

VANVA MAGAZINE

CREATE WHAT YOU
WANT TO SEE

MAY 2020 . ISSUE #1

The Art of Simplicity

Success Story

5 Tips to Navigate Social
Media Effectively

Mental Health

7 Notes on Why **Try**

17 on The Dawn of
Omwami Don

Team Beams

Tech Talk



THE ENTREPRENEUR
& THE ARTIST

Why

you

should

start with

what you have,

and **where**

YOU ARE

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{the History and Role of
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Tagline: Create What You Want to See

Vision Statement: A quality standards-driven art, design and innovation centre.

Mission Statement: To customize client experience in creating what they want to see; provide creative solutions that lead to more opportunities; and participate in impactful projects.

Core Values

Client focus – the customer is treated with all due dignity and agreed timelines met accordingly.

Integrity - all operations be based on ethical practices, transparency and accountability.

Reliability – to be of appropriate help in all the circumstances as far as existing and potential clients are concerned.

Teamwork – embracing all the diverse skill sets available so as to attain the common goal of Vanva Innovations.

Introduction

VANVA is a startup that deals in Art, Design and Innovation.

In these three broad categories, we believe that we can all create what we want to see in terms of opportunities through: innovation, use of talent , skill and participation in activities that encourage our peers to improve the status quo in their respective fields.



 @vanvainnovation

Follow Instructions

create what you want to see



Stay Safe

ART | DESIGN | INNOVATION

vanva
innovations

If you fear trying, then you may take forever to realize what you want to achieve. Actually you may never be ready at all if that's the alibi to go by. The most important and difficult aspect of any initiative is to start. After you start, the rest is just a matter of persistent hard work, learning and implementation. The leap of faith is what brings about the first air of accomplishment.

" No matter how humble, no matter how simple take pride in your work .Aspire to see that tomorrow finds you a step ahead of today

2. Spring out of your Comfort Zone



I'm certain that any one can almost be comfortable in any situation after enough time of exposure. Of course the initial stages can be messy and draining but once it gets to the acceptance stage, tables turn and the person who so recently aggressively disagreed starts to become comfortable and more accommodating. In any situation you had to spring out of your comfort zone, you can guarantee that you had to endure some discomfort or emotional pain due to the attachment to the old .You can also guarantee that you learned to accept and embrace the inevitable change. That is the beauty of life , growth and art - you cannot be stuck in one confinement forever. There's a persistent need to change and adapt, even in nature - to survive.

3. Worry will not get it Done

Well, you may be worried of how it all turns out in the end. " Will people love it ? ". " What will they say about it?" . " Is it going to work?". That's very normal and expected in everything that requires personal creative initiative. Personally I believe that spending a lot of time worrying about any of that is not important to matters progress and productivity. Will

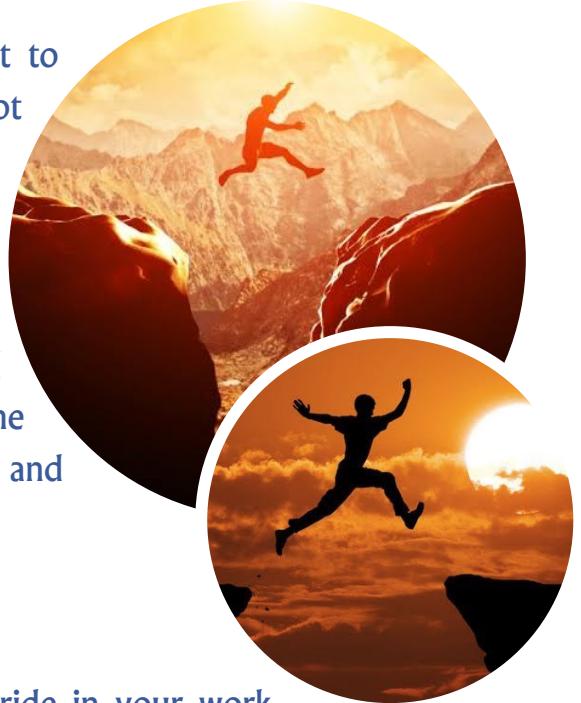
Try



you wallow in worry forever or will you just get it out there and see what becomes of it?

4. Courage

What matters is the courage to try . You don't want to look back and regret about some chances you lost by not trying at all because you immersed yourself in simulating the outcomes alone - in worry. After all you stand to gain given either of the outcomes - success or failure. In success you get the most fulfilling feeling of achievement and in failure you learn the weaknesses that need improvement or strengthening. So when you have the chance to breathe life into your idea, I say go ahead and give it a try. There's no shame in trying.



5. Aspire and Achieve one step at a time

No matter how humble, no matter how simple take pride in your work and endeavours .Aspire to see that tomorrow finds you a step ahead of today. With such a simple protracted effort ,you'll comfortably create what you want see - one step at a time. From the mountain of your vision , consistently chip away one piece that you can crash at ago and pretty soon you'll move your mountain that so presently seemed stupendous.

6. Create with what you have

Sometimes we also replay the note of inadequate capital as the only barrier to the realization of our ideals too much. As this may be the genuine case in some endeavours, in some it is also a mere excuse to run from what scares us - trying. One day you may find all the finances you may need to make any business enterprise successful, but still find the note resounding in your mind - lack of enough funds. Most people who had the will to start and kept working on it day in day out, will tell you to - start with what you have and where you are.

7. Little Slumber, little Sleep and it's Gone

I must admit I still have more, on why it is very okay to always try our very best, than the space and time can allow, but I also must find a way to try and end this part so that we journey together into more pages of this magazine.

If there's anything to go by and to remember is the apparent truth that: The need for Millennials to step up and actively get involved in shaping a better future is by far the most urgent matter of our present times. Little slumber, little sleep and the annals of history will speak of a generation with remarkable apathy to almost everything and a craving for soft 'pizza pie' life without the will or energy to put it in the mouth.

It is not by any measure important that VanVa or any other brand leads the way, the most important thing is that art, design and innovation have always been the means of survival, change and progress. It is now up each and everyone of us to try and see the full potential of the creative mind and improve the status quo in our fields of interest with



passion and enthusiasm.
Try, Try, Try Well .



