GOVERNMENT PARTNERSHIP PROPOSAL

NATIONAL DIGITAL ENTREPRENEURSHIP & WORKPLACE READINESS PILOT

14-day practical workshop for 100 participants in Saint Vincent and the Grenadines

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Prepared for	Office of the Prime Minister, Government of Saint Vincent and the Grenadines
Attention	Ms. Kattian Barnwell, Cabinet Secretary
Prepared by	Mervin Reyes; Caterina Vetro
Delivery	14 training days over 16 calendar days; Sundays off; 9:00 a.m.–5:00 p.m.
Participants	100
International trainers	2 travelling from Italy
Online support	90 days
Investment	USD $99,700 total | USD $997.00 per participant

Submitted to	Office of the Prime Minister, Government of Saint Vincent and the Grenadines
Attention	Ms. Kattian Barnwell, Cabinet Secretary
Submitted by	Mervin Reyes and Caterina Vetro
Delivery	In-person in Saint Vincent and the Grenadines
Participants	100
Training duration	14 training days over 16 calendar days (Sundays off)
International team	2 trainers travelling from Italy
Post-workshop support	90 days of online group support
Proposed total price	USD $99,700
Cost per participant	USD $997.00

1. Executive Summary

This proposal requests consideration of a 14-day Digital Entrepreneurship and Workplace Readiness Pilot for 100 participants in Saint Vincent and the Grenadines. The programme combines practical online-business training with work and organisational psychology-informed content on professional effectiveness, goal setting, teamwork, communication, resilience, and translating learning into action.

The programme will be delivered in person by two specialists travelling from Italy: (1) an Internet Marketing Digital Entrepreneurship Educator and (2) a Work and Organisational Psychology Specialist. The two trainers will deliver a structured curriculum supported by local facilitators nominated by the Government or its implementing partner.

The proposed fixed project price is USD $99,700, equivalent to USD $997.00 per participant. The price includes international travel for both trainers, accommodation, meals/per diem, local transport, curriculum preparation, training delivery, agreed digital learning resources with documented licenses, local coordination/technical support allowance, and 90 days of online group support. The Government or its designated partner will provide the training venue, participant computers, projector/display, power access, and classroom equipment.

The pilot is intended to help participants develop practical skills and credible next steps toward digital self-employment, small-business development, or improved workplace readiness. It does not guarantee business launches, employment, sales, or income. Results will be assessed through attendance, practical demonstrations, participant portfolios, business/action plans, and follow-up feedback.

2. Rationale and Public Value

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Digital tools create opportunities for small businesses and individuals to reach customers, sell services and digital products, and improve productivity. This pilot focuses on applied skills: participants practise how to research a market, plan an offer, establish a web presence, understand product licensing, use digital

marketing, evaluate payment options, and apply AI tools responsibly. The work and organisational psychology component complements technical learning with professional communication, goal setting, teamwork, adaptability, and action planning.

The programme is proposed as a practical, time-limited pilot that can be reviewed on evidence before any decision about expansion. It is not represented as a substitute for existing public programmes or as a solution to unemployment on its own.

3. Objectives

- Train 100 participants in core digital entrepreneurship and online marketing concepts.
- Explain Personal Use, Reseller Rights, Master Reseller Rights, and Private Label Rights, with attention to the exact permissions and restrictions of each license.
- Guide participants through a digital business concept, target-customer definition, offer design, and basic market research.
- Demonstrate website/storefront foundations, digital product listings, product delivery workflows, sales pages, and basic marketing funnels.
- Introduce payment gateway eligibility, checkout testing, platform fees, refunds, and the need to verify provider availability in Saint Vincent and the Grenadines.
- Develop workplace readiness skills including goal setting, professional communication, collaboration, self-management, and constructive feedback.
- Teach responsible use of AI, privacy-aware handling of data, cybersecurity basics, and intellectual property compliance.
- Require each participant to prepare a practical portfolio and a 90-day action plan.

4. Intended Participants and Delivery Model

The cohort will consist of 100 participants selected with the Government or designated implementing partner. Potential participants include aspiring entrepreneurs, small-business owners, jobseekers, young adults, and people seeking to improve their digital and professional skills. Basic computer literacy is recommended; any prerequisites and selection criteria should be confirmed before enrolment.

With 100 participants and two international trainers, delivery will be cohort-based rather than bespoke one-to-one consulting. The Government or local partner should nominate approximately 5–8 local facilitators or table mentors for practical sessions, depending on participant skill levels and room layout. These facilitators are assumed to be provided in-kind and are not funded by this USD $99,700 budget. Participants should be arranged in manageable groups, with shared demonstration screens and a clear escalation route for technical issues.

