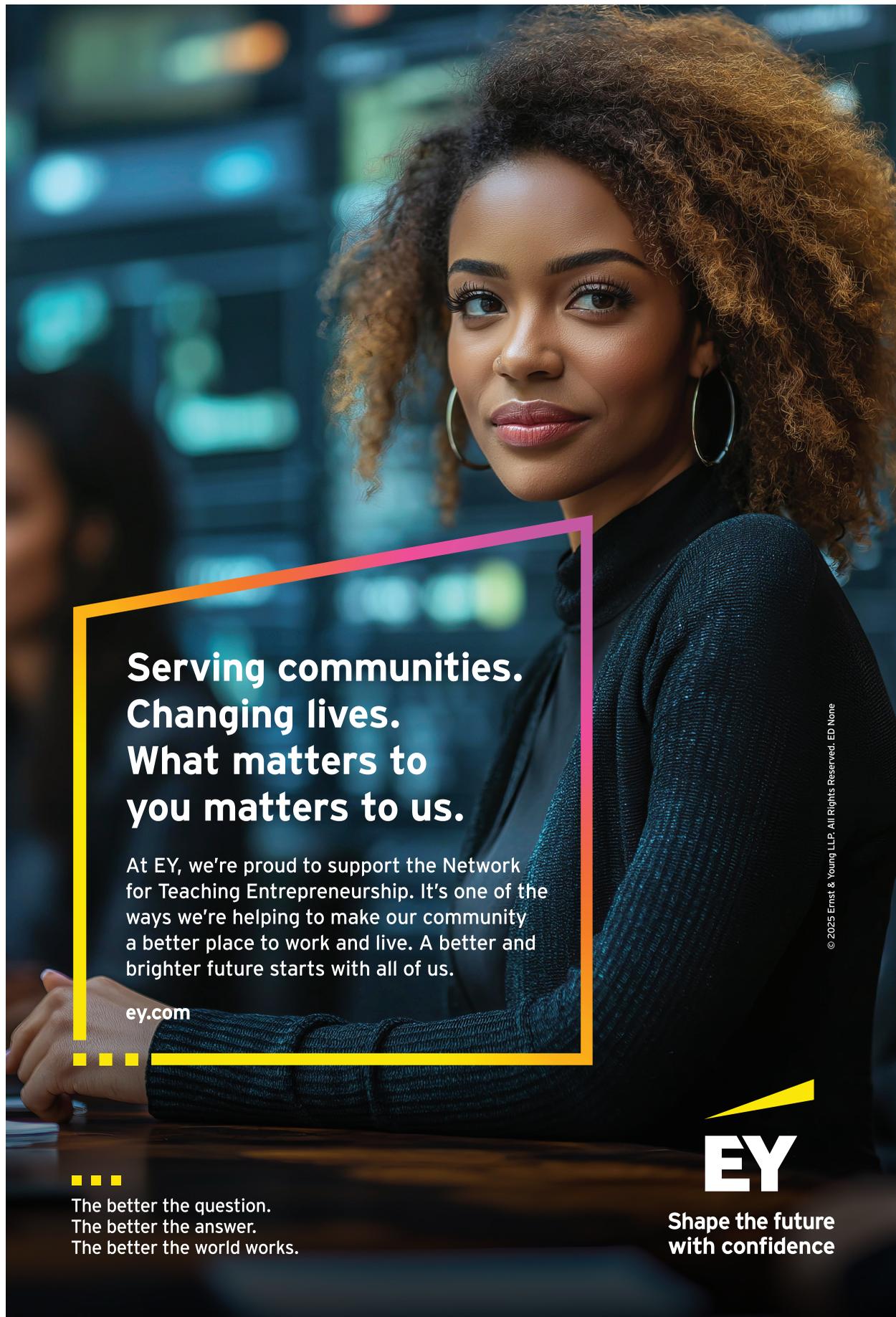
Madeleine DeFilippo & Mikayla Schmidt – Palm Beach Gardens High School

StudyBuddies is a retail educational subscription box for children who have not been exposed to prior education before entering the school system. The online subscription box would contain three learning resources and one stuffed animal.

The Essential Cube

Payton Garner – Mainland High School

The Essential Cube is a pre-curated kit of essentials geared towards students' dorm life, from on-campus housing to off-campus dorms. Items can include a mini tool kit, sponge, extension cord, and more. It's a convenient, affordable way to gift your college student with items that they need, all in one place.



**Serving communities.
Changing lives.
What matters to
you matters to us.**

At EY, we're proud to support the Network for Teaching Entrepreneurship. It's one of the ways we're helping to make our community a better place to work and live. A better and brighter future starts with all of us.

