

Media- Kit.

PROTOPICA

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A community driving positive change through emerging tech & cultural insights.

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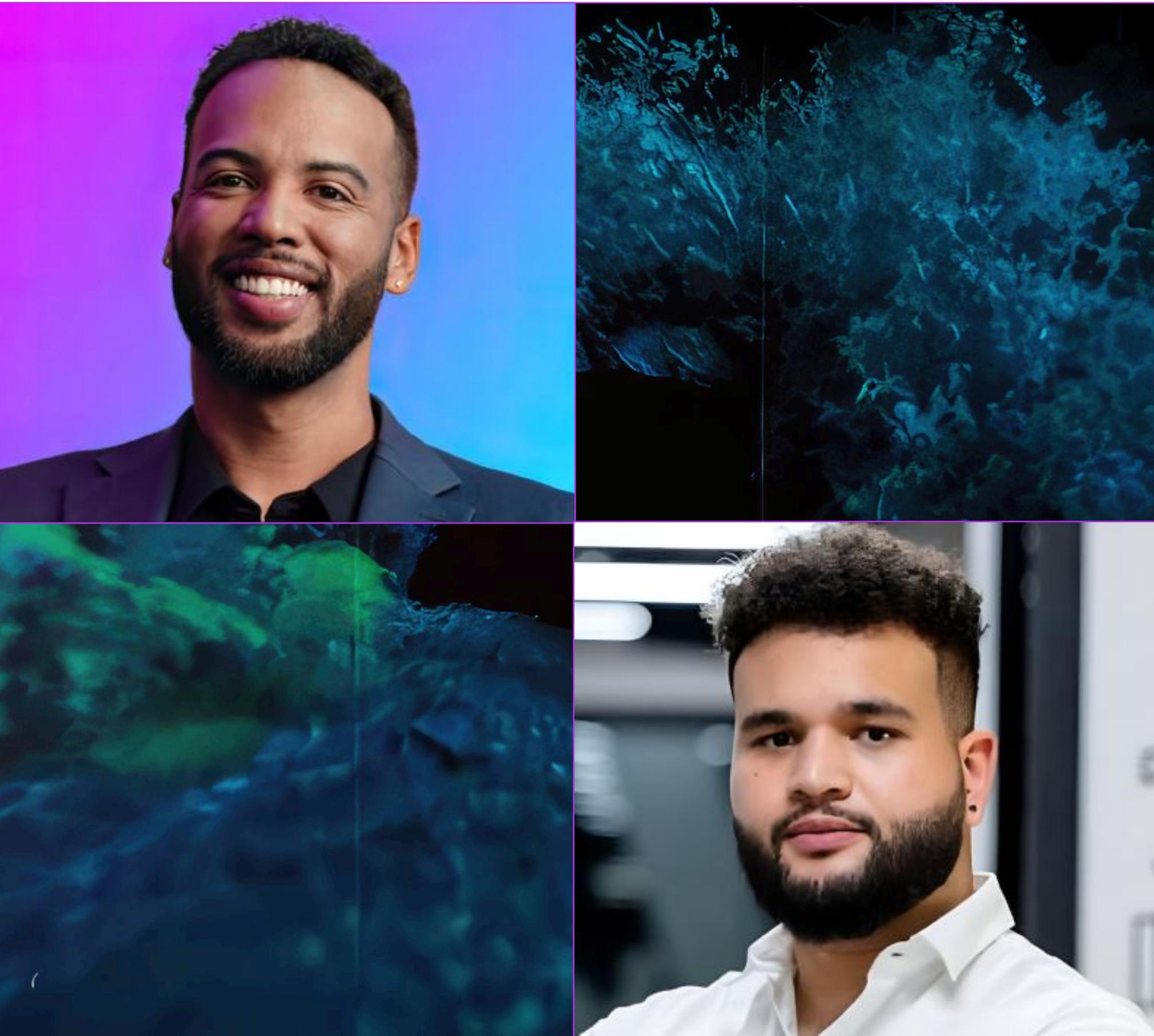
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Welcome-Message.

We are delighted to introduce you to our comprehensive media kit, designed to provide you with essential information about Protopica. Whether you are a journalist, potential partner, or interested party, this media kit will guide you through our company's overview, key services, achievements, and contact information.

Best regards,

Manuel Sainsily & Will Selviz
Co-Founders of Protopica



Ethos

Protopica is a community committed to driving positive change through emerging technologies and cultural insights. Our mission is guided by intentionality—innovative yet practical, futuristic yet grounded. We resonate with those seeking thoughtful, purpose-driven solutions by seamlessly blending digital expertise with cultural awareness. Through this unique fusion, we bring transformative experiences to life and create lasting value by deeply understanding how these elements intersect. At our core, we are global citizens dedicated to improving our shared world. Protopica harnesses cutting-edge capabilities to advance progress and leave behind a brighter, more equitable legacy.



OpenAI Sora Short Film Collaboration

Manuel Sainsily & Will Selviz co-directed their first short film, Protopica using Sora, OpenAI's generative video model during its early private alpha. Released in the summer of 2024, the film garnered over half a million views online ahead of Sora's public release in December. It was later selected from over 300 films worldwide for "Sora Selects" and screened in NYC, celebrating their work as filmmakers, educators, and multidisciplinary artists. Protopica explores future possibilities and forgotten pasts, fostering belonging and empathy by asking, "What if our lives result from choices made long before our existence?"

