

COMPANY PRESENTATION



# 1 AKKALINO

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# PROJECT

## IDEA

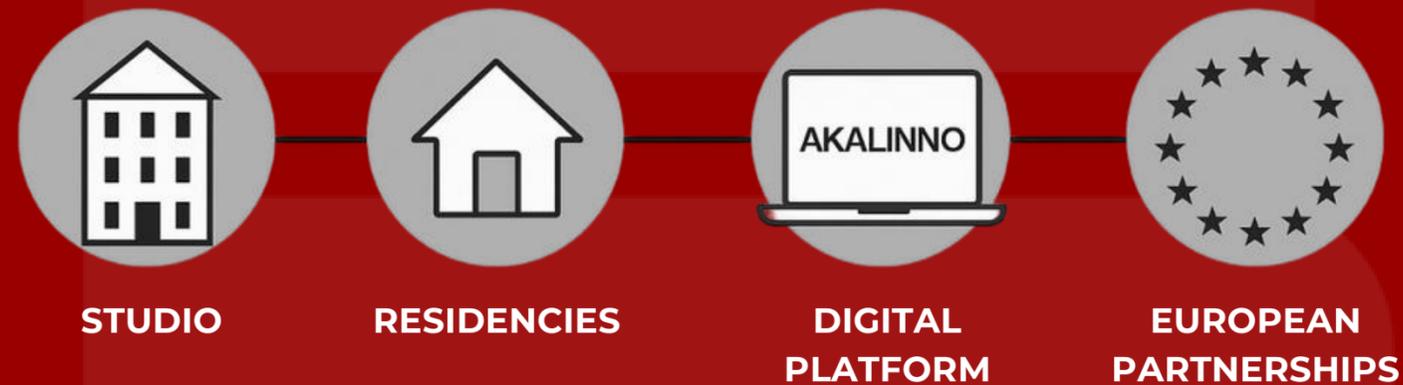
Moroccan music is a living heritage but lacks strong bridges to the world. AKAL Entertainment acts as a cultural incubator, supporting emerging artists to access international stages. Our strength lies in AKALINNO, an innovative digital platform powered by artificial intelligence, ensuring transparency, collaboration, and coherence. AKALINNO provides a complete pathway: artist residencies, access to professional studios, career management tools, and digital services, all within one intelligent ecosystem. With infrastructures and European partnerships, we are building a unique hub linking Morocco, Africa, and Europe. A pioneering vision: bringing all these elements together in one AI-driven platform for the first time, serving artistic mobility, international cooperation, and sustainable innovation.

***“AKAL Entertainment was born from the desire to give Moroccan music a global voice, while preserving its roots.”***



# AKAL ENTERTAINMENT PLATFORM : AKALINNO

- **Career development & structured support:** intelligent guidance powered by AI to transform artistic potential into sustainable and resilient career paths.
- **Collaboration tools:** a digital space that facilitates exchanges between labels, partners, artists, and institutions, with co-creation and project tracking features.
- **Financial & contractual transparency:** clear and automated governance ensuring copyright protection, transparent revenue management and investor confidence.
- **AI-Assistant innovation for artistic growth:** digital and creative solutions enhanced by artificial intelligence to boost international visibility and career management.
- **Impact for Europe & Africa:** a reliable and strategic platform offering European partners a trusted hub in Africa for co-productions, artistic mobility and network expansion.



# DIFFERENTIATION

- **AI-powered ecosystem** : **AKALINNO** is the first African cultural hub driven by artificial intelligence, combining career guidance, transparency and innovation.
- **Hybrid model** : unlike purely digital platforms, **AKALINNO** integrates physical infrastructures (studios, residencies, performance halls) with digital services in one ecosystem.
- **Transparency & governance** : inclusion of copyright societies and automated financial tools ensures trust, credibility, and fair contracts.
- **Africa–Europe bridge** : positioned as a strategic hub for European partners, enabling co-productions, mobility and long-term cooperation.
- **Pilot case study** : starting with one artist (AKAL) as proof of concept, demonstrating real impact before scaling to larger numbers.
- **Tradition with innovation** : preserving Moroccan roots while reinventing them through contemporary formats and digital creativity.

