



TASCK

CONNECTING CREATIVES TO OPPORTUNITIES

THE REPORT

2023

VISION

We exist to connect creatives to opportunities.

MISSION

We represent talented creatives and help them build meaningful careers that will be beneficial to themselves and to society. We invest in platforms and technology that improve the creative ecosystem so that we can facilitate meaningful value creating partnerships.

Tasck is an acronym that stands for
TALENT, AGENCY, STORIES, COMMUNITY & KINETICS

We act as an ecosystem builder, filling gaps in the creative ecosystem that prevent creatives from reaching their full potential.

This means that we invest in
PEOPLE, PLATFORMS & TECHNOLOGY
TO CREATE VALUE.



WHY?

African creatives can do so much more if they have access to resources.

"African creative industries make a sizable contribution to total economic activity and are worth about \$20-23bn in annual exports."

- AFRICAN BUSINESS -

What are the MAIN CHALLENGES?



THE FLOW OF CAPITAL IN THIS SPACE IS DIFFICULT

The funding sources and capital sources have processes that are too complex and formal for the average creative to manage.



LACK OF INFRASTRUCTURE FOR CREATIVES

The mass market of creatives in Nigeria faces a significant challenge due to the lack of infrastructure necessary to produce, market, distribute and monetize their talent on a large scale, which limits their ability to succeed in the industry.



FEW OR NO SAFE CREATIVE COMMUNITIES

There is a lack of environments where people can freely express their creativity without fear of judgment or harm.



Our short **TERM FOCUS**



SOCIAL IMPACT

Our **Ignite platform** amplifies social impact work, empowers creatives to contribute effectively to social impact campaigns, and facilitates access to funding and collaboration opportunities for creatives who are working towards achieving the Sustainable Development Goals.



