



Untold Africa Proposal

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Background

Untold Africa was established in response to the growing need to preserve, document, and promote Africa's unique and diverse cultural heritage. The continent's rich history, traditions, and creative expressions are at risk of being lost amid rapid urbanization and modernization. Recognizing the immense value and importance of Africa's cultural heritage, the founders of Untold Africa sought to create a platform that would actively engage in preserving and celebrating these cultural treasures.

The company was founded by a group of passionate individuals, including artists, anthropologists, historians, and cultural enthusiasts, who are deeply connected to the African continent and its people. Drawing from their diverse expertise, they identified the key challenges and opportunities facing the preservation and promotion of African culture and developed a comprehensive strategy to address them. Inspired by successful cultural initiatives and festivals across the continent and beyond, the founders of Untold Africa conducted extensive

I researched and developed partnerships with local communities, artists, and cultural institutions to ensure their programs' authenticity, relevance, and impact.

By focusing on showcasing the beauty, diversity, and uniqueness of African cultures, Untold Africa aims to foster a greater appreciation and understanding of the continent's cultural heritage among both local and international audiences. This, in turn, contributes to Africa's social, economic, and cultural development, empowering local communities and creating a lasting legacy for future generations.

With a strong foundation and clear vision, Untold Africa is poised to become a leading socio-cultural management company, driving positive change and ensuring that the continent's rich cultural heritage is preserved, celebrated, and shared with the world.

About Untold Africa

Untold Africa is a socio-cultural management company dedicated to celebrating, preserving, and promoting the extraordinary cultural heritage of Africa. We understand the importance of establishing lasting connections with artists, communities, and cultural institutions across the continent and beyond. By fostering these relationships, we aim to create avenues for collaboration, partnership, and celebration of the diverse work that contributes to the rich tapestry of African culture. Through carefully curated programs and initiatives, the company aims to bring African culture to the forefront of global consciousness, showcasing the continent's incredible diversity, creativity, and history. By working closely with local artists, performers, and cultural practitioners, Untold Africa ensures that the authentic voices and stories of the continent are represented in all aspects of our work. With a strong emphasis on community engagement and empowerment, the company actively supports the social and economic development of the African communities it works with, providing opportunities for local artists to showcase their talents and share their cultural heritage with the world.

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Organization and Management

1. Executive Director
2. Operations and Marketing Director
3. Project Coordinator
4. Marketing and Communications Specialist
5. Finance and Administration Specialist
6. Volunteers and Interns



Alex - Job Title



Name - Job Title



Name - Job Title



Name - Job Title

Mission & Vision



Mission

To promote, preserve, and celebrate Africa's rich cultural heritage, fostering cultural exchange, understanding, and appreciation among people from diverse backgrounds.

Vision

To become a leading socio-cultural management company in Africa, empowering local artists and communities and contributing to the social, economic, and cultural development of the continent.

Company Initiatives

a Untold African story

- Artist and community collaborations: Partner with local artists, communities, and cultural institutions to co-create films and photography series that authentically represent the stories and perspectives of the people involved.
- Film screenings and discussions: Organize film screenings and panel discussions in various locations, engaging audiences in conversations about the themes and issues presented in the Untold African Stories series.
- Educational outreach: Develop educational programs and resources that accompany the Untold African Stories series, enabling schools and community groups to explore the cultural content in a more in-depth and meaningful way.

b. Untold Festivals & Fair:

- Regional and thematic festivals: Organize festivals that focus on specific regions or themes, such as West African music or East African fashion, to showcase unique cultural expressions from different parts of the continent.
- Workshops and masterclasses: Offer workshops and masterclasses during festivals and fairs, where attendees can learn about various aspects of African culture, such as traditional dance, music, art, and cuisine, from experts in the field.
- Cultural exhibitions: Curate exhibitions featuring traditional and contemporary African art, textiles, crafts, and photography, providing a platform for artists to display their work and engage with audiences.

c. Untold Digital Archive(3D Gallery &Museum):

- Preservation and Accessibility: Centralized digital platform for a global audience to explore Africa's rich cultural heritage.
- Oral history project: Collect and preserve oral histories from African communities, documenting personal stories, cultural practices, and historical events through interviews and recordings.
- Educational Resource: Comprehensive collection of materials for learning and promoting awareness of Africa's unique heritage.
- Support for Artists and Cultural Institutions: Platform for showcasing work, reaching wider audiences, and fostering growth in the African cultural ecosystem.





