

 UNAMI COLLECTIVE

UNAMI

COLLECTIVE

Prepared by:
Founders Team

AGENDA

Topics covered

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UNAMI Collective

=

**Africa's next creative
powerhouse.**

OVERVIEW

Sector:

Media & Entertainment

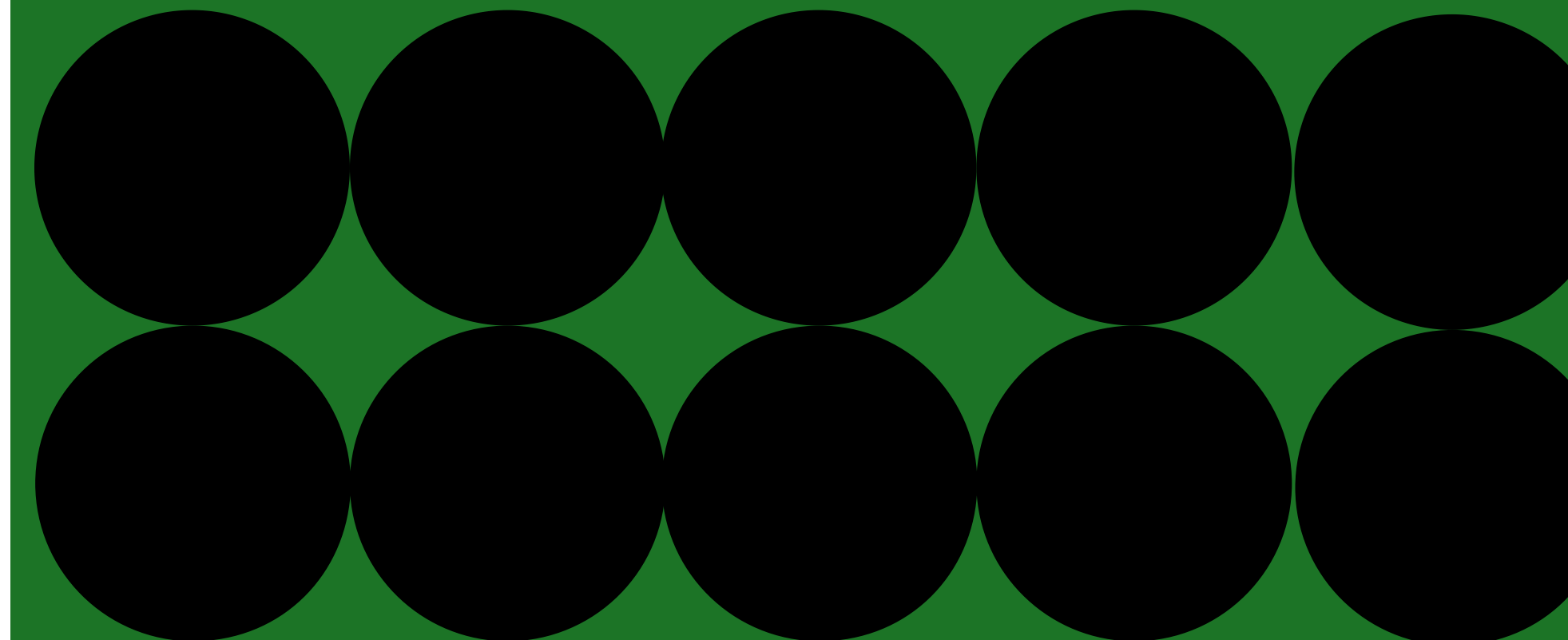
Main Country of Operation:

South Africa (expanding across SADC)

Founded in May 2024, UNAMI Collective is a scalable, multidisciplinary African creative-tech venture. We leverage storytelling, technology, and partnerships to empower underserved youth through original intellectual property (IP), digital education, and social impact campaigns.

We are building a high-performance, future-forward media and entertainment entity designed to reposition the creative economy as a serious, investable, and sustainable industry.

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By affirming IP as a core intangible asset, we elevate creative work beyond passion – into profit, power, and long-term value. International validation should not be the prerequisite for local buy-in. We believe South African stories, talent, and media are already enough – and deserve serious backing.

Our mission is to transform media into a viable career path, drive systemic change, and position UNAMI Collective as a hub for culturally rich, commercially successful African storytelling. The creative economy can be a legacy-building industry. We're here to make sure it becomes just that.

