



Tyanaba
Africa

Orfèvrerie
Bijouterie
Joallerie



Preview Catalog presenting the earliest
themes and concept of the future collection

INTRODUCTION

First of all I would like to thank you, each of the three participants in this first presentation.

In the meantime, and to follow up on our meeting, I would like to present to you a "pre-catalog" that I had already produced well before our meeting and your request that Dr Lukose expressed yesterday in the wake of the question that Béatrice asked me about the "proof of concept" I should show.

1 - I take this opportunity to answer Beatrice a little more precisely.

As I explained, one of the key points to understand with the idea of the existence of this new brand, is that it is based on a creative process and should not be understood as an "invention" or an innovation. brand new technology with the arrival of a new application or a new product. I am not re-inventing the concept of Goldsmith/jewellery or an art decorative object.

In fact I do the same Job I ever did as Creative Director. I lead, drive and inspire my creative teams of designers and Craftmen to produce/reproduce or freely create new jewels or various objects.

I simply will offer new personalized / tailor made creations and others that will either be reproductions of old existing objects but which had not been made in precious materials because they were not intended to be objects. "decorative art" produced for illustrious personages / kings / lords etc (as in China/Imperial Court, France/Europe for Kings...) ... but objects for ceremonies of daily life (weddings, various celebrations, offerings, symbolic protections, etc ...).

And what we are going to produce will only be "copies" ... in GOLD

As if we were offering a "second life" to objects which were not perceived as "precious" and which today are becoming so.

And what better illustration can I give you than those delivered by museums around the world which produce and market (derivative products / merchandising) reproductions of works of art directly from their collections... But not in GOLD for sure, but please check the prices they sell these object, and you would maybe understand how this recent development brought them new sources of revenue/benefit. I think this is the best proof of concept possible.

In addition, I intend to develop a range of more common objects which are present in our daily lives such as glasses cases, glasses too, and then small jewels for special occasions (engagement, weddings, religious rings ...) and small gold objects but which will be accessible to a wider range of populations.

2 - Now I would also like to respond more specifically to Aryan on the timing and profitability aspects.

I have established an action plan /calendar which focuses primarily on describing the specific actions that I will take upon receipt of funds regarding the event launch I introduced it to give a haunt in the time of the launch of the first creations / collections.

But in reality I would like to clarify that as I say in the pitch, I want to ensure "personalized" sales almost in "one to one" directly to a very specific target of very rich African people therefore able to buy the creations that I want to offer them. It is therefore a "parallel" approach and which is based on a network approach work because I will not invite people of this importance without being known and without having created anything apart from a great idea. .

I have already started this work by activating my relations in several countries of Central Africa and also in Senegal to approach the "great ladies" whom I want "to sensitize above all and make them adhere to my particular approach, as if I were doing Virtual "pre-sales" of course, but also to start building up an address book of clients to whom I would then sell tailor-made, unique and exclusive pieces ... and very expensive of course.

This is to make you understand that the event I want to organize, which will be a real launch event, will only be to express the existence of this new brand, to demonstrate "African" creativity with the participation of different artists from different disciplines. artistic, but which creatively speaking will contribute to expressing the concept of my brand, of which will be exhibited creations dedicated to this launch, which will of course have a commercial dimension both for my brand and for the other participating artists because it will of course be a question of 'a parade / exhibition / sale.

And about the feasibility of the marketing linked or not to the event, that is to say the production deadlines of the first collection, I come back to the question of the specific production chain that I want to put in place, in particular the one that will be "digitized" with the production of objects designed and printed in 3D ... the first observation that emerges from the contribution of these 3D prints clearly highlights the time savings / productivity to achieve jewelry / objects via this digital chain, in particular for rings / necklaces etc ... but also for everyday objects (cell phone case or glasses, etc ...) and all the small decorative objects (vases, masks , etc ...).

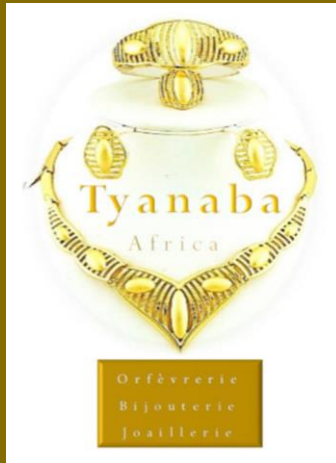
So the only "unknown" remains in the period of purchase of a first stock of gold. But there also I prepared approaches towards actors within the cooperatives of gold washing in the region of Kedougou and also of two counters of purchase and sales of gold to ensure me of their own production capacities (cooperatives) or storage (counters)

To conclude and confirm Dr Lukose's own conclusion, who clearly perceived and understood not only creative dimension of the project, but also its economic and social dimension (creation of a value chain / transformation and enhancement of African natural resources, modernization of technical production / sector development, increase in the income of gold miners, Gold Market/perception and place/role...),

I simply want to add to "reassure" the investors / lenders that there is indeed a "business" dimension at the heart of this project which lies in the orientation clear in the sales objectives which aim by the deployment of a future network of "shops / galleries" around the world for sale all over the world.