....Solomon Omweri Otwori....
Founder Vanya Innovations

Actuary, Product & Graphic Designer

Twitter: @psolomohn

SNIPPET.. Mental Health



The image shows a hand holding a pen over a circular graphic. The graphic contains the text 'MENTAL HEALTH' in large blue letters at the top, followed by a list of related concepts in smaller text: LIVING, DIET, FIT, CARE, NUTRIENTS, WELLNESS, EXERCISE, RELAXATION, EMOTIONAL, SOCIAL, and MENTAL.

These problems affect everyone ranging from youths, adults and the elderly. This different groups have different issues that affect them. For instance, with youth, they are majorly affected by relationship issues and find it difficult to handle for example

heartbreaks leading to emotional stress and depression and some even kill their partners. Most youths do drugs mostly due to peer pressure and company and in the long run out of control and this get them to depression.

The issue of unemployment after college is also a major mental health problem among youths and some even end up even end up using unlawful means to earn a living. The issue of mental health mostly affect youth compared to adults and the elderly because of lack of experience in handling pressure of life, drugs, unemployment and relationship issues.

It's high time for parents, schools, colleges, government and counsellors to pay more attention on the mental wellbeing of youths to reduce this problem. Youths must also seek ways to embrace self-employment to deal with the unemployment issue.

The problem of mental health may be done away with if we come out in solidarity to support each other.



Innovators / Leaders

They are called the crazy ones, the aggressive ones, the round begs in square holes, they see things differently and the world from broad perspective, you can't ignore them for they change the way people think and the course of the world. What you can do is to collaborate with them. These are the leaders. They are ready to take risks and bear responsibilities and dare things believing that the dots will somehow connect in future.

“ At each and every stage of your work / innovation , remember why you started.

ry stage of
ur work /
ovation , re-
ber why you
started.

Believe in your instincts and let it lead you. Make choices and even if they don't work , remember life has it's own choices that deem to be right, so fear not. Make mistakes for it's the best way to learn and at each and every stage of your work/innovation , remember why you started.

Question the existence/nature and most importantly come out of your comfort zone and chase success for it can't lower it's standards to accommodate you. Everyone is a leader, you are the leader of your own life.

Don't rely on handouts for you to succeed, start from scratch and the Most High will intervene. Be you, Be the Real You!

Are you a leader?



Article by: Seret Fredrick
Member of First Assurance

Data Specialist

Writer

1

*“Start with what you have,
and where you are.*



PERMA COLLECTIONS

What's Perma Collections

Perma Collections is a fashion business that operates in Nairobi Kenya. At Perma, I mainly focus on handbags and ladies shoes and soon I'll expand the business coverage into other female fashion items such as clothes, jewelleries etc. Perma Collections is a rebrand from my originally bags business known as Handbags by Njoki where I used to focus on handbags alone. And the need for growth led to the change of the business name. I still use both of them to market my products.

How the business started:

The business has been in existence since

April 2018 where I started by selling a handbag I had bought for myself, I sold it after a friend insisted that they wanted such a handbag, and since I knew where to get another one, I gave in. After selling it I thought of buying them in wholesale and I did exactly that. Many ask where to get finances to start a business. Well, in this I started with Ksh. 2,000 where I bought five, handbag each at Ksh. 350 and sold them at 600 each. Do the math, the profits enabled me to continue with the business and got more clients from friends and online market. This is an indication that you can start with what you have, and focus on a gradual growth.

It's been a journey, of ups and downs, where in one week I get five clients and the next one I get absolutely none.



But I keep moving because entrepreneurship is not for the faint hearted.

How I get my customers:

I majorly get my customers from my networks and on social media.

Major achievements so far:

Sending parcels as far as Western Kenya and Mombasa to my clients from Nairobi are one of my major achievements so far.

These were clients that found my products online, and ordered in large numbers. It was a privilege to sell outside Nairobi area bearing in mind it was a few months after starting the business.

Also getting orders from people outside the country who found my business via social media encourages me to keep moving and grow the business.



Takeaways from the business;

- ⇒ Start with what you have, and where you are.
- ⇒ Define your target market; female, male, young, old, etc.
- ⇒ Have a reliable source, also have diverse supply base – do not rely on one supplier, have a backup.
- ⇒ Invest in marketing, make your brand known to the world; they'll be your customers one day.
- ⇒ Be patient in your business growth process.

Article by: Perpetual Machua

Facebook: @PermaCollections , @Handbags by Njoki

Instagram: @perma_collections ,@handbagsbynjoki

2

JAMASITA MERCHANTS

Customers form an integral part of business and the success/failure of the business largely depends on them. This is a constant fact across all businesses, irrespective of



the nature of the business.

Source of Inspiration

Growing up, I have always aspired to one day be a successful business person. This requires more than just aspirations of course, some action is needed.

This pushed me to always go that extra mile to learn something new in any line of

business whenever I had a chance. I had some experience in real estate, investments in structured products (unregulated market), the regulated market like money market fund and pensions, insurance industry among others.

One common feature drawn from all these is that being customer centric is key to the success of all of them.



How it all started.

In late 2018, I decided to exploit a market I believe has a lot of potential, the phone accessories business. I went out to market Jamasita Merchants, initially narrowing down to phone glass protectors

(normal and 5D), quality phone chargers, quality earphones and classy phone back covers.

One may ask, but many people do this. How are you different?

I came up with a business model whose main objective was to reduce the cost of operation and as a result lower the prices of goods below the otherwise over priced market values, making them affordable to the target market. Further to that, the model encouraged free delivery of products at the clients' convenience (for specific targeted locations).

For long distance delivery, a subsidised cost would be incurred by the client. A standard price for all items also made it possible for our clients to budget and plan their finances accordingly.

Customer / Client Feedback

To help us improve our service delivery, we have always reached out to our existing clients for feedback on how their experience

have been. This helps us to constructively engage our supplier, launch new products demanded by the clients and drop any products rated negatively by our clients. All these are aimed at protecting the brand name.

We operated for several months without formal registration, for purposes of testing the viability of the business idea and build a market base. While this worked for us, it has its disadvantages for example inaccessibility to credit for the entity.

Marketing Strategy

Our main marketing strategies are referrals by existing clients and online advertisements. It is our belief that we can reach the largest number of people through our clients and friends than we can directly. That explains the focus given on this class of individuals.

Timely deliveries and consistent communication with clients is another business strategy exploited by our entity. Should we not be able to meet our promise to a client at the agreed time for whatever reason(s), we always make such communication in good time and agree on the alter-





Success Story

native timelines with the clients. This builds trust and customer loyalty, a key objective of our business.

