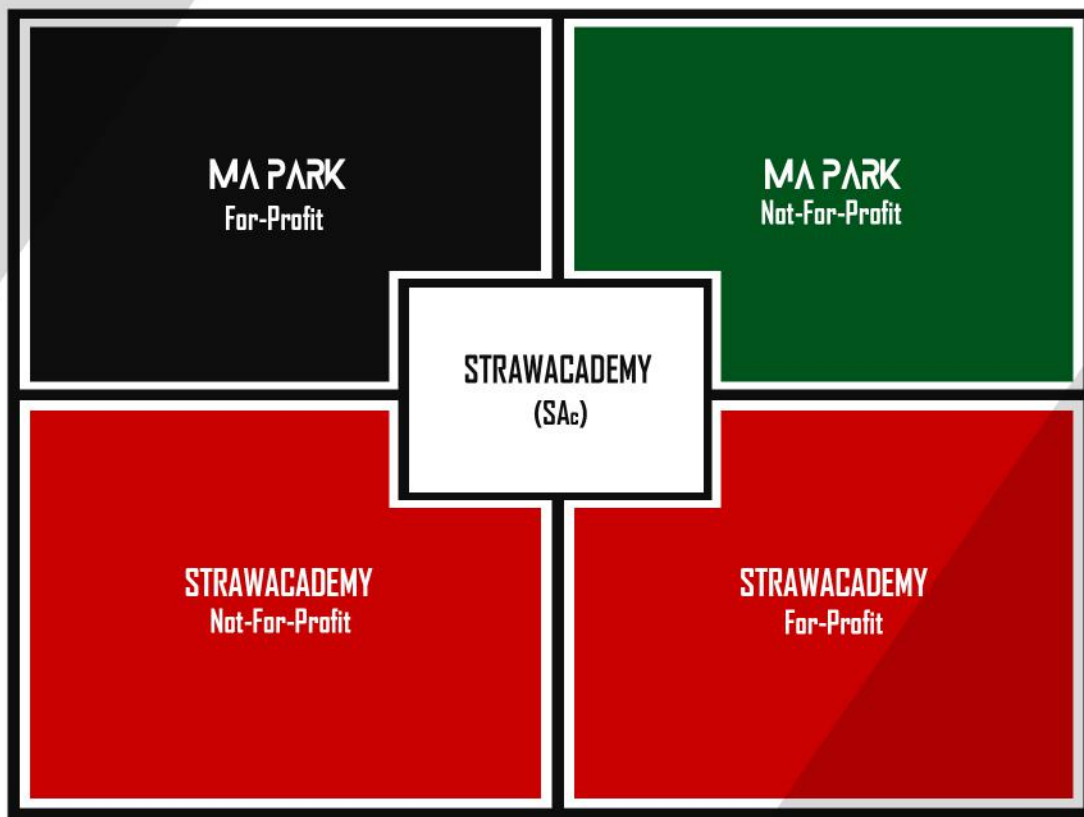


# STRAWACADEMY

Not-For-Profit

## ORGANIZATIONAL PROFILE

# THE 4 ORGANS OF STRAWACADEMY



This document is just for the **Strawacademy Not-For-Profit** Organ

There are 3 other profile documents like this for each of the other organs  
Please view them if you wish to learn about the other organs

[mapark.macalunge.com](http://mapark.macalunge.com)  
[strawacademy.org](http://strawacademy.org)  
[strawacademy.net](http://strawacademy.net) & [thestrawacademycompany.com](http://thestrawacademycompany.com)

**Designed & Published by Strawacademy**

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Why Partner with us

# Youth Unemployment & Poverty in Africa



Unemployment in Cameroon and many places in Africa is just as apparent as day light. Youth unemployment is a cause for concern as the consequences on the society are potentially devastating. We believe that this problem lies in the failed economy, the lack of strong and sustainable institutions as well as the incoherence between school-acquired skills and work-requirement needs of the youth. Violent conflict plays a major role in unemployment / poor living standards and extremism / crime may become easier options for youth who are hit with the frustration of poverty and unemployment especially after many years of school.