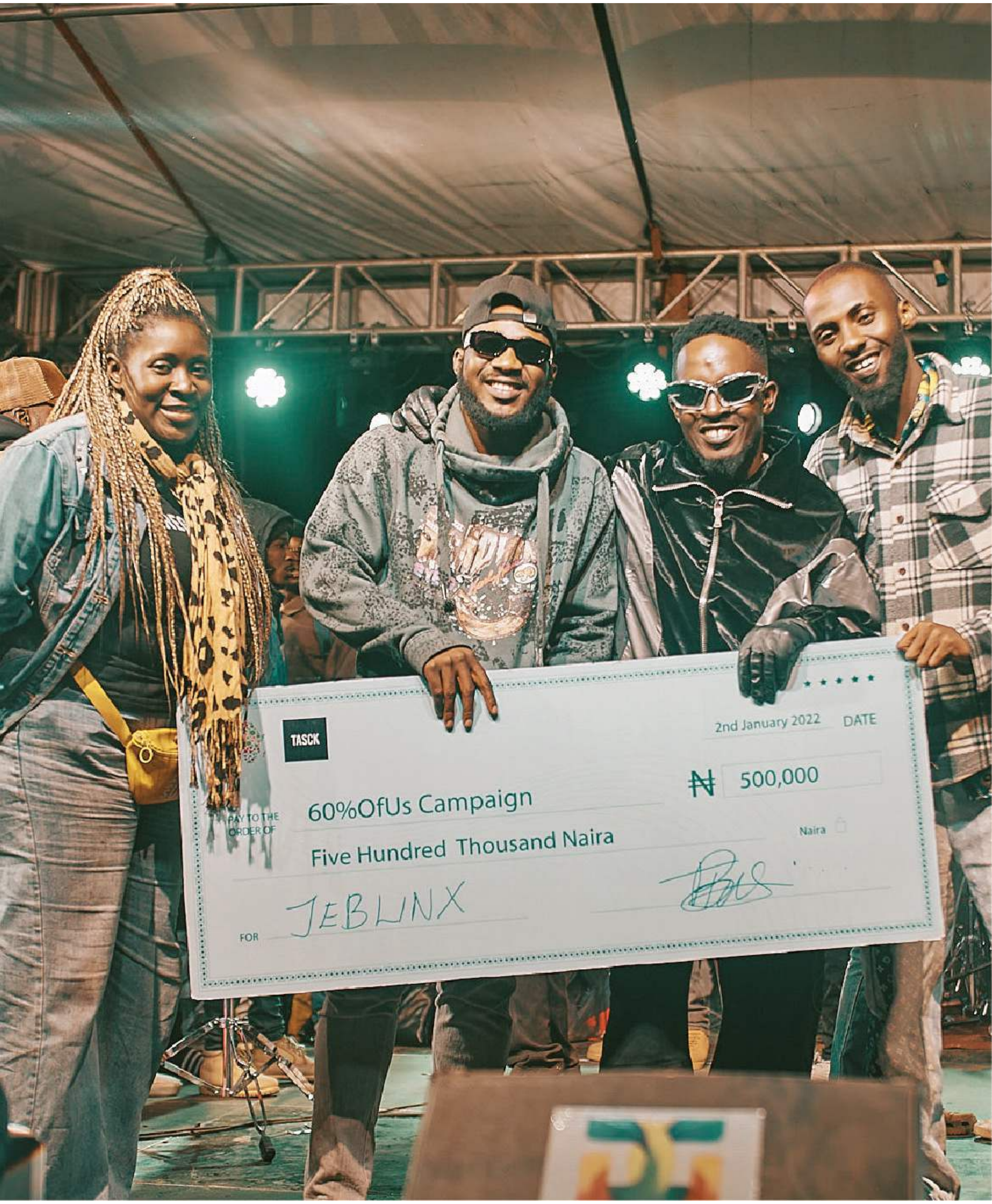
AGENCY

We invest in platforms and technologies that enhance the creative ecosystem, enabling us to foster valuable partnerships that create meaningful value for all stakeholders involved.



COMMUNITY

We recognize that creatives thrive in safe communities, so TASCK provides safe spaces for young creatives to learn and connect with one another.



TASCK

2nd January 2022 DATE

₦ 500,000

PAY TO THE
ORDER OF

60%OfUs Campaign

Five Hundred Thousand Naira

Naira

FOR

JEBLINX

[Signature]

SOCIAL IMPACT

2022 IN REVIEW

19

PROJECTS

19 social impact projects and campaigns.

257

CREATIVES

257 Creatives worked on various social impact issues through Ignite by TASCK.

250M+

IMPRESSIONS

TASCK has created a digital footprint of social impact messaging that has reached over 250 million impressions and counting.

► HIGHLIGHTS ◀

BLOCK PARTIES

Connected 256 young creatives across 5 cities (PH, Enugu, Lagos, Abuja) through block parties focused on social impact themes.

YIAGA X UNDP

We partnered with YIAGA and UNDP to boost the #SixtyPercentofUs voter campaign.

IGNITE CONFERENCE

In October our Ignite Conference convened creative industry and stakeholders to foster more collaborative gathering.

INCREDIBLE MUSIC FESTIVAL

Partnered with M.I Abaga to unite creatives and encourage over 3000 people to #vote4nigeria.





DANDIZZY

#SIXTYPERCENTOFUS



Hailing from PH city in Nigeria, Dandizzy is a rapper, known for his exceptional freestyling abilities and unique blend of traditional Nigerian sounds and modern rap influences. He is also deeply passionate about making a positive impact in his community and is focused on driving social change through creative expression.

 **1000+**
PARTICIPANTS

Dandizzy partnered with TASCK to host a Block Party that attracted over 1000 participants. The purpose of the Block Parties are to inspire creatives to use their talents and influence to bring about positive change in their communities.

 **200k**
IMPRESSIONS

Using his music and social media platforms, Dandizzy created viral content that encouraged people to get out and vote. He took to the streets of Port Harcourt, performing freestyles that amassed over 200k impressions for the #sixtypercentofuscampaign.