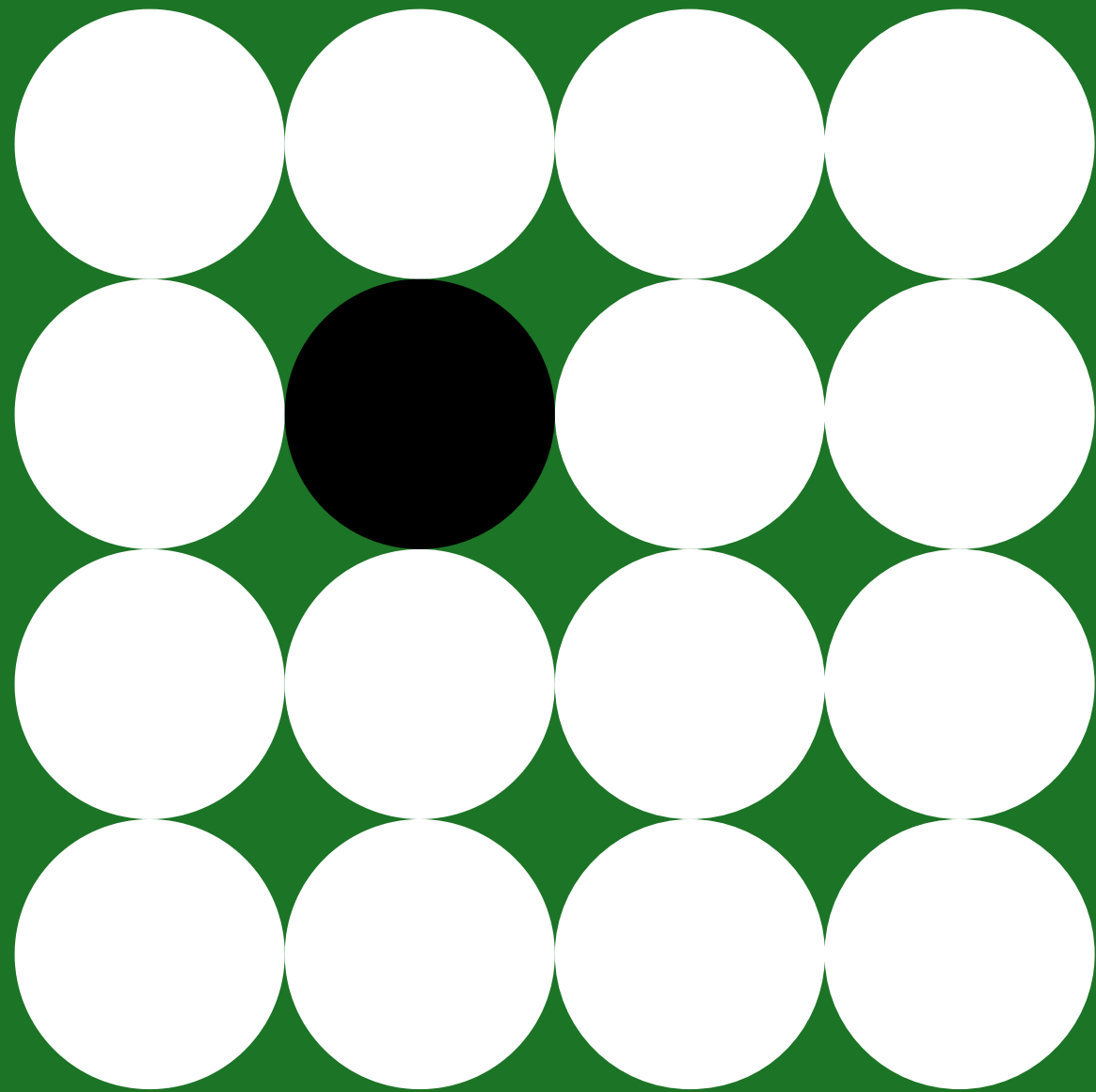
MAIN GOAL

To reposition Africa's creative economy as a strong, valuable industry by creating original ideas, offering digital mentorship, and pushing for supportive policies.

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PILLARS



01

IP as Infrastructure

Elevate African storytelling by treating intellectual property as a long-term asset class thus generating revenue, retaining ownership, and driving cultural influence.

02

Creative Workforce Development

Equip underserved youth with digital and creative skills, linking them to mentorship, work, and entrepreneurship opportunities through platforms like Digital Skills Africa.