Africa is ironically the richest and the poorest continent on earth: richest in terms of resources (natural and human) yet poorest in productivity and living standards. Our contention is that entrepreneurship / wealth creation in education should be equally important as literacy, if we must bridge this gap. **We believe that with solution-centered creativity and innovation-based entrepreneurship, the young African may succeed in charting his way into prosperity for himself and his community.** We also believe that through enterprise creation, growth and sustainability, young Africans can build for themselves their nations and their future generations a prosperous future. It is empirical that high priority, global attention be placed on the employment and wealth creation needs of the young African.

To build the next generation of African youth leaders who will usher themselves and their communities into prosperity, a new thrush of inspiration for personal development, self-discovery and purpose-driven passion, will be the vehicle to move them from where they are to where they want to be.





# WHO WE ARE



Strawacademy is a Not-For-Profit Organization founded in 2016 with 5 principal areas of focus:

Inspiring African Youth towards Innovation-based Entrepreneurship  
Business Incubation and Development  
Entrepreneurship and Professional Business Training  
Content Production & Publishing to inspire Youth entrepreneurship  
Implementing Projects and Organizing Events to boost the entrepreneurship culture / ecosystem

Strawacademy, nicknamed 'House of Inspiration', is described as:

**An Enterprise Support Organization** as well as  
**A Business Incubator**

The Headquarters of Strawacademy (SA<sub>c</sub>) is in Buea, Cameroon and its principal areas of operations is mainly Cameroon. SA<sub>c</sub> also partially operates through partnerships in 13 other African countries: Cameroon, Nigeria, South Sudan, South Africa, Togo, Burundi, Kenya, Uganda, Ghana, Zimbabwe, Egypt, Tanzania, Senegal and Morocco

# VISION

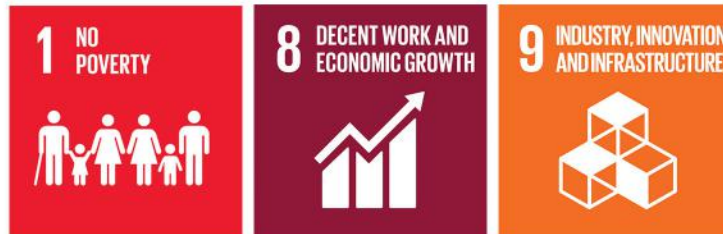
To contribute to the prosperity of African Nations by fostering youth and economic empowerment, through youth entrepreneurship / wealth creation as well as uploading the entrepreneurial culture within communities and their entrepreneurship ecosystems.

Through self-discovery, personal development and inspiration towards entrepreneurship; we groom the young passion-driven entrepreneur who becomes the catalyst who takes an enterprise from creation through development into establishment / sustainability.

With evidence-based practices, standard operational systems as well as corporate competence, we help build strong for-profit institutions, create employment, empower the economy and contribute to sustainable development.

# MISSION

Fostering economic and sustainable development by inspiring and directing the creation and development of feasible, sustainable, fundable and scalable for profit-ventures



## RATIONALE

Africa has become the fastest growing continent in the world with over 2 billion people. Over 70% of African youth are either unemployed or underemployed. By 2050, Africa will be the youngest continent with the largest work force.

### **There will be an estimated 1 billion jobless youth in Africa by 2050**

Action to alleviate African youth unemployment is an emergency and has to be given almost the same global attention and resources as disaster relief and epidemic disease control. Considering the devastating potentiality of youth unemployment such as high crime wave and violent extremism, an emergency plan must be considered to meet this globally challenge.

## SOLUTION



We propose a five-fold approach to solving this problem:

1. Inspiring young Africans for Opportunity Creation & the Development of Innovation-based Solutions for generational impact.
2. Creating and nurturing solution oriented startup ventures into scalable and sustainable enterprises
3. Developing, Capacities through training to improve Corporate Performance.
4. Developing, Producing and Publishing Creative Content to inspire young Africans into the development of innovation-based solutions for entrepreneurship.
5. Implementing projects and organizing events that foster the entrepreneurship culture and ecosystem.



