

# ▼ The Ask

**Build a scalable luxury handicrafts social enterprise that will preserve cultural heritage while transforming the lives and livelihoods of African artisans.**



## Our Challenge

Create a **compelling story** and supporting deliverables to attract long-term **funding** for the initiative.



## KEY INSIGHTS

### Traditional handicrafts

created to show commemoration, status and identity.

There are significant parallels in history between computers and textiles as means of communication.



### Sub Saharan Africa

early stages of digitalization.

To be a **compelling** storyteller is to be a great entrepreneur.

## OUR OPPORTUNITY

- ▼ To be the first initiative to create a global digital platform exclusively for artisans

which fuses tech and tradition to share stories

authentically with the world.

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## CULTURAL ELEMENTS



01

### Anansi the Spider

Comes from the Akan deity “Anansi”  
God for knowledge of all stories  
Representing wisdom and creativity

02

### Kuumba

The 6th of the 7 principles of Kwanzaa  
Using creativity to preserve culture  
Setting the standard for each generation

03

### Looms: the first Computers

Ancient African tradition is rooted in symbolism  
Colors and patterns of textiles are used as language  
Code and binary in computers are used as communicating

## TARGET AUDIENCE

Our Target  
Audience:  
**Impact Investors**



Influential and **conscious diaspora**

**Corporate decision makers** of Ghanaian corporations

**Corporate sponsors foundations** with similar initiatives and values

## TARGET AUDIENCE

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## TARGET AUDIENCE

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### The Magician

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Incorporate social impact into his business strategies

Foster integrity and respect in corporate culture

Lead by doing the right thing even when no one is watching

Age: 43

Occupation:  
CEO of Ghanaian Tech Corporation



## TARGET AUDIENCE

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### The Caregiver

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Find creative solutions to support communities and families

Reshape economic systems to benefit all people

Provide people with sustainable opportunities

Age: 27

Occupation:  
Head of Impact  
Investing at Coke



## TARGET AUDIENCE

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### The Outlaw

To authentically rewrite the African narrative

Have a strong connection to one's culture

To be remembered for hard work and character, not social status

Age: 52

Occupation:  
Actress &  
Humanitarian



## ORGANIZING IDEA

### Purpose

- Ignite interest in African trade
- Create visibility for African narrative
- Cultivate sustainable economic growth

### T.A. Desires

- Preserve culture
- Elevate artisans & entrepreneurs
- Restore strong diaspora connection

CELEBRATE  
CULTURAL  
ENTREPRENEURSHIP

### Product

- Digital literacy and cultural entrepreneurship
- Digital global ecommerce platform