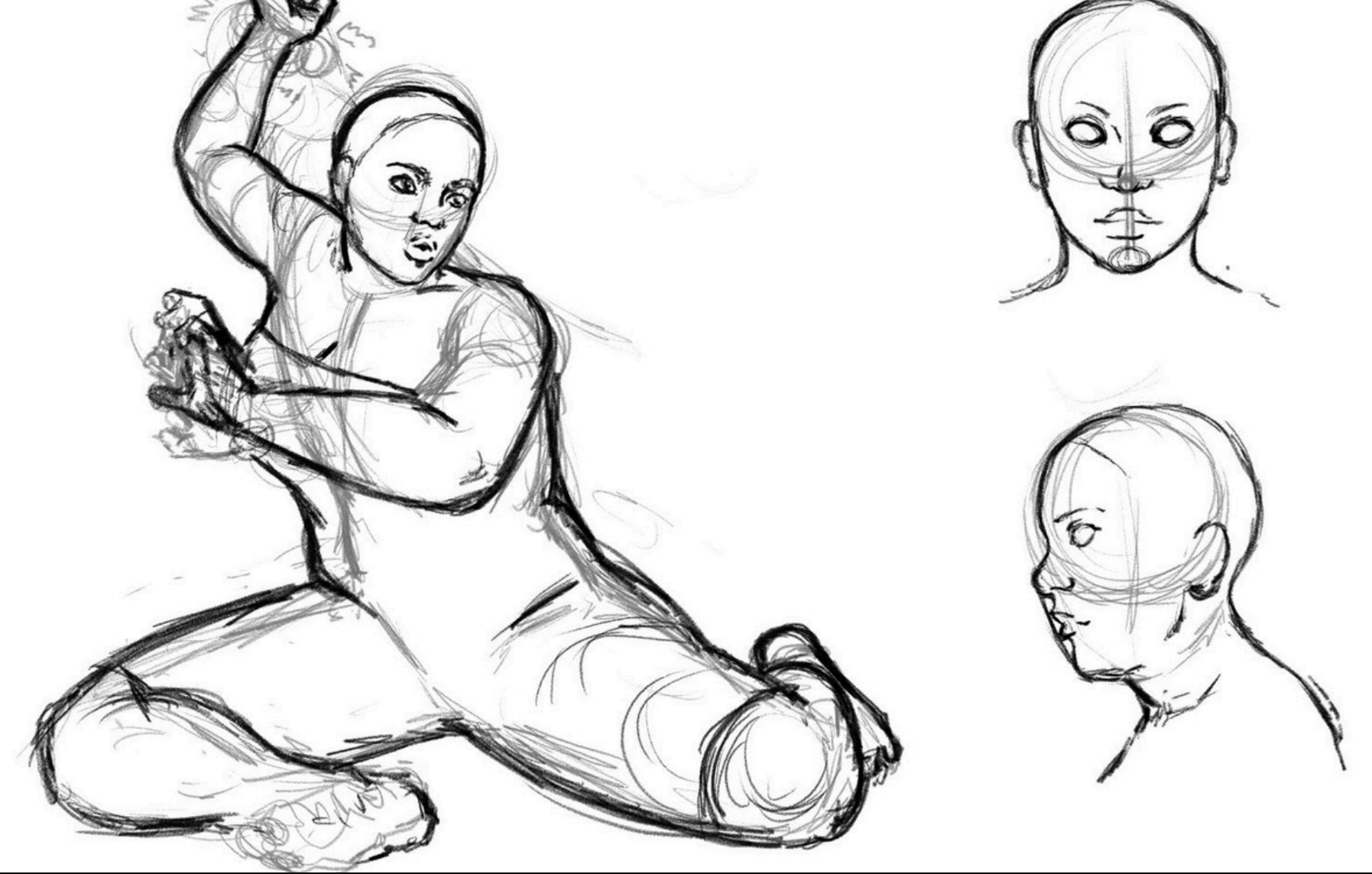
03

Media for Systems Change

Pair each creative project with educational rollouts, campaigns, or pilots that directly address social and environmental issues (e.g., climate literacy, mental health, cultural pride).

FUNDING AMOUNT

This funding would fast-track our ability to scale original IP production and pilot our flagship project's campaigns. This serves to accelerate both revenue growth and social impact.



\$100,000

BUDGET BREAKDOWN

Our proposed budget ensures a balance between creative execution, operational stability, and strategic growth. 21% is allocated to content production (animation and post-production), with another 21% dedicated to talent development through stipends and mentorship. 22% supports the rollout of WES pilots in schools and NGOs. Marketing and brand development receives 14%, while 8% covers admin, compliance, and platform tech. 16% is reserved for working capital to ensure operational continuity, and 15% is set aside to match our EU-backed subgrant in June 2025. This distribution reflects our commitment to both impact and sustainability.

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- CIPC & Legal Maintenance
- Content Production (Animation & Post)
- Talent Development (Stipends & Mentorship)
- Pilot Rollout (WES Kits & NGO Licensing)
- Marketing & Brand Development
- Admin, Compliance, and Tech (Platform Build)
- Working Capital (Salaries & Ops)
- Reserved: EU Subgrant Matching



KEY METRICS



1,000 Youth Targeted via DSA Platform (Scalable Impact)

Partnership with Digital Skills Africa enables scalable mentorship, linking creative IP to youth employability.



7 High-Impact Partnerships in Under 12 Months

Includes McDonald's, DFFE, ABSA, Graca Machel Trust, AMPD Studios, The Refinery, Known Associates Entertainment, South African Youth Biodiversity Network and Digital Skills Africa.



15,000 Youth Targeted via AMPD Studios Collaboration

Partnership with AMPD Studios enables scalable mentorship, linking creative IP to youth employability.



IP & Content Development

- 3 flagship IPs in development: Crimson Legacy, WES, Londeka
- 1 animated trailer (Crimson Legacy) in production with Purple Monkey (premiering August 2025)
- 1 published book: Young & Free (March 2025)
- YouTube series launched: Bridging Generations with prominent industry mentors

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EARLY TRACTION & MARKET VALIDATION

MVP Validation: Secured enterprise and supplier development deal with Known Associates Entertainment (18 July 2024).