And if the investors are not convinced because I do not present figures with balance sheets etc ... they just have to look at what is happening in reality and the results of jewelry brands like Bulgari / Tiffany which were recently extinguished. acquired by the first group in the Luxury Industry, which is none other than LVMH, and which have managed to achieve the best turnover within the group (Bulgari).

So I'm not a "sweet dreamer" or "idealist"... Thanks to my multiple experience in advertising/marketing/Creation in Europe and in Africa, I think I have a right perception of this market and business and a good evaluation more than a simple intuition of the chance of success of this new African brand.



Creative ambition

The creative party of TYANABA collections

In terms of goldsmith's art, several types of objects will be offered, ranging from Jewelry such as the “First Lady” Collection to so-called “decorative” objects, including pure works of art which will be authentic creations of issues. from Atelier TYANABA.

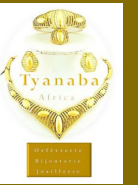
Regarding "old" or decorative objects of ART, we will offer versions of these objects in GOLD whereas they could initially have been made of various and varied woods and more or less precious or of other "stony" materials which were not at all valuable.

Because the destination of these objects was not to go to adorn the Palaces of Great Characters, but more generally they were specially made for ceremonies or other special festive and village or family occasions.

Depending on the objects, statues and masks, TYANABA designers will offer either:

- a "compliant" recreation in OR
- or a new "free" creation but inspired by the original model also in GOLD.

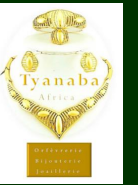
So amateurs will have the opportunity to choose between two or more versions of the same objects with “temporal” interpretations according to the different artists who will have delivered their personal “reading/vision”.



TYANABA aims to become a Great African Luxury Brand In the Goldsmith of Art / High Jewellery / Jewellery sectors

- ❖ This new brand wants to position itself at the heart of the LUXURY sector, as the reflection and expression of the “ancestral” African creativity in all areas related to the “work” of gold and other precious materials to which we can associate it.
- ❖ TYANABA is an “identity” and artistic expression of all African cultures through the transformation of gold through silversmithing, jewelry and jewelry from its own “terrestrial” resources including the “Sky”. » provided the African continent.
- ❖ TYANABA is the Heritage expressed by the Myth of the Snake as Protector of the divine flocks that Heaven has given to the Men of West Africa (Peuls) and which delivers us messages of Life, Creation, Protection, Wisdom, Beauty and Eternity.

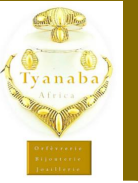
TYANABA aims to unroll its gold rings set with diamonds, and to meander all over the planet by setting up its network of Jewelers / Art Goldsmith Galleries which will offer the world through its collections, a vision of African artistic creation from its own natural and precious resources, and from its imagination as rich as its subsoil.



PRODUCTS

We have the ambition to create ranges / lines / collections of jewelry mainly in gold and platinum, as well as gold objects (goldsmith's). However, we intend to expand our activities on the work of other "materials" and other specialties to offer different ranges / collections such as leather goods from work on "skins" (snakes and other reptiles = crocodile ,,,) to offer bags and various accessories.

- ❖ **ART AND DECORATIVE SILVERWARE:** creation of GOLD objects, sculptures, statuettes, masks, decorative objects, small furniture and various accessories.
- ❖ **HIGH JEWELRY:** jewelry creations in GOLD / mini 18 carats
- ❖ **HIGH JEWELRY:** jewelry creations / jewelry in GOLD, Platinum, Diamonds.
- ❖ **LEATHER GOODS:** creations of collections of bags (belts and other accessories) in reptile skins and the presence of GOLD for some.
- ❖ **Other MATERIALS / SKINS** will be offered as our activities develop by integrating young artisans / creators specializing in specific materials from African natural resources such as coral, precious woods, etc.



SALES STRATEGY

We intend to develop different type of sales according to our targets and our products.

