



T.I.E. INITIATIVE

Social Enterprise Funding Campaign

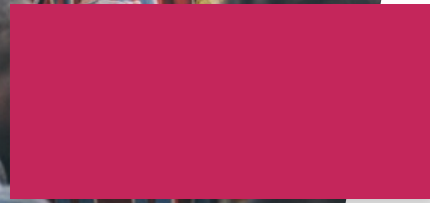
▼ The Ask

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

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



TARGET AUDIENCE

The Magician

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

The Caregiver

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

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

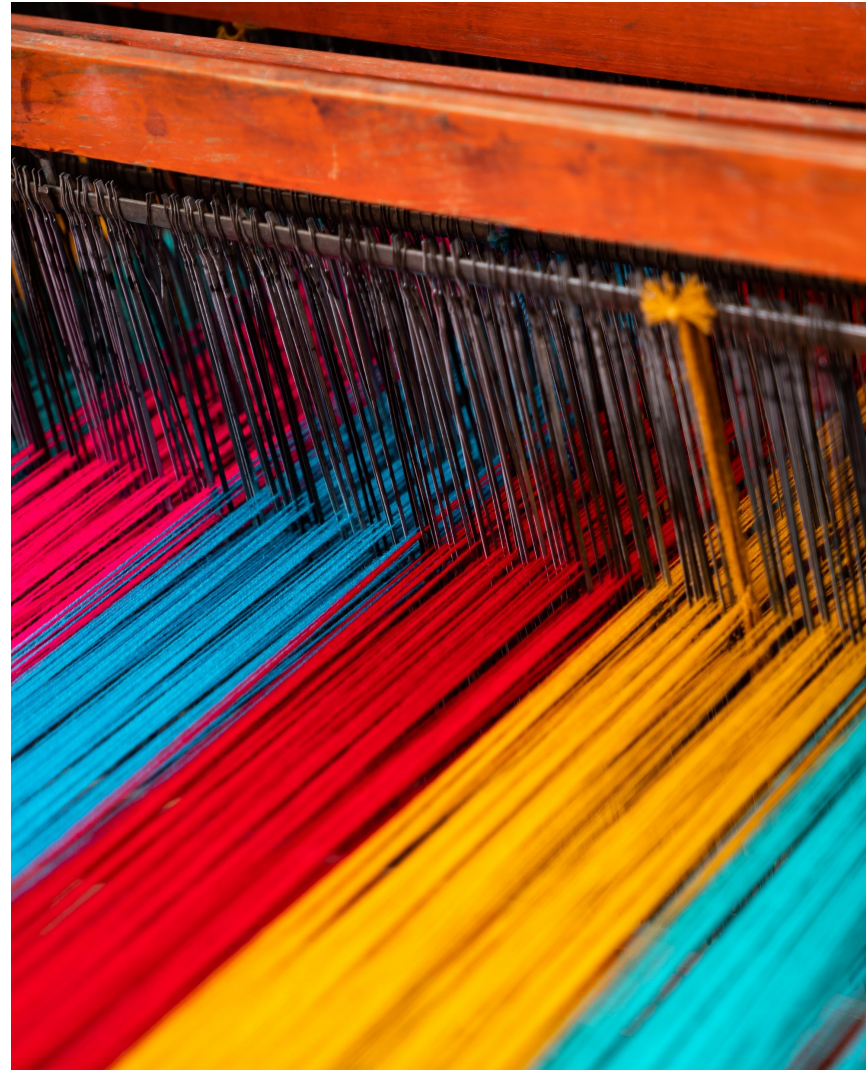
T.A. Needs

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!