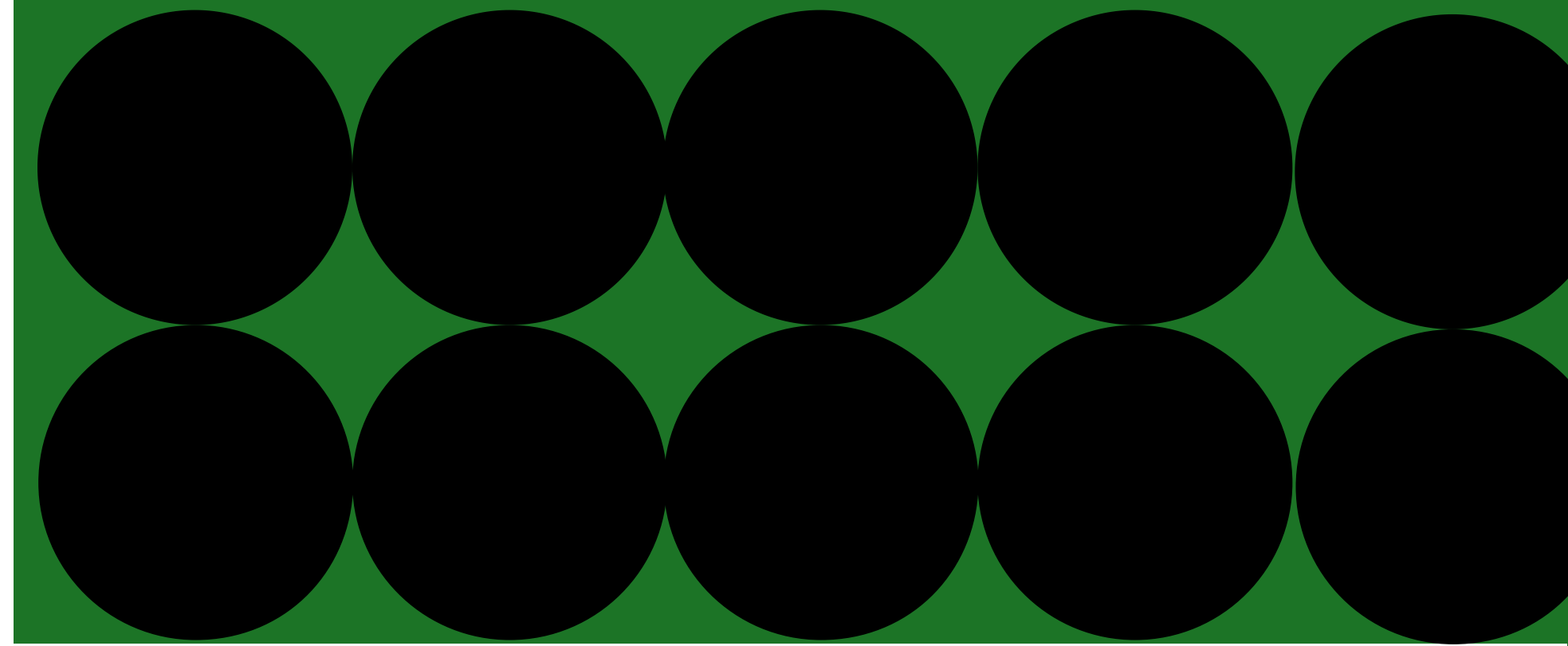
WES Launch Partners:

- South African Youth Biodiversity Network (Global BD Network)
- Department of Forestry, Fisheries & Environment (July 2024)
- McDonald's (Aug 2024)
- Tefla (May 2024)

EU-backed Funding Pipeline:

- Johannesburg Chamber of Commerce & Industry, Spanish Chamber (EYWA program)
- Sub-grants post-June 2025

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Branding & Visibility Support:

- ABSA (branding)
- FNB (visibility)

Industry Backing:

- Known Associates Entertainment (enterprise development, July 2024)
- Endorsement from The Refinery, co-signed by Chris Heaton (Sept 2024)
- Secured a Bridge + Strategic Partnership Hybrid with AMPD Studios which gives us access to 15,000+ creatives (May 2025)
- Secured partnership with Digital Skills Africa (2025)

Veteran Advisors: Chris Horwood, Kathryn Main, Joel Phiri, Sinethemba Konzaphi, Jon Savage, Chris Heaton, Mpumezo Vuzane

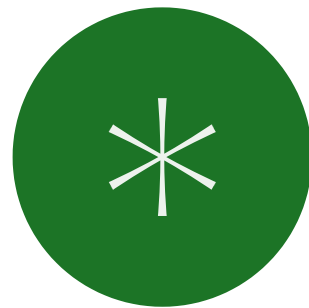
SUSTAINABILITY PLAN

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Strategy	Description	Expected outcome	Timeline
IP Licensing and Merchandising	Commercialize top-performing IPs (like Crimson Legacy and WES) through merchandise, licensing, and distribution.	Steady, royalty-based revenue.	Start licensing by Q4 2025.
B2B Content & Creative Services	Offer storytelling, campaigns, and animation services to brands and NGOs.	High-margin income stream with predictable cash flow.	Monthly service contracts beginning Q1 2026.
Public-Private Partnerships	Co-create social impact media with public departments and corporates (e.g., WES with DFFE).	Secured co-funding and shared IP ownership.	Expand pilot partners by Q4 2025.
Grants & Philanthropy	Leverage EU, UN, and AU-based funders for social IP rollouts.	Matched funding for educational campaigns.	Annual grant cycles with reporting protocols.
Digital Skills Africa (DSA) Integration	Host and monetize mentorship/content modules through DSA, earning revenue via enterprise deals and traffic-based monetization.	Self-sustaining mentorship pipeline.	Content migration and launch by Q1 2026.