The sales "TAILORED"

These are specific orders from our Major Customers for whom we will make unique pieces,

Examples:

I would like to create a "First Ladies" Collection where every First Ladies of Africa will have their particular adornment bearing their name, "Actress" collection addressed to African-American actresses, etc..

The "PRIVATE" sales

Everything is based on ORGANIZATION OF EVENTS that we will create at launch of each new seasonal or thematic collection, and to which will be invited a "chosen" clientele
It's also about creating TOP Creative SHOWS that we can design with others ARTISTS, STYLISTS, PLASTICIANS, SCULPTORS, PHOTOGRAPHERS, DIRECTOR... AFRICANS who will also serve to promote other forms of African Art.

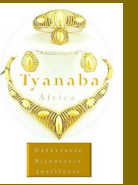
Sales in SHOPS

Creation of a NATIONAL NETWORK(Senegal) then INTERNATIONAL (Africa / Europe / USA / Asia / Arabia...) from SHOPS which in some cases will be both jewelry stores and Art Galleries / exhibition

We would open our FIRST BOUTIQUE within of AIBD (Blaise Diagne International Airport) to target and benefit from international customers
We will then target other "strategic" points of Dakar that we have already identified:

The King Fahd Palace Hotel, The Terrou Bi, Radisson Blue, Luxury Palm Hotel.

In each of these hotels we will occupy a shop which can also be fitted out in certain cases in "Art and Gold Gallery" where jewelry and GOLDEN ART objects will be displayed and offered for sale.

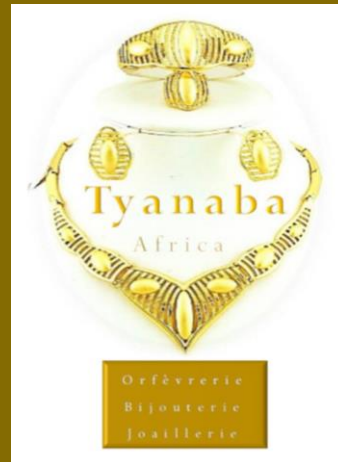


CREATIVE AMBITION IS THE KEY ,,,

,,, of the success of our young brand if it wants to establish itself in the heart of the luxury sector and in the hearts of our wealthy future clients

This ambition is based on the different "talents" that we will bring together and also train to make them hatch and express their "creative genius" in the eyes of the world.

This expresses the VISION maintained by the Founder of TYANABA and that he intends to succeed in imposing like other new visions that Africans in all sectors of the future must now impose in the eyes of the world and stop being subjected to the visions of "others" who serve only their own interests and rarely those of the continent.



THE LAUNCH EVENT &
THE "Founding" COLLECTION

THE LAUNCH EVENT

For its launch event TYNABA needs to make it very ambitious and **BIG**.

(for the record, I already organized b the recent past in Madagascar for CELTEL during the rebranding Tour I conceived and leaded across the country in 12 cities and 20 agencies opening, a VIP Diner in the Capital, where I invited more than 500 persons, 5 Ministers and more than 50 various artists who decorate and animate the place I chosed which was the Historical Railroad station of Antananarivo)

It will be organized to mark its birth in the eyes of the world.

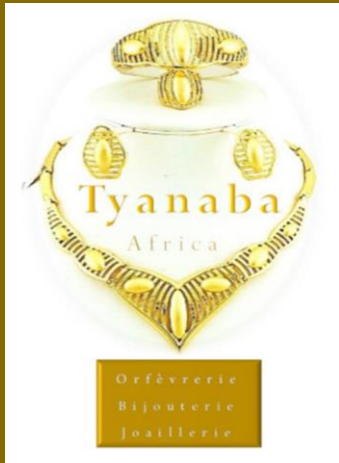
It's about creating a really creative, big SHOW that will have the particularity of being "multidisciplinary" because we want to design it with the creative participation of others ARTISTS, STYLISTS, PLASTICIANS, SCULPTORS, PHOTOGRAPHERS, DIRECTORS ,, ALL AFRICANS.

