



**“Developing the Region’s Resilient, Entrepreneurial Citizens.”
CoESL is a Force for Good, focused on People, Planet, Peace and Partnerships.**

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August 01, 2023

Mrs. Michelle N. Samuel
Startup Consultant, Mentor, Ecosystem Builder
Your Startup Advisor

2019 Ecosystem Champion Nominee,
Global Startup Huddle Mentor,
Startup Huddle St. Lucia Organizer,
Entrepreneurship World Cup St. Lucia Organizer/Global Entrepreneurship Network

Subject: Endorsement Letter for impactful work with Startups in the Ecosystem

I am writing this letter to express my wholehearted endorsement and support for the invaluable work carried out by Mrs. Michelle N. Samuel to support start-ups in the ecosystem in St. Lucia. Michelle, as an enthusiastic advocate for nurturing innovation and fostering entrepreneurship, I am thrilled to endorse your efforts in supporting and promoting startups within the ecosystem.

Over the years, I have closely observed the transformative impact that you have had on the startup landscape in St. Lucia. Your dedication to providing a nurturing and supportive environment for aspiring entrepreneurs is commendable and has significantly contributed to the growth and success of numerous startups.

I have had the privilege of witnessing firsthand the positive influence that you have had on startups in various domains in your country. Your commitment to empowering startups with mentorship, access to resources, networking opportunities, and funding channels has been a catalyst for innovation and business development. Startups that have been part of your ecosystem have demonstrated remarkable growth, created employment opportunities and brought disruptive solutions to market challenges.

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Furthermore, your expertise in identifying high-potential startups and connecting them with investors and strategic partners is remarkable. By fostering collaborations and alliances, you have played a crucial role in bridging the gap between startups and the broader business community.

Considering the ever-changing economic landscape, startups play a pivotal role in driving technological advancements, generating employment, and stimulating economic growth. Your unwavering dedication to supporting and nurturing these young ventures demonstrates your vision and commitment to shaping a brighter future, not only for them but for your county and the wider Caribbean.

We thank you for your engagement and leadership in start-up programmes which you created and implemented as well as other programmes of Global Entrepreneurship Network that we (COESL) have partnered on together namely Start-up Huddle and Entrepreneurship World Cup (EWC).

I wholeheartedly endorse the work that you have done, will be doing, and are doing to strengthen the entrepreneurship ecosystem. I firmly believe that your work will continue to create a synergy that will drive even more impactful initiatives, contributing to the development and growth of the startup ecosystem.

Please do not hesitate to reach out if there is any way I can further support your endeavors. I look forward to witnessing the continued success of your work and the startups you nurture.

Thank you for your dedication and passion for fostering innovation and supporting startups. Your efforts are truly making a difference in your community and beyond.

With very best wishes,

COESL

Dr. Marcia Brandon
Co-Founder
/Director – Entrepreneurship & Innovation

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