Generally, we are dedicated to serve our clients any day. To us, your need is our priority.

Challenges in the line of Business

Like any business, there are challenges too. One is delayed payments and defaults by some prospects. Some prospects may also make orders and fail to show up to pick them (especially for Pay on Delivery orders).

Over time, we have resolved to customer profiling to sort this. Payment before delivery is a requirement for customers whose history we cannot clearly determine.

As a strategy of expanding our market and building public confidence, we are open to partnership with businesses and individuals with which we share values and long term objectives.

Travel restrictions like those currently imposed by the government have also affected the business to a great extent. Customers outside the Nairobi Metropolitan region can no longer receive their ordered products within 24 hours like was the case before. This is temporary though, and we hope to win this fight soon.



Article by: Fredrick Oburu (Jamasita)

Owner Jamasita Merchants

The ARTIST's Corner



“ Keep doing your thing ,someone is watching, and they will eventually pay attention.” —Omwami Don—

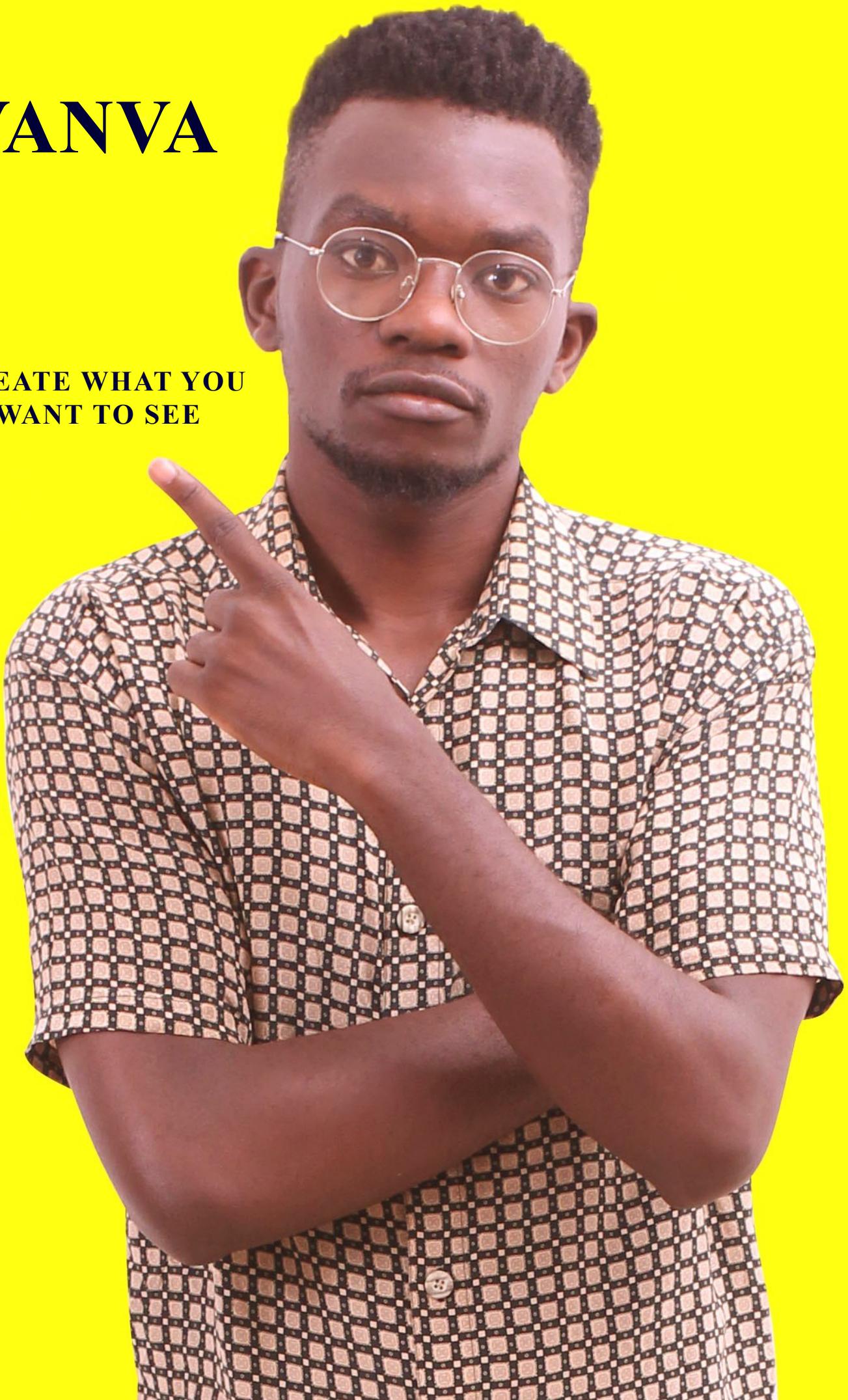
The Interview



THE VANVA MAGAZINE

VANVA

CREATE WHAT YOU
WANT TO SEE



17 ON THE DAWN OF OMWAMI DON

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1. Who is Omwami Don?

Omwami Don is a recording and performing rap artist off On Rec Music record label based in Nairobi. He considers himself more of a creative ,with abilities in rapping, singing, songwriting and everything entertainment.



2. What first got you into music?

I got into music as early as 2005 while in primary school. I used to watch my elder brothers rap on old school beats and also record music getting me inspired.

3. Who inspired you to make music?

I credit my inspiration in music to my elder brother who I watched during the early years of his life knock out old school Hip Hop instrumentals. We helped him write his first song " Kitambulisho " which he never got to record but made him standout during street rap battles and any other music competition.

4. How would you describe the music that you typically create?

I describe my music as Afro Urban. This comes from the viewpoint of mashing up my dialect Luhya with other languages such as English and Swahili to make original and entertaining music. That's my niche.

5. What is your creative process like?

My creative process starts off with inspiration. Inspiration comes from an personal experience or a spark created after listening to an instrumental whereby a particular melody, string, kick or snare works the magic. When the inspiration sets foot, I effortlessly sink into the mood of writing and recording.

6. Who would you most like to collaborate with?

Omwami would love to get into the booth with several artists who he admires of their creativity and originality. In Kenya, he'd literally kill to work with Chris Kaiga, Zzero Sufuri, Octopizzo or Fena. Internationally he'd die to get into a creative

space with 2Chainz, who he claims to be his best artist.

7. A message to your fans?

I would like my fans to continue supporting and consuming my music, as well as recruit their friends and families to the same. I have loads and loads of content in stock.