# EXPECTED IMPACT

**For young talents: access to 3 professional studios and 10–15 residency rooms → target:** support 15 emerging artists by 2027 with transparent contracts and career monitoring.

**For labels and enterprises: a digital platform simplifying collaboration → target:** achieve 5 international co-productions and reduce administrative bottlenecks by 30%.

**For the industry: creation of a complete African hub integrating infrastructure and digital innovation → target:** organize 20 artistic residencies and 10 showcases/festivals to foster sustainable careers.

**For Europe: a trusted partner in Africa → target:** establish 10 active European partnerships and enable the mobility of 25 artists to European stages.

**AKAL Entertainment** provides a platform that solves structural problems for artists, labels, and enterprises, transforming challenges into sustainable opportunities.



# HORIZON EUROPE ALIGNMENT AKAL ENTERTAINMENT

- **Interdisciplinarity:** combining music, digital innovation and cultural studies to address both technological and social dimensions.
- **Impact & inclusiveness:** empowering emerging Moroccan and African artists while fostering equal access to European networks.
- **Mobility & cooperation:** enabling cross-border residencies, co-productions, and festival participation aligned with Horizon Europe's cultural mobility goals.
- **Innovation & sustainability:** developing a transparent digital platform that ensures fair contracts, financial clarity and long-term career resilience.
- **European added value:** AKAL Entertainment acts as a trusted African hub, directly supporting Horizon Europe's mission to expand cooperation beyond EU borders.



# VISION & AMBITION

- Structure the Moroccan music industry with solid and professional foundations.
- Reinvent local traditions through contemporary formats.
- Build bridges to international recognition, enabling Moroccan artists to reach major stages.
- Develop sustainable and resilient artistic careers that withstand market challenges.
- Position Morocco as a global cultural actor, affirming its identity and influence worldwide.
- Provide European partners with a reliable structure in Africa, facilitating cooperation, artistic mobility, and expansion of their networks.



# INTERNATIONAL COOPERATION STRATEGY



## Strategic European Partnerships

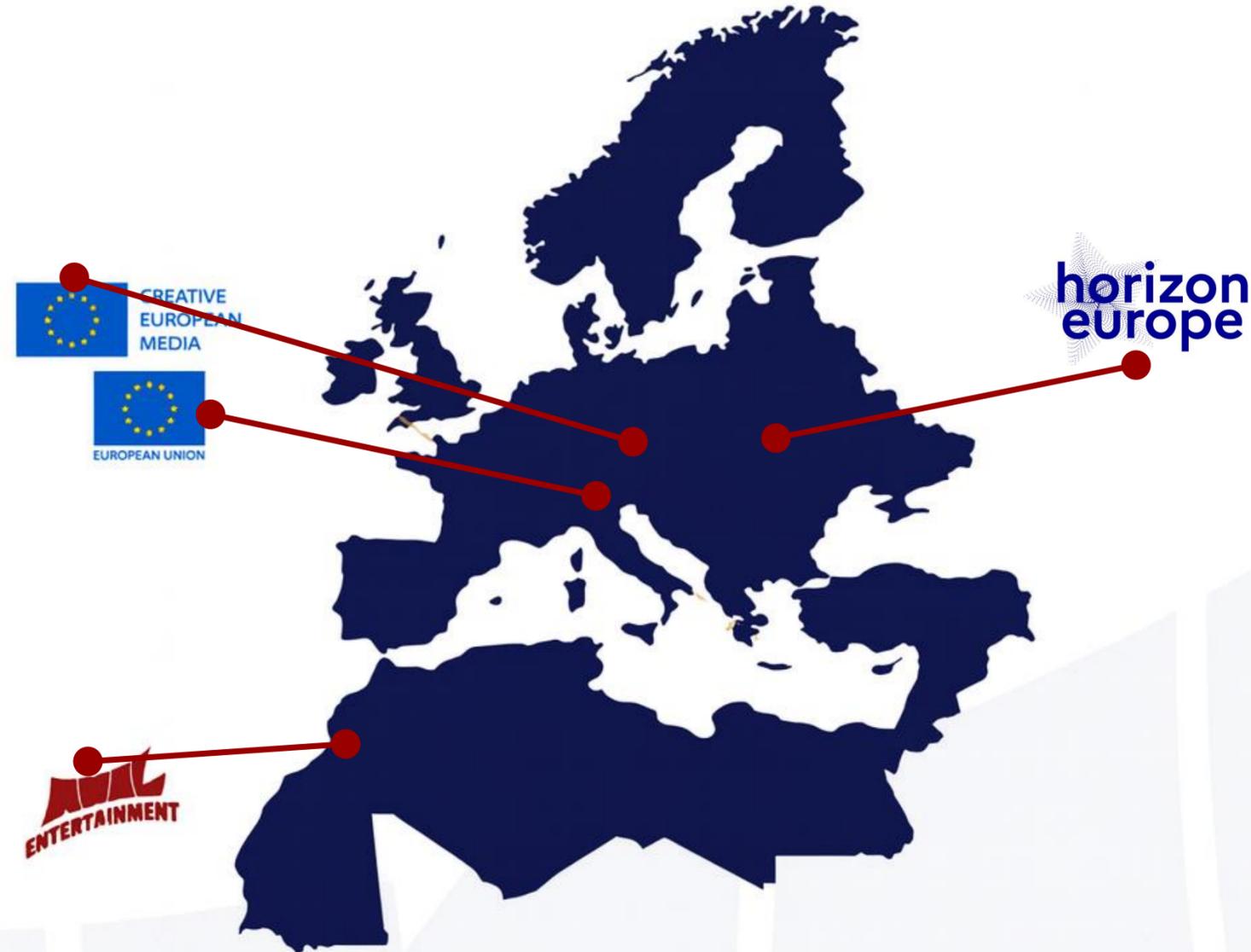
Collaboration with Horizon Europe, European Creative, EU and European labels for co-productions and distribution.

