



Good Audiovisuals (Goodav) Company Profile



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1. Executive summary

GOODAV is a pioneering audiovisual company based in Rwanda, dedicated to transforming ideas into impactful visual stories. With over a decade of experience, we specialize in Documentary production, event coverage, live streaming, Photography, and audio production.

Our mission is to empower African narratives by delivering world-class audiovisual services that authentically showcase africa's rich cultures, communities, and stories.



2. Company overview

Founded by Yousseuf Hakizimana, GOODAV is more than just a media company; it is a catalyst for africa's transformation through the art of media. Our expertise spans video production, photography, live streaming, and audio creation, complemented by a strong foundation in digital communication and continuous learning. We pride ourselves on our deep understanding of african contexts, ensuring culturally resonant content that elevates african stories.

3. Services offered





5. Mission & Vision

Mission

Empowering African narratives by delivering world-class audiovisual services that authentically showcase Africa's rich cultures, communities, and stories.



Vision

To become Africa's leading audiovisual storytelling partner, inspiring a global audience with authentic, impactful, and culturally rich narratives that celebrate the continent's diversity, resilience, and innovation.

Cultural resonance

Reflecting Africa's diverse cultures and Communities.

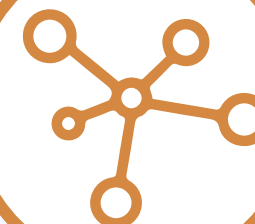


4. Core Values



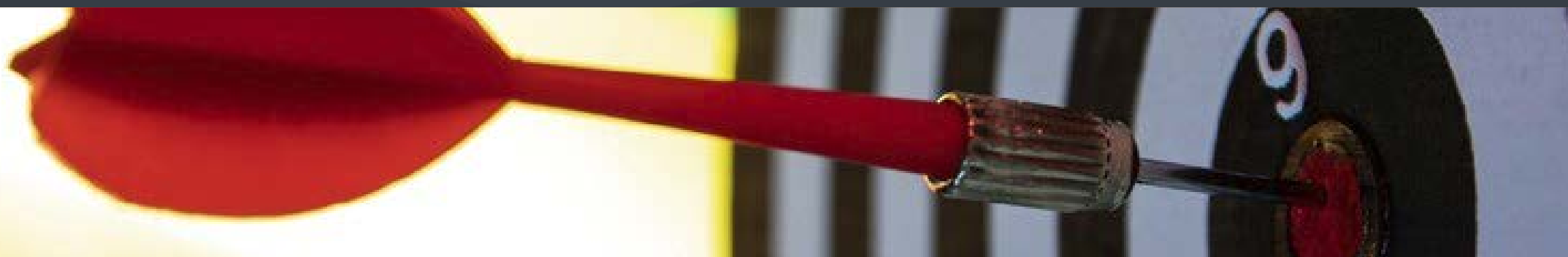
Pan-African collaboration

Elevating African stories through teamwork.



Accessibility & empowerment

Making top-tier visual content accessible to African organizations and partners.



6. WHY CHOOSE GOODAV?



EXPERTISE

Over a decade of experience in the audiovisual industry.



AUTHENTICITY

Deep understanding of African contexts ensures culturally resonant content.