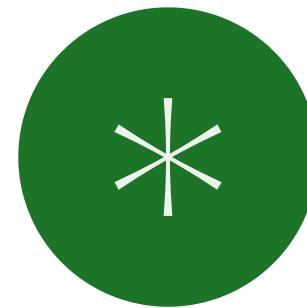
TIMELINE





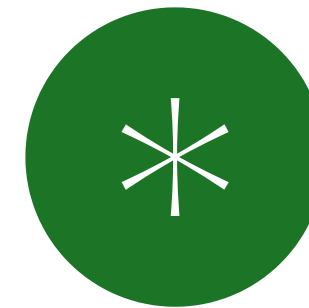
7 out of 10

High-impact partnerships
secured in under 12 months



90%

Of our projects have
secured, within the first
year, brand, NGO, or
government partners –
validating our model and
proving the demand for
values-driven African IP.



20,000+

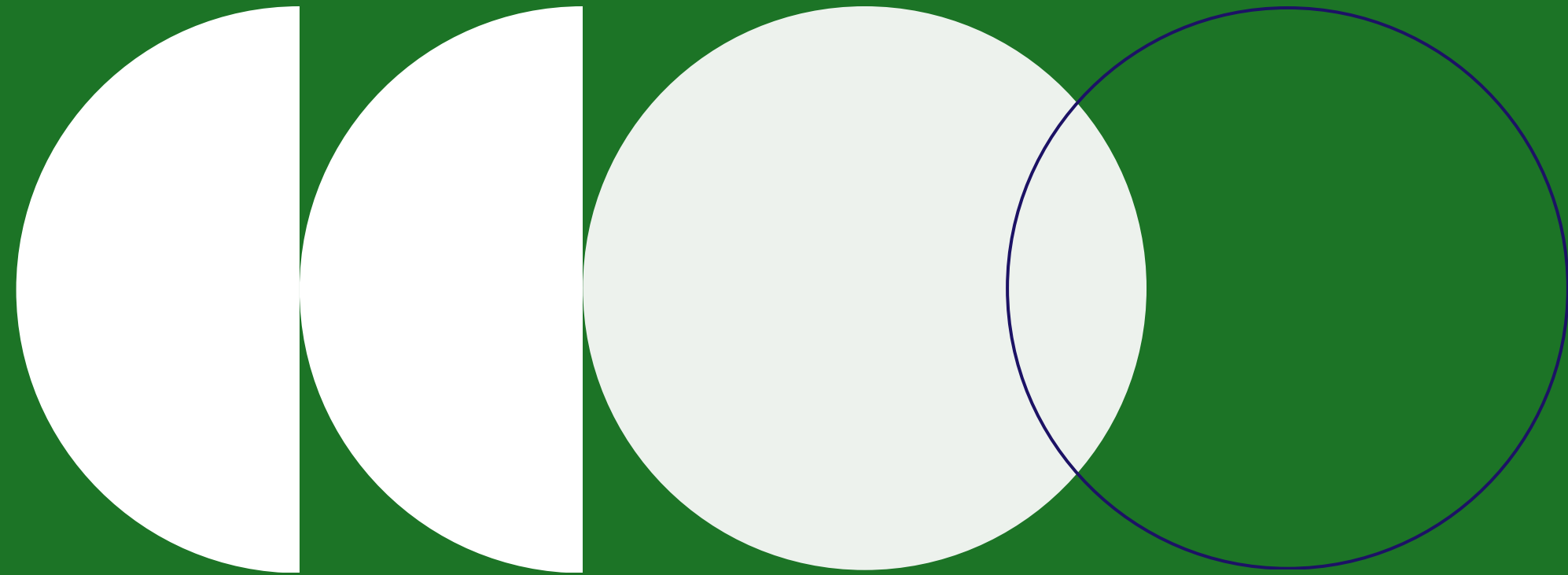
Youth projected to be
reached via partnership-
powered content
(12-month goal)

OUR COMMUNITY OF SUPPORT/PARTNERS



FLAGSHIP PROJECT

GALLERY



Crimson Legacy: The Curse Within

Crimson Legacy: The Curse Within is a fantasy adventure steeped in African spirituality. Diverse characters embark on perilous journeys to awaken their dormant spiritual gifts and restore balance to their withering lands. The story explores their internal struggles as they reconnect with ancient wisdom and forgotten traditions. Facing ancient forces, treacherous landscapes, and inner darkness, some characters embrace this spiritual awakening, while others resist, facing the consequences of disconnection. Crimson Legacy celebrates self-acceptance, the power of community, and the importance of reclaiming our lost spiritual heritage. It's a story about rediscovering the power within ourselves and reconnecting with those who came before us and the land.



Adia:

Name: Adia (Swahili name, meaning valuable gift or precious gift)

Place of origin: Mu

Location of inspiration: Eastern Africa.