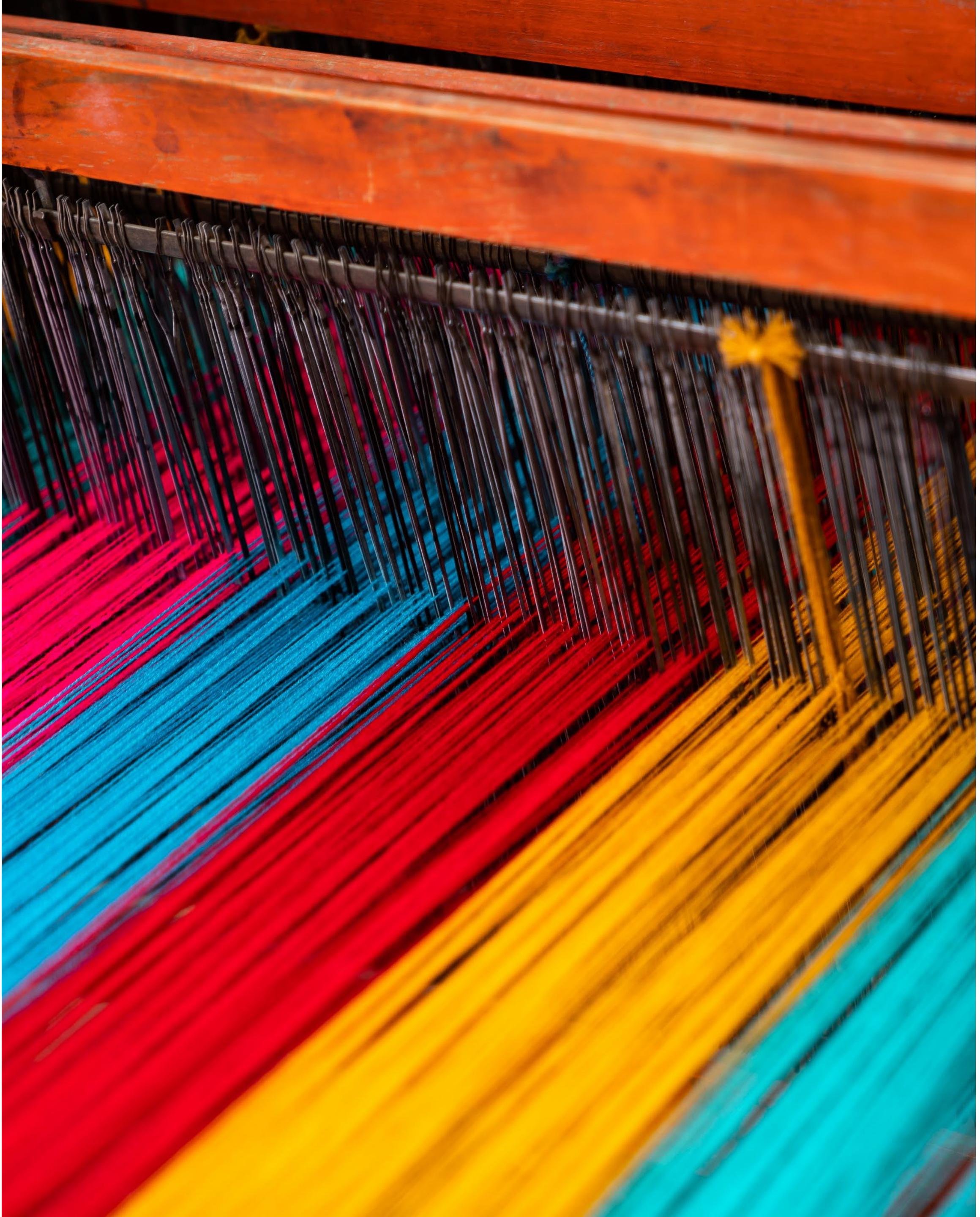
### T.A. Needs

- Promote social impact responsibility
- Foster innovative & sustainable solutions
- Enable authentic storytelling

## NARRATIVE

# ▼ T.I.E Tradition Innovation Entrepreneurship

Our initiative **supports artisans** allowing them to be the **visual voices of their cultures**. T.I.E. presents the **stories of not only the handicrafts but of the artisans who create them**. This promotes the most **authentic narrative** of the country and soon the continent as a whole!

