



GEMINI
AFRICA



GEMINI
CINEMAT^ECH

CinemaTech Track

Connecting worlds...

The CinemaTech Track

As part of our integral role in orchestrating the development of the ecosystem, we are fostering young entrepreneurs and bolstering startups in diverse fields by stepping into the untapped and injecting technology & digital transformation

Hence...

Gemini Africa, the one-stop e-Hub,
is proudly launching the

CinemaTech Track

The first worldwide entrepreneurial track focused on leading the tech-enablement of the entertainment industry, preparing it for the digital era and taking it to the next level, pillaring on the innovative ideas of uprising undiscovered entrepreneurs and creatives



Our Idea

The idea behind the launch of the *Cinematech Track* emerged from:

- The undeniable impact of the entertainment industry on our lives
- The significant role of start-ups and entrepreneurs when it comes to injecting technology and digital transformation into all industries
- The inherent need to bridge the gap between entrepreneurs and untapped business opportunities.
- The urge to be ready for the upcoming inevitable digital era



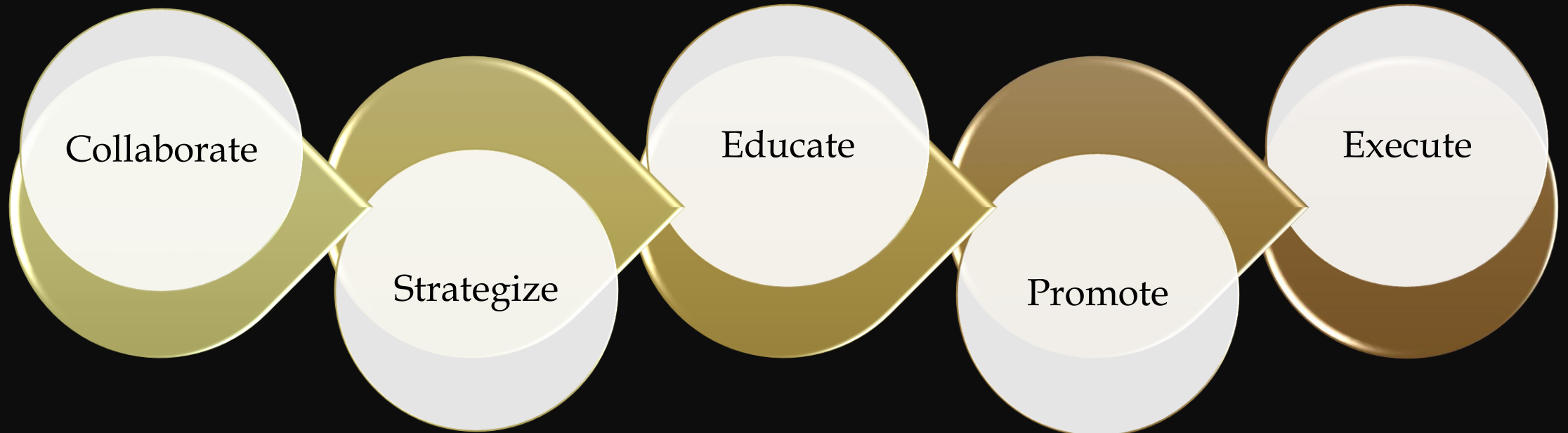
Our Patents

Following the uniqueness of our idea to bridge between entrepreneurship and entertainment, Gemini Africa has received the following two patents:

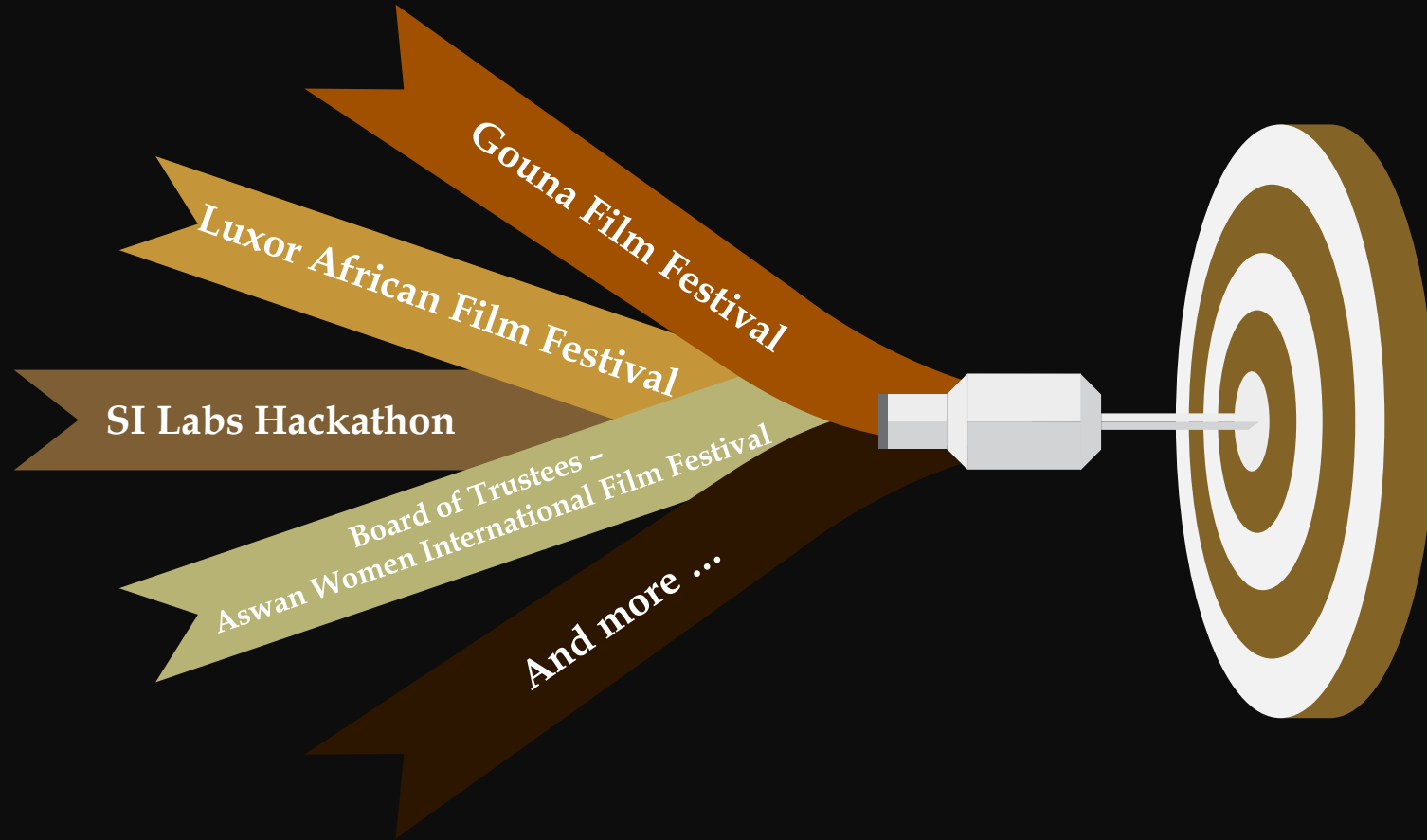
1. *CinemaTech Patent:* A patent for the introduction of the first entrepreneurial track in the filmmaking industry to inject technology and offer solutions to the most pressing problems in the industry.
2. *Pitching Event in a Film Festival:* Patented for conducting the first entrepreneurial pitching event in a film festival featuring uprising talents offering creative solutions for uplifting the filmmaking industry



Our Strategy



Our Activities



The Success Record

- Discovered brilliant talents that can bolster the filmmaking industry through a CTA for participation in *Gouna Film Festival* 4th edition.
- Held the first regional pitching event bridging between entrepreneurs and the entertainment industry in front of a diversified panel comprised of business, entrepreneurial experts and media moguls at GFF
- Conducted a private workshop for the winners where they received constructive feedback from filmmaking and business experts
- Signed a strategic partnership with TikTok aiming to revolutionize the media industry, content-creation and streaming platform through availing digital platforms