## CONTACT US



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### EMAIL

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contact@strawacademy.org  
donate@strawacademy.org

### OFFICIAL WEBSITE

strawacademy.org  
startup.strawacademy.org  
content.strawacademy.org  
academia.strawacademy.org  
awards.strawacademy.org

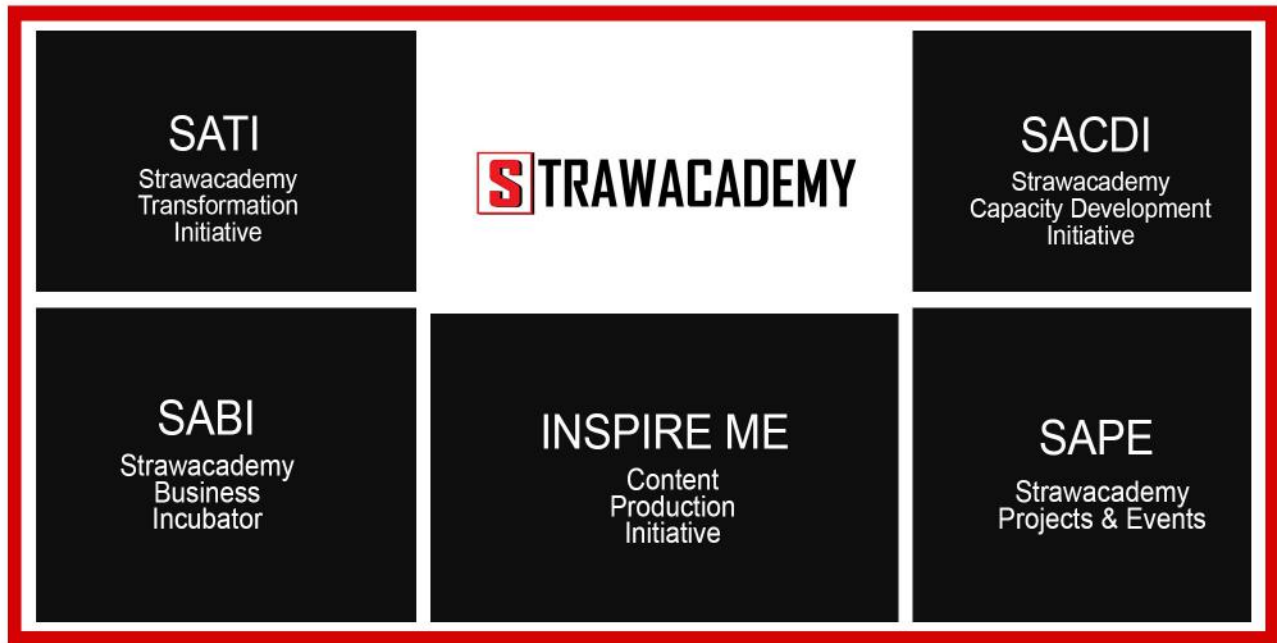
### ADDRESS

Headquarters at UB junction Molyko, Buea

### SOCIAL MEDIA

facebook: facebook.com/strawacademy  
twitter: @strawacademy  
instagram: @strawacademy  
YouTube: Strawacademy

# 5 STRAWACADEMY INITIATIVES



1. **SATI**  
Strawacademy Transformation Initiative

**Mission:** Inspiring Africans for opportunity creation and the development of innovation-based solutions for generational impact

2. **SABI**  
Strawacademy Business Incubator

**Mission:** Creating and nurturing solution oriented startup ventures into scalable and sustainable enterprises

3. **SACDI**  
Strawacademy Capacity Development Initiative

**Mission:** Developing Capacities to improve Corporate Performance

4. **SAPE**  
Strawacademy Projects & Events

**Mission:** Implementing projects and organizing events that foster the entrepreneurship culture and ecosystem

5. **Inspire Me**  
Content Production Initiative

**Mission:** Developing, producing and publishing creative edu-taining content to inspire young Africans into the development of innovation-based solutions for entrepreneurship





# STRAWACADEMY PROJECT & ACTIVITY TYPES

## Projects Outcomes

- Increase in the number of African youths / prisoners / women and girls / students / physically disabled / IDPs and refugees, with an enlightened entrepreneurial mentality towards positive change in their community and nation.
- Increase in the number of new youth-led / prisoner-led / women-led / physically-disabled-individual-led / IDP-led / refugee-led, startup businesses created.
- Increase in the number of self-employed individuals

## Projects Potential Impact

- Enhanced youth / women / physically-disabled / IDP / Refugee economic empowerment through entrepreneurship.
- Sustainable peace building by enhancing reintegration of prisoners back in society.
- Enhanced entrepreneurship culture & entrepreneurship ecosystem.
- Inclusive engagement in the sustainable development process through innovation and solution based entrepreneurship.

