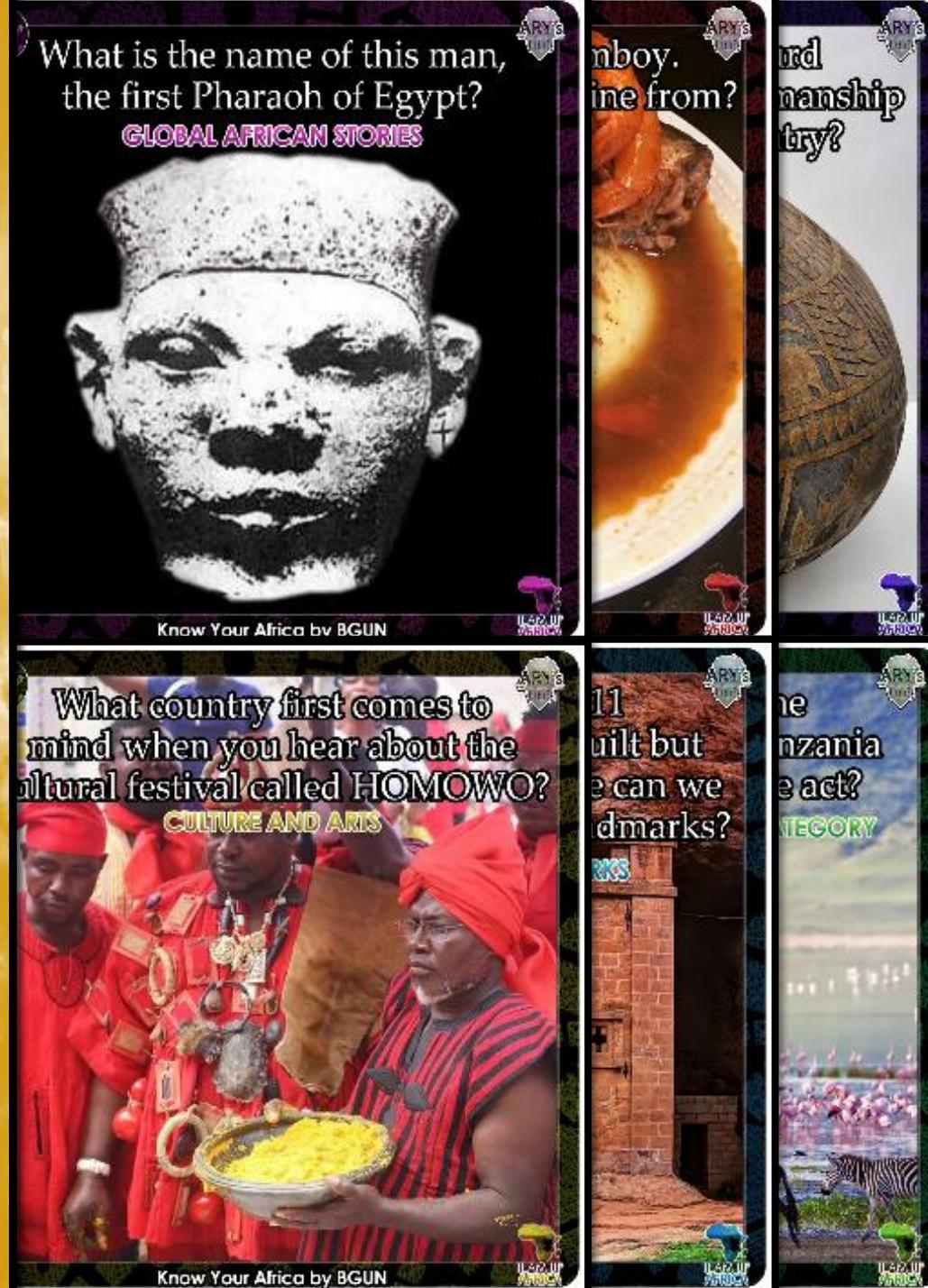


KNOW YOUR AFRICA

APP

PRODUCT IN PROFILE



What the Know Your Africa APP is for

The proposal is to develop a quiz resource that educates young Africans through entertainment about the richness and diversity of the African continent, in six categories – craftsmanship, culture, history, natural wonders and wildlife, geographical landmarks and gastronomy. The goal is to inspire them to look inwards towards their continent, nations and cultures for knowledge about themselves, love for themselves and their fellow Africans.