INNOVATION

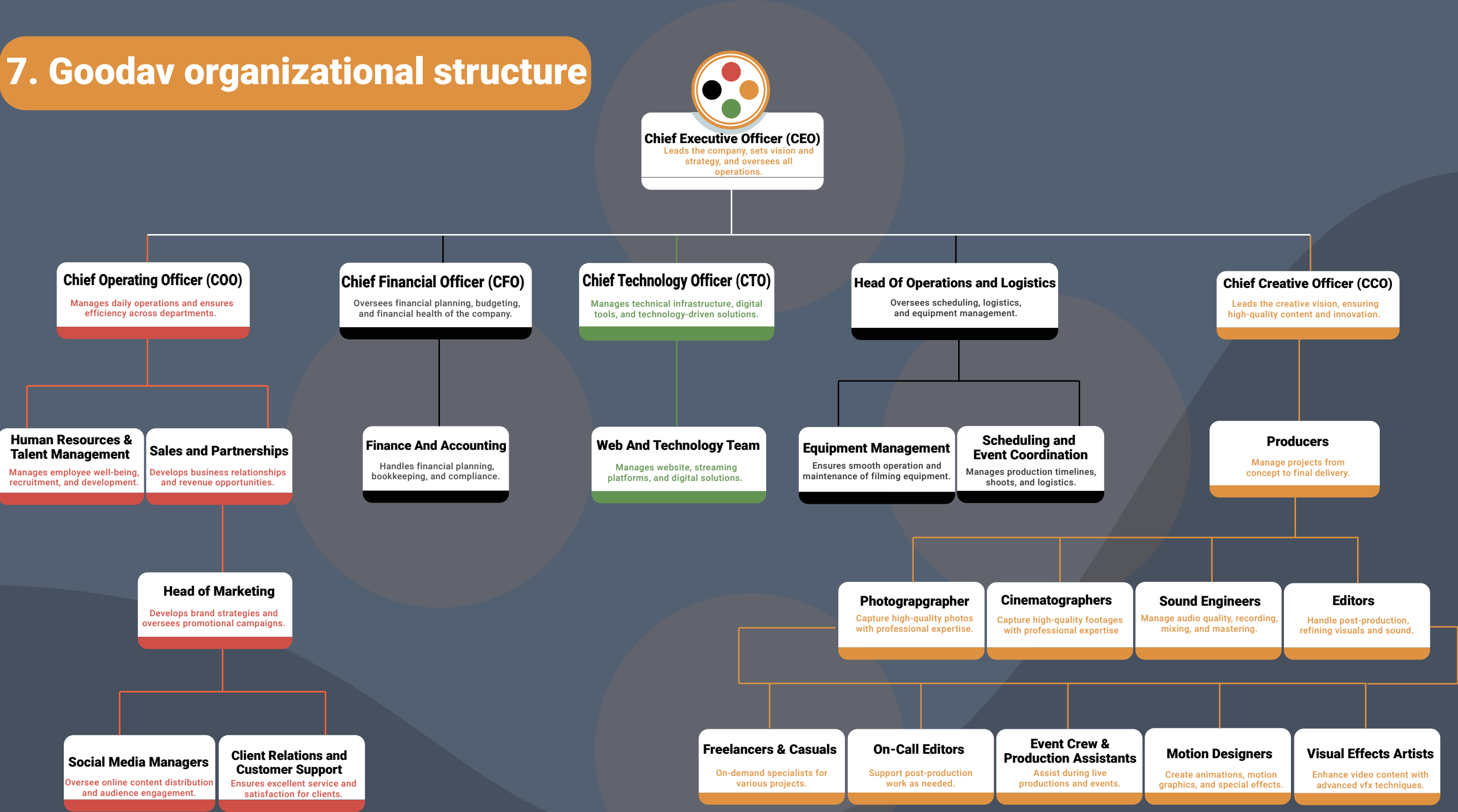
Utilizing cutting-edge technology to deliver top-quality results.

Team & leadership

At the core of GOODAV is a vision inspired by its founder and CEO, Youssouf Hakizimana, a multimedia artist with over a decade of Experience in the audiovisual industry. Our team consists of skilled professionals who are passionate about storytelling and committed to excellence. We consistently invest in skills development to remain competent and competitive in the market.



