

Assignment 1: Exploring AI with Creativity

Phase 1: Branding & Business Setup

Chosen Brand: ጥበብ AI (Tibeb AI) – Wisdom AI

Tagline:

Amharic: ባህላችንን ከሳይንስ ጋር እናያያዝ

English: Bridging culture with science

Mission Statement:

To develop AI solutions in Amharic and other local languages that merge Ethiopia's deep cultural wisdom with modern technological innovation, empowering every sector from education to entrepreneurship.

Brand Story:

Ethiopia's heritage is a library of wisdom — but the future demands speed, adaptability, and data-driven thinking. Tibeb AI exists to bring our culture into the AI era without losing its essence. Our tools think in Amharic, understand local nuances, and solve problems that matter here at home.

Canva Logo Prompt:

Create a sleek, futuristic logo for 'ጥበብ AI'. Combine Ethiopian cultural motifs (like the Ge'ez script pattern) with modern geometric AI-inspired lines. Use a deep green, gold, and tech-blue palette with subtle glowing effects to symbolize wisdom and innovation.

Phase 2: AI-Generated Design & Marketing Content

Social Media Posts (5 ideas with CTA):

1. Your Brand, Powered by AI – CTA: Start your AI-powered branding journey today!
2. From Idea to Identity – CTA: DM us for a free brand concept demo.
3. Why Guess When AI Knows? – CTA: Book your AI branding session now.
4. Local Roots, Global Reach – CTA: Get your free AI branding guide today.
5. Branding in the Fast Lane – CTA: Schedule your brand sprint now.

Canva Prompt for Social Media Graphic:

Generate an AI image of a vibrant social media post showcasing the power of AI branding for businesses in Ethiopia. Include abstract digital patterns, glowing neural network visuals, and Amharic-inspired geometric motifs. Use a futuristic tech color palette (deep blue, gold, green) and overlay bold text that says 'ጥበብ AI – Wisdom Meets Technology' in both Amharic and English.

Website Mockup Structure:

Hero: “Wisdom Meets Technology” + CTA

About Us: Brand story & mission

Services: AI Logo Design, Brand Strategy, Market Prediction

Portfolio, Testimonials, CTA Banner, Footer

Blog Post (Excerpt):

In today’s fast-changing market, your brand is more than a logo — it’s your voice, your reputation, and your promise. Tibeb AI combines Ethiopian culture with artificial intelligence to create designs that connect instantly with your audience. Our AI analyzes trends, predicts customer preferences, and crafts brand identities that are both authentic and competitive.

Phase 3: Client Outreach & Monetization

Sales Strategies:

Target Clients: Startups, small businesses, exporters, event organizers

Products: AI logos, brand kits, social media templates, brand guidelines, AI ads

Pricing Models:

- Starter \$150

- Pro \$350

- Premium \$650

- Subscription \$49/month


Approach: LinkedIn/Facebook ads, business networking, partnerships, free AI Brand Audit

Persuasive Outreach Email:

Subject: Transform Your Brand in Days — Not Months

Dear [Client Name],

Your brand is your first impression — and first impressions happen fast. At ጥበብ AI, we combine Ethiopian cultural identity with AI to create logos, palettes, and social media designs that connect instantly with your audience. Our process is 5x faster than traditional design and works in Amharic and English. Let’s create your brand’s future today.

 Book your free AI brand audit here: [Link]

Pitch Deck (7 Slides):

1. Title – Brand name, tagline, intro

2. Problem – Branding cost, language barriers

3. Solution – AI-powered, culturally relevant design

4. Services – Logos, palettes, kits, guidelines, AI insights
5. Benefits – Fast, affordable, local, data-driven
6. Pricing – Starter, Pro, Premium, Subscription
7. CTA – Start your brand today + booking link

Canva Pitch Deck Prompt:

Design a clean, compelling 7-slide pitch deck for 'ጥበብ AI', an Ethiopian AI-powered branding agency. Use deep blue, gold, and white with modern geometric elements and subtle Amharic typography. Slides: Title, Problem, Solution, Services, Benefits, Pricing, CTA.