e. Untold Market:

- Online Cultural Market Place for Artists and Creators
- Pop-up markets: Organize pop-up markets in various cities, both within Africa and internationally, to showcase and sell products from African artisans and creatives.
- Business development support: Provide African artisans and creatives with business development support, such as workshops, mentoring, and networking opportunities, to help them grow and sustain their businesses.
- Collaborative product lines: Encourage collaboration between artisans from different African cultures to develop unique, cross-cultural product lines that celebrate the diversity and richness of African heritage.

b. Untold Festivals & Fair:

- Authentic Encounters: Offer travellers genuine interactions with local cultures, traditions, and heritage, enabling them to gain a deeper understanding of the diverse communities they visit.
- Community Involvement: Work closely with local communities to develop and promote tourism experiences that celebrate and preserve their unique cultural identities while generating economic benefits.
- Tailored Experiences: Design a range of curated cultural tour packages that cater to various interests and preferences, ensuring each visitor has a memorable and meaningful journey.
- Sustainable Tourism Practices: Implement responsible and sustainable tourism practices that minimize environmental impact and contribute positively to the conservation of cultural resources and local livelihoods.
- Partnerships and Collaborations: Establish strategic partnerships with governments, NGOs, and other stakeholders to enhance the reach and impact of cultural tourism initiatives, foster regional cooperation, and promote cultural exchange.
- Education and Awareness: Develop educational materials and resources to raise awareness about the importance of preserving and celebrating Africa's diverse cultural heritage and encourage responsible tourism practices among travellers.





Market Opportunities

By exploring these market opportunities and tailoring its initiatives to cater to the growing demand for films and screenings, cultural experiences, arts and crafts, digital content, event sponsorships, and consultancy services in Africa, Untold Africa can create a sustainable financial foundation that supports the company's mission of preserving, promoting, and celebrating Africa's rich cultural heritage.

a. Films and Screenings:

The African film industry has experienced substantial growth in recent years. The Nigerian film industry, also known as Nollywood, is the third-largest film industry globally in revenue, generating around \$590 million annually (source: Nigerian Export Promotion Council). The African film market is expected to grow at a CAGR of 6.8% during the forecast period 2021-2026 (source: Mordor Intelligence). Untold Africa can capitalize on this growth by creating and screening films that showcase the continent's rich cultural heritage, generating revenue through ticket sales, streaming platforms, and international film festivals.

b. Cultural Tourism:

According to the World Travel & Tourism Council (WTTC), travel and tourism contributed \$194.2 billion to Africa's GDP in 2019. Furthermore, the cultural tourism market is expected to grow at a CAGR of 11.7% from 2021 to 2026, reaching a market size of \$3.22 billion by 2026 (source: Mordor Intelligence). By developing and promoting immersive cultural experiences, Untold Africa can capitalize on this growing market and generate revenue from international and domestic tourists seeking authentic and unique experiences.

c. Arts and Crafts Market:

The global handicrafts market was valued at approximately \$526.5 billion in 2020, and Africa's share of the global handicrafts market is relatively small but has significant growth potential. By supporting local artisans and providing them with a platform to sell their products through the Untold Market, Untold Africa can tap into this expanding market and generate revenue from sales.





d. Digital Content Market:

The global digital content market is projected to grow at a CAGR of 13.4% during the forecast period 2021-2026 (source: Mordor Intelligence). As Untold Africa builds its digital archive and expands its digital content offerings, it can monetize this content by offering paid access, licensing agreements, or content for use in documentaries, films, and other media productions. Additionally, the growing demand for online courses and workshops presents an opportunity to create and sell educational materials related to African cultures.

e. Event Sponsorship Market:

The global event sponsorship market is expected to grow at a CAGR of 4.6% from 2021 to 2026, reaching a market size of \$69.84 billion by 2026 (source: Research and Markets). Untold Africa can leverage this market by attracting corporate sponsors and brand partners for its festivals, fairs, and other events, providing them with opportunities for brand exposure, customer engagement, and community goodwill in exchange for financial support, resources, or in-kind contributions.

f. Consultancy Services Market:

The global management consulting market was valued at \$160.2 billion in 2020, and the African consulting market is a relatively small but growing segment of this global market. As Untold Africa gains expertise and recognition in the cultural management and promotion space, it can diversify its revenue streams by offering consultancy services to other organizations and institutions, tapping into this growing market.



