

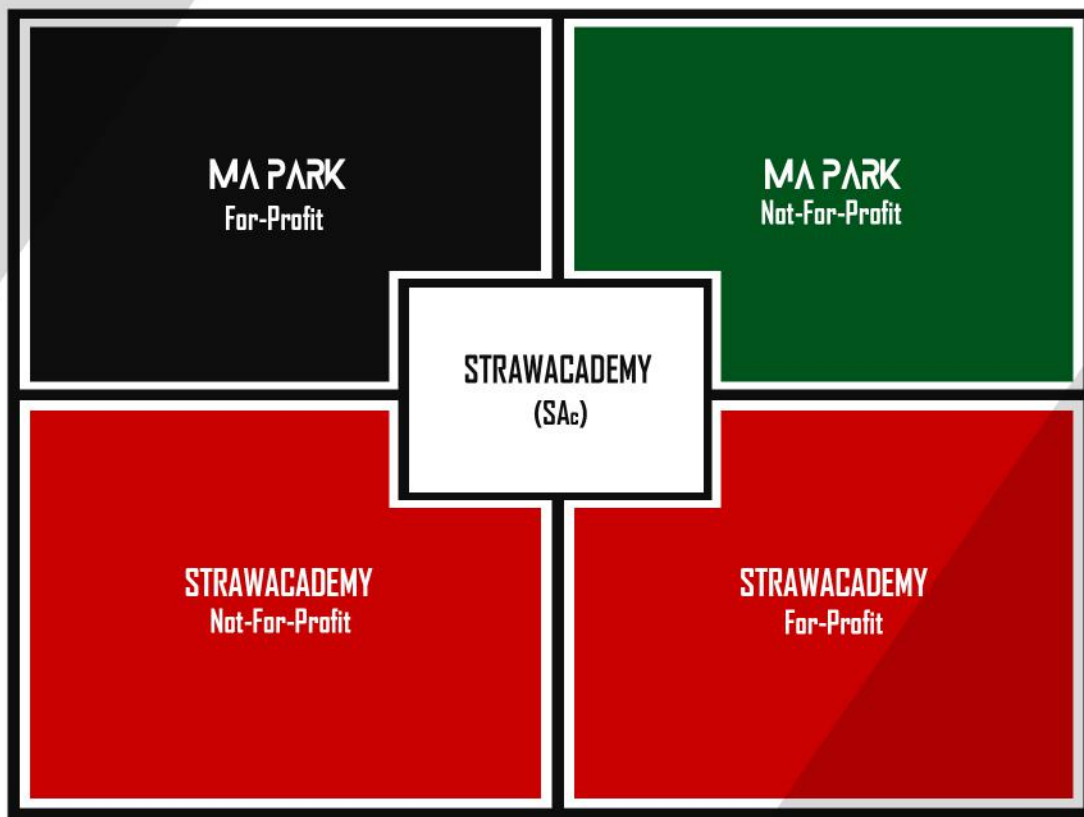
branding,
tech &
marketing solutions

STRAWACADEMY

COMPANY
PROFILE

strawacademy.net
thestrwacademycompany.com

THE 4 ORGANS OF STRAWACADEMY



This document is just for **the Strawacademy Company (For-Profit)**

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.org
mapark.macalunge.com
strawacademy.org

Compiled by Mac Alunge
Designed & Published by Strawacademy

WHO WE ARE

Strawacademy provides branding, technology and media support to Organisations, Institutions, Corporations and Individuals.