8. What other talents do you have?



God has been gracious enough and I have been blessed with a few talents. These include song writing, music directing , oratory skills, cookery to name but a few.

9. What songs did you grow up listening to?

Omwami grew up listening to old school conscious music both from Kenya and internationally. On his playlist were Jay Z ,Notorious BIG, 2PAC, Lil Wyne, Ra-

keem, Wutang Clan, Uko Flani MauMau, Abbass, Chiwawa, Professor Jay , Mwana FA, AY, among others.

10. Where have you performed? What are your favourite and least favourite venues? Do you have any upcoming shows?

I have performed at various shows around the country including Churchill Show Campus Edition, Luhya Festival at Nairobi West, Safaricom Blaze Concert, Machakos People's Park Talent Show, Red Cross Charity Event among others. He regards the Churchill Show event as his best since it was his first event after he moved in Nairobi. Don does not currently have any pending events because of the looming Corona virus pandemic.

11. How do you feel the Internet has impacted the music business?

The internet has been so helpful in terms of music promotion and marketing. It has made it possible to reach out to fans and general music consumers far and wide .

Currently, we don't have to depend on mainstream media like TV and Radio to get content out there unlike how that was the case before the onset of social media.

12. What is your favourite song to perform?



Wenyanga Shiina has always been my favourite song in terms of performing. However, that may bound to change as Bedsitter is showing as much potential of since I released it, though not had an opportunity to perform it at an event yet.

13. Which famous musicians do you admire?

I grew up admiring my elder brothers' prowess in music and have always been inspired by them, however, they have since moved on to different careers. Apart from my brothers, 2Chainz is by far my best artist. His lyrical creativity and wit is off the charts.

14. What is the best advice you've been given?

By far the best advice I have been told is '...Keep getting your work out there, someone is watching and they will eventually pay attention'. I hold that advice dearly.

15. If you could change anything about the industry, what would it be?

If I had a wish ,I'd make established artists reach out to the struggling hardworking upcoming talents , and help them see the light of day.

16. What's next for you?

I have lots of music ready in store. I hope the industry is ready.

17. Takeaway to upcoming artists.

Keep doing your thing ,someone is watching, and they will eventually pay attention.





BEDSITTER

by

Omwami Don and Mulamwah

Uhh Si Ni On Rec

Omwami Don baby, You know what time it is

Mulamwah baby, You donno

Mi Mi MicRule On The Beat!!!

VERSE 1

From Kitale nimekuja 2015

Huku Nairobi wanadhani me na ball vi zii

Piga hussle nikanya ka crib

Pale Githu bedsitter 4 thao

Sema ukweli is not a fine hao

Sinaga bed nalalaga grao

Nikiwa na dem nampeleka kwa bro

Sinaga gas napikaga kwa stove

Wageni zii mtaketi kwa floor

Ka black tea tukipiga storoo

Hakunaga space, ni ka naishi kwa hole

Ndo bedroom, living room na bado store

Nikipika omena everybody in the street will
know

Nikiwa na bae bila system ni ngori joh
Nzi na roaches ndo ma-ma morio
Kukinyesha masahani zi float joh
Mathe once ali -visit akarudi home
Snaga nare 3 weeks na survive na torch
Ka sleep over mazee mtalala vertical
But si ni life hii ni Nairobi bro

Chorus *But Si Ni Life, Si Ni Life Jo **

VERSE 2

Nime chill pale tao, pale Odeon

Ring Ring ni m cuzo Ojijo

'Niko Nairopi hepu kucha uni pick pro'

Before nilenge 'Oya Nimekucheki Ton'

Tap tap kwenye shoulder nikadhani ni cops

Nacheki cuzo na ka wife na katoi along

Kuku na bags na magunia 'Bhayaaye poh'

Masalaamu then wakadai twende home

Kichwani ni mathafu ju crib ime chrome

Nkatamani niwatoke nipite kachuom

Kufika keja ni disaster, bae amekwom

Nikamshow arudi later, 'bae ntajam'

So tukajisunda wagwaan imagine iyo stuff

Wakaseti ngori zao hata door haiku shut

'Walahi pro kecha yako imewesa saaana,

khandi sasa tuko home me sidhani ntahama'

Sina cha kupika ikabidi nime borrow

Nikakesha na bae tuwaacie godoro

Natamani nikimbie nirudi kwa mayii.

But me ni ndume, sijutii na survive

Chorus

Interlude

Chorus



TEAM BEAMS

&



TECH TALK



'Simplicity is a virtue'

Most often we try desperately to lead a complicated life-characterized by deceptions and feelings that we are more superior to others. The end result is that we find it harder to make friends or even to get assistance from those around us.

This is because if your life is more about exposing your alleged superiority, then you will end up annoying the people around you. And frankly speaking; no one cares whether you are more intelligent than them or not. In fact, majority of people would rather wish that you do not succeed in life.

This means that to have a smooth working relationships with your colleagues and also earn their respect, you must practice the Art of simplicity and down to earthiness. By doing this, you will not be intimidating them or worse, make them feel small and insignificant. And even if you are certain that you are actually more intelligent or superior in some respect, then do not show it. You will gain nothing by doing it. **Be adept in the art of simplicity.**



 Article by: **Samwel Ketchel**
Agribusiness Management and Enterprise Development Specialist.



5 Hacks

Social Media Life:

1. Understand the Basics behind each Social Media Site

Just like hospitals are for treatment and schools for education, social networks also have their different purposes. That's why we have several social media sites serving different purposes. Once you understand what is required of the different networks, your social media life becomes easy.

2. Approach Social Media with an Open Mind

The name social itself means everyone; here you will find both sane and insane people (not literally) and you can expect anything. I usually believe in being free and socializing above all not taking things to heart.

There will be trolls and bullying which you automatically subscribe to by joining these Social Media sites but never allow a stranger's opinion change how/what you believe in.

3. Content is Key

What are you feeding the public? Is it good



or bad?... Whatever you post online speaks volumes about you...Let your content be more of building others than destroying them.

4. The Internet Remembers

The Internet never forgets. Always be keen and keep track of whatever you post because it might resurface and be used against you later.

5. Privacy is Essential

No one would ever love it when their private life is used against them especially during arguments. To avoid that, try as much as possible to know what to share and what not to share.

We all know how tough it is to live a normal private life when everyone is watching. Above all, Social Media is supposed to enable one have fun,

NEVER allow a random stranger somewhere deprive you of your Happiness.