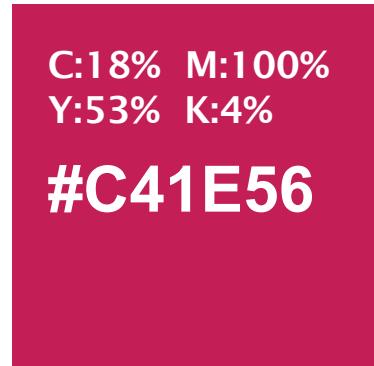


## TOOL KIT

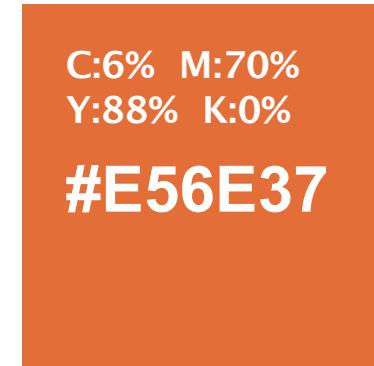


# TOOL KIT

## PRIMARY



C:18% M:100%  
Y:53% K:4%  
**#C41E56**



C:6% M:70%  
Y:88% K:0%  
**#E56E37**

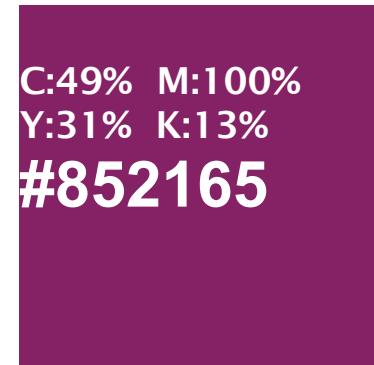


C:8% M:39%  
Y:91% K:0%  
**E8A338**

## SECONDARY



C:83% M:25%  
Y:100% K:12%  
**#2D8340**



C:49% M:100%  
Y:31% K:13%  
**#852165**



C:55% M:69%  
Y:81% K:73%  
**#342212**

## ACCENTS



C:83% M:25%  
Y:100% K:12%  
**#F57F45**



C:1% M:25%  
Y:57% K:0%  
**#F8C37D**

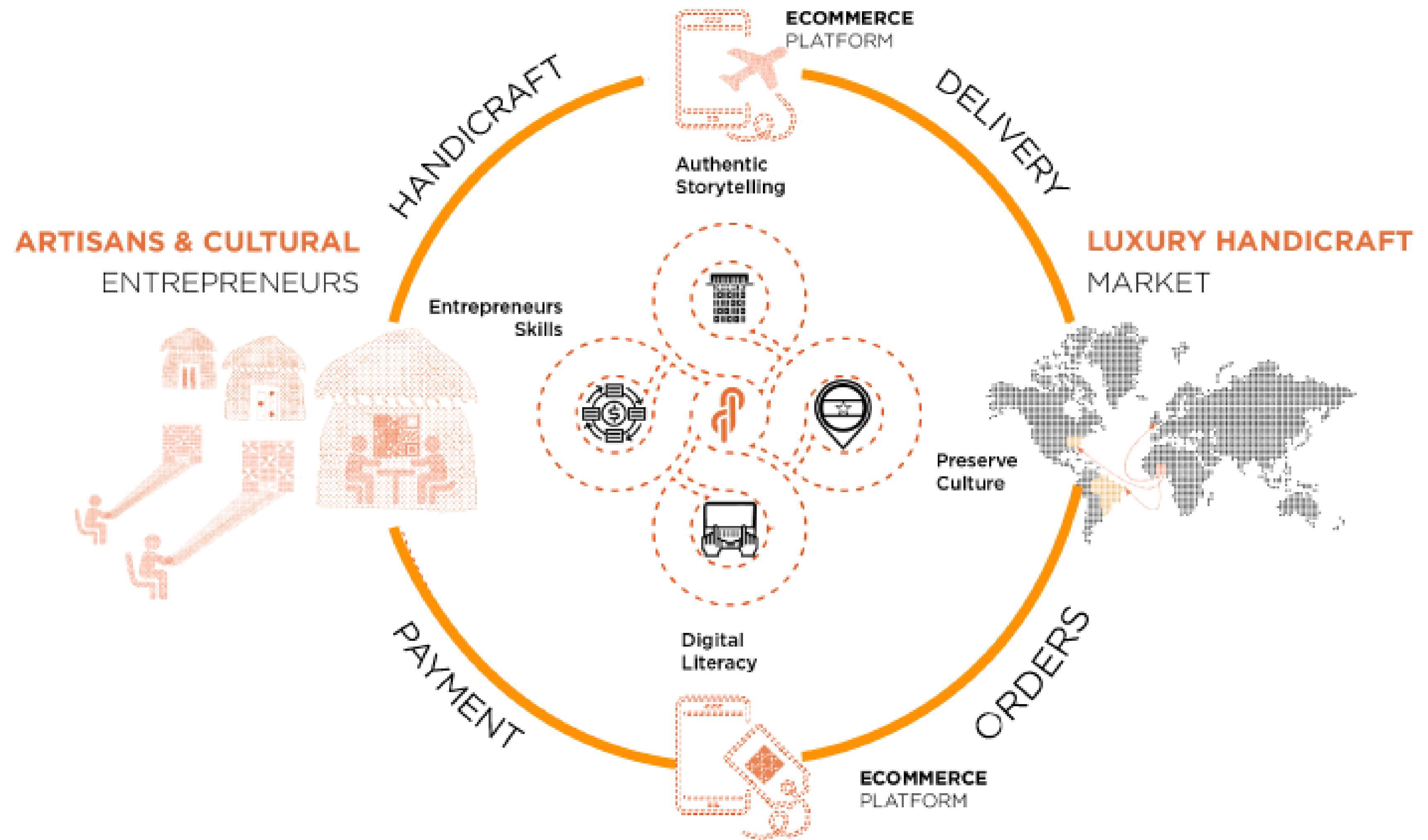


C:76% M:11%  
Y:98% K:1%  
**#41A349**

-  **HIGH WORTH, RICHNESS**
-  **ROYALTY, PROSPERITY**