# B

## SABI

Strawacademy Business Incubator

### MISSION

Creating and nurturing solution-oriented startup ventures into scalable and sustainable enterprises

### TARGETS

1. Youth (people between the ages of 12 and 40)
2. Prisoners (people who are serving time in prison)
3. Women and girls (above the age of 12).
4. Physically disabled individuals.
5. IDP's and refugees.

### Project Mission Types

Creating and nurturing *Youth-led (PT7)* / *Women-led (PT8)* / *Prisoner-led (PT9)* / *Refugee-led (PT10)* / *Physically-disabled-led (PT11)* solution-oriented startup for-profit ventures into scalable and sustainable enterprises

**nomenclature:** *P = Project, T = Target*

*For instance: PT7 = Creating and nurturing youth-led solution-oriented startup ventures into scalable and sustainable enterprises*

### Activity Types

Strawacademy business development process takes on four phases:

- **Ideation process:** To establish feasibility of the startup through design thinking & business modelling bootcamps
- **Incubation process:** To establish fundability of the venture through prototype development & market testing
- **Acceleration process:** To establish scalability of the venture and get it ready for investment through the development of business administrative, operational, financial and digital management systems through multiple workshops
- **Maturation process:** To anticipate and establish total independence of the enterprise through business monitoring and evaluation at 4 levels: business administrations, operations, finance management and digital.

## Project Outcomes

- Increase in the number of newly established youth-led / prisoner-led / women-led / physically-disabled-led / IDP-led / refugee-led businesses.
- Inclusive development and gender / social equality in the job creation process
- Decreased dependency
- Increased startup business survival rate

## Potential Project Impact

- Economic growth with the establishment of sustainable enterprises
- Gender / Social Equality in the Entrepreneurial Space
- Fostered peace building process by the inclusion of prisoners, IDPs and refugees in entrepreneurship / job creation.

# C

## SACDI

Strawacademy Capacity Development Initiative

### MISSION

Developing Capacities to improve Corporate Performance

### TARGETS

Capacity Building through trainings and workshops in 4 main Target Areas:

1. Business Administration
2. Business Finance
3. Business Operations
4. Business Digitization

### Project Mission Types

Developing Business Administration (**PT12**) / Finance (**PT13**) / Operations (**PT14**) / Digitization (**PT15**) capacities to improve Corporate Performance

**nomenclature:** *P = Project, T = Target Area*

*For instance: PT13 = Developing Business Finance Capacities to improve Corporate Performance*

### Activity Types

Trainings / Workshops



## Project Outcomes

- Increased Survival Rate of Startup Businesses
- Increased corporate performance, efficiency, profitability, sustainability and scalability of created businesses
- Digitally empowered startup ventures for scaled operational performance

## Potential Project Impact

Economic growth and increased National Prosperity following the establishment of profitable and scaling enterprises

# D

## INSPIRE ME

Content Production Initiative

### Mission

Developing, Producing and Publishing Creative Audiovisual Edutaining Content to inspire Africans into the development of innovation-based solutions for entrepreneurship

### Targets

1. Inspiring eco-friendly entrepreneurship with the use of creative audiovisual content
2. Inspiring Youth-led entrepreneurship with the use of creative audiovisual content
3. Inspiring Entrepreneurship for peace-building with the use of creative audiovisual content
4. Inspiring moral-guided entrepreneurship with the use of creative audiovisual content
5. Inspiring Women-led Entrepreneurship with the use of creative audiovisual content

### Project Mission Types

Developing, Producing and Publishing Creative Audiovisual Edutaining Content to inspire Africans into the development of innovation-based solutions for Eco-friendly (**PT16**) / Youth-Led (**PT17**) / Moral-guided (**PT18**) / women-led (**PT19**) entrepreneurship / entrepreneurship for peace building (**PT20**)

**nomenclature: P = Project, T = Target**

*For instance: PT16* = Developing, Producing and Publishing Creative Audiovisual Edutaining Content to inspire Africans into the development of innovation-based solutions for eco-friendly entrepreneurship

### Activity Types

**Video Production** - Documentaries, Short Movies, Short Clip, Explainer Video, Tutorial Video, 2D Animation Video, Music Video or Webinar