5. Scope of Services

- Curriculum finalisation, training plans, practical exercises, participant worksheets, and assessment rubrics.
- Preparation of the agreed digital product library and a product-by-product license register.
- Fourteen in-person training days, scheduled Monday–Saturday with Sundays off, generally 9:00 a.m.–5:00 p.m. including breaks and lunch.
- Group demonstrations and guided practical labs on online business foundations, websites/storefronts, product delivery, marketing, AI, and business planning.
- Work and organisational psychology-informed sessions on goal setting, professional communication, teamwork, motivation, managing setbacks, and translating training into behaviour.

- Initial skills check, attendance tracking, practical assessment, participant feedback, and final programme report.
- 90 calendar days of online group support after the last training day, subject to the limits described in this proposal.

6. Fourteen-Day Curriculum

The 14 training days are scheduled across 16 calendar days, with two Sundays off. The final daily timetable and dates will be agreed with the Government before travel.

Day 1 — Digital entrepreneurship and opportunity — Digital business models, realistic expectations, customer problems, costs, value propositions, and the course roadmap.

Day 2 — Digital product licensing — Personal Use, Reseller Rights, Master Reseller Rights, and PLR; copyright, restrictions, permissions, and license checks.

Day 3 — Personal-use products and learning resources — Using digital materials for individual learning and professional development; identifying when commercial permission is required.

Day 4 — Reseller rights — Permitted resale, offer selection, pricing considerations, customer support, and compliant product marketing.

Day 5 — Master reseller rights — Understanding onward resale permissions, restrictions, and how to verify what a license actually allows.

Day 6 — Private Label Rights and content adaptation — Permitted editing, rebranding, quality control, disclosure, and responsible AI-assisted adaptation.

Day 7 — Market research and business planning — Customer profiles, niche selection, competitor research, offer design, brand foundations, and initial plan.

Day 8 — Website and storefront foundations — Domains, hosting, website structure, mobile usability, essential pages, and basic security.

Day 9 — Digital products and delivery — Product listings, file/course hosting, customer access, delivery workflows, and user testing.

Day 10 — Payments and checkout — Provider eligibility, identity/business verification, transaction fees, refunds, test mode, and provider limitations.

Day 11 — Sales pages and funnels — Landing pages, product descriptions, calls to action, bundles, upsells/downsells, and follow-up.

Day 12 — Digital marketing and customer acquisition — Content planning, social platforms, search visibility, email basics, audience building, and measurement.

Day 13 — AI, professional effectiveness, and responsible operations — AI-supported workflows, privacy, cybersecurity, communication, collaboration, goal setting, and managing setbacks.

Day 14 — Practical showcase and 90-day plans — Participant portfolio presentations, skills assessment, feedback, next steps, and individual action plans.

7. Deliverables and Acceptance

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The provider will supply the deliverables below, including a standardised individual digital asset package for each of 100 participants. Acceptance will be based on agreed functional setup checks and delivery evidence,

not guaranteed commercial outcomes.

Deliverable	Definition / evidence
Curriculum package	Final 14-day schedule, lesson outlines, worksheets, and practical exercises.
Digital product license register	Inventory of products included, file formats, granted permissions, limitations, and any expiry/renewal terms.
Training delivery	14 scheduled in-person training days for up to 100 enrolled participants.
Participant assessment tools	Initial check, attendance record, practical rubric, and end-of-program feedback.
Participant portfolio/action plan	Template and guided process for participants to record business concept, practical work, and 90-day next steps.
Final report	Delivery summary, attendance/completion, aggregate assessment findings, risks, feedback, and recommendations.
90-day online group support	Moderated group support for clarification and troubleshooting of covered workshop content.
Individual digital business asset package (100 sets)	Each participant receives an AI-enabled WordPress blog, PLR product store, affiliate marketing foundation, administrative backend, agreed hosted delivery files, and one domain plus web hosting for the initial 12 months; functional setup documented against agreed technical specification.

Digital Business Asset Package Included for Each Participant

Each of the 100 participants will receive a guided setup and initial configuration of the following individual digital business assets, subject to the approved technical specification and third-party platform eligibility:

- An individual AI-enabled WordPress blog, including a basic site structure and initial configuration of agreed AI-assisted content tools.
- An individual PLR digital products store, populated with products from the approved library only where the relevant license permits the intended use, modification, branding, and sale.
- An individual digital affiliate marketing platform or website foundation, with basic affiliate offer/content structure. Affiliate network acceptance and commissions are not guaranteed.
- An individual digital administrative backend for managing the agreed website, products, and basic marketing workflows, using selected standard tools and integrations.
- Continued marketing training and access to agreed digital resources during the 90-day online group support period.
- Hosting of agreed digital delivery files, plus one domain name and web hosting for each participant's digital assets for an initial 12-month period from activation.