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**Shape the future
with confidence**

■ ■ ■
The better the question.
The better the answer.
The better the world works.

Event Host

Constance Simmons Jones NBC6 News Today



Constance Jones is a two-time Emmy® nominated journalist who currently anchors the station's weekday morning newscasts, NBC6 News Today at 5am and 6am, alongside NBC6 anchor Kris Anderson, from the station's Miramar-based studios. After anchoring at WRIC-TV in Richmond, VA for almost three years, Jones joined NBC6 in February of 2021.

Jones has worked in several television markets, including New York City, Miami, Oklahoma City and Atlanta. She returned home to Miami, where she previously spent nine years as an anchor and reporter at local station WPLG-TV, and also worked at WLRN National Public Radio in South Florida. Jones also worked with veteran news journalist Dan Rather at the CBS Evening News.

Outside of television, Jones worked alongside the Broward State Attorney as the Communications Director for the 17th Judicial Circuit of Florida.

In 2022, Jones was honored by the Society of Professional Journalists and by the Florida Association of Broadcast Journalists for breaking news coverage of the 2021 Surfside Condo Collapse. Jones has also been honored by the National Academy of Television Arts and Sciences, received an award from the Texas Associated Press for her reporting work, and multiple awards and recognitions from several regional chapters of the National Association of Black Journalists (NABJ) for Excellence in News Reporting. She was also featured as Miami's "Top 40 under 40 Leaders of Tomorrow" in Legacy Magazine.

Jones is a graduate of Sam Houston State University and was recently honored as Sam Houston State University's "Most Outstanding Young Alumna" for 2022. She is also a proud member of the National Association of Black Journalists and Alpha Kappa Alpha Sorority, Incorporated.

Born in Stuttgart, Germany, Jones spent most of her childhood overseas, including time in Timisoara, Romania. She is married to Miami-based artist Troy Simmons.

Judges

Richard Bruguera Miami Office Managing Partner Ernst & Young LLP

As the EY Miami Office Managing Partner, Richard Bruguera has the honor of leading a team of 750+ world-class Miami-based professionals across all four of EY's service lines: assurance, tax, strategy & transactions, and consulting. His ambition is to harness the deep expertise of EY's talented professionals to support their clients in achieving their most strategic initiatives. As a Miami native that was born, raised, and educated in this vibrant city, he has a deep passion for tapping into the power of this Global firm to deliver high-value services that enable EY clients to thrive in this great city.

In addition to his role as Managing Partner, Richard is also a client serving partner with nearly 20 years of experience working with high-growth, multinational companies across a multitude of industries/sectors including technology, real estate, media & entertainment, retail and consumer products, engineering and construction, and transportation.

Richard is committed to the Miami community, particularly in the areas of education and disability advocacy, and currently supports these initiatives through his active involvement on the FIU School of Accounting Advisory Board as well as the Board Directors of Parent to Parent of Miami.



Andres Cardona Founder Elite Basketball Academy NFTE Class of 2010

Andres Cardona is the founder and CEO of Elite Basketball Academy, a premier youth sports organization serving over 15,000 athletes across more than 10 locations in Miami-Dade and Broward counties. His journey began at age 16 when, facing family financial hardship, he turned his passion for basketball into a business idea through the Network for Teaching Entrepreneurship (NFTE) program. With a grant from NFTE and the skills he gained, Andres launched Elite Basketball Academy in 2010 while still a junior at John A. Ferguson Senior High School.

What started as one-on-one coaching has grown into a thriving enterprise employing 53 staff members and generating seven-figure annual revenues. The academy is known for its certified coaching staff and commitment to developing young athletes both on and off the court.

In recognition of his entrepreneurial success and community impact, Florida Governor Rick Scott honored Andres with the Young Entrepreneur Award in 2017. Beyond business, Andres has fulfilled personal goals, including purchasing a home for his mother, staying true to his mission of uplifting his family and community through sports and education.



2024 Challenge highlights
(c) Andrew Milne

Judges, continued

Jessica Hylton

Chief Operating Promise Keeper

Promise Pantry

Senior Program Manager

Crown Consulting Group



In a world where success is often measured in dollars, Jessica Hylton measures it in lives transformed. A fourth-generation entrepreneur born to Haitian immigrants, she has shattered glass ceilings and rebuilt them as greenhouses of opportunity for underserved communities.

At just 22, Jessica was launching her first company, Covered Arts Consulting. But it was at Einstein Noah's Restaurant Group (ENRGI) where she leapt from managing a single location to orchestrating a \$5 million catering empire. As National Catering Operations Coordinator, she rewrote the playbook, engineering revolutionary systems that became the company's national standard. She secured a staggering \$1.7 million in new business in just 14 months, proving that profit and purpose could coexist.