7. Goodav organizational structure



8.Team



Youssouf Hakizimana

Chief Executive Officer (CEO)



Vincent Niyibizi

Chief Operating Officer



Josue Ishimwe

Chief Creative Officer



Marie Noella Mugisha

Sales and Partnership



Richmond Runanira

Producer



Claudine Musabende

Chief Finance Officer



Etienne Manirakiza

Head of Operations and Logistics



Blaise Ngabo

Chief Technology Officer



Donatien Hitiyise

Human Resources & Talent
Management



Emmanuel Irumva

Schedule and meeting



Ibrahim Niyibizi

Head of Marketing



Mediatrice Mahoro

Client Relations and Customer Support



Adeline Iradukunda

Social Media Manager

9. Portfolio & Featured Projects

Explore our impactful stories, groundbreaking documentaries, and transformative projects from Rwanda and across africa.

One of our standout projects is “Echoes of Tradition,” which captures the beauty, resilience, and spirit of Rwanda through photography and videography.

This project reflects our deeper mission to showcase africa’s rich heritage while empowering clients to Amplify their unique stories.



Scan me for more!

2019 - 2024

28+

Happy clients

2019 - 2024

200+

Projects

Completed successfully



Website
www.goodav.net

10. Partners and Projects Delivered



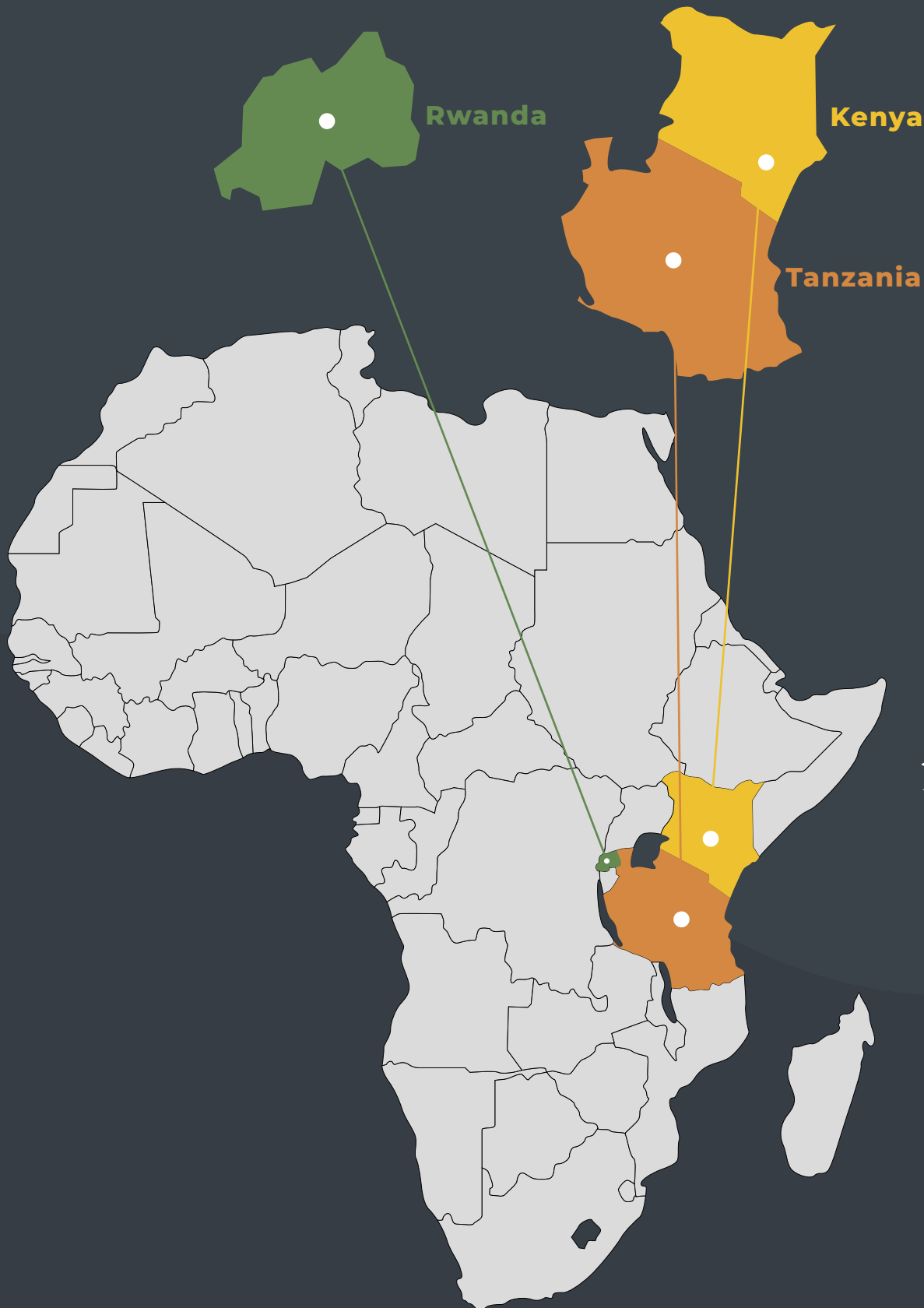
AFRICA UNION | UNDP | UN WOMEN | UNFPA | USAID | WORLD VISION | TECHNOSERVE | AFRICA INSTITUTE FOR MATHEMATICAL STUDIES (AIMS) | SMART AFRICA | MTN | GOVERNMENT OF RWANDA | BRALIRWA | JEUNE AFRIQUE | AFREXIM BANK | AFRICA DEVELOPMENT BANK | SONARWA | INYARWANDA | IGIHE | RWANDA BEAN COFFEE | RWANDA REVENUE AUTHORITY | MOPAS LTD | CIMERWA.

