

CREACT4MED Mapping: Best Practices

Application Number: BP_83

1. Basic info*	
Email Address	adly.thoma@gemini africa.com
Title of the Best Practice	Gemini Africa
Name of the Applicant	Adly Thoma
Is the BP a registered legal entity?	Yes, I will send the certificate of registration by email
Website	www.gemini africa.com
Country	Egypt;
Subsector	Arts and culture (cultural heritage, gastronomy, visual arts, performing arts, leisure and recreation, crafts);Media (publishing, TV & radio, digital media, film and video, music);
Category	a) Cultural and creative entrepreneurship;b) Ecosystem enablement;
Year of establishment and duration	4/4/2019
Target group of the BP	The target group includes individuals and startups/MSMEs founders working in the following sectors under the umbrella of the creative industries: <ul style="list-style-type: none"> - Music, performing arts, visual arts - Filmmaking, TV, animation, visual effects, video, radio and photography - Video games, virtual reality, and extended reality - Culture and heritage - Graphic design and fashion - Advertising and marketing
2. Best Practice Characteristics	
Problem Statement	Gemini Africa was able to identify that the number one problem facing the CI sector in Egypt is the absence of an enabling environment and tailored framework offering long-term support, growth and sustainability especially in underserved areas like Upper Egypt in order to tackle the following challenges: <ul style="list-style-type: none"> * Founders' vision is driven by talent and passion not monetization. * Difficulties in identification of the needed skills for growth. * Absence of tailored capacity building programs. * Standard business and financial modelling don't just fit within these sectors. * Existence of a gap in understanding the importance of the injection of technology. * Lack of proper access to suitable business support resources with affordable prices. * Networking depends on personal relations and offered activities are focused around the Cairo-centric ecosystem. * Unclarity in the benefits of formalization and legalization of activities. * Mobility issues especially for women due to social norms.
Mission Statement & Value proposition	Building on deep knowledge of the Creative Industries ecosystem in Egypt and its most inherent pain points following the company's previously launched programs and on-ground activities, Gemini Africa's mission is to bridge the gaps in the ecosystem and empower individuals and startups/MSMEs founders working under the umbrella of the creative industries, by using all of the

	<p>company's resources and experience in creating an enabling environment offering not only tailored artistic support to this sector but also builds the business skills and the capacity of the beneficiaries to enable them to grow beyond the offered support. By offering business diagnostics and customized business consultations, business and artistic capacity building, tailored artistic consultations, recommendations for technology injection, legal and business formalization support, access to artistic festivals and entrepreneurial events as well as networking with the Cairo-centric ecosystem, Gemini Africa aims to unleash the powers of this sector to create more jobs, improve living conditions and reach its full potential as one of the key drivers for economic growth</p>
<p>Results and growth</p>	<p>Gemini Africa tackled the issue of the absence of an enabling environment through:</p> <ol style="list-style-type: none"> 1. Surveying and studying the creative industries ecosystem in Egypt and developing a tailored strategy of working on improving the startups/MSMEs financial sustainability and operational continuity by focusing on building both their technical and business capacities 2. Forming partnerships with key players in the creative industries scene in Egypt to launch tailored programs targeting both individuals and startups/MSMEs in the sector with each program designed to tackle some of the challenges. 3. Launching creative industry BDS services offering a wide range of activities including <ul style="list-style-type: none"> * Gemini Business Clinic: To help identify the gaps and design tailored consultations to direct the beneficiaries to one/more of the following services: <ul style="list-style-type: none"> o Identification of suitable business models o Financial and fund-raising consultations o Team restructuring o Legalization, Copywriting (IPs) and formalization o Capacity Building Services o Digitalization Services o Networking Services o Marketing and social media services o Content creation services o Proposal writing services * Gemini Studio: To identify the technical and artistic needs as well as offer capacity building for each targeted sector as per the following offerings: <ul style="list-style-type: none"> o Artistic consultations o Artistic facilities for rental (sound studio – photography/videography rooms) o Editing services o Artistic events (Meet & Greet – Local Festivals – ...) o Access to Cairo-centric artistic events 4. Onboarding all creative industries programs beneficiaries on Gemini Africa network to create linkages between them and avail business matchmaking opportunities within their local communities
<p>Strategy to be financially sustainable</p>	<p>Gemini Africa has created different venues to remain financially sustainable by:</p> <ul style="list-style-type: none"> * Forming partnerships with funding entities to launch activities and programs targeting the creative industries sector in Egypt like: EU National Institutes for Culture, Embassy of Canada, African Development Bank and more