-  **CALMNESS, TENDERNESS**
-  **LAND, CROPS, VEGETATION**
-  **FEMININE, MILDNESS MATURITY,**
-  **SPIRITUAL ENERGY**

## INFRASTRUCTURE

**T.I.E Global  
Platform +  
T.I.E Tech =  
Successful  
Cultural  
Entrepreneurs**



# Travel Social Digital Press

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## T.I.E Tech

An education program inspired by the parallels of weaving and coding

## T.I.E Commerce

The digital portal that will authentically export artisan's creations to the world

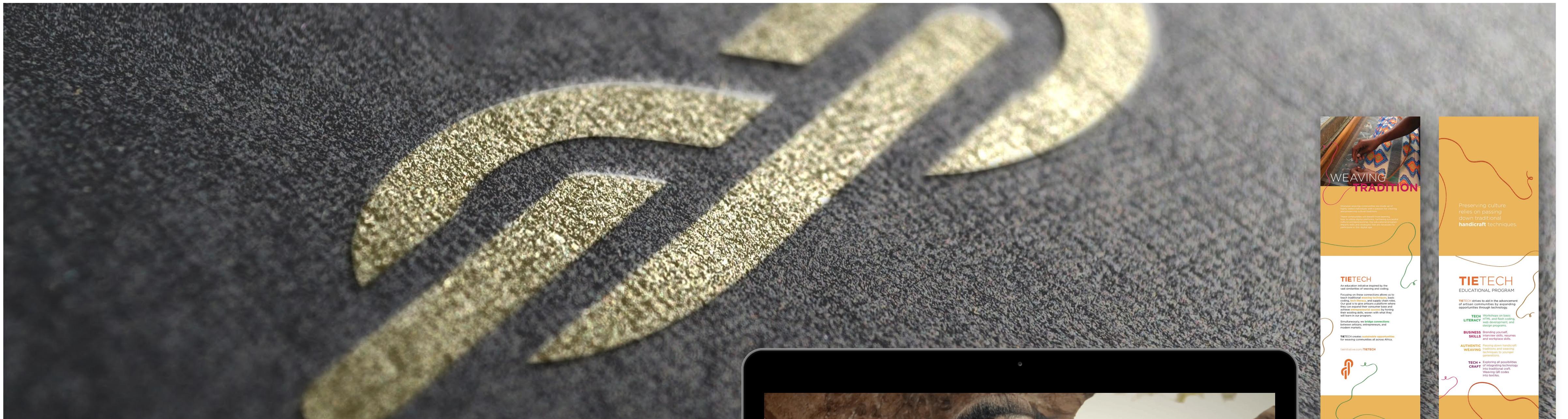
## The Loom

Where the target audience will experience the Initiative



## AWARENESS

How will T.A. be introduced to the campaign?