BRAND TOOL KIT



BRAND TOOL KIT

PRIMARY







C:18% M:100% Y:53% K:4%	C:6% M:70% Y:88% K:0%	C:8% M:39% Y:91% K:0%
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SECONDARY

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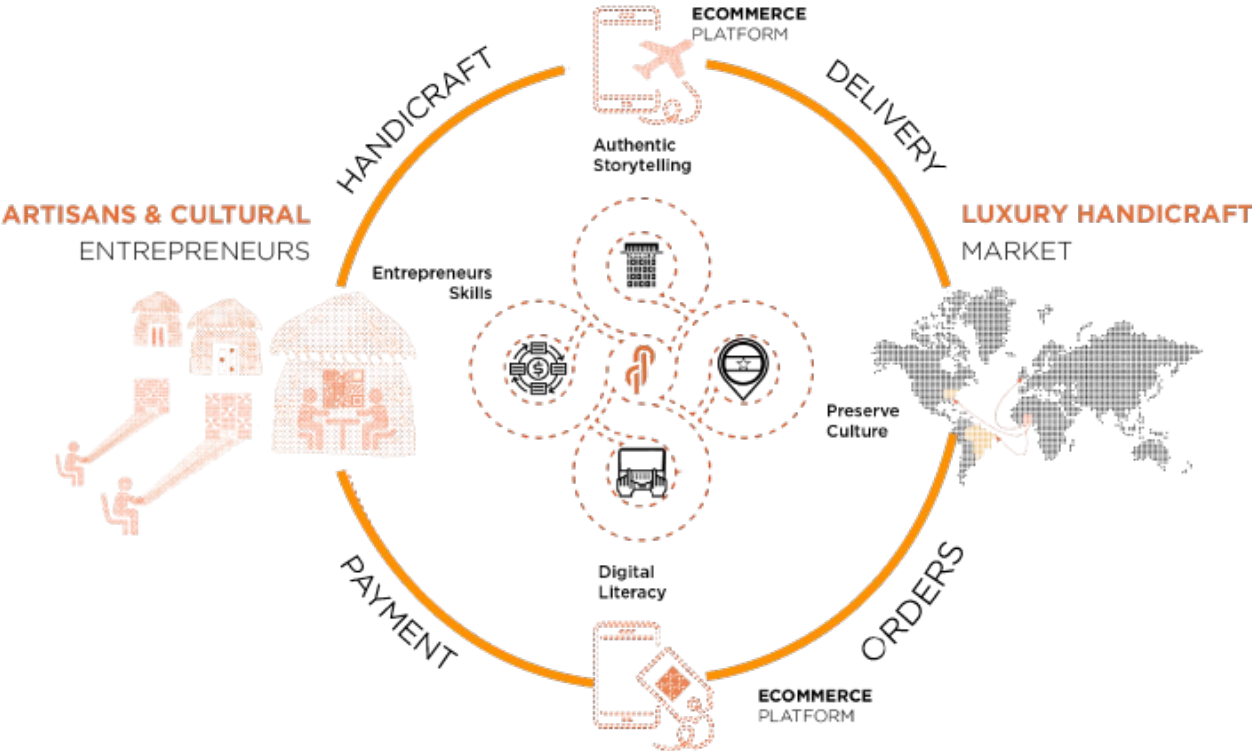
ACCENTS

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#F57F45	#F8C37D	#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