 @IDANDIZZY

RINU #VOTE4NIGERIACAMPAIGN



Rinu Oduala is a human rights campaigner, influencer, and community organizer who served as a pioneer in the #EndSars movement. She is primarily concerned with problems of equity, justice, humanity, and community improvement.

TASCK facilitated Rinu's involvement with the **#Vote4Nigeria campaign**, where she successfully led 10 impactful Twitter conversations on the topic of voter participation.

NOTABLE GUESTS INCLUDE:

- Ruggedman
- Femi Falana SAN
- Dandizzy
- Yusuf Anka
- Eromz
- Luka Buba

Over
**41K UNIQUE
ACCOUNTS
TUNED IN**



@SAVVYRINU



AGENCY

2022 IN REVIEW

425

CREATIVES

We connected 425 creatives from across the country to paid engagements.

THIS WORK IS SPREAD OVER

- **MUSIC BOOKINGS** ◀
- **BRAND PARTNERSHIPS** ◀
- **MARKETING CAMPAIGNS** ◀

60%

Growth in streaming
2021/2022.

40M

Total streams across
TASCK catalog in 2022.

\$195K

Total agency payments to
creatives in 2022.



JOSH AND NEDU **GET BIG**

The Nigerian creative industry has seen a surge in the popularity of content and skit creation, with Josh and Nedu leading the way as pioneers of comedic skit creation.

Josh2funny and Nedu are two of Nigeria's most successful and influential comedians, both known for their hilarious skits and videos that have gone viral across social media platforms. With their unique sense of humor and creative storytelling abilities, they have amassed a huge following of fans who eagerly await their latest content.

In collaboration with TASCK, they are working to build "GET BIG", a platform that is solely dedicated to discovering and promoting the next wave of talented skit creators, providing them with the tools and support they need to showcase their skills and connect with a wider audience.



@JOSH2FUNNY



@NEDU_OFFICIAL

LAYCON JIVE



Laycon, also known as Olamilekan Moshood Agbeleshe, is a Nigerian rapper, singer, and songwriter who rose to fame after emerging as the Big Brother Naija Season 5 winner. Alongside his music career, Laycon has also been actively involved in the tech industry, collaborating with the Nigerian tech platform, Jive.

JIVE IS A PLATFORM THAT ENABLES ARTISTS AND CREATIVES TO CONNECT WITH THEIR FANS AND MONETIZE THEIR CONTENT.

With TASCK's help, Laycon has been working with Jive to promote the platform and encourage other artists to join and benefit from its features. He has also used Jive to release some of his music, connecting directly with his fans and earning revenue in the process.

Jive is an avenue to give back to artists that are trying to get into the entertainment space and grow themselves. If technology is being used in other industries, then having it come into entertainment, particularly as a platform for discovering artists, is an incredible innovation. Jive is a platform for investors to discover new artists as well as for artists to discover and collaborate with one another, and I am excited to be a part of its growth.

-LAYCON, JIVE PARTNER



@ITSLAYCON



CHUDE JOY, INC.



Chude Jideonwo is a Nigerian lawyer, journalist, and media entrepreneur who is the founder of Joy, Inc., a revolutionary organization that aims to promote and spread happiness and well-being across Africa. Through Joy, Inc., Chude has pioneered a new approach to addressing some of the most pressing social and economic challenges facing the continent, emphasizing the importance of mental health, emotional resilience, and personal fulfillment as essential components of individual and collective success.

DOCUMENTING THE 2023 ELECTIONS

With the hope of reaching millions of people across Africa, TASCK is providing administrative support to JoyInc to produce a documentary that will provide an in-depth analysis of the 2023 elections in Nigeria, highlighting the key issues, challenges, and opportunities facing the nation.

The documentary will provide critical perspectives into Nigerian politics as well as a safe space for insights to be shared through in-depth interviews.



@CHUDEITY



COMMUNITY

2022 IN REVIEW

WE CREATED SAFE
▶ **NETWORKING OPPORTUNITIES** ◀
FOR YOUNG CREATIVES

1447

CREATIVES

26

PLATFORMS

Throughout the calendar year, we connected with 1477 creatives through 26 various platforms and events.