## FINDABILITY

## RAPPORT

## CONVERSION

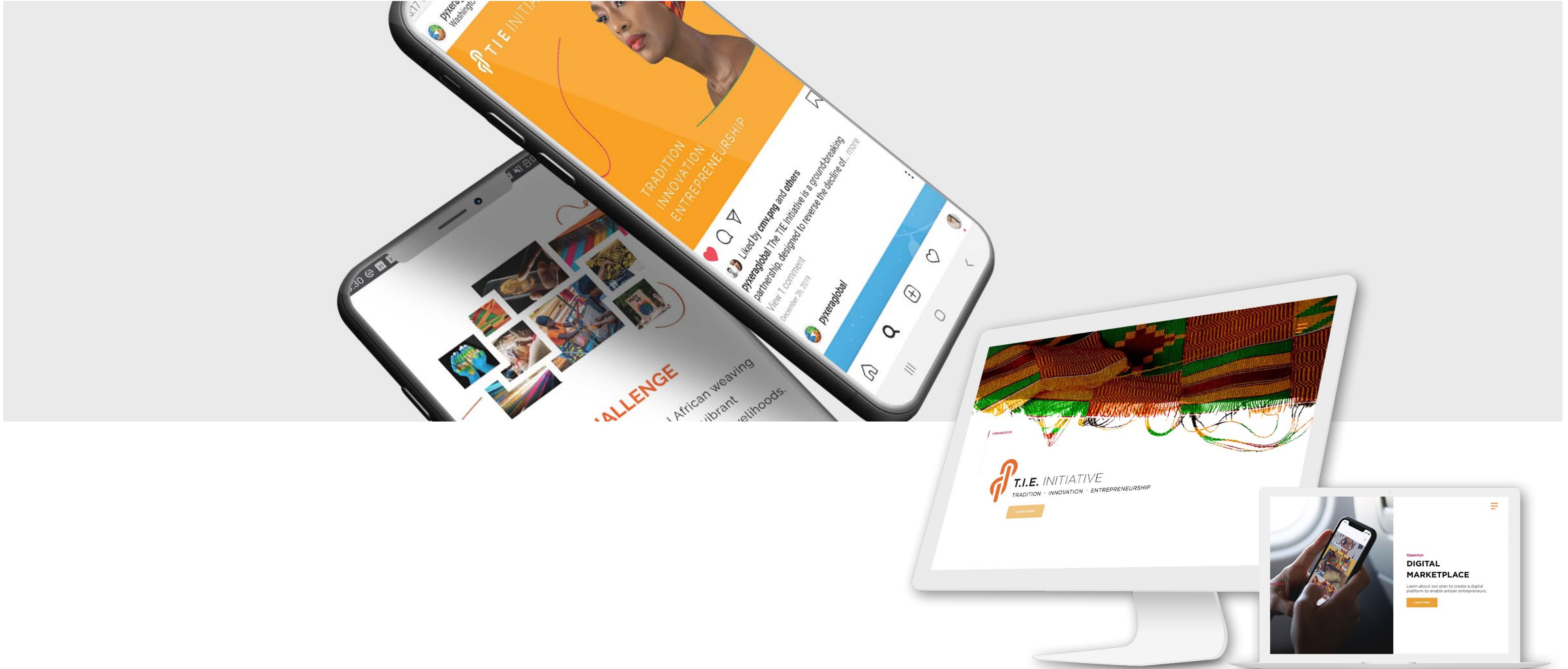
## ADVOCACY



## AWARENESS

## FINDABILITY

Where will T.A. find more information?



## RAPPORT

## CONVERSION

## ADVOCACY

## AWARENESS



Engage in unique artisan stories.  
Weaving tradition into opportunity.