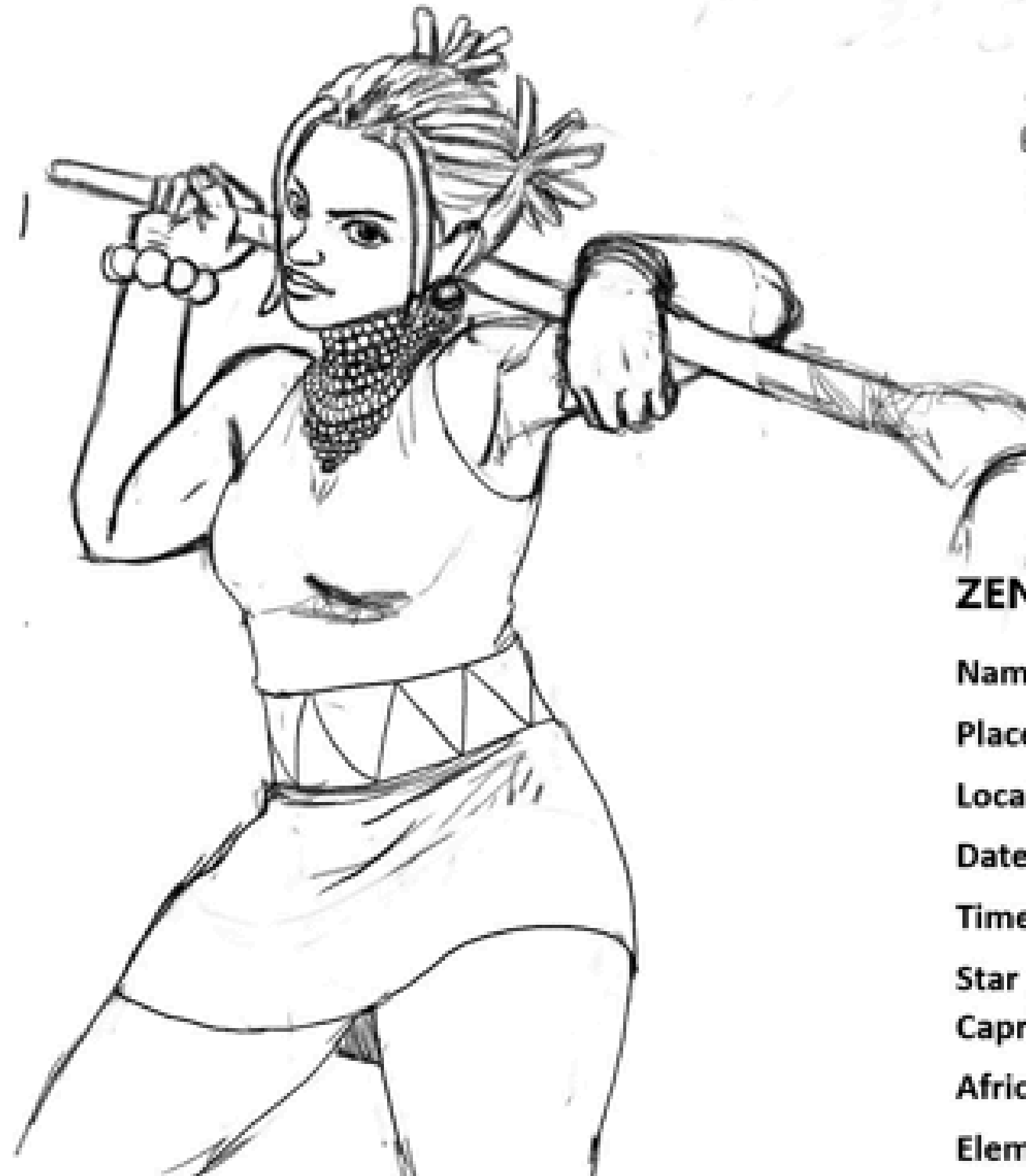
Date of birth: 07/29

Time of birth: 18:11, Sambava Madagascar

Star signs (sun, moon, mercury): Leo, Leo, Leo

African Calendar Time: Set, Mbhidlizi (deity of deserts, storms, disorder, violence)