WE CREATED SAFE
▶ **LEARNING OPPORTUNITIES** ◀
FOR YOUNG CREATIVES



US MISSION

UP NEXT BOOTCAMP

The US Mission in Nigeria collaborated with TASCK to implement a music exchange program, providing learning modules to **100 MUSIC ARTISTS**, songwriters, instrumentalists, rappers, and producers across Jos, Enugu, Kano, Port Harcourt, Lagos, and Abuja, Nigeria.

INSTRUCTORS INCLUDED:

SOUL INSCRIBED RUBY GYANG NKASIOBI CHUKWU
KARL JAMES SANDROSE AGBO

A woman with blue braids and a white top is singing into a microphone at a concert. The background is dark with red and blue stage lights. The word "GREEN" is partially visible on the left.

NETWORKING & COMMUNITY PLATFORMS

2022 IN REVIEW



DAYGENIUS

THE HIP HOP EVENT

Daygenius is a talented Nigerian rapper who has been actively involved in the growth of Battle Rap Africa. As a battle rapper, Daygenius has participated in several rap battles, gaining recognition for his skills and passion for the art form.

Daygenius has played a key role in organizing and promoting various rap battles, events, and collaborations, helping to build a community of like-minded individuals who are passionate about rap music and its potential to inspire and empower people across Africa.

The Hip Hop Event, put on by DayGenius, M.I, and TASCK, focuses on live performances and battle rap, bringing together artists, rappers, and singers to rekindle the hip-hop fire in Lagos.

**THE HIP HOP EVENT HAS FEATURED UP TO
90 INCREDIBLE YOUNG RAPPERS
WITH MANY MORE ANTICIPATED TO PERFORM IN THE FUTURE.**

A promotional image for a talent discovery platform. It features three men in a studio setting. The man on the left wears a patterned bucket hat, sunglasses, and a dark t-shirt. The man in the center wears a dark bucket hat with a logo, a light-colored polo shirt, and a small earring. The man on the right wears glasses and a dark patterned shirt. The background is a simple studio backdrop with some draped fabric.

TALENT DISCOVERY PLATFORM

2022 IN REVIEW

► **BOOMPLAY COMPETITION** ◀



BOOMPLAY COMPETITION

WINNER:
FOSTER YOUNG

Boomplay, Africa's No. 1 music streaming platform, launched a rap cypher challenge called #PassTheMic in collaboration with TASCK.

The top 3 winners received cash prizes of

N1M, N500k and N200k, respectively. The Top 5 also had the opportunity to be in an audio and video rap cypher recording with M.I. Abaga.



TASCK IN 2023

Our focus is growth

- GROWING OUR WORK
- GROWING OUR REACH AND IMPACT



SOCIAL IMPACT

Africa needs its biggest creatives to continue to spearhead the movement for social change. We are expanding our social impact vertical.



COMMUNITY

By connecting creatives to significant platforms in 2023, we will be adding value to the creative ecosystem. This means that more creatives will earn money and grow.



AGENCY

We are growing our operations in the music and agency spaces through targeted investments and talent representation.

A photograph of three women in a room, each holding a microphone and appearing to be in a discussion or presentation. The woman in the center is wearing glasses and a white shirt. The woman on the right has blonde hair and is also wearing a white shirt. The woman on the left has long blonde hair and is wearing a red top. The background is slightly blurred, showing what appears to be an office or meeting space.

SOCIAL IMPACT

2023 IN VIEW

WE ARE ASSISTING MORE CREATIVES IN ENGAGING AND
DEVELOPING NON-PROFIT PLATFORMS.



2023 IGNITE PROGRAMMING & CONFERENCE

\$300k+

IN SOCIAL IMPACT TO CREATIVES
IN 2022.

\$3M

GOAL FOR CREATIVES IN SOCIAL
IMPACT IN 2023.

BRINGING MORE CREATIVES INTO THE CIVIC ADVOCACY SPACE

This year, we will connect leaders from the business, public, and non-profit sectors with top creatives who are eager to work to achieve change!