AKAL Entertainment serves as a trusted operational base in Africa, enabling long-term cooperation.



## Types of Cooperation

Artist Residencies, Co-productions, Training and Exchange Programs between Morocco and Europe



## Consortium

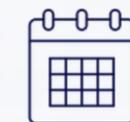
### Needs

- Universities & research centers (AI/SSH): academic expertise and digital innovation to strengthen AKALINNO's intelligent tools.
- Music industry labels & professionals: co-production, distribution, and mentorship to build sustainable careers.



## Cross-Border Artistic Mobility

Organization of Showcases and Presence in European Festivals to Highlight Moroccan Talent



## Calendar & Funding

Alignment with the Europe Creative 2026 Call to Maximize Funding Opportunities

***“Beyond existing partnerships, AKAL Entertainment opens its consortium to all relevant actors, inviting collaboration to co-create a sustainable African hub.”***

## CONSORTIUM NEEDS

- Universities & research centers (AI/SSH): academic expertise and digital innovation to strengthen AKALINNO's intelligent tools.
- Music industry labels & professionals: co-production, distribution, and mentorship to build sustainable careers.
- Cultural institutions & NGOs: support for artistic mobility and inclusion, aligned with European objectives.
- Technology companies: digital platform development and collaborative tools powered by AI.
- Investors & sponsors: sustainable funding and societal impact to ensure the longevity of the African cultural hub.
- Copyright collection societies (e.g., BMDA, SACEM, GEMA): protection of works, transparent revenue management, and institutional credibility for artists and partners.

***OPENNESS: AKAL Entertainment invites all relevant actors to join the dynamic and co-create a sustainable African hub.***

# CALL TO

## ACTION

**Invitation to Partners : AKALINNO** opens its consortium to universities, labels, NGOs, tech companies, investors and copyright societies. We invite all relevant actors to join us in co-creating a sustainable African hub for music and culture.

**Commitment to Collaboration :** Together, we can transform cultural potential into global opportunities, ensuring transparency, innovation, and resilience for the next generation of artists.

**Vision Statement : AKALINNO** is more than a platform – it is a movement to build bridges between Morocco, Africa and Europe, powered by AI and supported by collaboration.

**CREATION STARTS**

*then the people will*  
**NOW**  
*ignite*