



## FOR IMMEDIATE RELEASE

### ***Jamaican Innovators and Tech Entrepreneurs shining light on the future*** ***DBJ-JVCAPITAL & CARAIA Series of Webinars***

**KINGSTON, July 14** –: “Technology has to play a central role in driving and growing the economy,” says Pree Labs CEO Yekini Wallen-Bryan. “The direction the world is going and the direction Jamaica has to go to keep up with the rest of the world has to be one in which we use technology to empower the regular activities that society is built upon.”

The technology innovator, who has built a mobile app for Jamaicans to manage their utilities effectively and conserve, was speaking at JVCAPITAL’s 6th Alternative Investments webinar on Tuesday. He was among a panel of entrepreneurs discussing *Jamaican Innovators and Tech Entrepreneurs shining light on the future*, that was moderated by Stacey Hines, President of JCS, Jamaica's Technology & Digital Alliance (formerly Jamaica Computer Society) & Group Strategic Planner of the ICD Group.

Wallen-Bryan said he believes technology should enable us to know more about what we are doing and let us make smarter decisions.

CEO of Samelogic Dwayne Samuels, expressed similar sentiments via webchat. “While the technology is important, the frameworks, methodologies and taxonomies are just as important,” he said. “We must learn how to build something that fills a need and lasts.”

“Technology is just enablement,” said another panellist, Dwight Scott, Co-founder of ORBA Technology Holdings. “All of the technology that we’re building is not just for innovation. Additionally, we’re building the technology to enable, to enhance and to support humanity.

“Before technology, we need to solve the leadership challenge. We need leaders both in the private sector and public sector to really apply a sense of urgency around the embracing of technology. Too many of our leaders still continue to value technology from the context of complementary and not core at-scale,” said Scott.

Kenia Mattis, CEO & Co-Founder of ListenMi Caribbean, who also joined the webinar via webchat, looked at technology from a cultural perspective. “We have already demonstrated our global dominance in culture. Now we have a unique opportunity to display that culture with a tech based approach and distribute it to a wider audience,” said Mattis.

Moderator Hines, said that as Jamaicans it is important that we find the balance between waiting for those systems of inclusion and embracing our persistent, innovative spirit.

**JVCAPITAL**, a Unit of the **Development Bank of Jamaica**, hosts its 7-part series, **Building the Economy: with funding through Alternative Investments**, in collaboration with the Caribbean Alternative Investment Association (**CARAIA**) every Tuesday through July 21.

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