TODALEL KAFANG

IGNITE PRESIDENT

This year, my goal for Ignite is to connect 1000 creatives to advocacy opportunities through its platform, project partners, and accelerator program.





What are the

AGENCY

2023 IN VIEW



UNLOCKING VALUE WITHIN THE CREATIVE INDUSTRY

\$1M

GENERATE 1M IN VALUE PAID
TO CREATIVES

Build platforms and technology to facilitate easier transactions and collaborations within the creative ecosystem.

JENNIFER AGALDO

HEAD OF BUSINESS DEVELOPMENT



To position TASCK as the leader in the creative industry in delivering integrated solutions to creatives.

TASCK WELCOMES JENNIFER AGALDO AS NEW HEAD
OF BUSINESS DEVELOPMENT



THE MUSIC BUSINESS IS SO EXPLOITATIVE

**SO WE ARE BUILDING
INCREDIBLE MUSIC!**



LOYE

Loye was walking from bar to bar trying to get noticed as an artist two years ago. Incredible Music is now assisting him in developing his career in a healthy and sustainable manner.

200K STREAMS

270K STREAMS

30K FOLLOWERS

43K FOLLOWERS

1 SINGLE

2022 2023

TASCK HAS PROVIDED LOYE WITH

- Infrastructure for development
- Funding for studio sessions, videos, promotional materials and more
- Opportunities to network with experts