**Audio Production** - Music, Audio Movies, Podcast or Audio Documentary

**Print Production** - Books, Magazines, Flyers, Rollups, Brochure and Branded Items

**Video / Audio Publishing** - Through Media & Social Media

**Print Publishing** - Distribution to the community involved

**Events** for Content Release / Community Engagement

## Projects Outcomes

- Increase in the consciousness of entrepreneurs and the general public on ecofriendly processes (**PT16**) / youth-led entrepreneurship (**PT17**) / moral guided (**PT18**) women entrepreneurship (**PT19**) / peace-inclined entrepreneurship / moral-guided entrepreneurship (**PT20**).

## Projects Potential Impact

- Change in behavior of entrepreneurs and the public towards more ecofriendly processes and activities / change in societal perception on the role capabilities and contributions of youth and women in the entrepreneurial space / increase in the consciousness of the entrepreneurs and the public on the role of entrepreneurship in peace building / increase in the consciousness of moral-guided entrepreneurship.

# E

## SAPE

### Strawacademy Projects & Events

#### MISSION

Implementing projects and organizing events that foster the entrepreneurship culture and ecosystem

#### TARGETS

Award Ceremonies  
Formation of Cooperatives  
Corporate Anniversaries  
Building of Entrepreneurial Networks

#### Project Mission Types

Organizing Award Ceremonies (**PT21**) / Forming Cooperatives (**PT22**) / Celebrating Anniversaries (**PT23**) / Building Entrepreneurial Networks (**PT24**) to foster the entrepreneurship Culture & Ecosystem

**nomenclature: P = Project, T = Target**

For instance: **PT21** = Organizing Award Ceremonies to foster the Entrepreneurship Network / Ecosystem

#### Activity Types

Event organization, Conferences, Summits, Online & Onground Community Engagement

#### Potential Outcomes / Impact

- Increased collaboration & social cohesion for entrepreneurship and joined efforts for sustainable development
- Improvement in the entrepreneurship culture & ecosystem
- Economic Empowerment through entrepreneurship

STRAWACADEMY  
PROJECT  
TYPES  
SUMMARY



PROJECT TYPE	INITIATIVE	MISSION	ACTIVITY TYPE	POTENTIAL OUTCOME	IMPACT
PT1	<b>SATI</b> Strawacademy Transformation Initiative	Inspiring <i>African Youths (PT1)</i> / <i>African Women &amp; Girls (PT2)</i> / <i>African Prisoners (PT3)</i> / <i>African Refugees (PT4)</i> / <i>African Students (PT5)</i> / <i>African Physically-disabled (PT6)</i> for opportunity creation and the development of innovation based solutions for generational impact	Weekly & Monthly inspirational summits,  Conferences, School Clubs and Informal Gatherings	<ul style="list-style-type: none"> <li>- Increase in the number of African youths / prisoners / women and girls / students / physically disabled / IDPs and refugees, with an enlightened entrepreneurial mentality towards positive change in their community and nation.</li> <li>- Increase in the number of new youth-led / prisoner-led / women-led / physically-disabled-individual-led / IDP-led / refugee-led, startup businesses created.</li> <li>- Increase in the number of self-employed individuals</li> </ul>	<ul style="list-style-type: none"> <li>- Enhanced youth / women / physically-disabled / IDP / Refugee economic empowerment through entrepreneurship.</li> <li>- Sustainable peace building by enhancing reintegration of prisoners back in society.</li> <li>- Enhanced entrepreneurship culture &amp; entrepreneurship ecosystem.</li> <li>- Inclusive engagement in the sustainable development process through innovation and solution based entrepreneurship.</li> </ul>
PT2					
PT3					
PT4					
PT5					
PT6					
PT7	<b>SABI</b> Strawacademy Business Incubator	Creating and nurturing Youth-led (PT7) / Women-led (PT8) / Prisoner-led (PT9) / Refugee-led (PT10) / Physically-disabled-led (PT11) solution-oriented startup for-profit ventures into scalable and sustainable enterprises	Ideation & Business Modelling Bootcamps, Product Prototype Development, Market Testing, Workshops, Business Monitoring and Evaluation	<ul style="list-style-type: none"> <li>- Increase in the number of newly established youth-led / student-led / women-led / physically-disabled-led / IDP-led / refugee-led businesses</li> <li>- Inclusive development and gender / social equality in the job creation process</li> <li>- Decreased dependency</li> <li>- Increased startup business survival rate</li> </ul>	Enhanced youth / women / physically-disabled / IDP / Refugee economic empowerment through entrepreneurship  <ul style="list-style-type: none"> <li>- Sustainable peace building by enhancing reintegration of prisoners back in society.</li> <li>- Enhanced entrepreneurship culture &amp; entrepreneurship ecosystem</li> <li>- Inclusive engagement in the sustainable development process through innovation and solution-based entrepreneurship</li> </ul>
PT8					
PT9					
PT10					
PT11					