On the "TYANABA CREATIONS" side, the first collection will be entirely dedicated to L'ORFEVRERIE D'ART/ART GOLDSMITH

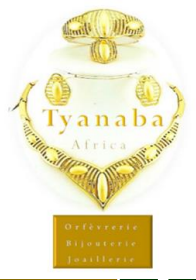
with the vision of decorative objects as well as tailor-made jewelry for great ladies who will discover the creations made to measure for them

This founding principle will be our hallmark for the launch of each new collection which will be the occasion for the creation of shows (performances, parades, exhibitions, etc.) with which as many African artists as possible will be associated to give them an opportunity to demonstrate their creativity





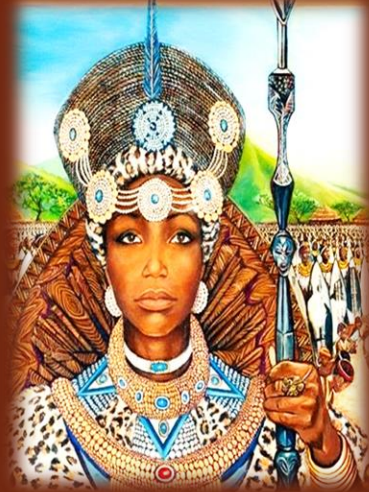
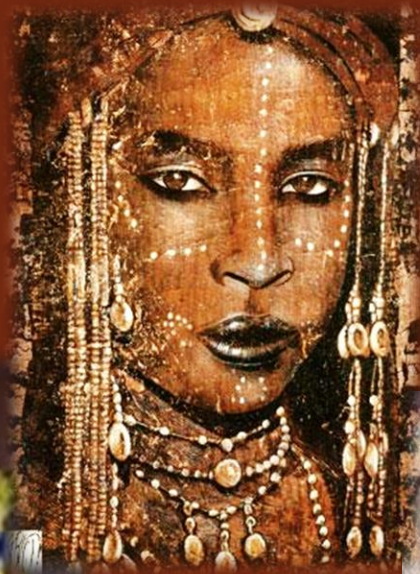
ADVERTISEMENT
EVERY OBJECT OR JEWELS YOU ARE
GOING TO DISCOVER IN THE NEXT PAGES
WILL BE MADE OF GOLD



Collection FIRST LADIES OF AFRICA

The founding collection that we want to achieve by offering (sell) it to the First Ladies of the continent and creating a kind of "surprise" by scrolling through each model corresponding to each First Ladies who have agreed to "play the game".

We want to propose to the First Lady of Senegal to be the **GODMOTHER** of this collection



QUEENS OF AFRICA Collection

After the First Contemporary LADIES we are going to dive into ancient history to meet very great women who have marked their time with their exploits or their beauties.

From reproductions and in-depth work, our creators will update certain adornments or particular pieces that have never even been made until our time.



COLLECTION
AFRICAN BEAUTY
"Black is beautiful"

A tribute collection
to the ethnic beauties of Africa and
which will to all ethnic particularities
to be discovered in the most beautiful
way in any way.

Festive or ceremonial adornments
that shine by their beauties who
express all the diversities that
populate
the black continent

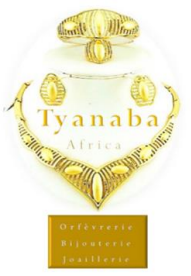




Collection "UNIQUE"

The collection that wants to make customers want to have creations made exclusively for her, tailor made and in unique pieces and "on demand" that is to say that these jewels there will only respond to specific requests from clients who want to access to this rare privilege.

Alongside the real creations we will also find reproductions of antique or other jewelry but which in all the cases no longer exist or are no longer in circulation and only visible in museums ...



MYTHICAL & STRANGE ANIMALS Collection

A very special collection that pays direct tribute to TYANABA, a mythical, mysterious and strange creature but above all benevolent, half man, half snake fallen from Heaven ... heart of ancient and mysterious African cultures



MASKS, STATUES, TOTEMS AND OTHERS Collection

A collection of objects from various ethnic and temporal origins, from which the TYANABA creators are inspired to work on new "forms" of new "lines" of new "curves" that have so much inspired the Grand Picasso who "viewed" from the forms of African statuettes circulating in Paris in the years 1910/12, the first representations which inspired him to CUBISM



BESTIARY Collection

This collection will be inaugurated with a special “dedication” made to TYNABA the Serpent from Heaven accompanying the divine flock.

Our creators will pay homage to him by drawing a particular line through which each will deliver his “vision” of “his” Tyanaba.

An integral collection will be dedicated to the African animal world with a particular presence of species endangered or even already extinct.