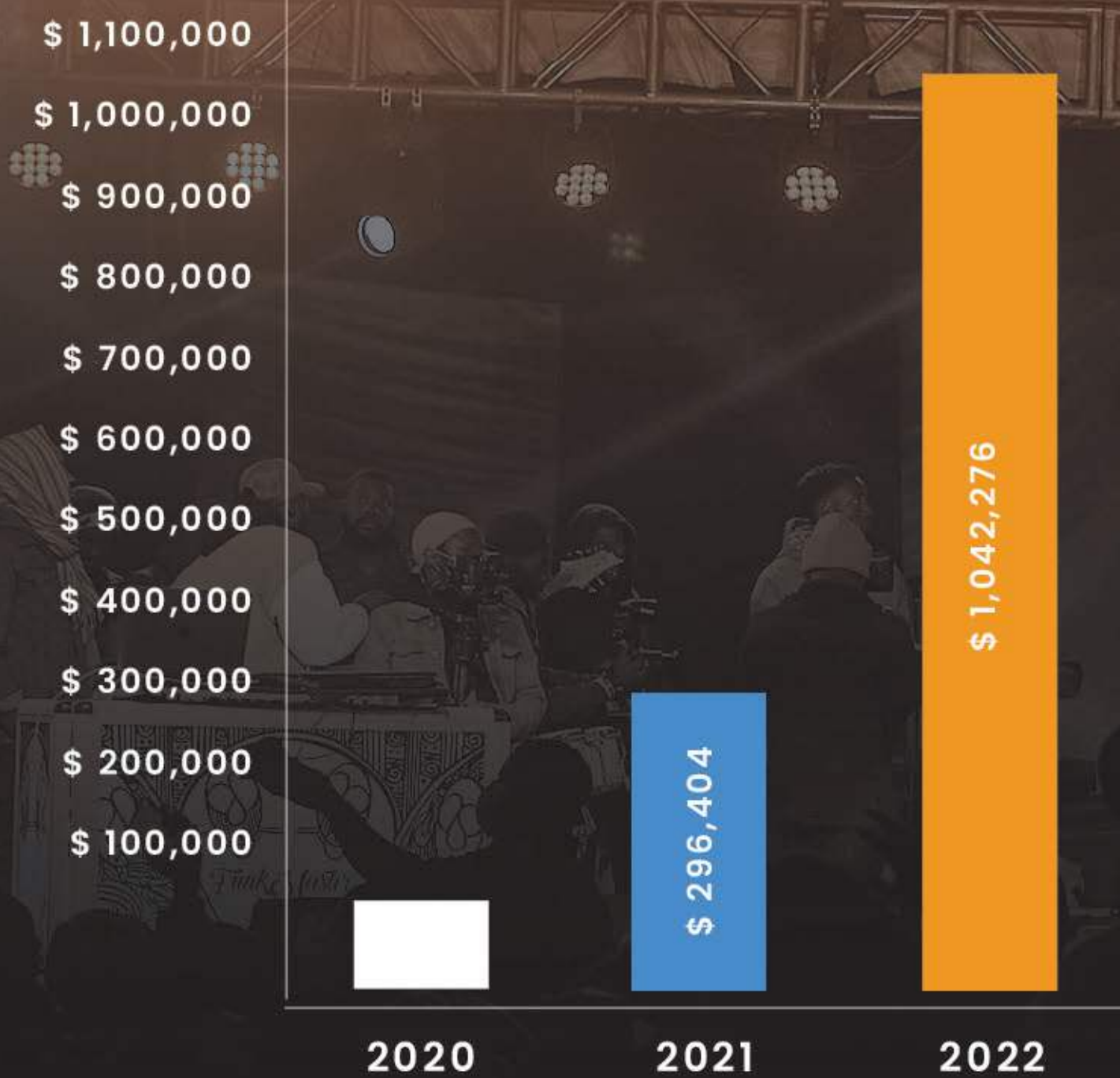
NORA RAHIMIAN

PRESEIDENT, INCREDIBLE MUSIC



My goal for Incredible Music is to build an artist-first, community-centered label that celebrates the talent of all our artists.

INCREDIBLE MUSIC WELCOMES NORA RAHIMIAN AS ITS NEW PRESIDENT



INCREDIBLE MUSIC GROWTH
- in Numbers -

A group of diverse young people, including men and women of various ethnicities, are shown from the chest up. They are all looking towards the right side of the frame with expressions of focus and attentiveness. The background is slightly blurred, suggesting an indoor setting like a lecture hall or classroom. The overall tone is professional and educational.

COMMUNITY

2023 IN VIEW

WE HAVE LAUNCHED OUR TASCK LEARNING VERTICAL!



JESSE JAGZ + JAGZ NATION

Jesse Jagz is a rapper, record producer, and songwriter known for his innovative approach to music. He is the founder and CEO of Jagz Nation, a record label and entertainment company that focuses on developing and promoting talent in Nigeria's hip hop scene.

Jesse recognized that many students in Jos, Nigeria lack access to the necessary tools and resources to learn and create, particularly in the creative arts, so Jagz Nation is raising funds to support creative student communities.

In order to connect another Jos institution to his learning program this year, he is building a media library and organizing a fund-raising campaign for the reconstruction of a stadium/arena.

\$250k

**BUILD LEARNING VERTICAL THAT
GENERATES \$250K FOR CREATIVES**

CHRISTINE

HEAD OF THE LEARNING VERTICAL



This year my goal for the Learning Vertical is to help 4 super creatives to create quality learning courses that will enhance the knowledge and skillset of 1,500 upcoming creatives in the Nigerian industry in order to prepare them for opportunities.

TASCK WELCOMES CHRISTINE AS FIRST HIRE AND HEAD OF LEARNING

WHY CHOOSE TASCK?

OUR CLIENTS AND CUSTOMERS WORK WITH US BECAUSE:

WE ARE FOR CREATIVES

We create pathways for creatives to achieve their true potential.

WE ARE SERIOUS ABOUT IMPACT

We strive to bring value to all of our stakeholders, and our goal is to ensure that our creatives, partners, and society as a whole can benefit from our existence.

WE ACCELERATE COLLABORATION

Our multi vertical approach means that we can leverage partnerships and resources that others cannot.