PROJECT TYPE	INITIATIVE	MISSION	ACTIVITY TYPE	POTENTIAL OUTCOME	IMPACT
PT12	<b>SACDI</b> Strawacademy Capacity Development Initiative	Developing Business Administration ( <b>PT12</b> ) / Finance ( <b>PT13</b> ) / Operations ( <b>PT14</b> ) / Digitization ( <b>PT15</b> ) capacities to improve Corporate Performance	Trainings / Workshops	<ul style="list-style-type: none"> <li>- Increased Survival Rate of Startup Businesses</li> <li>- Increased corporate performance, efficiency, profitability, sustainability and scalability of created businesses</li> <li>- Digitally empowered startup ventures for scaled operational performance</li> </ul>	Economic growth and increased National Prosperity following the establishment of profitable and scaling enterprises
PT13					
PT14					
PT15					
PT16	<b>INSPIRE ME</b> Content Production Initiative	Developing, Producing and Publishing Creative Audiovisual Edutaining Content to inspire Africans into the development of innovation-based solutions for Eco-friendly ( <b>PT16</b> ) / Youth-Led ( <b>PT17</b> ) / Moral-guided ( <b>PT18</b> ) / women-led ( <b>PT19</b> ) entrepreneurship / entrepreneurship for peace building ( <b>PT20</b> )	Video Production Audio Production Print Production  Video / Audio Publishing  Print Publishing  Events	Increase in the consciousness of entrepreneurs and the general public on more ecofriendly processes ( <b>PT16</b> ) / on youth-led entrepreneurship ( <b>PT17</b> ) / on moral-guided entrepreneurship ( <b>PT18</b> ) / on women-led entrepreneurship ( <b>PT19</b> ) / on entrepreneurship for peace building ( <b>PT20</b> )	Change in behavior of entrepreneurs and the public towards more ecofriendly processes and activities ( <b>PT16</b> ) / change in societal perception on the role capabilities and contributions of youth ( <b>PT17</b> ) and women ( <b>PT19</b> ) in the entrepreneurial space / increase in the consciousness of the entrepreneurs and the public on the role of entrepreneurship in peace building ( <b>PT20</b> ) / increase in the consciousness of moral-guided entrepreneurship ( <b>PT18</b> )
PT17					
PT18					
PT19					
PT20					
PT21	<b>SAPE</b> Strawacademy Projects & Events	Organizing Award Ceremonies ( <b>PT21</b> ) / Forming Cooperatives ( <b>PT22</b> ) / Celebrating Anniversaries ( <b>PT23</b> ) / Building Entrepreneurial Networks ( <b>PT24</b> ) to foster the entrepreneurship Culture & Ecosystem	Event organization, Conferences, Summits, Online & Ongoing Community Engagement	<ul style="list-style-type: none"> <li>- Increased collaboration &amp; social cohesion for entrepreneurship and joined efforts for sustainable development</li> <li>- Improvement in the entrepreneurship culture &amp; ecosystem</li> <li>- Economic Empowerment through entrepreneurship</li> </ul>	
PT22					
PT23					
PT24					



# STRAWACADEMY STRATEGY



We have a four-phase strategy to every project. Here, we briefly describe: our conception strategy, our operational strategy, implementation strategy, and MER (Monitoring, Evaluating & Reporting) strategy

## CONCEPTION STRATEGY

Prior to implementing any project, even a fully developed one, our first strategy is to further develop strategies that are particular to the implementation of that project in relation to its location of implementation.