Recognizing that true change begins with the next generation, Jessica founded Princess Training, Inc., an audacious venture that would redefine youth entrepreneurship for girls of color. The success of this incubator for future moguls catalyzed its expansion across three national chapters and broke international boundaries, establishing footholds in Haiti and Zimbabwe. Her Princess Training Institute curriculum, crafted specifically for Black youth, has already channeled over \$85,000 into youth entrepreneurship initiatives. But Jessica's vision extends far beyond – she's set her sights on empowering one million Black households with generational wealth creation tools by 2032.

When Jessica launched The Royal Sweet Shoppe in 2017, she wasn't just opening another café – she was creating a laboratory for social change. This innovative space served as both a training ground for young entrepreneurs and a proof-of-concept for sustainable business practices. Her latest venture, Eden & Alabaster, isn't just farm-to-table dining; it's a revolution in sustainable gastronomy, featuring hormone-free, locally sourced cuisine that honors South Florida's rich cultural tapestry. With locations in Little Haiti's Choublak Garden and plans for expansion to Redland Koi Gardens, she's proving that conscious capitalism can thrive in any community.

As an International Disaster Relief Administrator, Jessica has orchestrated critical relief missions across six countries, from the Caribbean to the United States. But perhaps her most profound impact comes through Promise Family Pantry, co-founded with her husband. Here, she's pioneered innovative support systems for pregnant survivors of human trafficking and abuse, and providing over \$350,000 in baby essentials and mentoring demonstrating that compassion and competence can create lasting change. Her expertise in trauma-informed care and mental health first response has empowered her to train over 25,000 individuals across multiple continents, creating a ripple effect of healing and hope.

Jessica's revolutionary approach has captured national attention, earning features on The Steve Harvey Show, NBC, The Miami Herald, and Chicago Tribune. She's not just participating in accelerator programs like ScaleUp Miami and PS27 Ventures – she's redefining what acceleration means for underserved entrepreneurs. Her strategic partnerships with financial titans like PNC Bank, Florida Blue, and TD Bank aren't just connections – they're bridges to opportunity for communities often left behind.

While Jessica's professional achievements command attention, her role as a wife and mother to Israelle, Promise, and Matthew grounds her mission in personal purpose. She embodies the truth that success isn't just about breaking through barriers – it's about bringing others with you.

Jessica Hylton isn't just a success story – she's a blueprint for how business can transform society. In a world crying out for authentic leadership, she stands as living proof that when purpose meets persistence, anything is possible. Her journey continues to inspire a new generation of leaders who understand that true success lies not in what you gain, but in what you give. important buildings within the Reservation.

Judges, continued

DJ Irie

Musician to Mogul

On the night DJ Irie was spinning at Robert Downey Jr.'s birthday bash at Downey's Malibu mansion, party host Jamie Foxx was on the mic while Irie had a crowd of Hollywood elites—Jodi Foster, Tobey Maguire, Samuel L. Jackson—partying to a remix of Sting and the Police's classic hit Roxanne. At some point, Sting himself grabbed the mic and started singing along. "I was thinking, wow is this really happening!" recalls Irie. "I couldn't believe that the same music-loving boy from Miami was actually spinning while Sting rocked out to my mix."



Calling Miami home, DJ Irie continues to be a major supporter of numerous local and national non-profit organizations, in addition to his active role with the Irie Foundation. With the same unwavering passion, energy, and commitment that allows his career to thrive, Irie and his team continue to expand the scope of the Foundation's efforts.

In addition, DJ Irie is an international sensation with a contagious enthusiasm and larger-than-life personality. Currently serving as the official DJ of Carnival Cruise Lines, Irie's partnerships range among several "Who's Who" of blue-chip companies and brands, including the 3-time NBA World Champion Miami HEAT and superstar Jamie Foxx. The St. Croix native is also the man behind Irie Music, Corp., coowner of Loose Anchor Clothing Co., Pucci's Pizza and Venture Projects, LLC venture capital. He's the #1 choice for celebrities and high-profile events from South Beach to Singapore, and has performed on some of the world's biggest stages, including the American Music Awards, MTV VMA's, FIFA World Cup, International Premier Tennis League, Daytona 500, Super Bowl, and NBA All-Star, and at corporate events for Louis Vuitton, Google, Red Bull, Hublot, and General Motors, to name a few.

Recognized for his tremendous talent and sharp business acumen, he has picked up numerous accolades, including the Global Spin Awards' National Club DJ of the Year and Entrepreneur of the Year awards, Charles E. Perry Young Alumni Visionary Award, Grey Goose's Rising Icon Award and the Southern Entertainment Awards' Nightclub DJ of the Year. He is a mainstay on "Good Morning America," and has been featured on "Conan," "The Early Show," MTV, and E! Entertainment Television, as well as in *Fortune Magazine*, *Forbes*, *USA Today*, *Us Weekly*, *ESPN The Magazine*, and countless others.

