

A person is seen in profile on the left, looking at a computer monitor on the right. The monitor displays a 3D digital face with a surprised expression, showing wide eyes and a slightly open mouth. The software interface around the face includes various sliders and toolbars. The background is blurred, showing what appears to be a studio or office environment.

# THE UNDERPIN

Picture: Vancouver Film School



**Mission statement:**  
Building the next generation of  
global creative technology leaders  
in Animation and VFX from Africa.

# The problem:

The animation industry is one of the fastest growing industries today however lack of skilled workforce has been the major hurdles.

Africa, meanwhile, has the youngest, fastest-growing population on earth, with more people joining the labor force over the next 20 years than the rest of the world combined.



# The solution

The Underpin aim to develop world-class technical creative teams that can craft spectacular visual experiences. We recruit the most creative talents on the African continent, shape them into technical creative leaders, and employ them as full-time team members. The UnderPin is building the next generation of global technical creative leaders.

By employing and extending the brightest individuals on the African continent, The Underpin provides a bridge to close the talent gap while investing in the smartest, most creative minds in animation and VFX

# Milestones



Jan 2017

Recruit top 10% creative talents.

Feb 2017

World-Class tutors train talents on storytelling and technical skills.

June 2017

Expand and Recruit new Batch while Business team acquires projects.

Feb 2017

2 weeks short project bootcamp for final shortlists.

May 2017

Creative talents produce final projects and gets hired. While Business team acquires projects.

Picture: Double Negative



# Revenue model

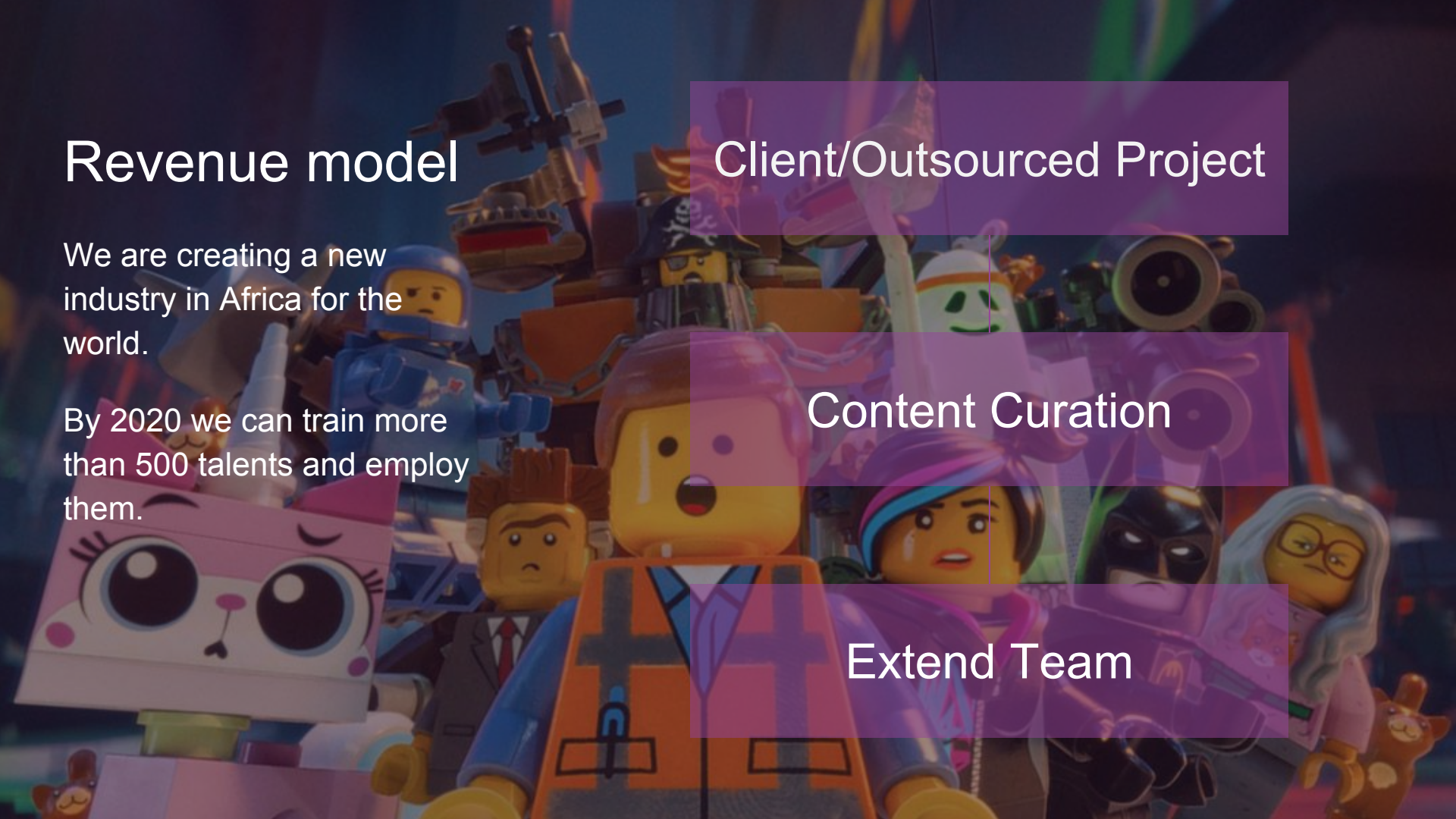
We are creating a new industry in Africa for the world.

By 2020 we can train more than 500 talents and employ them.

Client/Outsourced Project

Content Curation

Extend Team



# Why now?

We have a growing number of digital consumption, which hasn't even began compared to the future (AR & VR). On the other hand we are neglecting the development of creative talents who will produce our next games, films and commercials.