How we do so



We do so by presenting beautiful and inspiring images of Africa, of people, places, locations and daily life with questions that inspire love of Africa and knowledge about facts about the continent that they might not have known.

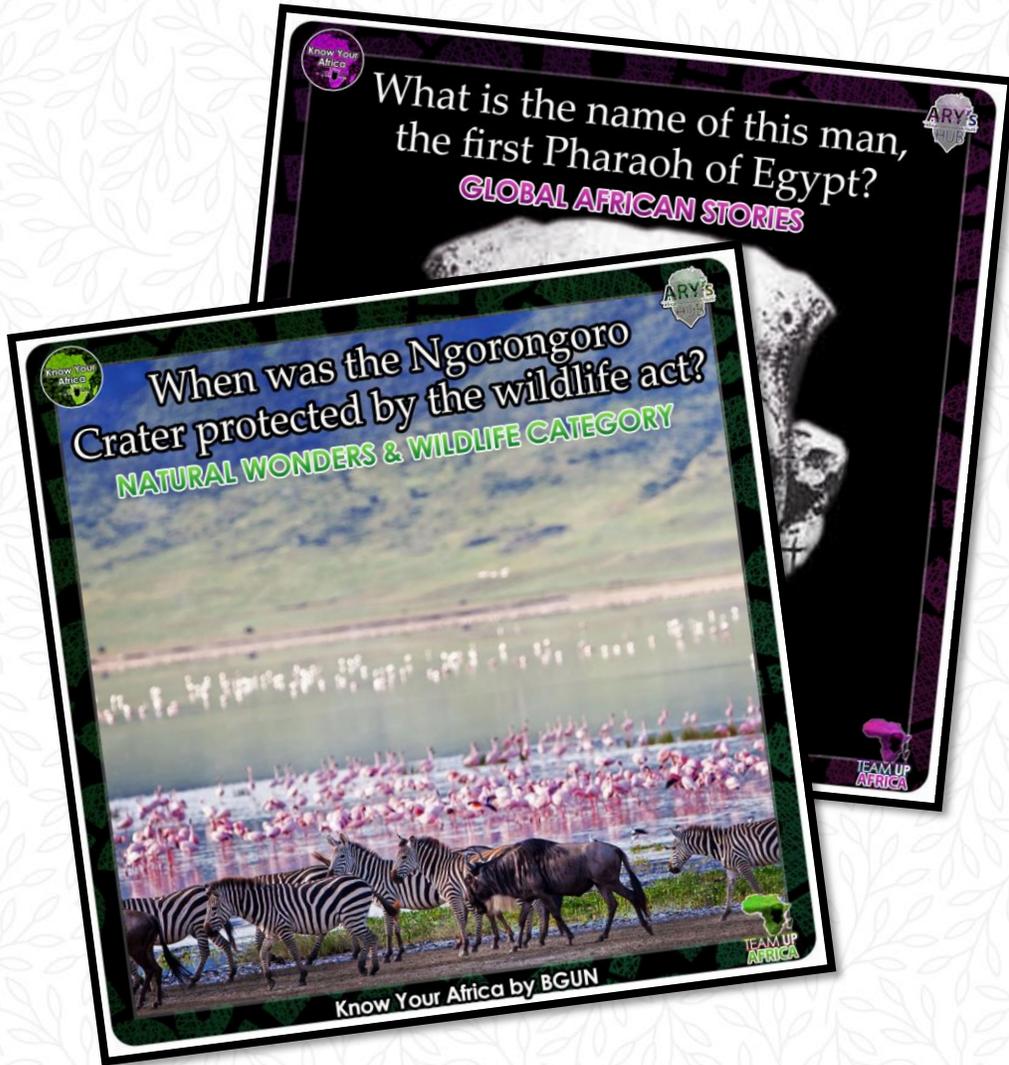
How we do so



The Quiz will launch with an initial group of SIX CATEGORIES:

1. CRAFTSMANSHIP – featuring the intricate artistry and craftsmanship of Africa from masterful wood carvings to exquisite textiles.
2. CULTURE – featuring a vibrant tapestry of African cultures, traditions and history, art, music and landmarks that shape the diverse heritage of the continent.