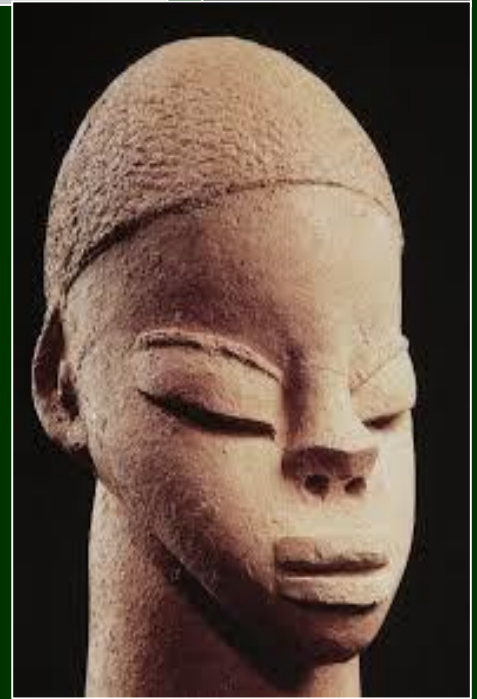
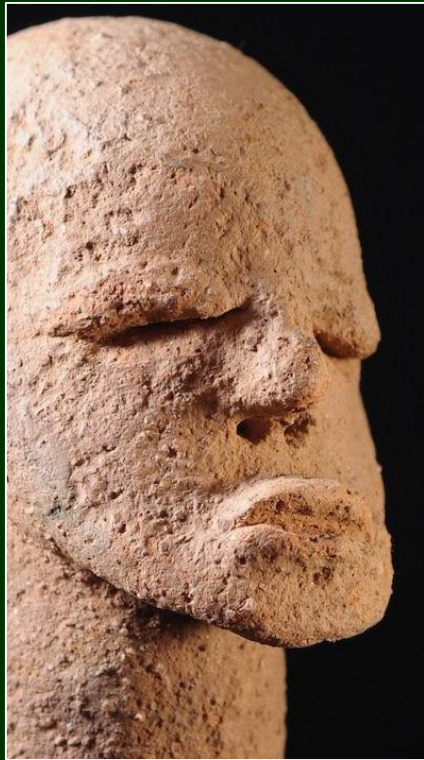


BESTIARY
Collection



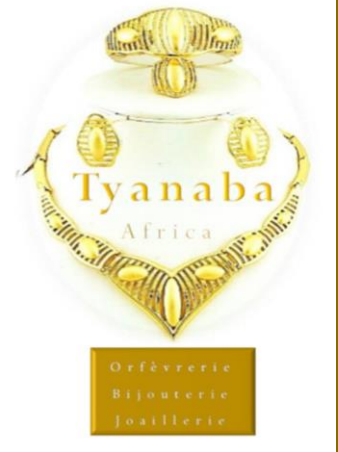


UNCLASSIFIABLE
collection



TYANABA LUXE AFRICA SASU

is a Company created in Dakar Senegal By
Mr Thierry Moussa NDIAYE



REPUBLIQUE DU SENEGAL
MINISTRE DE L'ECONOMIE,
DU PLAN ET DE LA COOPERATION

ORIGINAL

Décret N° 2012 - 886 du 27/08/2012
abrogeant et remplaçant le décret
N° 95 - 364 du 14/04/1995

AVIS D'IMMATRICULATION

Le numéro ci-dessous vous est définitivement attribué à la suite des modifications intervenues dans le nouveau système
d'immatriculation.

N.I.N.E.A. : 008385933

DATE D'IMMATRICULATION : 19/02/2021

DENOMINATION	TYANABA LUXE AFRICA SASU		
ENSEIGNE / SIGLE			
ADRESSE/BP	37, CITE CPI VDN 3EME ETAGE CABINET JURIST PARTNERS		
LOCALITE	DAKAR	TELEPHONE	786351902

CENTRE FISCAL	DAKAR-LIBERTE		
CONTROLE	1		
FORME JURIDIQUE	SOCIETE PAR ACTIONS SIMPLIFIEES (SAS)		
ACTIVITE PRINCIPALE	AUTRES COMMERCES DE DETAIL HORS MAGASIN		
AUTORISATION MINISTERIELLE (POUR ASSOCIATION)			
REGISTRE DE COMMERCE	SN DKR 2021 B 5914		
DATE DE CREATION	18/02/2021		
CAPITAL SOCIAL	0	CHIFFRE D'AFFAIRES	
EFFECTIF TOTAL	0	NOMBRE D'ETABLISSEMENTS SECONDAIRES	

En cas de désaccord sur les renseignements portés sur cet avis, veuillez y apporter les rectifications souhaitées et le retourner à :

SERVICE REGIONAL DE LA STATISTIQUE ET DE LA DEMOGRAPHIE DE DAKAR

Rocade Fann-Bel-Air Cerf-Volant BP 116 Dakar
RP - SENEGAL

Le NINEA doit obligatoirement figurer sur toutes les quittances, factures, lettres reçues ou émises par vous et sur les actes, déclarations ou pièces produits ou passés dans vos relations avec les Administrations Publiques ou Privées et les Entreprises. Il vous est par conséquent demandé de prendre les dispositions utiles pour vous conformer à la législation.