Article by: Kerubo Hillary

#beautyofmydreams

Facebook: Kerubo Hillary

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Instagram: @_kerryhil_

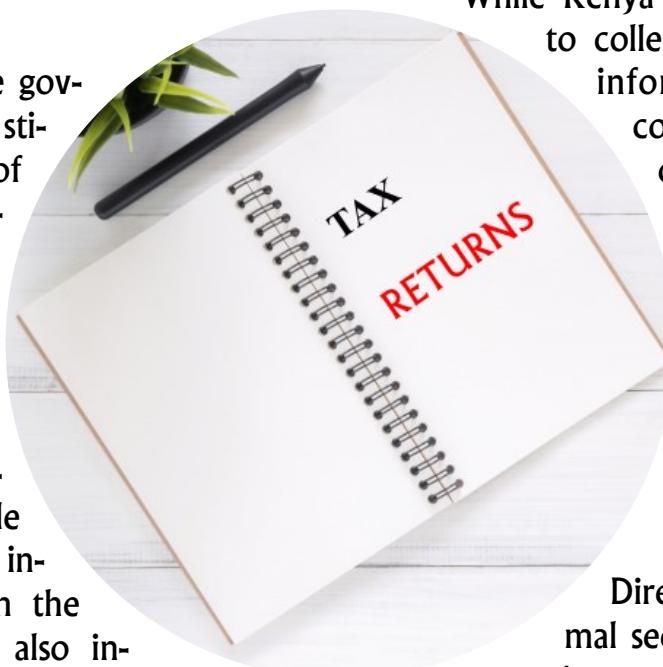
“The panacea perhaps lies in creating incentives for informal businesses to formalize their operations”

SMEs play an imperative role in the economy of Kenya, contributing close to a third of the economic output. This sector is a source of livelihood for millions of Kenyans and significantly contributes to the GDP of the nation. And yet even before COVID 19 reached the Kenyan borders the government had done little to make the operational environment for SMEs smooth to facilitate their growth.

The fiscal policy of the government has served to stifle the operations of SMEs making it difficult to conduct business in the country. Fiscal policy is driven by three metrics; taxation, government spending, and government borrowing. While the government has increased its spending in the last few years, it has also increased its borrowing and taxation which have resulted in a net negative impact on SMEs.

Developing economies have consistently struggled with bringing their informal economies into the tax bracket. Coupled with years of failing to meet the revenue targets, fiscal regimes have introduced arbitrary taxes that have targeted firms and individuals already in the tax bracket. Taxation policies have thus impeded the growth of SMEs as

the cost of doing business has been on the rise due to tax associated costs. Fiscal regimes, therefore, have the responsibility to ensure that taxation measures proposed are progressive and they do not affect the desire by investors and shareholders to accumulate capital which is a critical measure of economic growth.



While Kenya still has an opportunity to collect more taxes from the informal economy, the country must get it right on the choice of measures implemented to facilitate the same. The panacea perhaps lies in creating incentives for informal businesses to formalize their operations.

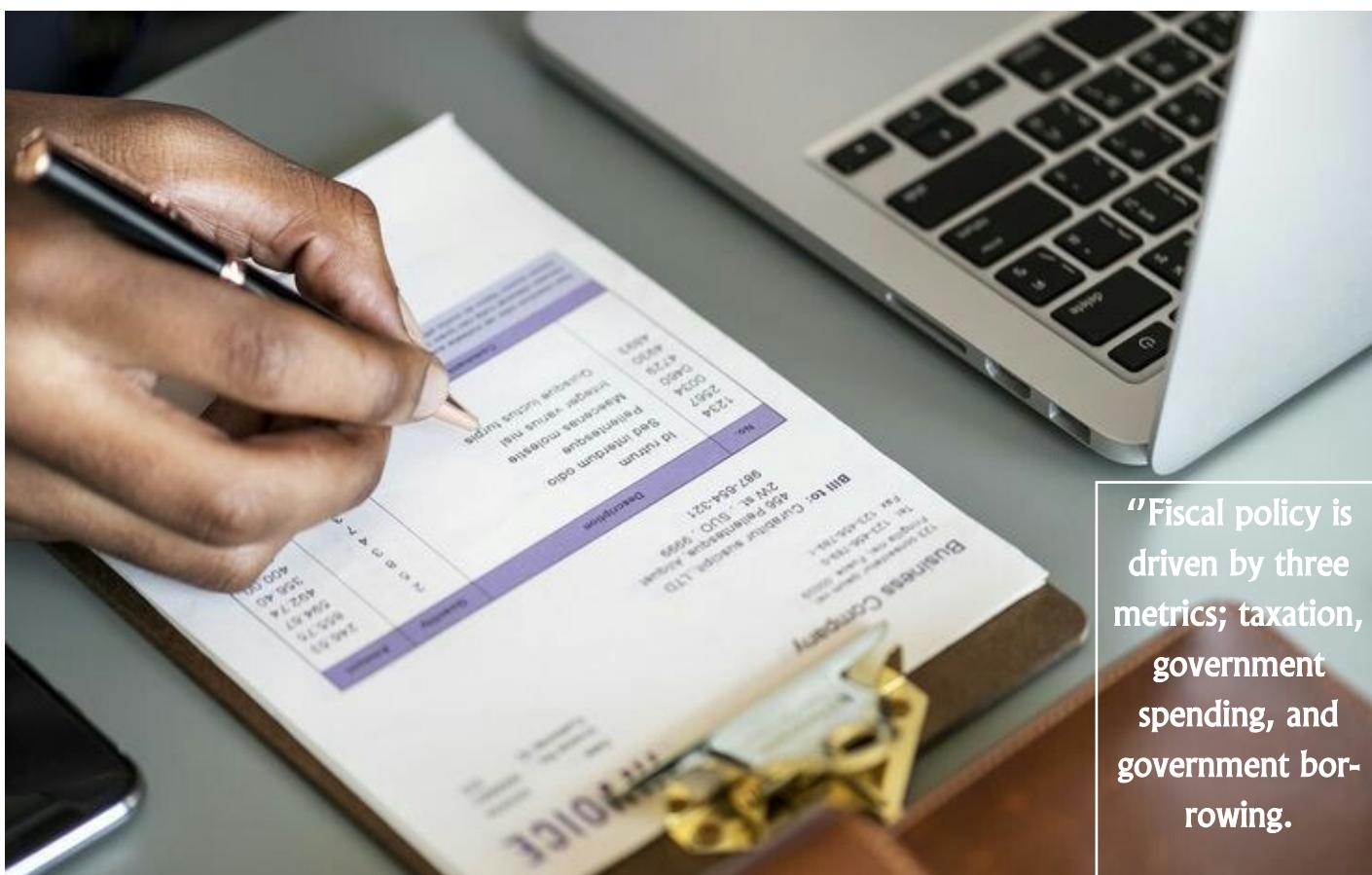
Direct taxation of the informal sector may not be of economic sense to the government as the cost of compliance and enforcement may be higher than the anticipated revenues from the sector. Further, such measures may push some informal establishments out of business hurting the economy even further.