This involves strategic planning meetings, team preps, drawing up of detailed project / departmental operational calendars, as well as budget rebreakdown. The responsibilities of different departments pertaining to the project are clearly defined with their timelines. If need be, we make plans to fill any project gaps such as; capacity building for our Human Resource, partnerships for implementation, the purchase of new equipment and others.

## OPERATIONS STRATEGY

Strawacademy has a pre-defined modus operandi document. Within it is the SAc Project and Activity Operations Protocol, SAc Policy Manual, and Administrative and Finance protocol.

We translate project activities into tasks and integrate them into our operations, getting them ready for implementation.

## IMPLEMENTATION STRATEGY

Based on our SAc project activity protocol, we implement projects in four phases:

- First we fill all project gaps required for commencement
- Secondly we create the necessary partnerships required for project implementation.
- We assess the report and impressions of local and international organizations operating on ground to better understand the community's perspective, their culture, their normal as well as any inter-stake holder complexities involved especially in crisis zones.
- We carry out the activity, being sensitive and guided by the information acquired.
- Our core values, work ethics and operational policies as well as the standards of our partners and sponsors, are maintained through every activity.

## MER (Monitoring, Evaluation & Reporting) Strategy

We monitor, evaluate and report on our project activities based on our SAc MER protocol as well as any suggested formats from our sponsors and partners. Check our MER strategy on our website: [strawacademy.org](http://strawacademy.org)



# STRAWACADEMY PARTNERS

These organizations either sponsored, supported or participated in one or more Strawacademy Activities. This list is not exhaustive

## GOVERNMENT



## INTERNATIONAL NGO



## BUSINESSES / CORPORATIONS



## NATIONAL NGOs



## NETWORKS / FESTIVALS



## INSTITUTIONS (EDUCATIONAL / RELIGIOUS)



# STRAWACADEMY TEAM



**Mac Alunge**  
*Founder / Director / M & E Officer*



**Freddy Fosso**  
*Deputy Director / Project Manager*



**Tantse Tambi**  
*Operations Officer / SAc Incubator Manager*



**Rogers Alunge**  
*Public Relations Officer / Translator*



**Tobah Terah**  
*Human Resource / Finance*



**Toge Ernest**  
*Officer in charge of Training*



**Mukoko Jelissa**  
*Graphics / Online Brand Management*



**Moumani Arthur**  
*Creative Director*



**Fonepi Leslie**  
*Media / Communications Officer*



**Charlie Jego**  
*Officer in charge  
of Content Creation*



**Nchong Prudence**  
*Community / Events  
Management*



**Takor Glen**  
*Data Analyst*

# PAST / CURRENT PROJECTS

for details, please check our website

## PROJECTS

### YEARS

2016

2017

2018

2019

2020

2021

Inspire Me Magazine  
*PT16-20*

Inspire Me Audio Book  
*PT16-20*

Inspire Me Video Book  
*PT16-20*

Project Green Video  
*PT16*

Strawagric Cooperative  
*PT21*

The SAc Summit Project  
*PT1-6*

Corporate Capacity  
Development Training *PT12-16*

The Spoken Word Events  
*PT1-6, 19*

Strawacademy Anniversary  
*PT22, 23*

HIMS/Strawacademy Business  
Incubator *PT22*

How to Start A Business with  
Little or No Capital *PT7-11*

Startup Academy  
*PT7-11*

Personal Development  
Bootcamp  
*PT1-6*

Inspire Me Photo Book  
*PT16-20*

Strawacademy Awards  
*PT20, 23*

Inspire Me Radio Show  
*PT16-20*



# STRAWACADEMY SUMMITS



Strawacademy Summits are one of the most pivotal activities of the Organization as they are the primary medium for community engagement, inspiration, mind-transformation and the birthplace of the other projects and activities. In 5 years of existence, Strawacademy has organized more than 200 Summits (organized weekly or bi-weekly), impacting an estimated 10,000 young people on-ground.

Summits were usually carried out in informal community settings, where they reached the young people on the ground to transform their thinking and engage them in entrepreneurship and sustainable development.

These meetings focus on one-on-one coaching and mentorship, inspiration, shared experiences and fellowship; however, they are also characterized by storytelling, prayer, inspiration, mentorship, singing, laughter, event planning or project planning.

Transforming the mind of a person does not take one day. It is a continuous unending process we contribute to, through consistent inspirational teachings, to build the opportunity-creator entrepreneurial mindset as well as foster corporate culture.

