

# *the* **RISE** *collective*

Telling Africa's Business Stories, one at a time.



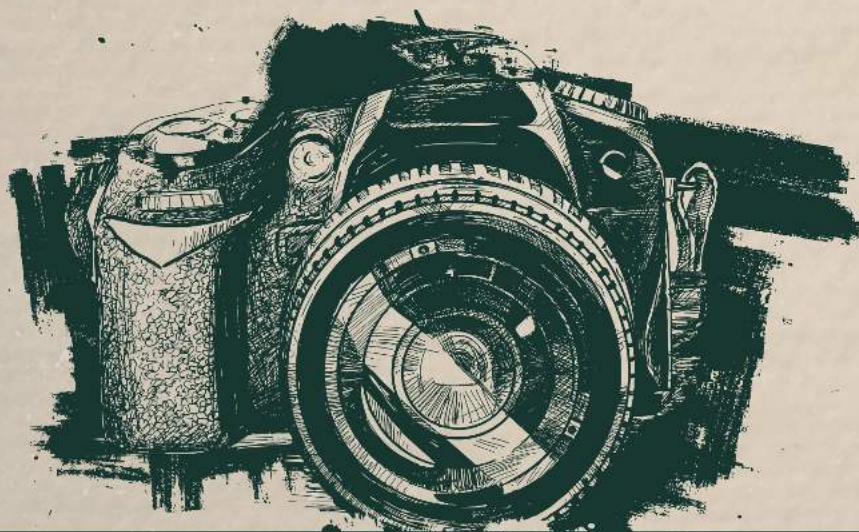


# OVERVIEW

**THE RISE Collective Tour** is a video content creation initiative by David Akwara Films and THE RISE documentary series, dedicated to telling Africa's business stories. Phase one of the project focuses on 200 businesses in four countries: Ghana, Ivory Coast, Liberia, and Sierra Leone.

The tour will offer subsidized content creation services to businesses, providing them with high-quality branding video at a reduced cost of \$100 - \$300 equivalent in their local currency.

Additionally, the tour will showcase the businesses to a continental and global audience, highlighting the innovation and diversity of the business landscapes in these countries.



# OBJECTIVES

- To improve the branding and visibility of 200 businesses across Ghana, Ivory Coast, Liberia, and Sierra Leone.
- To provide affordable content creation services to businesses, enhancing their marketing materials and online presence.
- To showcase the branding efforts of businesses in these countries to a continental and global audience, promoting their products and services.
- To elevate the business image of Ghana, Ivory Coast, Liberia, and Sierra Leone, highlighting their economic potential and entrepreneurial spirit.

## KEY ACTIVITIES

- Identifying businesses in the target countries that can benefit from the subsidized content creation services.
- Deliver high-quality videos and graphic art materials by a professional team.
- Organizing a private documentary screening of "THE RISE," an award-winning documentary about the African Continental Free Trade Area agreement, and "FREE MEN", a Showmax original about the "Igbo apprenticeship system (IAS)".



# EXPECTED OUTCOMES:

- Improved branding and marketing materials for businesses in Ghana, Ivory Coast, Liberia, and Sierra Leone.
- Automatically enrolled as a member of the Armooh-Williams Foundation, Inc. empowerment program.
- Increased visibility and recognition of businesses in the target countries.
- Enhanced reputation and image of the target countries as vibrant business destinations.
- Greater awareness and appreciation of the entrepreneurial spirit in West Africa.
- Long-term partnerships and collaborations between businesses and content creators.