How we do so



The Quiz will launch with an initial group of SIX CATEGORIES:

3. AFRICA'S GLOBAL HISTORY – featuring diverse narratives and remarkable stories that have shaped Africa's cultural heritage from ancient civilisations to modern innovations.

4. NATURAL WONDERS & WILDLIFE – featuring Africa's stunning natural wonders including majestic mountains, breathtaking waterfalls, and unique landscapes.

How we do so



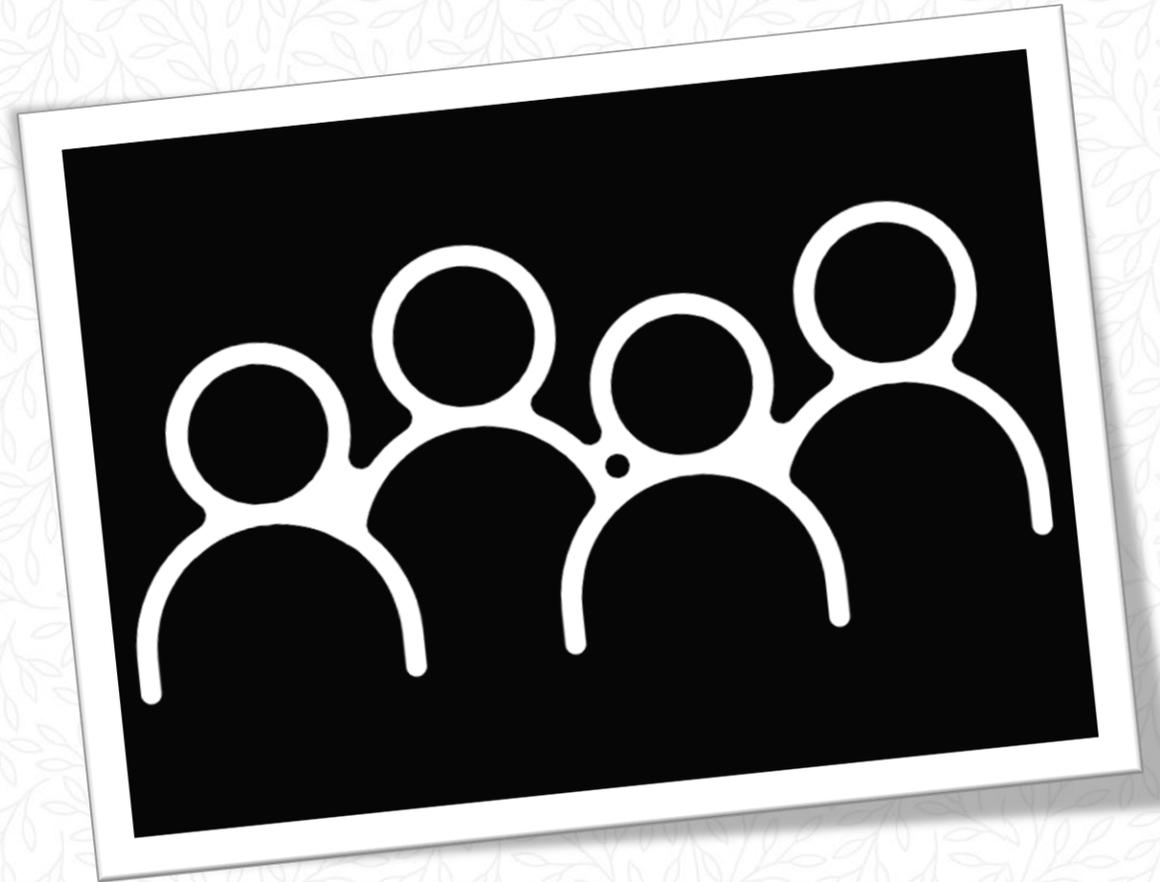
The Quiz will launch with an initial group of SIX CATEGORIES:

5. GEOGRAPHICAL LANDMARKS – featuring Africa’s diverse geography, famous landmarks and architectural marvels.

6. GASTRONOMY – featuring the diverse and vibrant gastronomic heritage of the continent including the aromatic spices, exquisite flavours and mouthwatering dishes.