OUR SERVICES

1. Web / Mobile Application Design & Development
2. Graphic Design / Branding & Serigraphy
3. Digital Printing
4. Audiovisual Production & 2D Animation
5. Digital Marketing / Search Engine Optimization / Web Management



OUR MISSION

Building and boosting corporate branding & marketing performance by providing technology, media & online / offline branding solutions

CONTACT US

+237 653 957 382
+237 683 734 234

info@strawacademy.net
contact@strawacademy.net

Headquarters, UB Junction
- Molyko, Buea

strawacademy.net
thestrwacademycompany.com

facebook.com/thestrwacademycompany

YouTube Strawacademy

@strawacademy

@strawacademy

BRAND & SELL

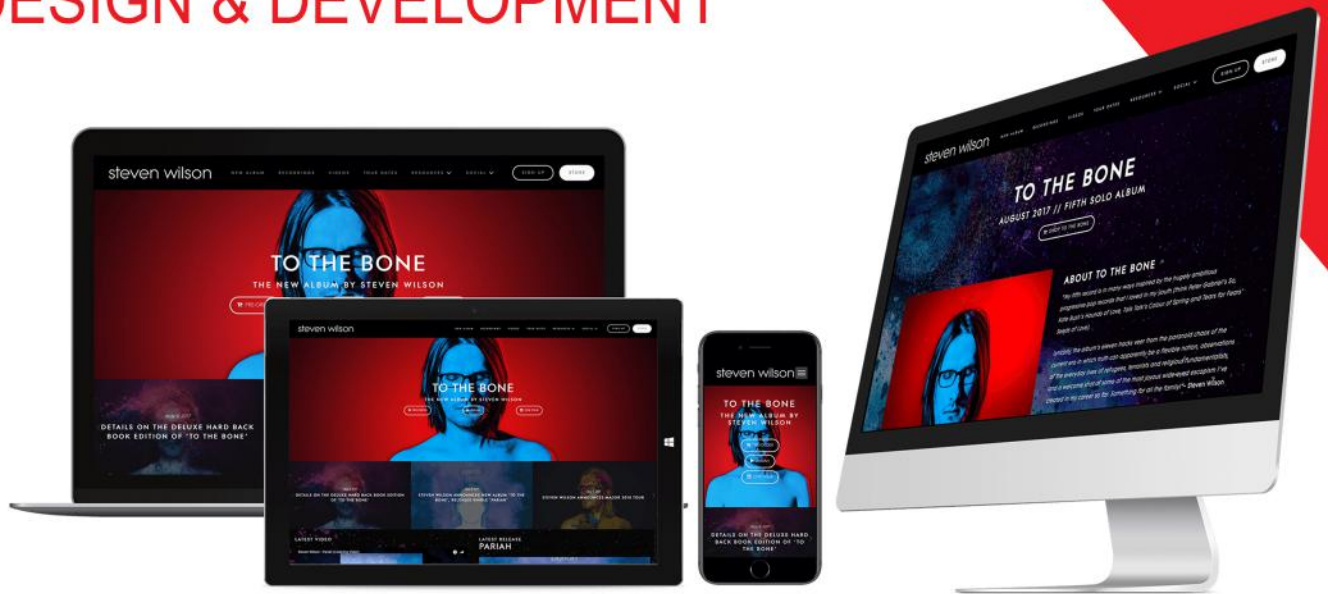


\$15



\$150

WEBSITE & MOBILE APPLICATION DESIGN & DEVELOPMENT



SERVICES

Domain Registration / Web Hosting
 Content Management Systems
 Shopping Cart / Online Ordering System / Online Payments
 Learning Management Systems & Interactive application
 Social Media Integration — Facebook, Whats App, Twitter, Youtube, Google+, etc.
 Blog / Email Newsletter Integration
 UI / UX
 Application Design, Prototyping & Programming
 User Testing, App Markplace Submission & Approval
 Consultancy & Training

SOFTWARE WE OFTEN USE





DIGITAL MARKETING

SOCIAL MEDIA MANAGEMENT



Facebook, Twitter, Instagram, Pinterest
Tumblr, LinkedIn, Soundcloud, Youtube
Management

SEO / WEB MAINTENANCE



UI / UX, Blog Management
Sitemap Implementation
Google Analytics Monitoring
Web Page Optimization
Content Review / Website Update etc
Backlink Generation and others

CONTENT STRATEGY, DEVELOPMENT & MARKETING



Text Content *for Social Media & Blog*
Audio Content
Picture Content
Video Content
Graphics & Animation

