

Empowering Barbados' Youth with AI-Driven Financial Literacy: WizdomCRM's Sustainable Stock Market Game Launches with Support from the Barbados Stock Exchange, Ministry of Education, and Corporate Stakeholders.

Bridgetown, Barbados – In a groundbreaking initiative to promote financial literacy and youth economic empowerment, the Barbados Stock Exchange (BSE) and the Ministry of Education, Barbados have partnered with WizdomCRM to bring the Sustainable Stock Market Game (SSMG) to students across the island. This exciting program, sponsored by ANSA McAL group of companies, channels the passion of cricket but is integrated with advanced AI technology and gamification to create an unparalleled learning experience. The SSMG, developed by WizdomCRM, is an innovative platform that teaches students about budgeting, saving, investing, and Environmental, Social, and Governance (ESG) principles. By participating in this game, students will gain hands-on experience in managing virtual portfolios of \$25,000 USD, learning valuable skills that will serve them throughout their lives.

With 783 students already actively participating in Barbados, the SSMG is poised to make a significant impact on the financial knowledge and skills of Barbados' youth. These students will be competing with over 10,950 students across Trinidad and Tobago, Guyana and Jamaica in 2025.

The Barbados Stock Exchange has committed a total of BBD \$5,900 in prize money for the top-performing students in Barbados, with BBD \$3,000 for the 1st place winner, BBD \$1,500 for the 2nd place, and BBD \$750 each for the 3rd and 4th place winners. These prizes will be deposited directly into bank accounts opened in the students' names, reinforcing the BSE's commitment to fostering youth economic participation and equipping students with the skills and resources needed for future job preparedness.

This initiative leverages Artificial Intelligence (AI) to create a dynamic and engaging learning environment where students navigate the complexities of financial markets through simulations. It merges the excitement of stock trading with the values of responsible investing, helping students understand the importance of financial inclusion and how their decisions can impact the broader community. Survey results reveal a strong need for such programs, with **42.9% of students having only average knowledge of investing** and **402 students stating they are not confident and need help in managing their personal finances**. The SSMG seeks to address these gaps through interactive, AI-driven learning.

Mr. Marlon Yarde, Managing Director of the Barbados Stock Exchange, shared his enthusiasm for the program, emphasizing that it is not only about teaching financial literacy but also about preparing students to thrive in a rapidly evolving economic landscape. "By combining AI with the power of gamification, we are building a financially inclusive society where every young Barbadian has the tools to achieve economic empowerment."

The Ministry of Education Barbados has been an integral partner in ensuring that students across the island have access to this transformative opportunity. Their support ensures that the program reaches a wide range of students, making financial education accessible and practical for the next generation. By engaging students through gamification, the SSMG makes learning more interactive and enjoyable, ensuring that they are better equipped for their financial futures.

Randy Eastmond, Ministry of Education Officer, highlighted the program's alignment with national goals: "Financial literacy is an essential skill in today's world. The Sustainable Stock Market Game aligns perfectly with our objectives of youth economic empowerment and integrating AI in education, preparing students for an increasingly digital world from an early age."

Charielle Plowden, Country Manager of WizdomCRM Caribbean Limited, expressed "We're happy to introduce the Inter-regional Sustainable Stock Market Game to Barbados, connecting students across the Caribbean. This initiative not only teaches students about the companies listed on the Barbados, Jamaica, Trinidad and Tobago, and Guyana Stock Exchanges but also equips them with critical thinking skills essential for their future. What's truly exciting is seeing how students are taking these lessons home and teaching their parents, creating a ripple effect of financial literacy in our communities. Our platform, approved by the Ministries of Education, aligns with the CXC curriculum. The feedback has been overwhelmingly positive, with students reporting that it significantly enhances their exam preparation".

As cricket serves as a unifying force in the Caribbean, this program channels that same passion and excitement into building a culture of regional integration through CARICOM Capital Market Awareness and Education, setting the stage for a more inclusive and prosperous future for our Caribbean region.