

Brampton Entrepreneur has an International Response to COVID-19



Nigel Jones is the CEO of PromoCaribbean, an app that shares the Caribbean’s rich culture with the world, while also creating a space where Caribbean people in the diaspora can remain connected with one another and their homeland. The idea to create this app came from Nigel’s personal experience. He was born in Grenada but immigrated to the USA, and eventually Canada. Nigel saw the need for a central space where the diaspora could connect and share. The app also serves as a platform where visitors can discover what the Caribbean has to offer.



Users of the app have access to Caribbean news, over 380 Caribbean radio stations, travel guides and much more! Since the app's launch, with only word of mouth, some organic shares on social media, and building connections with different organizations within the diaspora, the app has been downloaded 62,000 times!

"I got to where I am today, much faster than I originally anticipated," says Nigel. "I never put a time on the process. My focus was and always is to get a good product."

Nigel's entrepreneurship journey was not a solo mission; from the very beginning, he recognized that he would need some help along the way. He had the support of dedicated individuals from Humber College, RIC Centre, Norton Rose Fulbright law firm and York University. He also recruited the help of the Brampton Entrepreneur Centre (BEC). Here, Nigel learned how to better utilize effective marketing strategies, find the right business partnerships, and seek meaningful networking opportunities. The BEC has been a useful resource and an invaluable part of Nigel's journey so he makes sure to consult with its associates and small business owners as his business grows.

Nigel's advice for anyone looking to be an entrepreneur is simple, **"Go with your gut. Do what you love!"** This philosophy is one he puts into practice everyday as he continues to develop the PromoCaribbean app to better serve its users. In light of Nigel's mission, PromoCaribbean is working in partnership with the U.S. Embassy in Barbados as a way for both organizations to support each other in serving Caribbean countries. With a relaunch of the app on the horizon, Nigel continues to look for opportunities to foster connections with members of his community. Most recently, in response to COVID-19, Nigel has made it a priority to support the Caribbean in dealing with the effects of this pandemic on the region. He has gathered news from reputable sources such as the World Health Organization, UNICEF, and local Caribbean news sources to keep people informed. In addition, the PromoCaribbean app provides users with health tips for prevention, a self-survey tool and even a section dedicated to honouring those working on the frontlines. Nigel's plan for the future is to continue to provide a space for people to participate in the Caribbean's rich and diverse culture.

Nigel's words of wisdom: "Key to me being on this journey is patience. I am very patient and know that everything good takes time so I was never in a rush. Patience and drive is key to my success because I never considered not pursuing this idea" – Nigel Jones, CEO of PromoCaribbean

To find out more about PromoCaribbean, visit them at the [Play Store](#) or the [App Store](#)

[Click here](#) to find out how the BEC can help you on your entrepreneurship journey!