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

Travel Social Digital Press



AWARENESS

FINDABILITY

RAPPORT

CONVERSION

ADVOCACY

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



AWARENESS

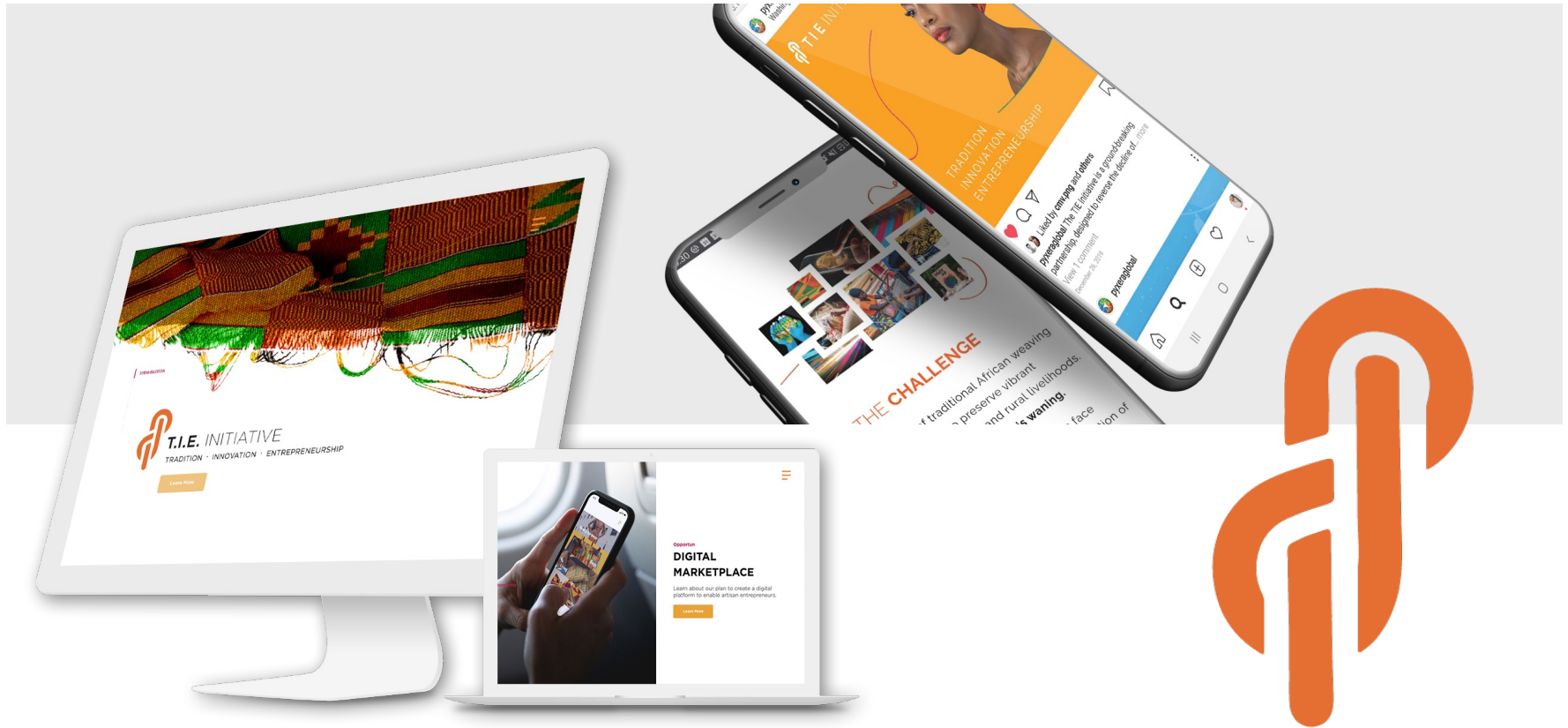
FINDABILITY

Where will T.A. find more information?

RAPPORT

CONVERSION

ADVOCACY



AWARENESS

FINDABILITY

RAPPORT

How will we build a connection?

CONVERSION

ADVOCACY



THE LOOM

A KENTE EXPERIENCE

Engage in unique artisan stories.
Weaving tradition into opportunity.

Learn more
tieinitiative.com/ghana



AWARENESS

FINDABILITY

RAPPORT

CONVERSION

ADVOCACY

What will they buy and participate in?