Uplift 4 GFF



Uplift A.G.F.F



Pitching Event



Uplift A G F F



Winners – Industry Panel



Uplift Africa



Gemini Africa x TokTok MoU Signing



The Success Record

- Participated in the opening ceremony of the *Lucor African Film Festival* (LAFF 10th edition) to announce the launch of the CinemaTech track and the patency.
- Conducted a panel during the festival to bridge the gap between entrepreneurship and the film making industry experts by explaining more the potential that lies within this track and the edge it can add to the industry .
- Showcased different solutions offered by creative entrepreneurs including digital studios, interactive movies and stop animation
- Signed a partnership agreement with Global Film & Media initiative aiming to work together on connecting entrepreneurs and filmmaking industry experts in African and regional events.



LAFF



CinemaTech Track Kickoff at the Opening Ceremony



L A F F



CinemaTech Panel



L.A.F.F.



Gemini Africa x GFI MoU Signing



The Success Record

- For the first time in the MENA region, we pioneered by hosting a Cinema & Technology hackathon reaching out to young entrepreneurs, talents and creatives who have ideas that can alter the filmmaking industry by injecting technology.
- The Hackathon was held in partnership with prominent players including the Ministry of Planning and Economic development, FEPS business incubator, the National Institute of Governance and Sustainable Development and the UNDP.
- Participants joined the hackathon for three consecutive days aiming to build their capacity and take their thoughts and ideas to the next level.
- The participants' three days journey started off by introducing the challenges then moving on to a business modelling workshop, mentorship and guidance by industry experts and wrapped up by pitching ideas in front of a very inspiring jury.
- Three winning groups were announced and awarded monetary prizes in order to give them a kick start to realize their ideas.





S J Labs



Cinema & Technology Hackathon



Our Edge

Cinemattech Track targets entrepreneurs and creatives who have big ideas that can alter showbusiness and the entertainment industry. Under the umThrough the program we will:

- Tackle untapped business and unlock opportunities for growth, exposure and employment for talented entrepreneurs
- Tech-enable one of the most impactful industries in the world and prepare it for the next level of technological advancement
- Facilitate the diverse processes of the show business supporting industries



Our Goals

Cinematotech Track aims to:

- Support the growth of startups in the showbusiness industry by giving them the right exposure, access, matchmaking opportunities, mentorship, and potential partnerships.
- Continue the journey that was started in **Uplift4GFF** to revitalize the region's filmmaking industry by injecting technology and innovation.
- Strengthen the industry to compete with global productions and open the doors to export technologies and techniques by digitizing the pre and post production phases of the filmmaking industry to reduce cost
- Build a strong database of relevant entrepreneurs that can easily be accessed by industry leaders to make use of undiscovered talents for the fast creative execution of upcoming future projects



Our Means

1. Holding Pitching events & Hackathons
2. Participating in local and regional film festivals
3. Conducting awareness programs
4. Partnering with industry players
5. Using digital platforms
6. Supporting start-ups
7. Providing access to investment
8. Availing access to international incubation programs
9. Untapping business opportunities
10. Engaging Industry experts
11. Educating through articles & white papers
12. Promoting the new track in the entrepreneurial ecosystem and Gemini Community
13. Strategizing and putting direction through a board of trustees
14. Marketing through word of mouth

Our Strategy

Board of Trustees
& Ambassadors

Film Festivals &
Industry related activities

Entrepreneurial Activities



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CinemaTech

Board of Trustees & Ambassadors

Our Idea

We envision the formation of
CinemaTech Board of Trustees
And the appointment and selection of
CinemaTech Ambassadors

To lead the digital transformation and
tech-enable the filmmaking industry



Board & Ambassadors Mandates

Under the direction of Gemini Africa Chairman and CEO, the board of trustees and the ambassadors will work on:

- Setting strategies and direction
- Supporting the injection of technology in the industry
- Discussing pressing needs and international trends
- Connecting with creatives and entrepreneurs ecosystems for coaching & consultations
- Adopting ideas for investment
- Ensuring successful implementation of projects

Board & Ambassadors Selection

The board members and the ambassadors should satisfy one or more of the following criteria:

- Innovators & Creatives
- Strategic thinkers with proven impact in the industry
- Members in an industry related international/regional organization
- Entertainment Industry experts
- Potential Investors

It is worthy to note that the board will be composed of 7-9 members with a diversified background (ensuring that it has at least 1 director, 1 producer, 1 investor, 1 creative/artist/actor)

Our Role

Gemini Africa will be the executive arm for the board of trustees and the ambassadors:

- Connecting with key players in the entrepreneurial ecosystem
- Providing access to a pool of startups and creatives
- Launching events and initiatives (targeted/open) to offer solutions to tech-enable the industry as directed by the board
- Outsourcing projects
- Availing opportunities for potential investment to bring entrepreneurial ideas to life
- Considering impressive ventures for partnership, matchmaking, shadowing opportunities and mentorship





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Cinematech

Entrepreneurial Activities

Pitching Events & Hackathons

Our Target Audience

Age and Gender: Everyone is welcome.

Group: Start-ups, entrepreneurs, SMEs, inventors, creatives, and motivated youth with bright CinemaTech ideas/aspirations.

Industry: Entertainment-Tech.

This includes ventures related to filmmaking and videography, animation, casting, styling, among others. Tech-based startups contributing to the industry are welcomed.

Stage: No specific requirements.

Geo: All of Egypt



Our Reach

- Pitching events & Hackathons will be launched online through a comprehensive digital marketing campaigns on our media channels.
- Campaigns will be promoted in the ecosystem targeting creatives and tech-oriented entrepreneurs.
- We will also be reaching out to selected startups and entrepreneurs from our Gemini Africa community and extensive database.

Our Applicants

Accepted Startups/SMEs should be:

- Innovative and impactful.
- Tech-oriented.
- Entrepreneurial.
- Creative.
- Facilitate one aspect or more in the entertainment industry.
- Offer cost reduction.
- Help develop transmedia.

Our Applicants

We encourage all entrepreneurial applicants to propose innovative ideas serving one of the following areas:

- Offering cost reduction solutions through technology in the movie production (including pre and post production phases)
- Tech-enabling any of the filmmaking industry processes or solving an existing weakness (through using AI, Algorithmic video editing, cloud-based technologies, Interactive techniques, Animations ...)
- Creation of tailored networking platforms



Our Process

- Landing pages will be developed including all of the programs details with a lead form to be filled by applicants.
- The digital marketing campaigns will direct all applicants to apply through the landing pages.
- Upon reception of applications, Gemini Africa's steering committee will screen the applicants depending on their illegibility.
- The selected applicants will receive training and personalized feedback by Gemini Africa's team to prepare them prior to the their participation in the activities.

Our Role

Gemini Africa's role in the different activities will include:

- Connecting with key players in the entrepreneurial ecosystem and experts in the entertainment industry
- Handling all traditional and digital marketing activities and promoting the pitch within the Gemini Africa community
- Executing the pitch's on ground activities including running the competition and managing online or offline webinars/seminars
- Developing the landing page with the technical arm
- Digitalizing the process
- Setting selection algorithms following the screening criteria
- Providing access to the Gemini Africa database
- Managing the database of applicants and performing the initial screening
- Mentoring and coaching the selected applicants
- Offering consultations to develop tailored business models
- Leading both the steering committee for applicants screening and the judging panel



Finally

The winners will be chosen and offered prizes pillared on Gemini Africa's 3Ms following their assessment by the judging panel:

- Money (Investment opportunities)
- Mentorship (Consultations/Mentorship/Coaching)
- Matchmaking (Business opportunities)

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