[Watch Film](#)





Our Services

Welcome to the Services section of the Protopic Media Kit. Here, we present an overview of our core service offerings, showcasing how we empower businesses with cutting-edge digital solutions.

PUBLIC SPEAKING

01

EXPERIENTIAL

02

EDUCATION

03

Public Speaking

From delivering TED Talks and speaking at worldwide tech conferences, to producing events with Meta and OpenAI, Protopica amplifies the conversation around emerging technologies and culture preservation through powerful keynotes and curated events.

We deliver culturally nuanced insights that bridge the gap between innovation and diverse communities, inspiring audiences to envision and engage with the future.

Languages: French, Spanish, English and Guadeloupean Creole.

Credits: TED, Meta, OpenAI, Nike, OCAD University, IBM, Lightspeed, Mozilla, Masterclass and more.



Experiential

Protopica crafts immersive, culturally-attuned experiences that bridge the gap between cutting-edge technology and everyday life, allowing brands to forge genuine connections with their desired audiences through unforgettable, localized interactions. Our industries span from tech, to music, sports, and film.

We are tech innovators who equip our partners with the cultural fluency and communication skills to captivate diverse audiences, transforming complex ideas into compelling narratives that resonate across communities.

Credits: TED, OpenAI, NVIDIA, Meta, Runway, SXSW, VIFF, Riot Games Studio, Coachella, Nike, Jordan, Sole Dubai, NFT Now, BZRP and more.



Education

Protopica challenges tech education with culturally responsive curricula in XR, AI, and emerging technologies. We empower global youth to shape digital futures through adaptive programs that evolve with the rapid tech landscape.

Our approach integrates deep ethical considerations, fostering socially responsible innovation.

By bridging theory and application, Protopica goes beyond traditional education, creating a more informed, responsible learning community.

Credits: Emily Carr University, McGill University, University of Massachusetts Boston, Microsoft, NBA, Skillshare, Masterclass and more.





Visual Assets



Awards, Press Coverage & Exhibitions

- 1. Press Coverage, 07.2024:** Protopica was mentioned in articles from [ArtNet](#), [Business Insider](#), [Fast Company](#), [Entrepreneur](#), and [CMF](#), as well as [radio](#) & [TV](#) interviews with CBC.
- 2. Signals Exhibition, 09.2024:** This interactive experience presented at [VIFFest](#) leveraged real-time AI visuals driven by a EEG headset, which monitored participants brain waves and emotions.
- 3. Runway Meetup, 10.2024:** Sponsored by [Runway](#), Mux and Kiswe in San Francisco. We gave a talk about Protopica and how we are using AI tools like Gen-3 Alpha to amplify cultural storytelling.
- 4. Riot Games Studio, 10.2024:** Protopica was screened during an exhibition showcased in [Riot Games Studios](#) in LA for Latin Heritage Month 2024.

- 5. Mozilla Interview, 10.2024:** Following the reception of the RISE25 award for his work in AI ethics, Manuel showcased Protopica during an interview with [Mozilla](#).
- 6. Skillshare Interview, 11.2024:** The work of Manuel Sainsily (with a highlight on Protopica) was showcased in an interview in partnership with [Skillshare](#).
- 7. Hyper Conference, 11.2024:** Protopica was exhibited at a [conference](#) in Winnipeg involving AI & XR with local attendees from high schools, the film and gaming industries.
- 8. Meta AI Bootcamp, 11.2024:** We pitched Protopica to various [Meta](#) teams during their inaugural AI Bootcamp in their HQ in Silicon Valley.
- 9. Sora Selects, 01.2025:** OpenAI chose Protopica amongst 300+ short films to be screened at Metrograph in NYC for [Sora Selects](#), celebrating their work as filmmakers, educators, and multidisciplinary artists.
- 10. SXSW, 03. 2025:** Telefilm Canada and its partners selected Protopica to be showcased alongside 12 companies at the [XR Experience Exhibition](#), which houses break-through XR and AI experiences from around the world.

Testimonials



Robert F. Smith
Vista Equity Partners CEO

Artists Manuel Sainsily and Will Selviz collaborated with OpenAI to demonstrate how artificial intelligence (AI) can be a powerful tool for cultural preservation. They created a new short film using text-to-video with OpenAI's Sora, which showcases the potential of AI to authentically represent and celebrate diverse cultural elements.

They've crafted a visually stunning narrative that deeply respects the cultures it portrays,

which stands in stark contrast to uses of AI that have sometimes missed the mark in representing cultural nuances.

This collaboration with cultural experts is a significant step forward for the ethical use of AI in creative fields. OpenAI is setting a new standard for responsible, inclusive use of technology. I have long championed the importance of both technology and cultural preservation, and I am inspired by this approach that exemplifies how innovation can be guided by ethical considerations. It also shows how ethical AI can enrich our understanding of diverse cultures and avoid stereotyping or misrepresentation.

The work of Sainsily, Selviz and OpenAI reminds us that the future of technology should uplift and honor all voices. Their project pushes the boundaries of what's possible but also respects and preserves the richness of our global cultural heritage.



PROTOPICA

Media Inquiries

We welcome the opportunity to provide further information, schedule interviews, or discuss potential partnerships. We are available for expert commentary, product reviews, features, and other media-related opportunities. We understand the value of media relationships and are committed to providing timely and accurate responses to inquiries.

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Thank you