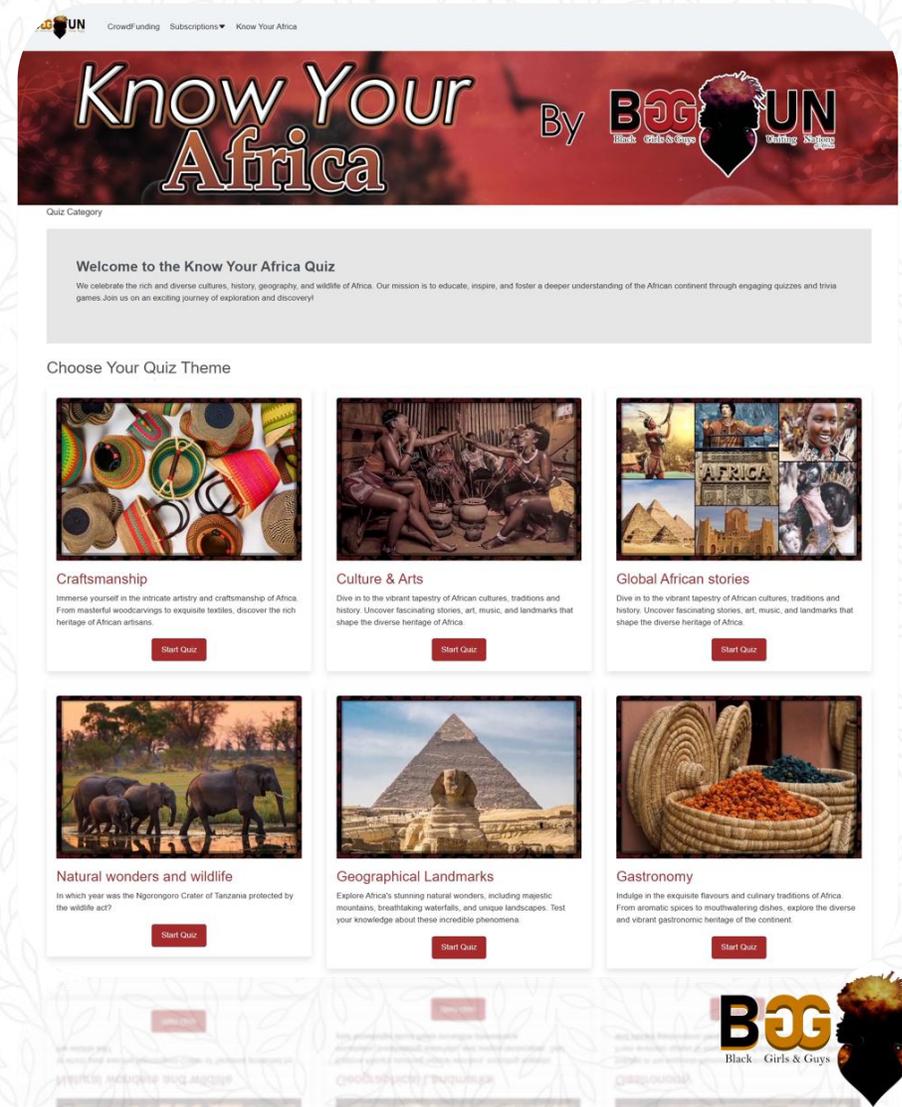
Who we are and where we're at

The KYA App Team is currently a team of four people that are bringing together their interest in understanding, exploring and making sense of Africa's forgotten greatness and wealth to the attention of the general public. We are poets, entrepreneurs and engineers, and together are working to pioneer a new approach to engaging young people in their understanding of the African story.



Who we are and where we're at

We've developed a sample of quizzes across the categories, tested it within our community and developed a sample of the App to test the concept. The delivery plan is ready, the budget is ready. We do now need some support to deliver the Quiz resource for young people across Africa, starting with the App, to developing board and card games that both educate and entertain.