EMAIL & SMS MARKETING



Email / SMS Content
Creation & Design

Database Creation &
Management

Email Newsletter Design &
Management

Email & SMS Response
Management



BRANDING & SERIGRAPHY



Creative, Artistic & Graphically
Appealing Designs

Branding and Serigraphy of
different Items including:

Bottles, Bags, Walls, T-shirts, Plates,
Caps, Flash drives,
Cups, Pens, Umbrellas,
Rulers, Envelops, Medals,
Cars, Keyholders, Balls, etc



AUDIOVISUAL PRODUCTION & ANIMATION



SERVICES

PICTURE CONTENT

Infographics
Animated Pictures
Natural Pictures
Marketing Pictures

AUDIO CONTENT

Podcast
Audio Ad
Explainer or Culture Audio
Audio Interview
Audio Book, Audio Films
Client Soundtrack
Client Song

VIDEO CONTENT

Interview Video
Live Webinar
Project Presentation / Tutorial Video / VBlog
Short Film
Event Coverage (Live)
Video Ad / Testimonials
Long Documentary

ANIMATED CONTENT

Logo Animation
2D Animation Video
Product Review
Explainer Video
Animated Video Ad

DIGITAL PRINTING



Printing of

Banners , Posters
Stickers, Rollup banners etc

Flyers, Books
Documents, Magazines
Newspapers, Examination Papers,
Booklets etc

T-shirts, Plates,
Cups, Pens, Umbrellas,
Rullers, Envelops, Medals, Keyholders,
Balls, etc



CAPACITY

LEGAL

CORE VALUES

With headquarters in Buea Cameroon, Strawacademy has served tech, branding and marketing services in 14 African countries through partnerships. With 12 hired staff and close to 40 volunteers, Strawacademy has met its goals and client demands through exceptional corporate leadership and management. With qualified and experienced staff, as well as workable evidence-based operational systems, Strawacademy delivers timely results.

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 Company Strawacademy has the Business Registration License Number

TPPRR/RC/LBE/2020/A/0113

Its headquarters is situated at Molyko Buea, UB Junction.

As a United Nations Vendor Company, 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 respect of the law of every country we operate from. We remain sensitive to each venue's culture, core values and perspective

OUR CLIENTS

These organizations have purchased at least once service from Strawacademy in the past year. The list is not exhaustive



MA PARK TEAM



Mac Alunge
Founder / Director / M & E Officer



Freddy Fosso
Deputy Director / Project Manager



Tantse Tambi
Operations Officer



Tobah Terah
Human Resource / Finance



Toge Ernest
Officer in charge of Content Release



Mukoko Jelissa
Graphics / Online Brand Management



Moumani Arthur
Art Director



Fonepi Leslie
Media / Communications Officer



Charlie Jego
Officer in charge
of Content Creation



Nchong Prudence
Community / Events
Management



Takor Glen
Data Analyst

STRAWACADEMY NOT-FOR-PROFIT

The Strawacademy Company has a Not-For-Profit organ, the Organization still called Strawacademy which was founded by Mac Alunge in 2016, before the company was created. Strawacademy is thus a hybrid.

The Strawacademy organization, a business incubator, has as mission:

To contribute to the realization of the SDG's 1, 8 and 9, in Africa by inspiring and directing the creation and development of feasible, sustainable, fundable and scalable For-Profit ventures

Strawacademy Not-For-Profit 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 mission:

Fostering the implementation of initiatives all over the world 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.

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 exist as a brand of Strawacademy.

Find out more about Strawacademy Not-For-Profit on the website: **strawacademy.org**

COMPANY HISTORY

The Strawacademy Company was created in January of 2018 initially as a for-profit support initiative to generate income and fund the activities of Strawacademy Not-For-Profit.

It was created by Mac Alunge and has been running since by a team of experts. The strawacademy company still funds the Organization, however, the company is now established and only interdependent with the organization operationally

WHY PARTNER WITH US

We are efficient

We are transparent

We are professionals who are dedicated to the best possible customer service and customer satisfaction.

We are timely in our delivery



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