	* Working on launching subsidized services for the creative industries sector covering business and artistic activities
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3. Impact (please complete at least 3 of the 6 sub-sections)	
Economic significance	
Replicability and upscaling	
Employment generation	<p>Gemini Africa believes in the importance of intertwining business and art in order to create sustainable business models for enterprises working in the creative industries sector through working on improving the startups/MSMEs financial sustainability and operational continuity by building both technical and business capacities of founders and team members in order to create more sustainable jobs relying on creative economy and talents.</p> <p>Here is a sample of results for one of our creative industries programs (A Performing Arts Incubator - In partnership with the African Development Bank):</p> <ul style="list-style-type: none"> * 60 startups participated in pre-incubation phase and 49 pitched their ideas * 209 direct jobs created - Male: 102 – Female: 107 * 100 of them are new direct jobs created - Male: 56 – Female: 44, there are no indirect jobs created. * 8 Networking events were conducted * 60 startups participated in incubation phase and 30 graduated * 17 startups were selected to receive grants * 17 Startups moved from the informal to the formal sector, Male: 2 – Female: 15*** ***Based on the gender of the founders and core team * 51% of the participants were women (Founders) * 28.44% were participants from Upper Egypt when joining the program (Founders) * 46% employed from upper Egypt and remote areas * 51.2% employed were women * 294.7 training hours and consultations were conducted
Inclusiveness	<p>One of the important mandates of Gemini Africa is positively contributing to social inclusiveness through by launching artistic programs that specifically target women, refugees and youth where the programs offer the following:</p> <ol style="list-style-type: none"> 1. Artistic capacity building of the target beneficiaries in order to help them to use arts as a means of self expression 2. Producing artistic content that can be used in advocacy for social change and to raise awareness against community challenges 3. Developing the business skills of the target beneficiaries in order to help them find sustainable income either by preparing them to work as employees in the creative industries field or even to launch their own ventures
Social impact	<p>Gemini Africa's social impact goes far within the Egyptian ecosystem as through the offered services and programs, we work on:</p> <ul style="list-style-type: none"> * Women and youth empowerment * Improving livelihoods * Creating sustainable jobs

	<ul style="list-style-type: none"> * Preserving cultural heritage * Promotion of freedom of expression through artistic tools * Attracting attention to community problems through produced content
Innovation	<p>As part of the company's quest to constantly offer unprecedented opportunities to untapped sectors, Gemini Africa also pioneered by launching CinemaTech, the first entrepreneurial track targeting creative industries.</p> <p>Through the CinemaTech track, Gemini Africa aspires to uplift the filmmaking industry by the injection of technological solutions through entrepreneurship.</p> <p>Backed by receiving the intellectual property rights for the track and following the gaps in the ecosystem, the company works relentlessly to expand its offered services and activities to be extended to different sectors within the creative industries.</p>
Environmental sustainability	
4. Challenges and lessons learned	
Challenges	<p>Here follows are some of the challenges that we have encountered while working on our BP:</p> <p>Challenges in the ecosystem</p> <ul style="list-style-type: none"> * Finding accurate data and analysis about the creative industries sector in Egypt * Difficulty in finding the right partners with the same vision * Lack of enough funding opportunities * Obstacles in the legalization process of creative industry enterprises * Finding the right caliber of business trainers and mentors who can communicate and use the right language with creatives and artists <p>Challenges with the creatives and artists</p> <ul style="list-style-type: none"> * Enrooting the idea of subsidization of services and activities * Changing the mindsets of artists to make them focus on the business side of their ventures not just their talent and passion * Resistance of founders to formalization of their creative activities making them miss out on many funding opportunities
Lessons learned	<p>Throughout our activities, we have accumulated some lesson learnt; here follows some of them:</p> <ul style="list-style-type: none"> * Artists and creatives rarely need artistic guidance. What they need to learn is how to use their talents for monetization purposes with all artistic consultations and advice given dedicated to help them improve their offered services for generating more revenue. * Creating alliances between creative industry beneficiaries is one of the best ways to help the beneficiaries grow their business within their local communities giving them sustainable means of support beyond any offered short term program. * Studying and analyzing the local needs of the creative industries sector is key before embarking on the journey of giving them support * Creative industry startups/MSMEs are resistant to legalization and formalization because they are unaware of the benefits that they are missing out on.



	* Availing funding opportunities for creative industry ventures is crucial as following their not so profitable nature, they are not very attractive to investment
5. Demographic Information	
Is the organization led by a woman?	No
What age is the lead of the organization?	Over 35 years old