TASCK

THANK YOU

CHIGUL OMERUAH ANTO LECKY IYABO OJO WAJE
KOYE K10 EROMZ NELSON ENWEREM ETIM EFFIONG BOVI
CHOPSTIX MICHAEL SONARIWO KIEKIE SHAFFY BELLO KIKI OMEILI
NELSON ALISON RUGGEDMAN DJ CUPPY FOLU STORMS
OSAS IGHODARO INIDINMA OKOJIE TUFACE JEFF BANKS
APROKO DOCTOR FRANK DONGA UCHEMBA WILLIAMS
PAMILERIN RUBY GYANG YCEE BRODA SHAGGI SIR DEE
OMOTOLA JALADE EKEINDE WANDE COAL NEDU
SEYI AWOLOWO ASA NIKKY LAOYE DON JAZZY
SENATOR MC LIVELY KATE HENSHAW MR. MACARONI
FUNKE AKINDELE JOSH 2 FUNNY IFE AGORO
RINU ODUALA IBRAHIM AND LYNDIA SULEIMAN BLAQBONEZ
JOLA AYEYE NASBOI REWA NKASIOBI CHUKWU
PRINCE NELSON ENWEREM OKEY BAKASSI ACAPELLA COMEDIAN
UCHE JUMBO BLACKBOI NENGI TOBI BAKARE
ANITA NATACHA 'TACHA' AKIDE TAAOOMA
BISOLA AIYEOLA TIMI DAKOLO DOTUN COOL FM

OUR TEAM

JUDE ABAGA

CEO

I create strategy and lead the team.

TODALAE BUKI KAFANG

IGNITE PRESIDENT

I connect creatives to social impact opportunities.

JENNIFER AGALDO

BUSINESS DEVELOPMENT LEAD

I build networks for the company to ensure that the ecosystem for creatives and opportunities operate seamlessly. I also identify and manage risks, raise and manage funds and facilitate team growth across the company.

NORA RAHIMIAN

PRESIDENT, INCREDIBLE MUSIC

I steward the overall vision and direction of Incredible Music to build an artist-first, community-centered record label.

KAMARA BATURE

HEAD OF HR/ADMIN

I solve our people problems at TASCK and drive them to achieve company goals.

NANKWAT DAKUM MBI

HEAD OF COMMUNICATIONS

I design and implement communications strategies while also connecting influencers to funding opportunities.

ZAINAB ABUBAKAR

IGNITE VICE PRESIDENT

I help artists in the company create/curate their projects and handle logistics for them and their teams.

UDUAK EKPEDEME

EXECUTIVE ASSISTANT

I am the communication bridge between the CEO/Staff and creatives. I optimise time and create schedules

DAVID GARLAND

FESTIVAL DIRECTOR

I assist in bringing creatives' festival and event ideas to life, as well as connecting them to live-related opportunities.

TAMUNOSAKI "TAMI" ROMEO

GENERAL MANAGER, INCREDIBLE MUSIC

I lead the music team that creates & implements strategies for brand growth including seeking opportunities for talent investment.

DEBBIE ROMEO

COMMUNITY MANAGER

I am in charge of building and maintaining internal community events, ideals and structure.

CHRISTINE VIHISHIMA

HEAD OF THE LEARNING VERTICAL

I bridge the learning gap by connecting upcoming creatives to super creatives for knowledge sharing through our learning platform.

ABRAHAM CHANG CHUWANG DAVOU

HEAD OF MUSIC/LOGISTICS OPERATIONS

I help artists in the company create/curate their projects and handle logistics for them and their teams.

DEKUNLE AINA

HEAD OF MEDIA

I spearhead and oversee digital media creation and curation for various platforms thereby exposing opportunities to creatives.

OGHENEFEGA EFENI

SOCIAL MEDIA MANAGER

I manage social media channels, create and curate content and monitor performance metrics.

HAASTRUP REMILEKUN MOSES

VIDEOGRAPHER

I tell compelling stories of creatives through visually stunning content.

OLUWASEGUN TAIWO

GRAPHICS DESIGNER

I create compelling visuals, marketing and branding assets that help communicate the team's goals.

CONNECT WITH US



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@IGNITETALKSBY TASCK



TASCK CREATIVE AGENCY



TASCK



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