

# TRUST



Chief Nyamweya & Anne Connelly

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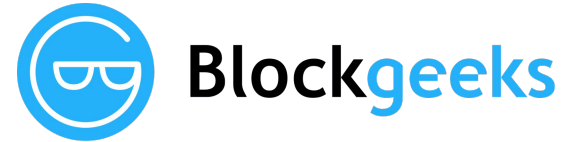
## PROJECT SUMMARY

- ***Trust* is a graphic novel** that tells the story of a young Kenyan woman who learns about blockchain and uses it to transform her community.
- The goal of *Trust* is to create a more inclusive blockchain community by developing **culturally relevant educational materials**.
- The book will directly cover the basics of cryptocurrencies and blockchain technology, but it will also link to online learning resources to enable readers to take the next step to becoming crypto owners, developers, and entrepreneurs.
- We will create an open-access, **mobile-first digital version that is free to read**
- We are partnering with tech and education networks across the continent to leverage their existing communities to increase our reach.

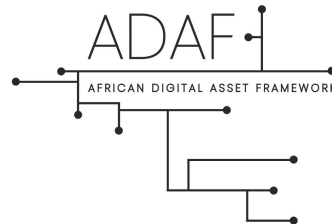
**Our goal is to reach over 1 million African youth.**

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## PARTNERS



## NETWORK



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## PROJECT BUDGET

Budget	
Publisher – design, editing, production	\$15,000
Graphic Artist	\$12,500
Author/Project Manager	\$12,500
Marketing & promotion	\$3,000
Travel	\$2,000
Legal	\$6,000
Booksite	\$7,500
Total	\$58,500
Additional Features	
Cryptographic puzzle	\$5,000
AR visual effects	\$2,500
Print Cost per 1000	\$4,000

## PROJECT TIMELINE

Pencils complete: May 2020

Final art: July, 2020

Digital site developed: July 2020

Design and proofing: Aug 2020

Launch: Fall 2020

## METRICS

Views on digital booksite

Book purchases

Network reach ~ 1 million

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## ABOUT THE AUTHORS



**Chief Nyamweya** is Kenyan writer and illustrator best known for his masterfully ink-illustrated Graphic Novels. His work addresses history, science and most recently, the future of education in his latest book [Art of Unlearning \(2018\)](#) which draws heavily on his experiences as a student of Singularity University in Silicon Valley. Chief was originally trained as a lawyer and chartered accountant before illustrating his first comic 'Emergency (2010)' about Kenya's struggle for independence. He then went on to publish 'Roba vs Poachers (2011-2014)' with the Star Newspaper which highlighted the elephant poaching crisis in Africa. Chief went on to found of Kenya's first animation studios. Chief is the curator of 'Ink and Pixels - the history of graphic art in Kenya' exhibition in conjunction with the Goethe Institute and has toured numerous German cities. He has been described by the Goethe Institute as "an autodidact who borrows from a wide palette of influences and an expansive suite of mediums."

[View Chief's TEDx Talk](#)

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## ABOUT THE AUTHORS



**Anne Connelly** is passionate about harnessing blockchain to transform the lives of people in developing countries. Anne is Faculty at Singularity University, teaching global leaders how exponential technologies can solve problems that impact over a billion people. She has been an active part of the global blockchain community since 2012, working with Decentral, Ledger Labs, ixo, Uulala, and Bunz. She previously worked with Doctors Without Borders Canada in Central African Republic and the Democratic Republic of Congo, and currently serves on their board of directors. Anne has a Bachelor of Life Sciences from Queen's University, an MBA from McMaster University, and a Fintech Certificate from MIT. She was honoured as one of CBC's 12 Young Leaders Changing Canada and one of the Fifty Most Inspirational Women in Technology in Canada.

[View Anne's TEDx Talk](#) & [Read Anne's latest blog on Libra](#)



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## SAMPLE ART



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...THE WAHENGA IS IN FACT A MAP OF OUR COMMUNITY OVER TIME. EVERY COLORED BEAD IS A NEW CHILD BORN. EVERY WHITE BEAD IS A DEPARTED ANCESTOR.

WITH EVERY PASSING YEAR, OUR COMMUNITY GROWS. LIKEWISE, EVERY NEW CIRCLE IS WIDER THAN THE LAST CIRCLE.

ALL YOUR GRANDMOTHERS BEFORE ME UNDERSTOOD THIS VISIBLE LANGUAGE. AND NOW, I PASS IT ON TO YOU TOO. AS A MAP-MAKER, YOU WILL ONE DAY USE OUR LANGUAGE TO CREATE A MAP FOR YOUR OWN GENERATION.

WITHOUT SUCH A MAP, THE TRUTH OF OUR HISTORY MIGHT BE LOST AND REPLACED WITH LIES. WITHOUT TRUTH, THERE CANNOT BE TRUST. WITHOUT TRUST, THERE'S NO COMMUNITY.

WE WOULD BE NOTHING MORE THAN A COLLECTION OF STRANGERS AFRAID OF EACH OTHER AND DISINHERITING OUR CHILDREN OF THEIR LAND. IN SUCH AN UNCARING WORLD, THIS NECKLACE WOULD BE NO MORE THAN A DECORATION... UNLESS YOU BECOME A MAP-MAKER.

