

CBA FOR AFRICA 2026

Brochure

A MESSAGE from the FOUNDER

I'm thrilled to welcome you to the 2026 Creative Business Academy for Africa program! As your journey begins, I'm filled with excitement, not just for the next few months, but for the impact you're about to make.

Our original goal was to build a more informed and skilled workforce for Africa's creative industries. But over the years, I've realized our purpose runs much deeper. We're here to shape individuals with character, vision, network, and competence who can truly transform Africa, regardless of the sector they choose to lead. This is about building the future leaders of our continent.

Our theme for 2026 is 'IMPACT!' It's the driving force as we move the 'Ecosystem Template' forward, formally integrating the business of Film and Fashion alongside Music. We're executing the entire program as a real-world business simulation—because Africa needs people who don't just understand theory, but can achieve results. This immersive experience is designed to challenge you to think horizontally across the creative economy and develop the competence required to translate potential into profit and tangible social impact.

As you step into this academy, I have one request: commit wholeheartedly. Our alumni know that the reward you get is directly proportional to the effort you put in. It will be

demanding, rigorous, and challenging, but I promise you, it will be worth every moment. Hold close to our founding values: Leadership, Competence, and Community.

To the 2026 cohort, I say: embrace this unique experience. Build lasting relationships, leverage the power of your network, and dare to think bigger than you ever have before.

I look forward to witnessing the incredible companies and careers that will emerge from this cohort.



See you in class!

Godwin Tom

Founder



Welcome Note

Welcome to The Creative Business Academy for Africa 2026. For five years, this institution has grown and churned out industry leaders and innovators for Africa's creative economy. The impact and influence that the Academy holds is immense, and its growth is a testament to the work we do and the readiness to learn displayed by those who join us.

The Programme is rigorous and practical; it gives you first-hand experience of what is required to build a successful career. We've built a strong army of over 1,500 alumni who are competent, innovative, and excellent in all their chosen fields. So as you begin this programme today, keep an open mind, be ready to learn, and be ready to absorb the most unique educational experience of how Africa's creative ecosystem works.

Congratulations!

Elizabeth Sobowale.

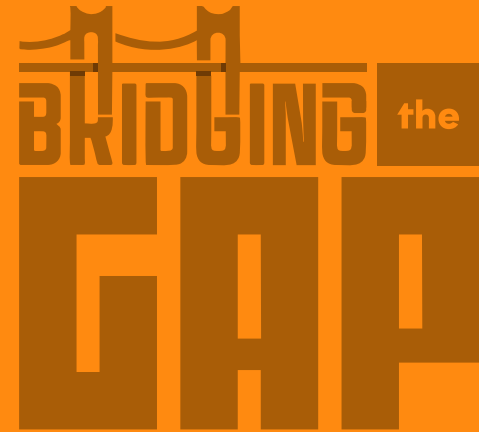
**Programme Director,
CBA for Africa**

ABOUT CBA FOR AFRICA

The Creative Business Academy for Africa (CBA for Africa), formerly known as Music Business Academy for Africa, was established in 2020 and has continuously championed the development of a knowledgeable and skilled workforce for Africa's music and entertainment industry. This initiative started as an Internship Programme in 2017 and transitioned into a Talent Management Training Programme. Now operating under the Creative Talent Foundation (CTF), the academy offers a comprehensive vocational programme that educates professionals about the business aspects of the music industry. Its mission is to equip individuals with the necessary skills to contribute to Africa's creative ecosystem by providing information that connects people to African and global opportunities. With over 1,500 graduates from various African countries and around the globe from the programme's initial edition in 2020, the Creative Business for Africa Programme has continued to leave its mark on the music industry.

ABOUT THE **2026** EDITION

The 2026 Edition of the CBA For Africa programme is an initiative of the Creative Talent Foundation (CTF) and with support from the Creative Industries Initiative For Africa (CIIFA), a company focused on connecting people to information and opportunities in Africa or globally. Our curriculum is developed in collaboration with Prof. Carlos Chirinos of New York University's Music Business Programme. We are developing a global programme and curriculum with an African focus.



The CBA for Africa 2026: An Ecosystem Template

Our theme for the 2026 cohort is "An Ecosystem Template." We're building on our proven model to show how the Music Industry interacts and intersects with all the other sectors of the creative economy, from Film to Fashion. This year, we will formally incorporate four core focus areas:

- Music Business Programme
- Film for Music Programme
- Fashion in Music Programme
- Talent Development Programme

The entire academy will operate as a simulated version of the real-world creative economy. Students will select roles from across the integrated ecosystem and receive high-level mentorship from professionals in our network, all within an incubator-like structure. This approach is designed to foster the development of viable, cross-sector creative companies.

Our comprehensive approach and format remain hinged on three pillars:



Learning:

- Our curriculum, comprising 14 modules, will be made available online through our learning management system (LMS).
 - Live sessions featuring industry professionals who have both local and global experience.
 - Classes are made available in English, French, and Swahili.
- Guidance from affiliate partners.

Practice

including on-the-job training opportunities such as;

- Songwriters Camp
- Artist Development Camp
- Artist Brand and Album Planning
- Contracts and Documentation.