**GHANA**

**1ST - 14TH APRIL, 2024**



**IVORY COAST**

**17TH - 29TH APRIL, 2024**



**LIBERIA**

**2ND - 14TH MAY, 2024**



**SIERRA LEONE**

**16TH - 29TH MAY, 2024**

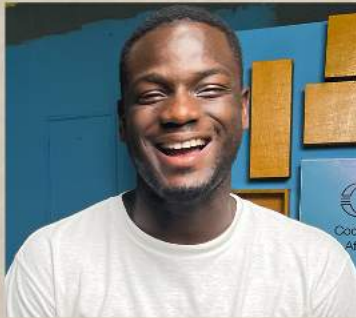




# TEAM



TOUR LEAD  
**DAVID AKWARA**  
MULTIPLE AWARD  
-WINNING FILMMAKER



**EMMANUEL ANKRAH**  
GRAPHIC SPECIALIST



**BISHOP D. WOLAH**  
PRODUCTION  
COORDINATOR



**ILIARO UFUOMA JUNIOR**  
CINEMATOGRAPHY\EDITOR



**CHARITY BIOBELEMOYE**  
SOCIAL MEDIA SPECIALIST

# ADVISORY TEAM



**JOYCE WILLIAMS**  
FOUNDER,  
JOYCE WILLIAMS FOUNDATION  
CO-CHAIR



**H.E. AMARA KALLON**  
HONORABLE MINISTER,  
PUBLIC ADMINISTRATION AND  
POLITICAL AFFAIRS, SIERRA LEONE  
CO-CHAIR



**VICTOR OKEKE**  
PAYMENT EXPERT / SERIAL FOUNDER  
MEMBER



**AMA TANOH**  
GENDER & SOCIAL AFFAIRS VP US  
ALUMNI ASSOCIATION CÔTE D'IVOIRE  
MEMBER



# DELIVERABLES

## ■ ONE 1-2 MINUTE PROMOTIONAL-VIDEO

NB: VIDEOS WILL BE DELIVERED TO ENTREPRENEURS WITHIN 10 DAYS AFTER FILMING.

## LINKS TO PREVIOUS WORKS:

THE RISE:

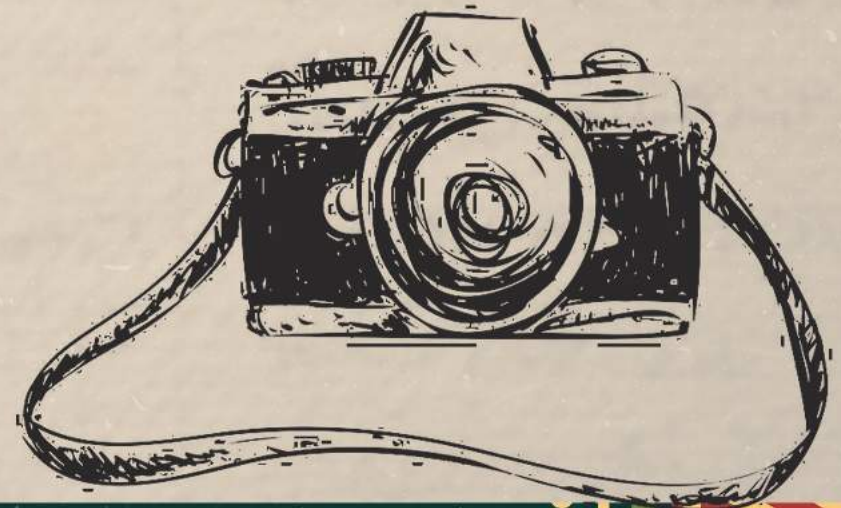
[HTTPS://BIT.LY/3UZDWMW](https://bit.ly/3UZDWMW)

UNBANKED IN AFRICA SERIES:

[HTTPS://BIT.LY/3IT5QIU](https://bit.ly/3IT5QIU)

WEBSITE:

[WWW.DAVIDAKWARAFILMS.COM](http://WWW.DAVIDAKWARAFILMS.COM)





# CONCLUSION

The Content Creation Tour presents a unique opportunity to support businesses in Ghana, Ivory Coast, Liberia, and Sierra Leone in improving their branding and visibility. By providing affordable content creation services and showcasing their efforts to a global audience, the tour aims to elevate the image of these countries and promote economic growth and development.

**DAVID AKWARA**



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# PARTNERS