Learn more  
[tieinitiative.com/ghana](http://tieinitiative.com/ghana)



## FINDABILITY

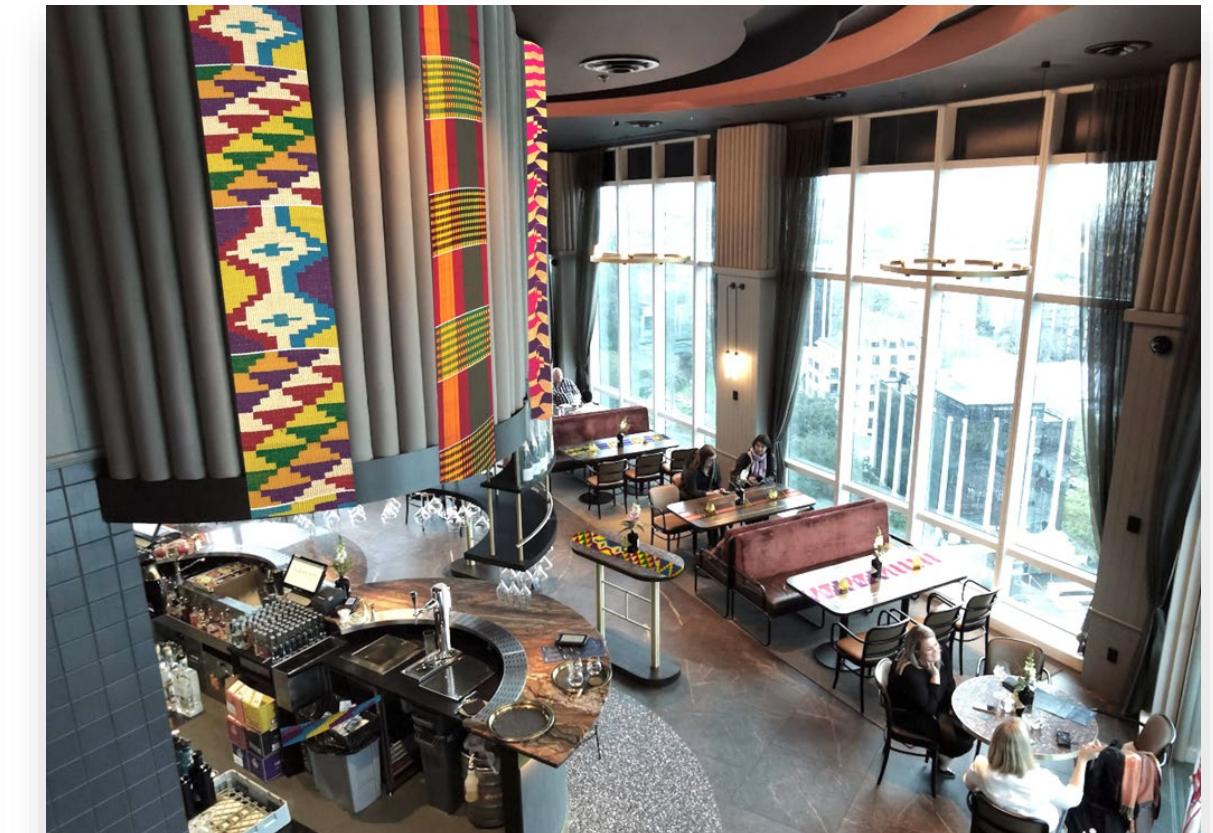


## RAPPORT

How will we build a connection?