AWARENESS

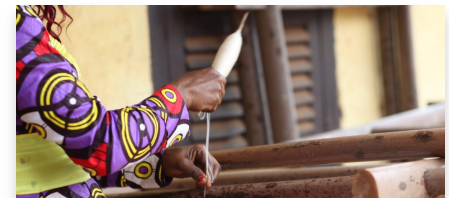
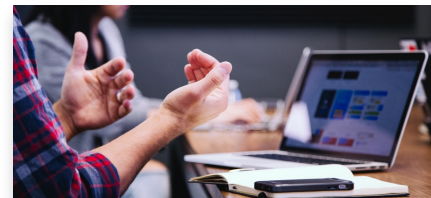
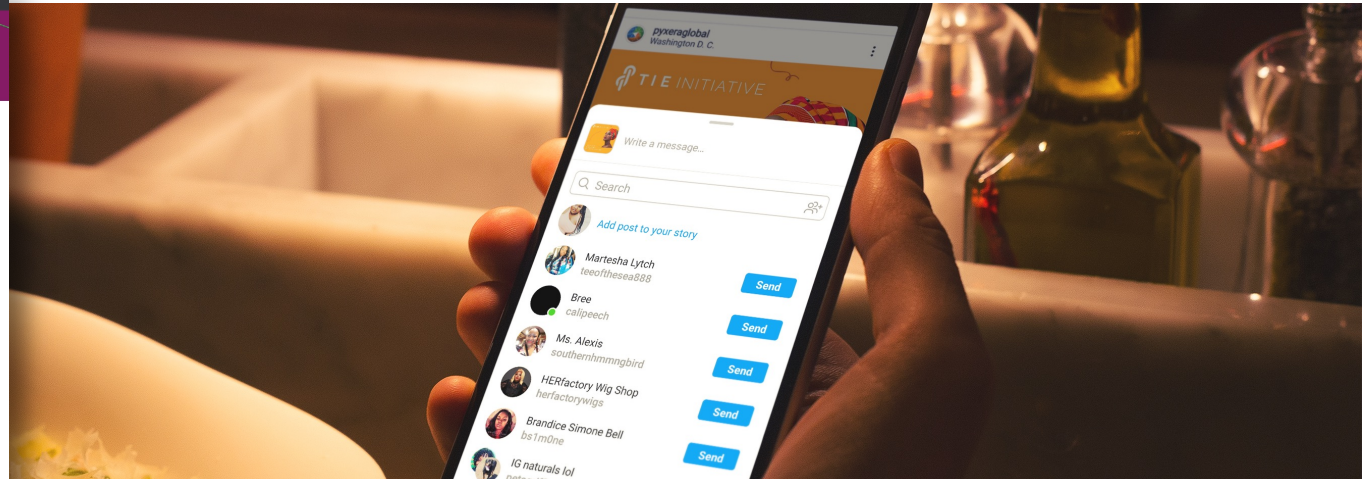
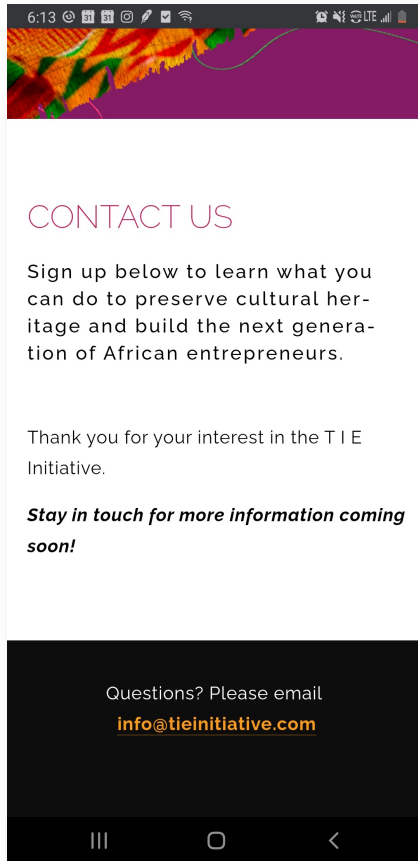
FINDABILITY

RAPPORT

CONVERSION

ADVOCACY

How will we cultivate lasting appeal?



Concluding Thoughts