VISA DU CNI

DAKAR, le 25/02/2021

Mo

A.P. Paflo Novo 23/24 juin 1999

Declarer de constitution de PERSONNE MORALE
 d'ouverture d'un ETABLISSEMENT SECONDAIRE
 d'ouverture d'une SUCCURSALE d'une personne morale étrangère

RENSEIGNEMENTS RELATIFS A LA PERSONNE MORALE

DENOMINATION : <<TYANABA LUXE AFRICA >> SASU

NOM COMMERCE : ENSEIGNE : SIGLE : N° RCCM DU SIEGE: SN DKR 2021.B.5914

ADRESSE DU SIEGE : 37, Cite CPI VDN - 3eme Etage (Cabinet Jurist Partners) - Dakar (Senegal)

ADRESSE DE L'ETABLISSEMENT CREE : FORME JURIDIQUE : SASU

CAPITAL SOCIAL 200 000 Fcfa DONT NUMERAIRES 200 000 F CFA DONT EN NATURE 0 F CFA

DUREE 99 ans

RENSEIGNEMENTS RELATIFS A L'ACTIVITE ET AUX ETABLISSEMENTS

ACTIVITE : Activité Principale (Préciser) La société pour objet tant au Sénégal qu'à l'étranger:
TYANABA GOLD TRADE (Comptoir d'achat/vente) ;
TYANABA GOLD CREATION (atelier/studio de création) ;
ORFÈVREURIE D'ARTS DÉCORATIFS, design contemporain, sculptures/statuaire, masques, vases, poterie, petit et moyen

Date de début : Nbre de salariés prévus : 0

PRINCIPAL ETABLISSEMENT OU SUCCURSALE <<TYANABA LUXE AFRICA >>SASU

Adresse : Origine : Creation Achat Apport Prise en location gérance
 Autre (Préciser)

Précédent Exploitant : Nom : Prénom : Adresse :
Loueur de fonds (Nom, dénomination, adresse) :

ETABLISSEMENTS SECONDAIRES (Autres que celui créé) Oui Non

Adresse : Activité :

ASSOCIES TENUS INDEFINIMENT ET PERSONNELLEMENT (*)

(*) La totalité des renseignements relatifs à ces associés doit IMPERATIVEMENT figurer sur le formulaire complémentaire M.O Bis annexé

NOM	PRENOM	DATE ET LIEU DE NAISSANCE	ADRESSE	DATE ET LIEU DE NAISSANCE	ADRESSE
NDIAYE	THIERRY MOUSSA	26/06/1963 à Dakar (Senegal)	87 SIC LUB 8 - Dakar (Senegal)		

(**) Préciser Gerant

RENSEIGNEMENTS RELATIFS AUX DIRIGEANTS ()**

(*) Concerner les Gérants, Administrateurs ou associés ayant le statut d'organiser la personne morale.
(**) Les renseignements ne pouvant figurer ci-dessous doivent IMPERATIVEMENT être reportés sur le formulaire M.O Bis annexé

NOM	PRENOM	DATE ET LIEU DE NAISSANCE	ADRESSE	FONCTION (***)
NDIAYE	THIERRY MOUSSA	26/06/1963 à Dakar (Senegal)	87 SIC LUB 8 - Dakar (Senegal)	Président

(***) Préciser Gerant

NOM	PRENOM	DATE ET LIEU DE NAISSANCE	ADRESSE	FONCTION
				TITULAIRE
				SUPPLEANT

LE SOUSSIGNE (Préciser si mandataire Nafissatou DIOP CISSE)
Demande à ce que la présente est soumise à la procédure d'immatriculation au R.C.C.M.
La conformité de la déclaration et des pièces produites en application de l'article 10 de la loi n° 2012-886 du 27 août 2012 est vérifiée par le greffier en Chef soussigné qui a procédé à l'inscription.

Le 18/02/2021 sous le NUMERO SN DKR 2021.B.5914

Dupty Thiandoum DIAT

Fait à Dakar le 18/02/2021 NAFISSATOU DIOP CISSE