11. Expansion plans

We are excited to announce our ambitious expansion plans to extend our services across Africa.

Currently, we have an office in **Rwanda** by the end of 2027, we aim to establish a presence in two additional countries—**Kenya** and **Tanzania**.

This strategic expansion will allow us to tap into new Markets and serve a broader audience with our high-quality audiovisual solutions.





12.Vision for 2030

Our long-term vision is to serve the entire African continent by the end of 2030. We believe that Africa's rich cultural diversity and vibrant stories deserve to be showcased on a global stage.

By 2030, we will have regional and national offices in **Rwanda, South Africa, Kenya, Morocco, Nigeria, Egypt, Ghana, Tanzania, Senegal, and Uganda.**

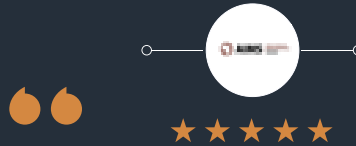
This expansion will enable us to empower More African narratives and provide top-tier audiovisual services that reflect the continent's unique heritage and Innovation.

13.TESTIMONIAL



GOODAV transformed our timbuktoo launch into a visual masterpiece. Their creativity and professionalism exceeded all our expectations!

Dr. Joy kategekwa
Strategy Advisor On Africa – UNDP



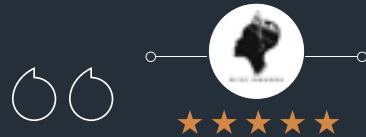
Working with GOODAV on our documentary was a joy. They captured the heart of our mission and made our story come alive beautifully.

Max munyampirwa,
Communication Manager – AIMS



Goodav's video and photography services helped us redefine our brand.their team is innovative, reliable, And simply amazing!

Mangesh verma kumar
Ceo - Cimerwa Plc



"Our live-streamed event was flawless, thanks to GOODAV. Zero frame drops, stunning quality – Our audience was thrilled!

Dieudonne ishimwe
Miss Rwanda Founder And Ceo



GOODAV's video and photography services helped us redefine our brand. Their team is innovative, reliable, and simply amazing!

Thierry zomahoun
The Next Einstein Forum (NEF) - Founder



The voiceovers and audio production goodav delivered were top-notch. They understood our vision perfectly and brought it to life.

Gloria mutamba
Procurement Coordinator At
Sos Children's Villages



14. Contact information



Website
www.goodav.net



**Transforming Ideas
Into Impactful
Visual Stories!**

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Facebook: **goodaudiovisuals**