The final technical schedule will define what is included in each setup, any limits on storage, bandwidth, traffic, email, AI usage, plugins, themes, integrations, and support. Domain and hosting renewals after the initial 12-month period, premium third-party subscriptions, paid AI usage, affiliate-network fees, and payment processing fees are excluded unless expressly included in the signed agreement. The provider will not promise unrestricted PLR rights; each product's actual license governs.

8. Staffing and Responsibilities

International trainers: (1) Digital Entrepreneurship Educator, responsible for digital business strategy, marketing, websites/storefronts, digital product workflows, licensing education, and AI-enabled business practices; and (2) Work and Organisational Psychology Specialist, responsible for work-related psychological principles, goal setting, communication, teamwork, resilience, behaviour change, and implementation habits. The second trainer's exact professional designation, licensing jurisdiction, and

Government/local partner: provide the venue, 100 participant computers (or an approved shared-device arrangement), instructor computers, projector/display, power, seating, internet connectivity, and 5–8 local facilitators/table mentors. The partner will also coordinate participant selection, local liaison, access arrangements, and any required local approvals.

Provider: prepare the curriculum and resource inventory; deliver the agreed training; provide two trainers; document digital product licensing; conduct assessments; submit the final report; and deliver the 90-day online group support period.

9. Commercial Budget

Proposed fixed project price: USD $99,700. This is a planning budget for the defined scope, not a supplier quotation. Cost assumptions must be confirmed before signing, particularly international airfares, accommodation, local transport, tax treatment, and product licensing costs.

Cost item	USD
Digital entrepreneurship trainer · preparation and delivery fee	$12,000
Caterina Vetro · preparation and delivery fee	$9,000
Curriculum preparation, project administration, and assessment design	$3,000
Return international flights for two trainers	$3,600
Hotel accommodation for two trainers	$4,000
Meals / per diem for two trainers	$1,800
Airport transfers and local transportation	$700
Per-participant digital asset setup, platform configuration, and initial hosting/domain allowance (100 participants)	$38,000
Digital product resources and license preparation	$4,000
Printing and participant materials	$1,000
Local coordination and technical support allowance	$3,000

Cost item	USD
90-day online group support and continued marketing training	$4,000
Connectivity / technical incidentals	$1,500
Contingency and incidental project costs	$14,100
TOTAL	$99,700

Unit economics: USD $99,700 ÷ 100 participants = USD $997.00 per participant. The contingency is a capped allowance within the total price, not an automatic additional fee. Use of contingency and treatment of any unused balance will be defined in the contract. The provider should obtain current quotes and confirm all line items before accepting the budget as fixed.

10. Payment Milestones

Proposed payments are subject to the Government's procurement, contract, invoice, and public financial control requirements.

Milestone	Share	Amount
Contract signature and approved mobilisation	30%	$29,910
Approval of curriculum, license register, asset specifications, and readiness plan before travel	40%	$39,880
Completion of the 14-day workshop and submission of delivery records	20%	$19,940
Acceptance of final report and support handover	10%	$9,970
TOTAL	100%	$99,700

11. Implementation Timeline

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Indicative preparation period: four to six weeks after written approval, depending on procurement, travel, participant selection, and technical readiness.

Phase 1 — Approval and contracting — Confirm sponsor, scope, procurement route, funding, dates, roles, and contract terms.

Phase 2 — Curriculum and licensing — Finalise curriculum, prepare materials, verify digital product rights, and complete the product register.

Phase 3 — Participant and venue readiness — Confirm 100 participants, local facilitators, equipment, internet, accessibility, and software access.

Phase 4 — Workshop delivery — Deliver 14 training days over 16 calendar days, with Sundays off.

Phase 5 — Reporting — Submit final report within 10 working days after the workshop, subject to timely receipt of required records.

Phase 6 — Online support — Provide 90 calendar days of online group support after the final training day.

12. Digital Product Licensing and Intellectual Property

Before training, the provider will prepare a product-by-product register identifying the license, permitted uses, restrictions, and any expiry or recurring fees. Participants receive only the rights expressly granted by each license. Personal Use is not commercial resale permission; Master Reseller Rights do not automatically authorize creation of new resellers; and PLR does not automatically transfer unrestricted copyright ownership.