Element: Fire



ZENOBIA

Name: Zenobia

Place of origin: Mu

Location of inspiration: Northern Africa

Date of birth: 23/12

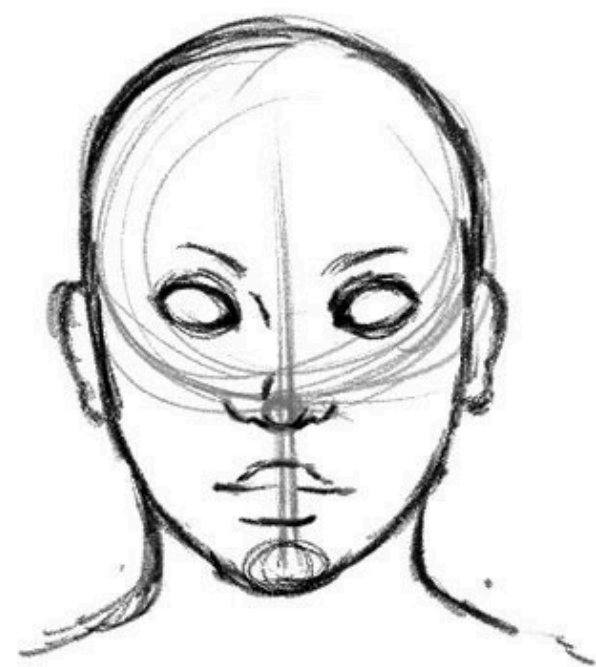
Time of birth: 23:59 Tunis, Tunisia

Star signs (sun, moon, mercury): Capricorn, Capricorn, Capricorn

African Calendar Time: A Time of Birth

Element: Earth





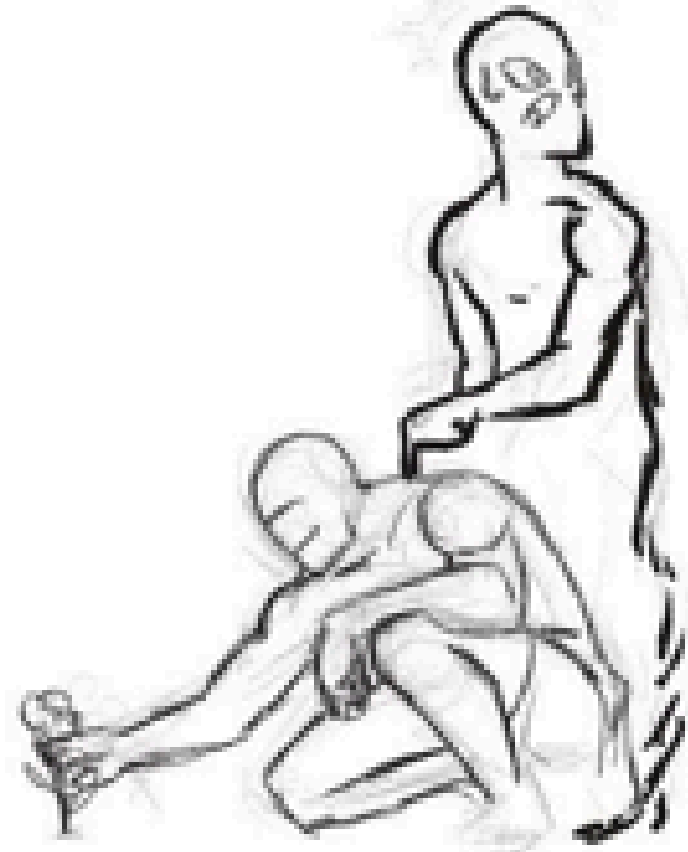


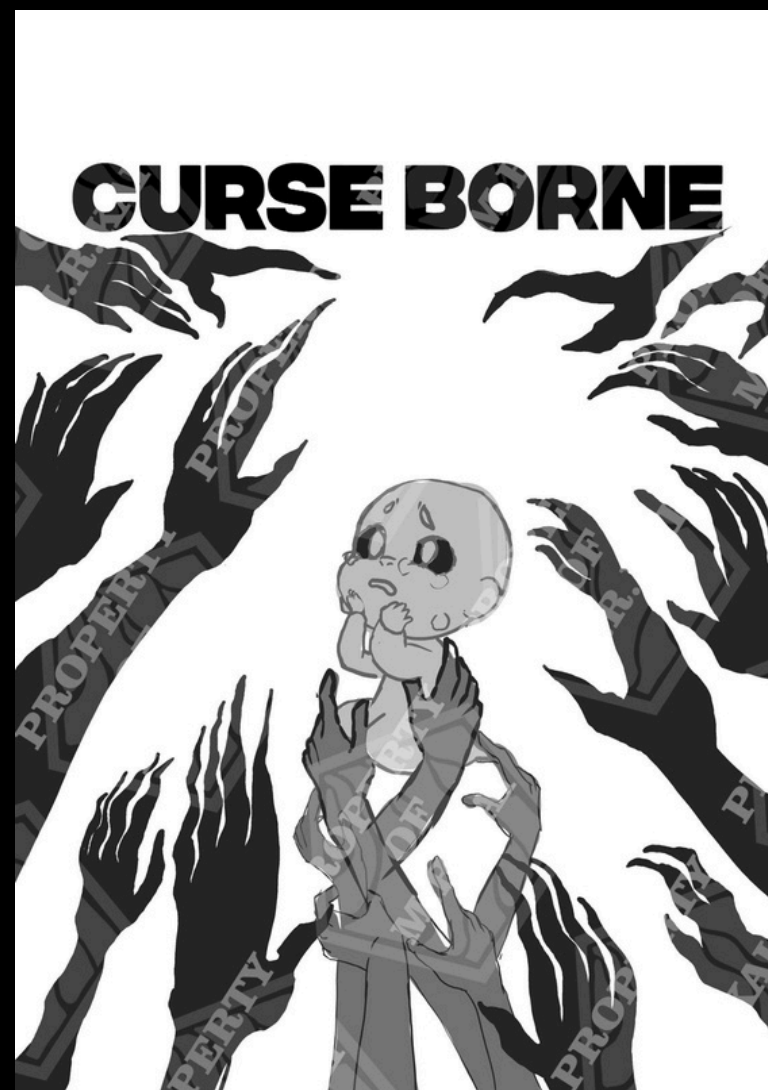
Mani





Ikki







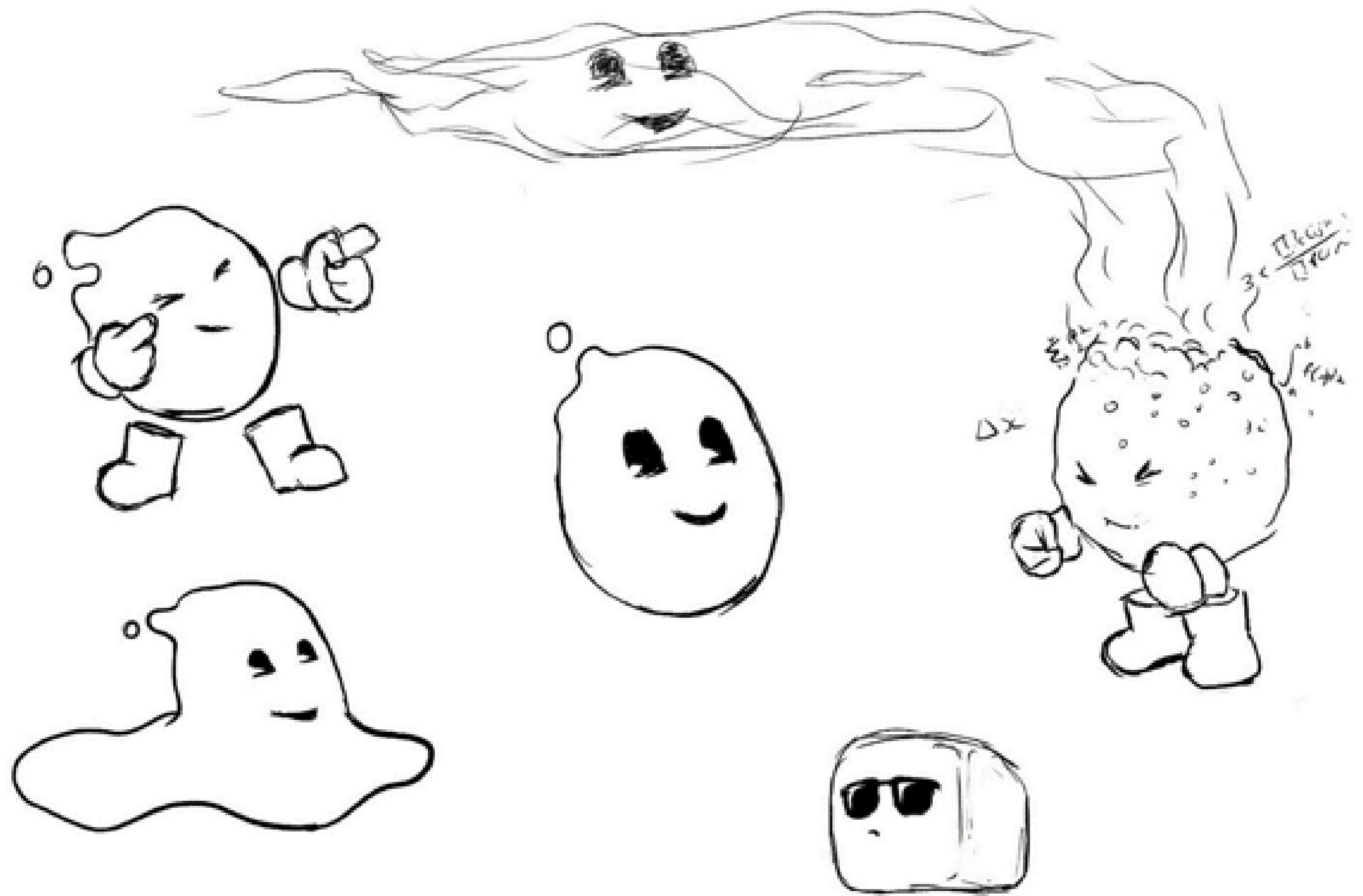
CASE STUDY

SNAPSHOT



WES-2 0 (Water Education Specialist)

WES-2 0 (Water Education Specialist) is an innovative project dedicated to educating communities about water conservation and sustainable management practices through engaging storytelling and interactive activities. WES aims to raise awareness about the critical importance of water as a resource and the urgent need for responsible usage. The project seeks to empower individuals with knowledge and practical skills to make a positive impact on their environment. Through workshops, educational materials, and community outreach, WES fosters a culture of sustainability, encouraging collective action to preserve water resources for future generations.



WES Being Active





FAQ BANK

Q1: What makes UNAMI different from existing agencies/studios?

