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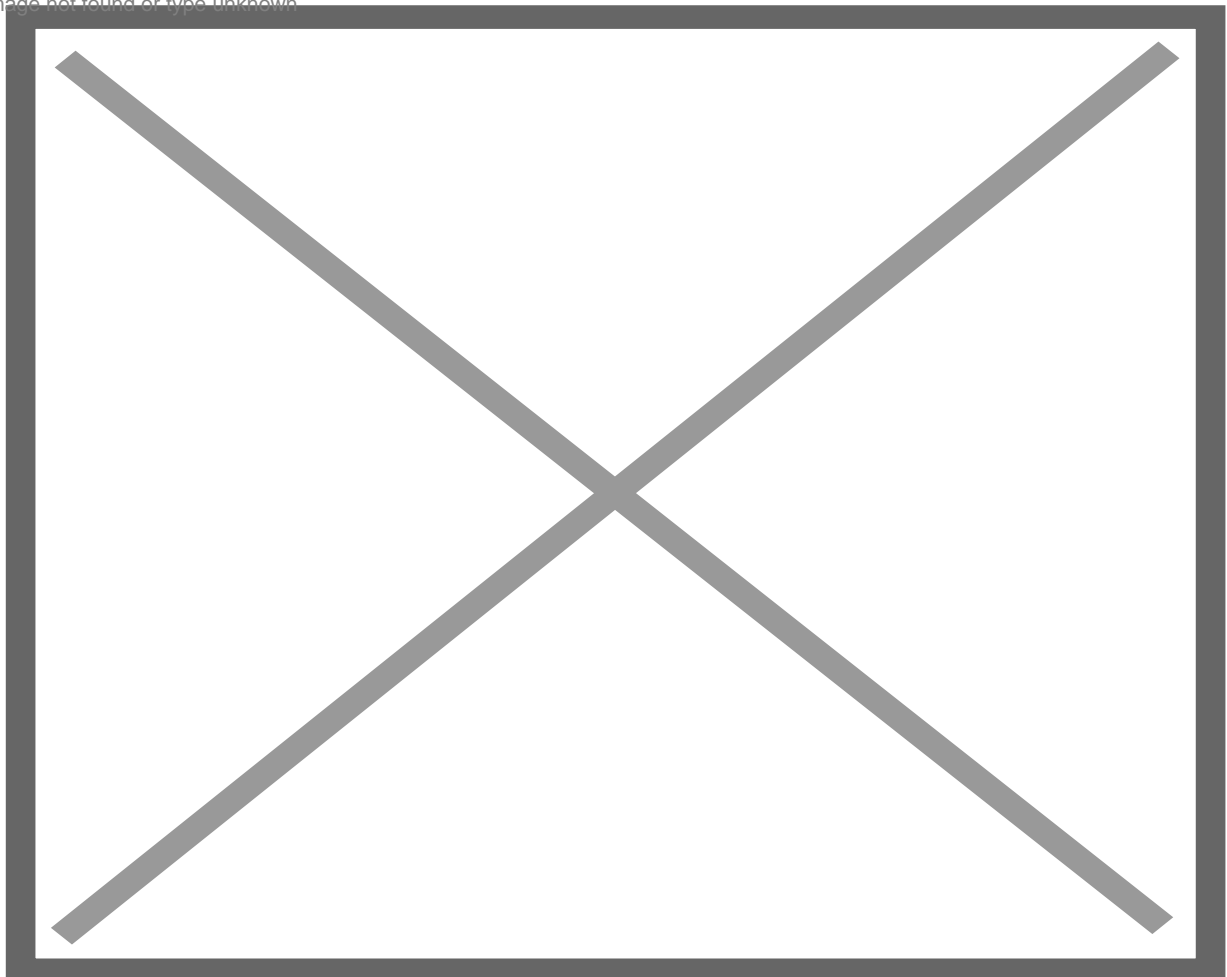
TKB – The Kiddo Box Wins 2026 NextGen CEO Summer Incubator Grand Finale on St. Croix

TKB – The Kiddo Box, led by Cassanelle Bannis, Jeremiah Plante, Madison Davis and Ca'dejsha Isles, won the 2026 NextGen CEO Summer Incubator after a two-week program focused on entrepreneurship, leadership, financial literacy and Market Day voting event.

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From left to right, Madison Davis, Ca'Dejsha Isles, Jeremiah Plante, Cassanelle and Bannis.

TKB – The Kiddo Box was named the winning team of the 2026 NextGen CEO Summer Incubator Grand Finale & Market Day Experience, closing a two-week youth entrepreneurship

program hosted by Women in Business VI & Caribbean, Inc. at St. Croix Central High School.

The winning team members were Cassanelle Bannis, Jeremiah Plante, Madison Davis and Ca'dejsha Isles. Their business concept, teamwork, professionalism and presentation skills earned them the top honor and the championship prize.

Now in its second year, the NextGen CEO Summer Incubator was designed to inspire and empower young people across the Virgin Islands. Building on last year's inaugural program, which featured a Shark Tank-style competition, the 2026 incubator expanded its focus to include entrepreneurship, leadership development, financial literacy and hands-on business experience.

Over two weeks, participants took part in a program centered on business development, leadership, financial literacy, branding, marketing, customer service, public speaking, investing and personal growth. Ideas developed during the program were turned into business concepts, presentations and student-led displays.

The program concluded with the Market Day Experience, where community members, family, friends and supporters visited student-created business booths, spoke with the young entrepreneurs and voted for the most outstanding business concept. The event gave participants an opportunity to apply creativity, business knowledge and customer service skills while competing for a \$500 cash prize.

Organizers said one of the notable elements of this year's program was the return of former participants as junior counselors. Nick Crikelair of Good Hope Country Day School and Le'Shante Joseph, Miss Junior St. Croix, both alumni of the NextGen CEO program, returned to mentor participants, assist with daily activities and encourage the next group of young entrepreneurs.

The Market Day highlighted business ideas as well as confidence, leadership, creativity, resilience and teamwork among the participants.

Throughout the incubator, participants learned from entrepreneurs, educators, business leaders and community professionals who shared their knowledge and experiences. Students also received firsthand exposure to the practical demands of entrepreneurship while developing skills organizers said will support them beyond the program.

"Our students learned that their ideas matter, their voices matter, and that they have the power to create opportunities for themselves and others. Seeing former participants return as leaders and mentors is proof that the seeds we are planting today are already producing results." said Ruth King-Chaseau, Founder and Executive Director of Women in Business VI & Caribbean, Inc.

Organizers credited the program's success to dedicated partners, volunteers, mentors, presenters, parents and sponsors. Special thanks were extended to a generous anonymous sponsor, Women in Business VI & Caribbean, Inc., and St. Croix Central High School.

The organization said this year's program has already generated interest in the NextGen CEO Summer Incubator 2027. Parents are encouraged to secure spots for their children when registration opens, and community partners and sponsors are invited to support future cohorts.

The program closed with the message: "The Next Generation Isn't Waiting for the Future—They're Building It."