In conclusion, taxation is important for the government to generate revenue, but the government has the responsibility of ensuring that the taxation measures implement-

ed are not retrogressive and they spur economic growth. KRA has been perceived by startups in the country as a major hindrance in starting a business and significantly contributing to the failure of a majority of startups over issues related to enforcement and compliance.

The cost of compliance has been too high

as it decreases the disposable income available in people's pockets. The whole subject of taxation is complex but of importance is a balance in the desire by the government to increase revenue and the translation of economic growth to the common mwanauchi.



for SMEs and startups. Even for established corporations, increased taxation of corporate income directly affects the employers of the corporations through reduced remuneration or the consumers of the corporation by increasing the cost of goods. All the same over taxation is bad for the economy



Article by: Job Ondeko Trevor

Academic Writer and Consultant

Direct Sales Representative at HF Group

Aspiring Data Scientist

“Content and pricing seem to be the new weapons of choice in the arsenals of these companies ” - Brian Kiwu

While the world is currently at war fighting the corona pandemic, technology and enter-



tainment players are fighting it out with the streaming wars.

Previously a field dominated by Netflix after edging out the video rental service that was Blockbuster, the field of online entertainment has seen new entrants within a very short time. Entrants that threaten the giant that is Netflix.

Competition

To start with is Amazon with its Prime streaming service. What makes this a unique kind of competition is that Netflix is hosted by Amazon Web Services owned by Amazon. This is a unique blend of competition and partnership at the same time. The biggest threats come from Disney and Warner Media. Disney because it has a string of well known and reputable studios under

its name such as Touchstone as well as The Twentieth Century Fox Studios. Disney also owns the streaming site Hulu which is also gaining ground second to Disney plus streaming service in the Disney stable.

Warner Media, owned by the AT&T conglomerate has the advantage of having internet infra-

.....next page >>

● Streaming Business

structure financial muscle and their DC Comics which they are banking on to dislodge Netflix, which has banked on original content and big budget spending to beat competition.

Pricing

Content and pricing seem to be the new weapons of choice in the arsenals of these companies. But the second tool of pricing is a dangerous path to walk in. Higher prices could drive away potential subscribers as a result of it being too expensive. On the other hand low prices could mean losses in terms of investor capital since



Unprecedented Moves

In the last couple of months, competition has forced companies to make some unprecedented moves with unlikely partners in a bid to stay afloat. Case in point is the partnership between Google and Walmart for Google users to do voice shopping



while Walmart provides the goods, in a race to cut the dominance of Amazon in the online shopping space. Much of Google's profits are on the software part of it since the hardware division seem to be struggling and so its no wonder when they utilize their key competence of Artificial Intelligence to diversify their revenue streams..



Netflix is a publicly traded company just like Disney. This means Netflix needs more than pricing and content for it to solidify its position in the streaming industry.

Dawn Of Stadia

Late last year, Google launched Stadia, a cloud service type of gaming where Google hosts the games in its servers while users

used their phones as the gaming pads. Its a technology that threatens to render gaming consoles useless if the console companies are not careful since Microsoft through Xbox are also said to be working on a revolutionary gaming concept if not the same as Stadia.

Netflix's clout has been its world wide reach and content from different parts of the world such as the acclaimed La Casa De Papel from Spain and Fauda from the Arabian countries. Queen Sono also puts Africa on the table of must watch TV content on the internet.

To create more content, have more subscribers and make more money, Netflix can borrow the Stadia idea from Google or simply collaborate with them altogether, where viewers create content for themselves in form of gaming either by themselves or through gaming with the machine just like you can play chess against the computer itself. From then gamers can choose to broadcast the game on Netflix and fellow viewers can vote the best game to be made into a real movie or then can simply send it to standby movie producers and directors

to do the evaluation themselves and choose the next upcoming movie.

Ripple Effects

This also increases the level of engagement on the platform and provides the best avenue to diversify content especially from African countries.