Who we are and where we're at

The budget provides for

Who we are and where we're at

- Set up costs
- Equipment
- Audiovisual library
- Personnel
- Running costs
- Materials
- Promotion and marketing

What's in it for all of us?

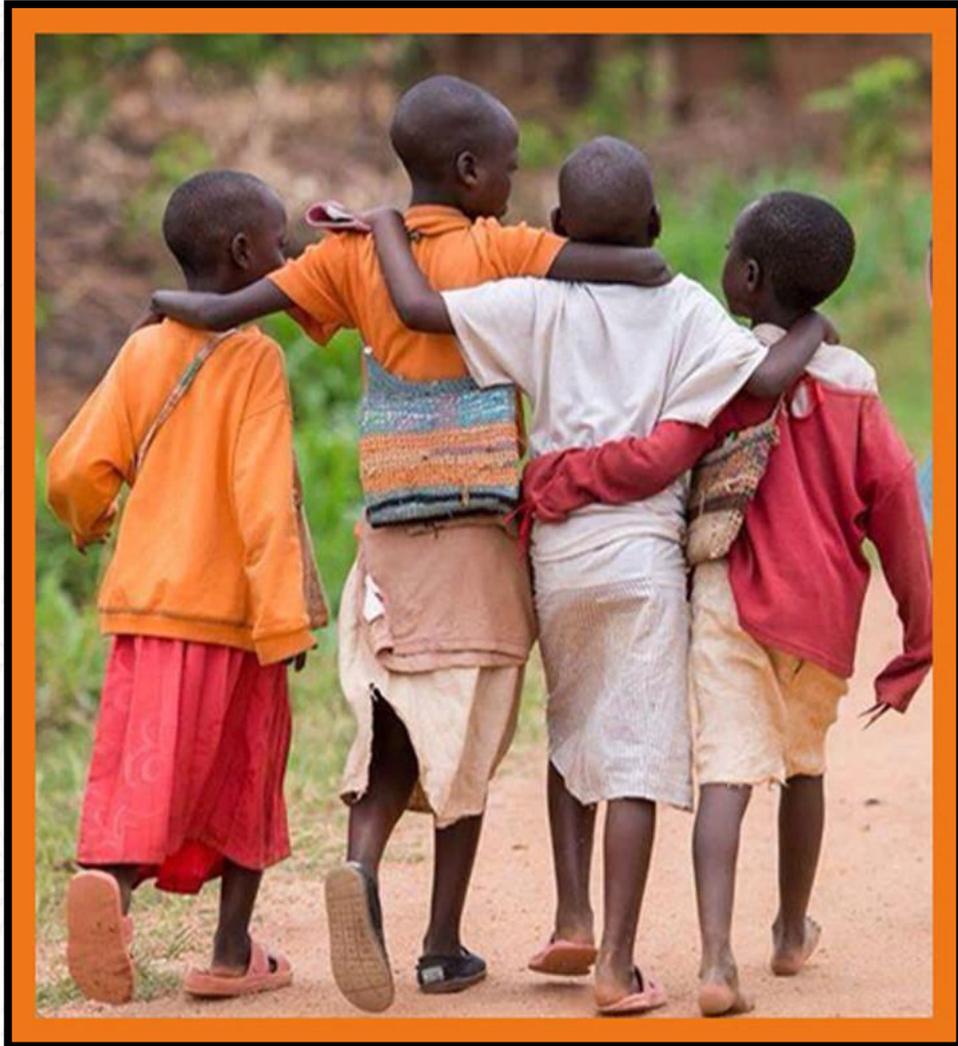
US: We get to deliver on our objective to inform, educate, entertain and raise awareness about the richness of the African continent.

THE BENEFICIARIES: We get to lighten up the passion for Africa in the mind of its children, whilst presenting Africa once more to the world.

YOU: We get to engage supporters that have a love of African culture, stories and research in our journey.



What's in it for all of us?



What next:

Support our work at BGUN, and the research, development and delivery of the Know Your Africa App using the BGUN Funding App. As with all our plans, once we reach our target, we will share monthly reports, both written and audiovisual, to update you on our progress.