Brad Rosenberg

Executive Director, Market Director

UBS

Brad's continued focus is making UBS in the Greater Miami Market the destination of choice for wealthy clients. Brad joined UBS (then PaineWebber) in March of 1996. Throughout his more than 29 years at UBS, he has built an in-depth knowledge of the solutions and services we offer our clients, and how best to deliver them to help with their ever-changing needs.



Brad received his Masters of Business Administration in Finance from New York University's Stern School of Business. He earned his Bachelor of Arts in Economics from Rutgers College, Rutgers University. He is very involved in the community philanthropically, with Make a Wish Southern Florida, The Chapman Partnership, and The Actor's Playhouse, among others.



2024 Challenge Judges
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Learn more about NFTE

Network for Teaching Entrepreneurship (NFTE) ignites the entrepreneurial mindset with unique learning experiences that empower students to own their futures. A global nonprofit founded in 1987, NFTE provides high-quality entrepreneurship education to middle school, high school, and postsecondary students.

NFTE brings the power of entrepreneurship to students, regardless of family income, community resources, special needs, gender identity, race, or ethnicity. NFTE has educated more than a million students, delivering our programs in school, out of school, in-person, online, or through hybrid models.

When you volunteer with NFTE, you are igniting the entrepreneurial mindset in the next generation of diverse, entrepreneurial leaders.

To learn more, visit www.nfte.com.

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Volunteers of the Year

We are immensely grateful to all of our volunteers. This year, congratulations to our **Individual Volunteer of the Year, Alan Alvarez**, from the Miami Bayside Foundation. Alan has been a dedicated and passionate member of the NFTE community for 10 years, contributing over 300 hours of volunteer service to NFTE programs across South Florida. He has brought the “secret sauce” of NFTE to life as a business plan coach, advisor, and competition judge, and thanks to his recruitment efforts, over 50 new volunteers have joined us and continue to serve and support our mission today. This year, Alan co-chaired the NFTE Southeast Advisory Board’s Volunteer Committee, expanding NFTE’s volunteer reach into Central Florida and enhancing volunteer appreciation initiatives and fundraising efforts.



Beyond his work with NFTE, Alan is deeply engaged in his local entrepreneurial community. Through the Miami Bayside Foundation’s Small Business Training program, he mentors and supports local small business owners, and he hopes to involve NFTE students and alumni in this program as their businesses grow. Alan exemplifies what it means to lead with purpose and give back with heart, and NFTE is proud to honor him and his commitment to youth entrepreneurship education. Thank you, Alan!

And congratulations to our **Corporate Volunteer of the Year, Dade County Federal Credit Union (DCFCU)**. DCFCU



has become an exceptional NFTE partner, demonstrating unwavering commitment to empowering young entrepreneurs through financial literacy education and innovative community engagement.

While their support began in Miami, their collaboration with NFTE has grown significantly over the past three years, from supporting summer BizCamps by providing dedicated volunteer coaches and judges, to leading financial literacy workshops and supporting classroom programs in new NFTE schools. Currently, DCFCU is exploring ways to deepen student engagement through the creation of branded NFTE debit cards, gamified financial literacy experiences, and multilingual services in English, Spanish, and Haitian Creole—making their outreach more inclusive and impactful for NFTE families across South Florida.

DCFCU exemplifies what it means to be a mission-aligned, forward-thinking corporate volunteer partner. Their team’s dedication, creativity, and inclusive approach have not only enriched the NFTE experience for students—they have helped build a stronger, more financially empowered entrepreneurial ecosystem across Miami-Dade and beyond.

Your prosperity is
our purpose.

Santander applauds Network for Teaching
Entrepreneurship for making a real difference.



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Empowering youth through entrepreneurial education to foster economic resilience and growth in a rapidly changing world.

We are inspired by these students' drive to make a positive impact and excited to see their solutions unfold in the real world. - Zuora

www.zuora.com



NFTE National Supporters

Thanks to the commitment of NFTE's national donors, an increasing number of young people are prepared with the entrepreneurial mindset and startup skills required to succeed in today's innovation economy.

Entrepreneurial Leaders (\$1,000,000+)



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The Jim Moran Foundation
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We are pleased to support NFTE's efforts to help activate entrepreneurial mindsets through volunteerism.

We are proud of our employee volunteers who contribute their time and skills to advance NFTE's impact.





Network for Teaching
Entrepreneurship

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#RoadToNationals

#ChallengeMe

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