The final agreement must state whether participant access is permanent or time-limited, whether products may be resold, modified, rebranded, bundled, or redistributed, and whether onward licensing is allowed. Any license that cannot be verified or lawfully supplied will be excluded or replaced before delivery. The provider retains its pre-existing curriculum and intellectual property unless otherwise agreed in writing. Participants retain ownership of their original work, subject to third-party rights and platform terms.

13. 90-Day Online Group Support

Support begins on the first calendar day after the final training day and continues for 90 calendar days. It will be delivered through one agreed online group channel and cover clarification of course material, reasonable troubleshooting of taught workflows, and implementation questions relevant to the workshop.

The support package is not unlimited individual consulting. It excludes custom development, account management, legal/tax advice, paid advertising management, emergency technical support, guaranteed response times unless specified in the contract, and additional live classes beyond any expressly agreed schedule. The provider and Government will confirm the channel, moderation rules, response windows, and participant access before the final day.

14. Exclusions and Assumptions

- Government/local partner provides venue, classroom equipment, participant computers, instructor equipment, power, internet access, and local facilitators/table mentors.
- Participant transport, accommodation, meals, stipends, and childcare are excluded.
- Custom software development, bespoke functionality beyond the four agreed participant platform foundations, and unlimited one-to-one consulting beyond group exercises are excluded.
- One domain name, initial web hosting, and agreed digital delivery-file hosting for each participant are included for the first 12 months from activation. Renewals after that period, and paid third-party software, AI subscriptions, payment processing, advertising, or other services not specified in the signed technical schedule, are excluded.
- Business registration fees, professional licensing fees, legal advice, accounting, tax advice, and incorporation services are excluded.
- Payment gateway approval, bank account opening, actual sales, profit, employment, or income are not guaranteed.
- Additional cohorts, extra training days, travel outside the agreed itinerary, and support beyond 90 days require written variation.
- Applicable taxes, withholding, and statutory charges will be assessed during contracting; the contract must specify whether they are included in the USD $99,700 price or payable separately.

15. Performance Measurement and Reporting

Proposed pilot indicators (targets for monitoring, not guaranteed results): 100 participants enrolled; attendance and completion reported transparently; at least 80 participants completing the programme, subject to attendance and assessment; at least 75 participants submitting a business/action plan; at least 60 participants demonstrating a website/storefront foundation or equivalent digital business asset; all participants completing a licensing-compliance exercise; and aggregate follow-up feedback collected during the 90-day support period.

The final report will distinguish training attendance, skills demonstrated, assets created, businesses actually launched, sales made, and income reported. A test checkout or completed website is not evidence of sales or profitability. Any follow-up reporting will use appropriate consent and data minimisation; personal or sensitive information will not be included in public reporting without a lawful basis and appropriate permission.

16. Risk Management

Key risks include mixed digital skill levels, a large cohort-to-trainer ratio, unreliable connectivity, payment provider restrictions, licensing ambiguity, and unrealistic expectations about income. Mitigations include pre-course readiness checks, small breakout groups supported by local facilitators, backup demonstrations, advance license verification, clear recurring-cost disclosures, and explicit statements that commercial outcomes are not guaranteed.

17. Procurement and Contracting

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This proposal is for consideration and does not constitute a binding contract, guarantee of funding, or request to bypass procurement requirements. Delivery will commence only after the appropriate approvals, funding confirmation, procurement process, and contract execution. The final contract will confirm scope, deliverable acceptance, payment timing, cancellation terms, liability, tax treatment, intellectual property, support boundaries, and dispute resolution.

18. Conclusion and Request for Consideration

The proposed pilot offers a structured opportunity to equip 100 participants with applied digital entrepreneurship skills and work-related professional capabilities. The provider respectfully requests an opportunity to present the curriculum, confirm the delivery arrangements, and discuss whether the pilot aligns with the Government's current priorities and procurement framework.

The programme should be assessed on evidence of participant learning, practical outputs, and continued implementation—not on promised income or guaranteed employment. If the pilot demonstrates value, the Government may consider whether further cohorts or partnerships are appropriate.

Respectfully submitted,

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Appendix A — Contract Readiness Checklist

· Confirm the final programme schedule and delivery arrangements with the Government.

- Confirm dates, venue, daily schedule, and local facilitator commitments.
- Obtain current travel, hotel, meal, and local transport quotes.
- Approve the digital product inventory and license terms before distribution.
- Confirm government equipment and internet availability for 100 participants.
- Confirm local payment provider availability and any local business-registration guidance.
- Agree support channel, response windows, privacy notices, participant consent, and data retention.
- Confirm taxes, procurement requirements, insurance, cancellation, and liability terms.

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