## CONVERSION



## ADVOCACY

## AWARENESS

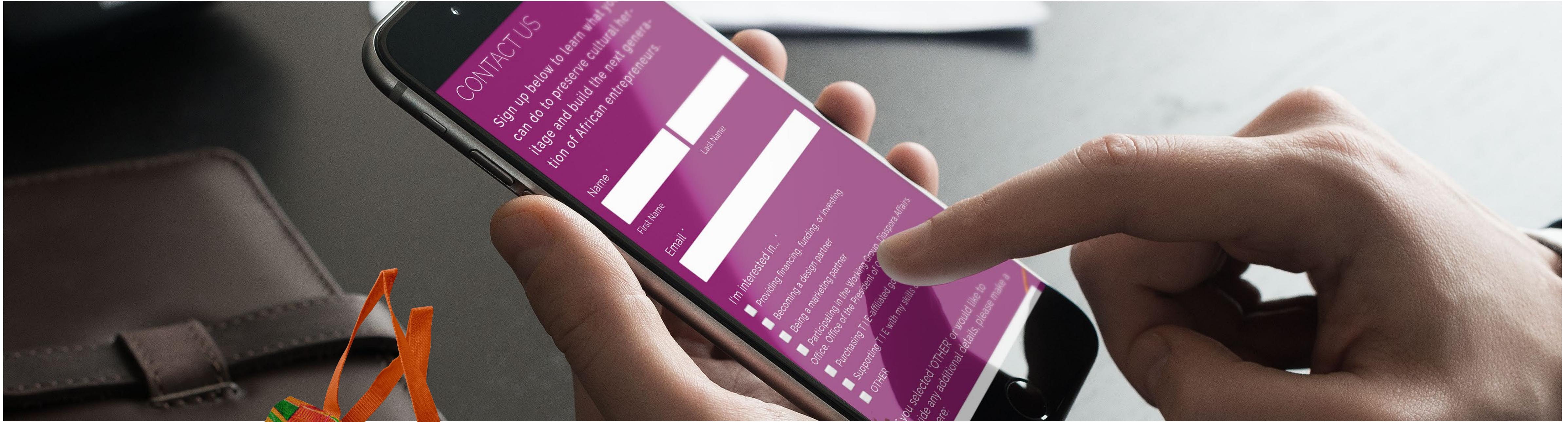
## FINDABILITY

## RAPPORT

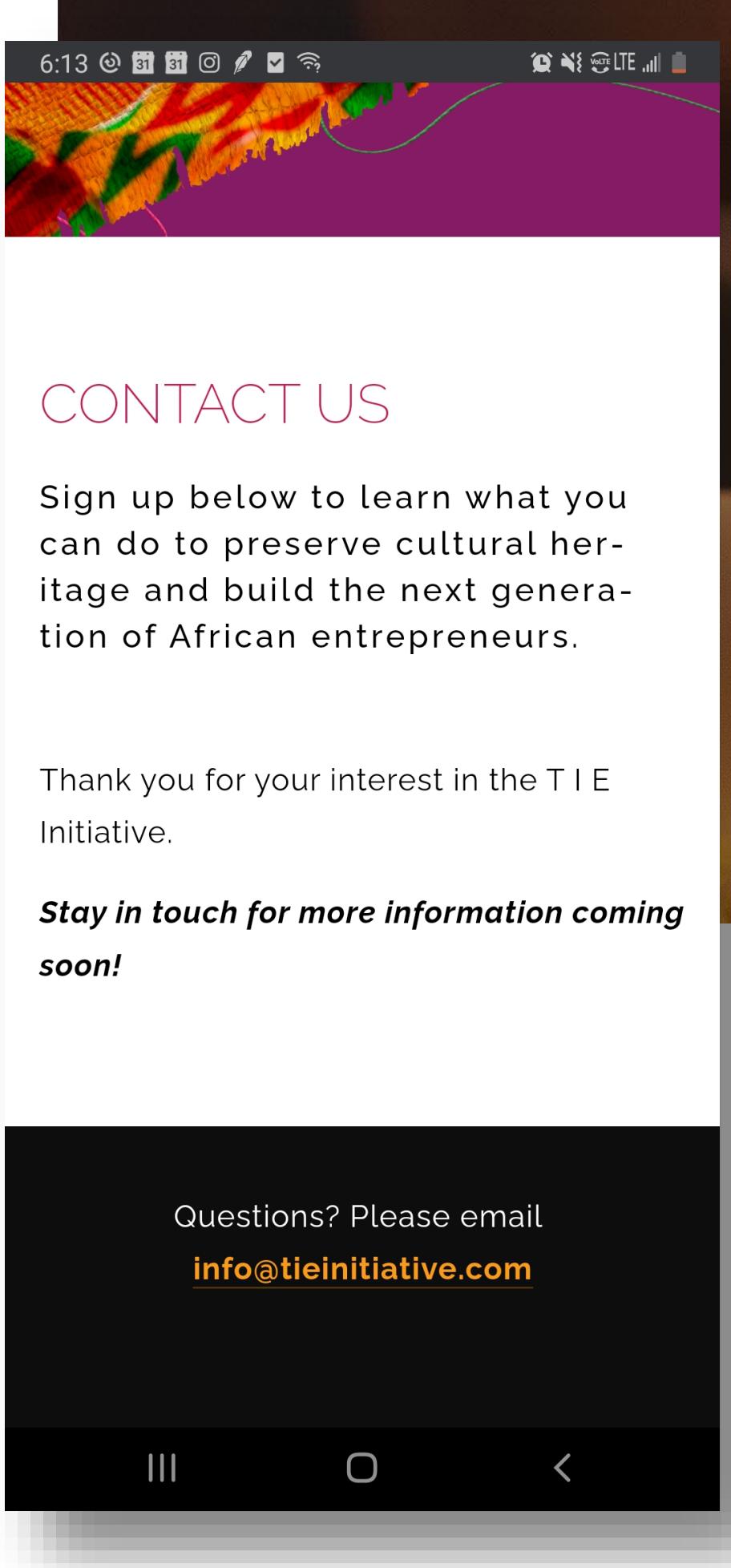
## CONVERSION

## ADVOCACY