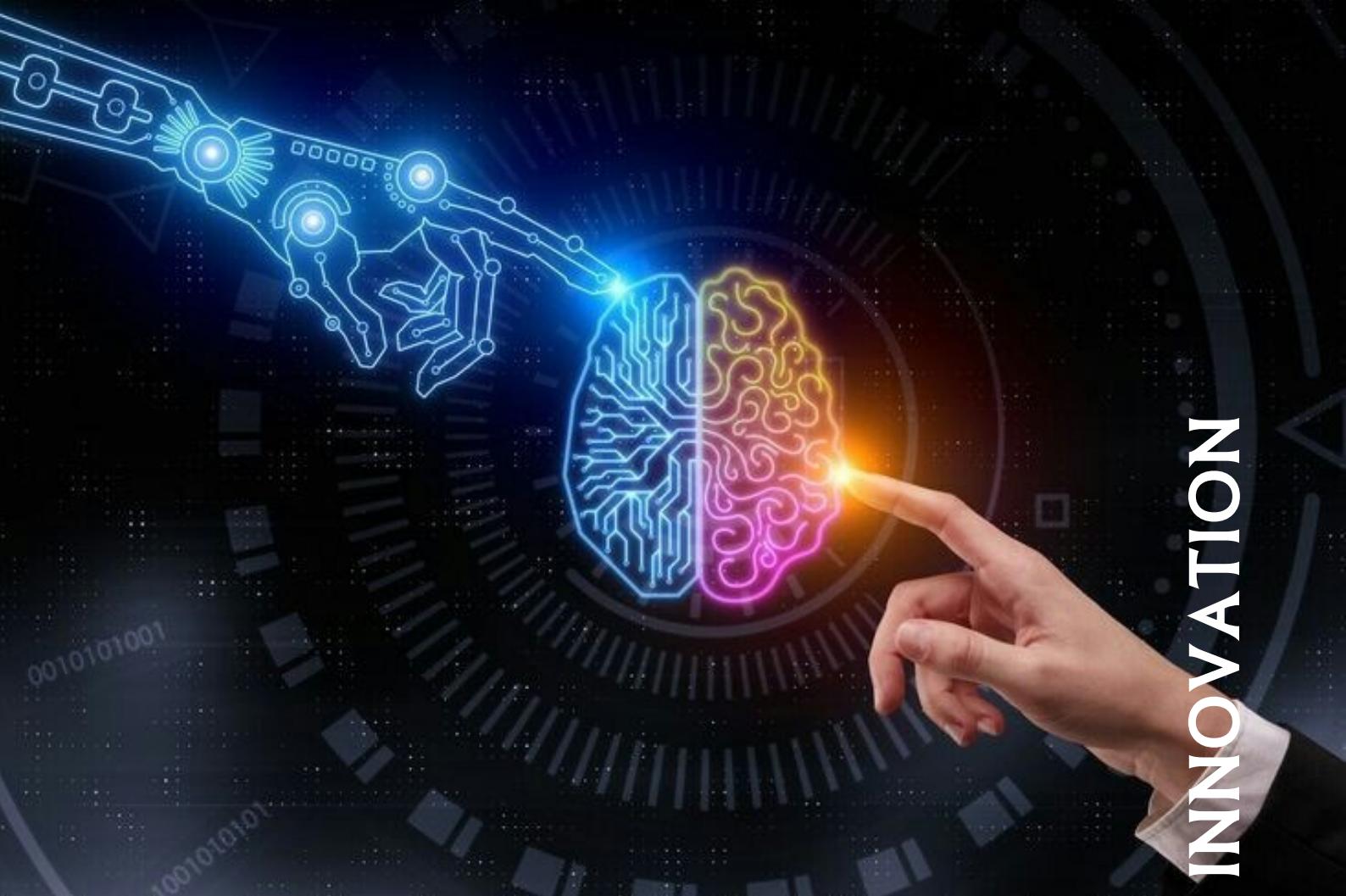
With such technology in place, countries with low investment in entertainment in Africa stand to benefit through third party employment to the youth who are mostly the technologically savvy and promote tourism through stimulated movie sceneries and in turn preserve and protect the environment instead of relying on natural environment which is fast changing due to climate change as a result of pollution.



The writer has interests in business, technology and innovation.

INNOVATION

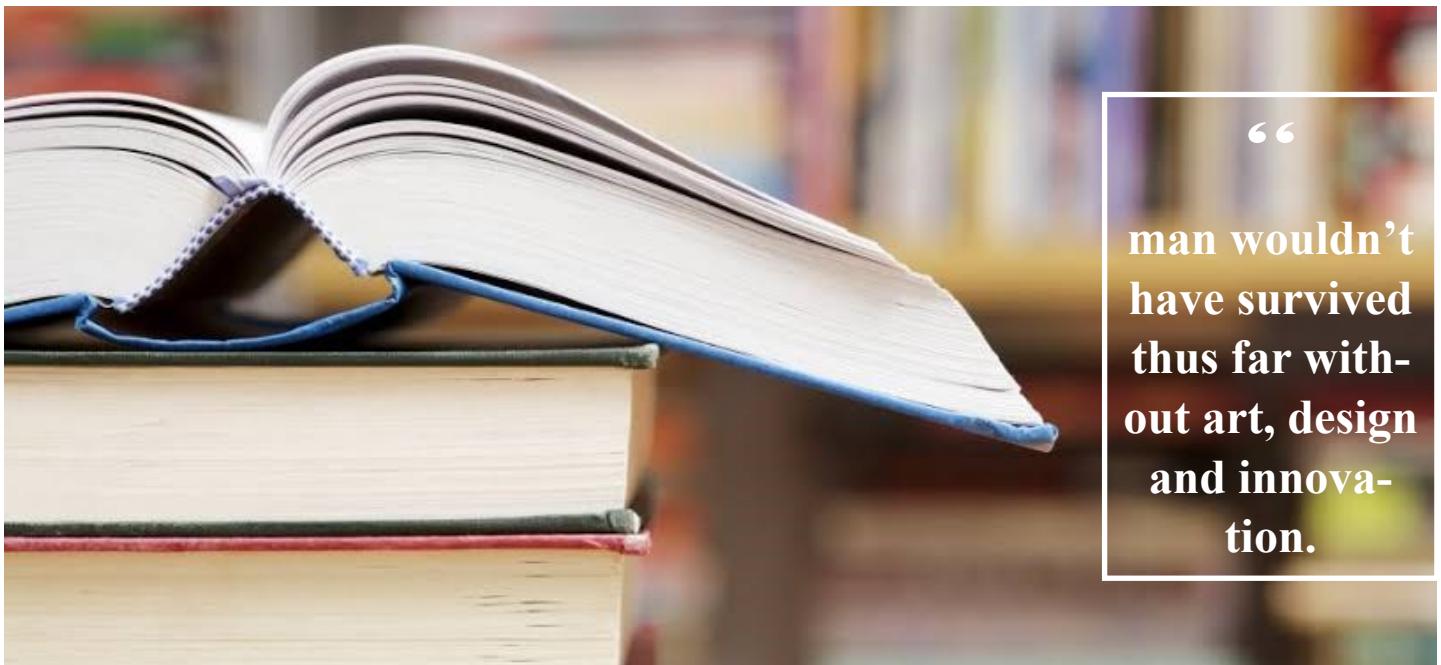
ART DESIGN





1. Several theories, One fact

Followers of the most prevalent religions worldwide believe in the fact that man was created by a far higher being than themselves. Science, with its numerous theories, claims otherwise. Other sections, yet, lay claim to theories well known only within themselves and those within their circles. Whatever theory one believes in, one thing remains sure – man wouldn't have survived thus far without art, design and innovation.



