



Creative 3.0

《Crypto Creative Collective》



Vision

We are engaging/empowering the Caribbean creative industries by building a Web3 technology powered, community-owned financial ecosystem, to stop industry brain drain and stimulate a sustainable and growing creative economy.

Problem Statement

There is extreme frustration in the Caribbean Creative community due to a lack of accountability/trust in, and support/funding for creators and creative projects. This is leading to industry brain drain and stagnation of the creative economy.

Customer

Participants in the regional Creative Industries not limited to but inclusive of:

- Designers
- Filmmakers
- Musicians
- Technicians
- Visual Artists
- Performance Practitioners
- Digital Content Creators
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Our participants are gender inclusive, range in age from 14+ years, and have a progressive/pioneering spirit. Their levels of tech proficiency vary throughout the Caribbean.

An estimated 100,000 persons are employed in Jamaica's CCI. We are regionally focused so our target customer pool increases exponentially.

Solution

We are creating a decentralised community financing platform, to be introduced via a three phase multimedia awareness and educational outreach campaign. We will create regional awareness, autonomy and audience for creatives in the crypto-verse/ NFT space.

Our solution will close the “crypto commercialisation gap” through a focus on Onboarding the Caribbean region; we will provide the information, guidance and incentive for involvement.

We are creating direct financing links between creator and audience.

Collaboration

Replace this text with any organisations that you need to collaborate with to improve the execution and impact of your solution and why. In the business model canvas, this would be cooperator for market.

Stakeholder groups: JAFTA, MANIFESTO JA, JARIA, JAMMS, JDA & JANN etc

Kingston Creative

Creative Education: Edna Manley College, NDTC, UWI/Carimac

Girls I Rate Caribbean

Silicon Caribe

Government Organizations: JAMPRO, JIPO, JBDC, JCDC

Financial Service Providers: VM Group, JN Group, We Pay etc

Passion

Caribbean creatives need supports to benefit from emerging opportunities in the cryptoverse. Audience awareness, digital art skills/tools, technical and financial literacy are the key hurdles that need to be overcome for long term success in the decentralised space. Desirable solutions allow for community connection, influence and benefit.

Empowering the Caribbean creative community through, increased capacity, financial independence, personal fulfilment, growth and evolution of self leading to the development and expansion of the creative economy.

Proof of Concept

Creative 3.0 is the space to build community and awareness as well as well as facilitate trade in a marketplace.

We will be developing a web3 dApp to facilitate community financing of creative projects. Around this we will be engaging our creative community through a series of video tutorials and website.

Creators will be able to create a profile and create projects on the dApp. These will be browsable by the public through the front end and they will be able to contribute to the projects directly through their web3 wallets.

Our creator community will also remain engaged in the platform through our community tools such as social media and discord server. Allowing them to be actively involved in the development of the platform as well as collaboration on projects.

Costs*

ITEM	COST (JMD)
dApp development	\$235500
Education/Onboarding community	\$86350
Overheads and Admin	\$94200
Community Development	\$125600
Contingency	\$47100
TOTAL	\$588750

Opportunities and Risks

Opportunities:

- Transforming cultural goodwill into actual working capital. Facilitating access into markets at a wider scale.
- Build borderless communities via collaboration.
- Cultural regeneration #LegacyDrops
 - Long-term edutaining/ educational tool
 - Increasing ease of TECH entry
 - Opportunity to explore Web3 tech capabilities to tap into a huge financial market

Risk:

- Age barriers and access level
- The volatile nature of the cryptocurrency markets
- Scamming, Hacking
- Lack of trust in a new technology in awareness
- The potential for regulators to disrupt
- Being able to purchase crypto using local banks

Plan B

If the initial Solution doesn't take off immediately a narrowing to the education and training aspect may offer smooth transition into the Digital World expanding and having enough persons onboard to have this overall solution reached.

Proposing a direct involvement in the Educational System

Possible Collaborative Organization: Heart Trust NTA, other Technical Secondary and Tertiary Institutions, or even a module offered within Info tech, engineering and computer science fields.

How: Curriculum Creation

Modules created based on age group, art form/medium

- Utilize the community built around the pilot to develop a more applicable and accessible solution (taking feedback on the application, addressing specific problems raised and then using that feedback to upgrade the application)

SDG Goals Aligned To *

SDG8: Decent Work and Economic Growth

Our solution increases access to capital for creative craft/projects

SDG9: Industry Innovation & Infrastructure

We are using Web 3 technologies to create virtual spaces for the development of creative projects

SDG17: Partnerships for the Goals

We have identified and will rely on collaboration with strategic partners to deliver this solution.