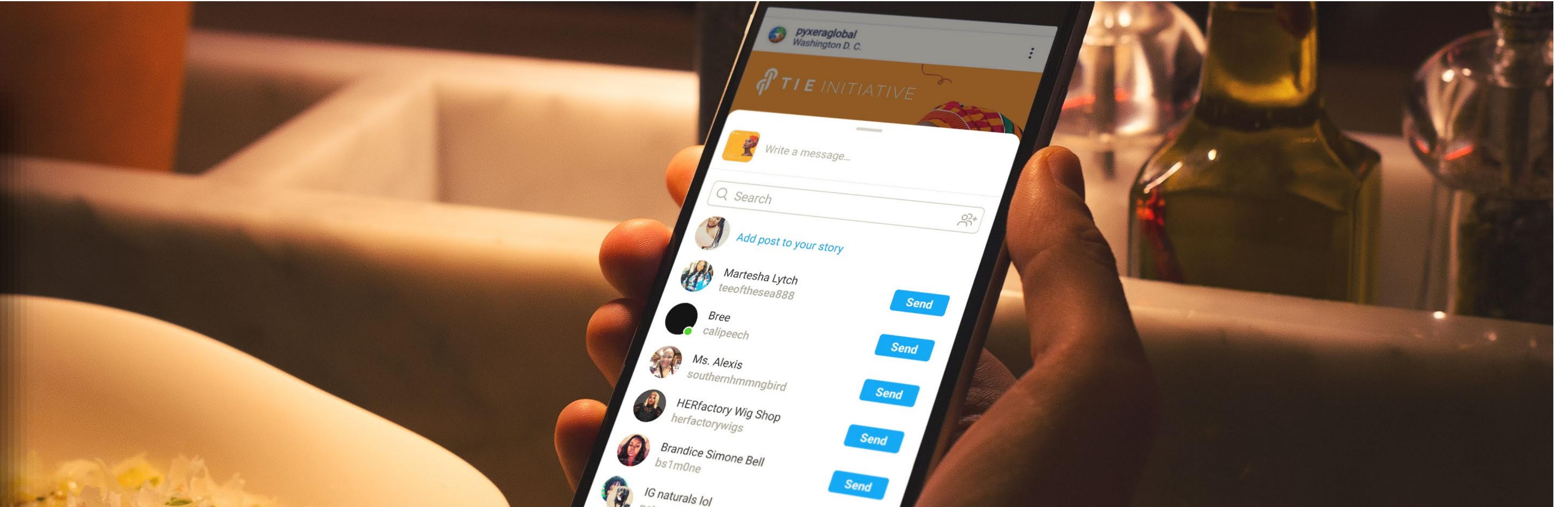
What will they buy and participate in?



## AWARENESS



## FINDABILITY



## RAPPORT



## CONVERSION



## ADVOCACY

How will we cultivate lasting appeal?