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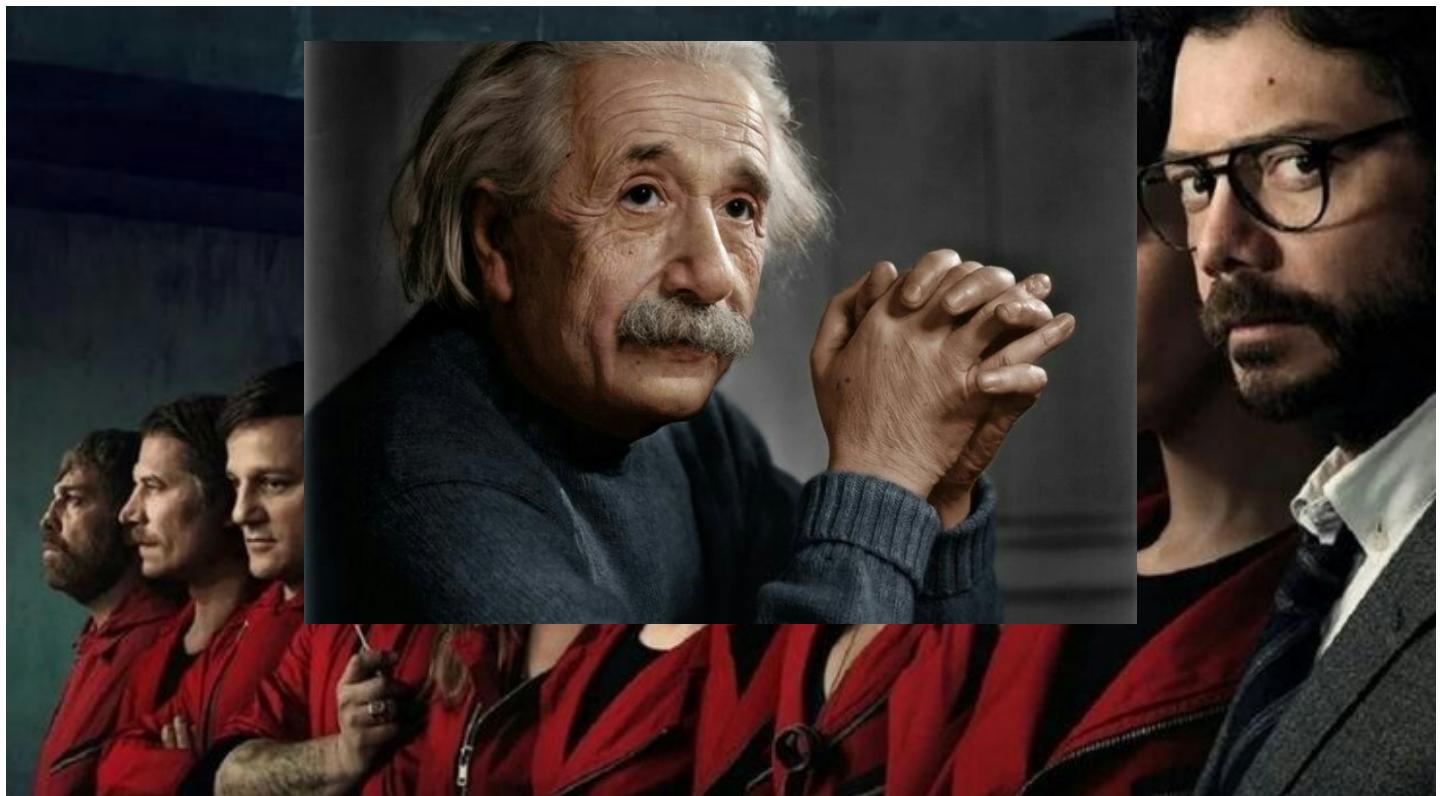
2. History

Anthropologists are busy looking for the next excavation site in search of, among other objects, pieces of art developed by those who lived long before us. Among the many conquests of decades and centuries ago, art pieces have been taken off as loot, much to the anguish of the looted. Many wondrous structures of the ancient world have been uncovered, leaving most of the learned modern humans amazed at the master designs and genius innovations of our ancestors – structures such as the earth walls of the ancient Benin Kingdom in modern day Nigeria.



3. Intelligence

Many people judge a person's intelligence on how well they can solve complex mathematical problems, or how highly they can score in a physics test.



Lawyers, biologists, health workers, and those whose domain doesn't rely so much on the application of mathematics are termed as very good if they show exceptional skills, but rarely are they termed as genius. There are those few who may be called genius, but they are so few compared to those involved in domains that have a mathematical background to them.

Evolution of Genius



It's encouraging to see that this perception is beginning to change as more and more artists, designers and innovators have begun to be rightfully termed as geniuses.



Leonardo da Vinci, artist, designer and innovator in equal measure, was among the first to be termed as genius in the present world.



Football players such as Cristiano Ronaldo and Lionel Messi have equally deserved their genius monikers given that what they've persistently achieved over several years in their careers is yet to be matched by most.

Musicians are constantly implementing innovative ideas to their music, be it in songwriting or presentation, lest they get left behind, given the large number of talented rising musicians.

4. STEM

We've come to view most of those involved in STEM careers as less of artists and more of nerdy geeks with no taste in art. This is in spite of the many instances of STEM people recorded participating in some forms of art, either as a hobby or career.

Albert Einstein, professor of theoretical physics, played the violin as a hobby. Leonardo da Vinci is known for his many mechanical works of ingenuity, yet it is for his very few currently existing works of art that he is more known for.

Looking at the current world, many works of great engineering feat are liked by the masses due to their artistic feel – look at the most liked high-end electronic devices and vehicles. The stability of a building or bridge in the face of an earthquake or strong winds is based on, among other factors, how well it was designed. Due to the growth of the phone manufacturing industry, innovation is the ingredient that makes one phone outperform the other. Without a mix of art, design and innovation, doom is what awaits any company or business.

5. Conclusion

We who constantly berate all forms of art, insisting that we belong to a higher and purer form of thinking where only numbers make sense, it's a wake-up call that soon we'll be left on our higher plane, cold and lonely, as the rest of humanity marches on. We need to view designers as our own brethren and embrace innovation with all the might we have.

We may disagree on various subjects, but art, design and innovation form the basis of our survival.

Frank Kenyoru

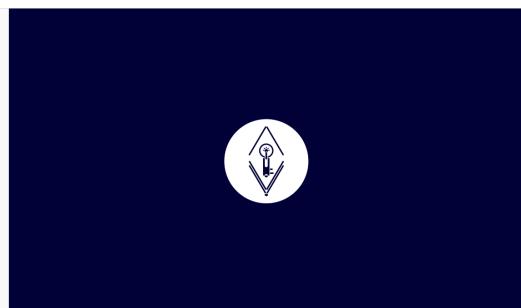


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