Company Sustainability:

Untold Africa is dedicated to building a sustainable business model that balances the social, economic, and environmental aspects of the company's operations, ensuring long-term growth and viability. By implementing the following measures, Untold Africa aims to strengthen its sustainability:

1. *Community Engagement*: Developing strong ties with local communities and involving them in the planning and execution of projects and initiatives. This approach ensures that community needs are met, and their cultural values are respected, fostering a sense of ownership and long-term support for the company's initiatives.

2. *Capacity Building*: Investing in the training and development of local artists, cultural practitioners, and community members to enhance their skills and knowledge. By empowering individuals with the tools and resources they need to succeed, Untold Africa can foster self-reliance and sustainability at the grassroots level.

3. *Environmental Stewardship*: Incorporating environmentally friendly practices in all aspects of the company's operations, from event planning and execution to product sourcing and transportation. This commitment to sustainability also extends to promoting eco-conscious practices among artists, vendors, and partners.

4. *Collaborative Partnerships*: Establishing strategic partnerships with local and international organizations, institutions, and businesses that share Untold Africa's mission and values. These partnerships can provide access to resources, expertise, and funding opportunities, enhancing the company's capacity to deliver high-quality, sustainable programs and initiatives.

5. *Adaptive Management*: Continuously monitoring, evaluating, and adjusting the company's strategies and practices based on data, feedback, and changing circumstances. This approach enables Untold Africa to identify opportunities for improvement, mitigate risks, and ensure the long-term sustainability of its operations.

6. *Financial Sustainability*: Diversifying revenue streams by offering various products, services, and experiences to different target audiences, such as event ticket sales, workshops, cultural tourism, and consulting services. This diversification reduces the company's reliance on a single source of income and increases its financial resilience.

7. *Innovation and Technology*: Embracing innovative solutions and technologies to improve efficiency, reduce costs, and enhance the quality of the company's offerings. This approach can also help Untold Africa stay ahead of industry trends and maintain a competitive edge in the market.



Fundraising Strategies

a. Grant Applications: Identify and apply for relevant grants from governments, foundations, and other organizations that support cultural preservation, sustainable tourism, and community development projects.

b. Corporate Sponsorships: Approach companies interested in supporting cultural and sustainable initiatives for potential sponsorships, partnerships, or in-kind donations.

c. Crowdfunding Campaigns: Launch crowdfunding campaigns on platforms like Kickstarter or Indiegogo to raise funds from individuals who share our passion for preserving and promoting African culture.

d. Fundraising Events: Organize events such as charity auctions, cultural performances, or gala dinners to raise funds and awareness for our initiatives while offering attendees a taste of the unique experiences Untold Cultural Tourism provides.

e. Donor Engagement: Develop and maintain a database of donors and supporters, and create targeted campaigns and communications to keep them engaged and informed about our projects and their impact.

e. Social Media and Online Presence: Leverage social media and other online platforms to share compelling stories, updates, and fundraising appeals to attract new donors and supporters.

f. Collaborative Fundraising: Partner with other organizations, cultural institutions, or community groups to co-host joint fundraising events or initiatives, leveraging shared resources and networks for mutual benefit.

g. Impact Measurement and Reporting: Establish clear metrics to measure the impact of our projects and regularly report on our progress and achievements to donors, sponsors, and other stakeholders, demonstrating the value of their investment and building trust for future support.





Growth Plans

a. Geographic Expansion:

Expand our cultural tourism offerings to new countries and regions within Africa, targeting areas with unique cultural heritage and untapped tourism potential.

b. Diversified Portfolio:

Broaden our range of tourism products and experiences to cater to a broader audience, including eco-tourism, adventure tourism, and culinary tourism, while maintaining a strong focus on cultural immersion.

c. Strategic Partnerships:

Develop partnerships with airlines, travel agencies, and accommodation providers to offer all-inclusive packages and increase our visibility in the global tourism market.

d. Marketing and Branding:

Invest in targeted marketing campaigns and branding efforts to establish Untold Cultural Tourism as a recognized and respected name in the sustainable and cultural tourism industry.

e. Community Development Initiatives:

Strengthen our commitment to supporting local communities by implementing capacity-building programs, job creation initiatives, and cultural preservation projects,






Culture Centric Initiatives to Project Africa



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