

# Instacom Tv

A channel dedicated to covering everything entrepreneurship and tech in Africa. We tell impactful stories of founders and startups.

## Programmes.

- **African Startups/Founders Story**

Here we tell stories of founders and their startups. Covering the background of founders, the startup and everything involved in a mini documentary netflix style. Take it as a short business movie.

- **African Business Wars**

This is where we take 2 or more companies competing, analyze their business strategies, competitive tactics and general ways they compete on all levels. Eg. Paystack vrs Flutterwave, Jumia vrs Konga, MultiChoice vrs iRoko Tv, Crypto Wars, Neo Banks

- **African Startup News Digest**

We will give you a summarized news version of what went down within the week in the African Entrepreneurship and tech space. We will deliver it on Saturday morning.

- **Founders Spotlight / Office Tour**

This programme will interview African entrepreneurs, learn about their journey and help them showcase their startups to the world. We will sometimes tour the startup offices or workplace and talk to other people in the company.

- **Instacom LaunchPad / Discover**

A place to launch new products. A platform for new african products or startups to launch, more like product hunt but for Africa

- **Creative Spotlight**

Telling stories of creative professionals in Africa. Designers, marketers, content creators, software engineers

- **Instacom EduTain**

Where we talk about books, movies, podcast about startups and entrepreneurship

- **Instacom Blog & Podcast**

Posting the documentary scripts as blog posts and the voiceovers as podcast

- **Giants of Africa**

Telling stories about African industrialists and revolutionaries in business like Dr. Strive Masiyiwa, Aliko Dangote, Mo Ibrahim, Tony Elumelu etc.

*Econet, Mpesa, Main One, InterSwitch, MTN,*

### **Just Maybe**

- ❖ Turn our script into a blog post.
- ❖ Turn our Voice over into a podcast ( Or discuss the script in a podcast format

### **Long Term Vision** (Maybe I'm overthinking here)

Become a media house and diversify into other things, When we grow and hire a full time team.

- **Have a content house with video production equipment and rent it out for other creators.**
- Create multiple channels for different niches (For example; The one we have for making videos on Ghanaian celebrities and influencers like Kalyjay, Kojo Sheldon). We identify untapped niches or lucrative niches to create videos for.
- Organize startup showcase and speaking events, where founders meet to network, listen to experienced entrepreneurs and showcase their products. We could have virtual pitch competitions too.
- Create a course to teach others how to create content

### **Revenue Generation**

- YouTube monetization
- Brand deals - promoting and advertising products of startups/brands
- Affiliate links from brands
- Platforms fee for Instacom Discover
- Event tickets for our Startup events

→ Ad Revenues from all social media platforms