This process ensures that we build business leaders and entrepreneurs with sustained zest and maturity who can launch and sustain a venture through the trial stages to its maturity. There is a sense of destiny and purpose we seek to instill in young people as well.

These meetings are also characterized by business presentations, mastermind groups, lecture presentations and talks from visiting entrepreneurs and inspirational speakers.



# LEGAL / CORE VALUES / ORGANIZATIONAL CAPACITY



CAPACITY

LEGAL

CORE VALUES

With headquarters in Buea Cameroon, Strawacademy has contributed in the implementation of projects in 14 African countries through partnerships. With 12 hired staff and close to 40 volunteers, Strawacademy has met its goals and project demands through exceptional corporate leadership and management. With qualified and experienced staff, as well as workable evidence-based operational systems, Strawacademy delivers timely project outputs and reliable data through its Strawacademy Monitoring, Evaluation and Reporting Protocol.

Strawacademy has just one head office in Cameroon but it is established through strategic partnerships in offices in 13 other African countries: Nigeria, South Sudan, South Africa, Togo, Burundi, Kenya, Uganda, Ghana, Zimbabwe, Egypt, Tanzania, Senegal and Morocco.

The Organization Strawacademy has the License Number **N°.560/G.37/C84/VOLI/SAAJ**

Its headquarters is situated at Molyko Buea, UB Junction.

It is important to note that MA Park is just a brand name of Strawacademy and so all legal copyrights belong to Strawacademy. All official documents like contract forms for MA Park will contain Strawacademy name, not the MA Park name.

As a United Nations vendor Organization, we adopt the United Nations Principles of Neutrality, Impartiality, Equality as well as Indiscrimination, Social Inclusion and Civic Responsibility towards Community and Nature

We are committed to complete transparency and integrity, as well as respect of the law of every country we operate from. We remain sensitive to each venue's culture, core values and perspective





# ORGANIZATION'S HISTORY

The Not-For-Profit Organization Strawacademy, was founded by Mac Alunge in 2016

Strawacademy has a Spoken Word Art brand name, MA Park, which is as well a Not-For-Profit brand which makes use of Spoken Word Art for Development Purposes. Its vision statement is simply: 'Healing the world with words'.  
Its vision:

*Fostering the implementation of initiatives in-line with the United Nations SDGs, using creative Spoken Word Art: through art content creation (audios, videos, pictures and text), Capacity Building and Networking of Artists, as well as community engagement (events) for sensitization and advocacy.*

Unlike Strawacademy whose mission is in the implementation of the SDG's 1, 8 and 9, MA Park cuts across the implementation of all 17 SGD's

The founder of Strawacademy is a Spoken Word Artist; he created the MA Park brand to establish community relevance for his artistry, different from the organization. MA Park also has a for-profit arm where art is served mainly to make profit

MA Park will always use the registration and license name of Strawacademy on important documents such as contract forms. MA Park does not exist on its own, it only exists as a brand of Strawacademy.

Depending on the MOU with our funding partners or when our activities are self-funded, Strawacademy may have for-profit models within not-for-profit activities, as long as the model does not impede the goal of the activity; for instance; the sponsorship of our community engagement events by a company.

## STRAWACADEMY FOR-PROFIT

Strawacademy is a hybrid and so it has a For-Profit part (a company) which specializes in providing the following services to its clients:

- Web / Mobile Application Design / Development
- Audiovisual Production
- 2D Animation
- Digital printing
- Graphic design / Branding / Serigraphy
- Digital Marketing
- Supply of Electronic / Technical Equipment
- Marketing

Find out more about Strawacademy Company on the website: **[strawacademy.net](http://strawacademy.net) & [thestrawacademycompany.com](http://thestrawacademycompany.com)**

## WHY PARTNER WITH US

We are efficient

We are transparent and provide timely project outputs

Our foundation is the African context, so, Strawacademy is well informed about the culture, history, conflict and the context of the countries in which she operates. Therefore, our activities will be contextually sensitive / relevant in our regions of operation.





UB Junction Molyko,  
Buea - Cameroon

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[content.strawacademy.org](http://content.strawacademy.org)  
[awards.strawacademy.org](http://awards.strawacademy.org)

[strawacademy.org](http://strawacademy.org)