→ We're culture-first, youth-driven, and treat African IP as investable assets, not side hustles. Competitors focus on corporates; we focus on scalable youth and social impact.

Q2: How will you make money?

→ 5 revenue streams: IP licensing, creative services, public-private partnerships, grants, and Digital Skills Africa. Licensing and B2B services = steady, high-margin revenue.

Q3: Why \$100k, and how will you use it?

→ To accelerate production, launch WES pilots, develop talent, and match our EU subgrant. It unlocks immediate revenue streams and impact scale.

Q4: What's your traction so far?

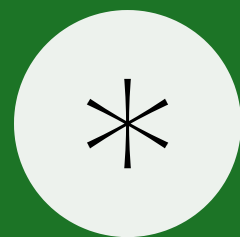
→ Secured 7 major partners in under a year (McDonald's, DFFE, ABSA, AMPD Studios), published book, animated trailer in production, 20,000 youth pipeline.

Q5: How scalable is this model?

→ Highly scalable across SADC. IP is borderless, and mentorship platform integrates with existing digital partners (DSA, AMPD).

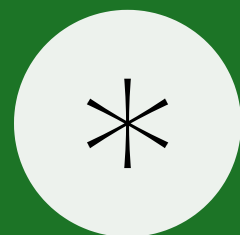
Q6: What risks do you face?

→ Creative industry funding gaps and IP piracy. Our mitigation: strong partner network, diversified revenue, and legal IP protection.



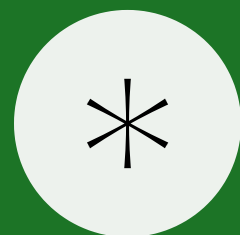
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THANK YOU