Hello Anthony,

I recently attended one of your marketing events. It would be amazing to have an e-learning platform for the music industry in Egypt.

Have you heard of the DICE Fund? This grant opportunity would help us make it happen, and let us experiment digitally.

Would you consider working together?

Sarah

SARAH HAD ATTENDED A MARKETING EVENT AND BEEN INSPIRED. SHE CONTACTED ANTHONY.

TARKEEAZ WILL BE A PLATFORM FOR SKILLS DEVELOPMENT FOR MUSICIANS IN THE ARAB WORLD

WITH CONTENT FROM MUSIC ALLY

SIMSARA UNDERSTANDS WHAT ARAB MUSICIANS NEED, AND THEIR CONTEXT.

SO WE’LL BE TAKING THE LEAD.

WE AT MUSIC ALLY ARE SUPPORTING SIMSARA TO SET UP & MAINTAIN TARKEEAZ, THEIR OWN PLATFORM.

WE’LL HELP THEM DEVELOP A BUSINESS MODEL & PRODUCE DIGITAL MARKETING TUTORIALS

IT’S ABOUT EGYPT, THE ARAB WORLD, AND THEIR EXPERTISE AFTER ALL.

NOT THE U.K.
We don’t want Simsara to license the content of music ally...

We want to access it and develop our own.

We believe in the democratisation of information.

Accessibility and equality.

We want to make sure countries like Egypt can access information that Western entrepreneurs have.
The Tarkeeza platform was launched in July 2021.

As the team were spread across three continents, digital was more practical and efficient than meeting face to face.

If there hadn’t been the pandemic, we might have integrated some in-person workshops. But other than that, I don’t see any real negatives to working digitally.