Results

including the concluded KPI deliverables from the aforementioned on-the-job training such as;

- Students' Yearbook/Magazine
- EP Projects
- Podcast Series
- Concert and Graduation

THE CBA FOR AFRICA **PROGRAMME**

FOCUS AREA

4 FOCUS AREAS

NUMBER OF MODULES

14 MODULES

NUMBER OF COURSES:

5 COURSES

TOTAL CONTACT HOURS

100 HOURS
30 MINUTES

NUMBER OF CLASSES

65 CLASSES

THE CBA FOR AFRICA **PROGRAMME**

CLASS EXERCISES – Participation per Module:
4 MODULES on average

MODULE TEST (to assess the understanding of the
concepts and topics taught):
1 TEST PER MODULE

MODULE TASK (to highlight the overall learning
objectives of the module):
1 TASK PER MODULE

Talent Development Programme

The Talent Development Programme, formerly known as the MBA Talent Project, is a part of the training programme and involves the selection of talented artists from across the African Continent. The students in the programme will then practise all that they have learnt through the online sessions and use this knowledge to record, release, promote five EPs and develop the artists' careers.

PROGRAMME GRADING STRUCTURE

Our grading system is designed to be transparent, fair, and holistic. It rewards consistent effort, active participation, individual understanding, and, most importantly, the ability to collaborate and deliver results in a team environment.

Grading Components & Weighting:

Your final score is calculated out of 100% and is composed of the following:

10%

Class Attendance & Quizzes

Based on your completion of weekly lessons and quizzes on the LMS.

10%

Focus Group Participation

Graded on the quality and consistency of your contributions to discussions in their respective focus group.

20%

Live Session Participation

Assessed on your active engagement, insightful questions, and contributions during live sessions.

20%

Module Assignments

Individual assignments are designed to test your understanding of the concepts taught in each module.

40%

Capstone Project Contribution

Your primary grade is based on your performance, teamwork, and deliverables within your assigned capstone project group.

CBA for Africa BENEFICIARIES FUND

The Beneficiaries Fund was established to support individuals from low-income and disadvantaged communities in Africa. Donors and Sponsors of this fund pool their funds to help young individuals across Africa who wish to pursue a career in the music and creative industries.

Donors and Sponsors of this fund support the dreams of young individuals across Africa who aspire to pursue a career in the entertainment and creative industries.

The Beneficiary Fund also supports the WOMEN'S FUND, which caters to increasing female participation and inclusion in the African Music and Creative Industry.

The beneficiaries will be selected from participants of the annual Bootcamps. This ensures that the opportunity is given to those who truly want to have a career in the business. Read more about the beneficiaries fund [here](#)

Certificate of Participation

Every student will receive a certificate of participation for completing the programme. We will not give certificates to students who do not complete the programme. Students who fail to complete the program will get a chance to complete it at their own pace for a discounted fee at the end of the programme.

The certificates will be awarded by the Creative Talent Foundation (CTF) for the successful completion of the 2026 Edition of the Creative Business Academy for Africa programme. The presentation of certificates will take place on Graduation Day.





THE MUSIC BUSINESS ACADEMY FOR AFRICA

MASTERS

PROGRAMME

AN EXCLUSIVE MENTORSHIP
& COACHING PROGRAM.

A 3 Month
Advanced Programme

The Creative Business Academy for Africa's Master's Programme is a three-month leadership accelerator (August-October 2026) for mid-level and relatively more experienced African creative professionals (2-5 years' experience) aiming for executive roles. It is designed to equip leaders to address financial gaps in the creative sector by structuring deals and attracting capital.

The curriculum, an elevation from the foundational Creative Business Academy (CBA), focuses on strategic leadership with the aim of producing a cohort of pre-vetted entrepreneurs with bankable projects ready to fuel the music industry and the broader ecosystem.

Coming soon...

The Calendar

OCT 6TH, 2025

CBA for Africa 2026 Programme Announcement.

**OCT 26TH to
NOV 3RD, 2025**

CBA for Africa 2024/2025 Early Bird Registration

**NOV 3RD, 2025 to
FEB 27TH, 2026**

(CBA for Africa 2026 Open Registration)

**NOV. 7TH, 2025 to
DEC. 7TH, 2025**

CTF Bootcamps

**DEC. 1ST, 2025 to
12TH JAN, 2026**

Talent Development Programme (Open Call)

FEB 7TH, 2026

CBA For Africa 2026 Training Programme Starts.

FEB 28TH '26

End of CBA for Africa 2026 Registrations

**APR 27TH to
MAY 2ND, 2026**

Songwriting & Production Camp.

**APR 27TH to
MAY 28TH, 2026**

Artist Development Camp.

AUG 30TH, 2026

End of CBA for Africa Classes

REGISTRATION **PROCESS**

- Register for a Focus Area E.g Film for Music Programme, Fashion in Music Programme, Talent Development Programme or the Full Music Business Programme- [HERE](#)
- Focus Areas Includes:
 - Film for Music Programme
 - Fashion in Music Programme
 - Talent Development Programme
- Registration starts on the 3rd of November 2025
- Program Starts on the 7th of February 2026.

Testimonials

From business managers to country managers and marketing managers for some of Africa's emerging businesses, we are building an army of informed, empowered and competent people for Africa's creative Industries.

Click [**HERE**](#) to watch some of the Alumni share their experiences

Stay connected on events, news and updates with Alumni of the Creative Business Academy For Africa on [Instagram](#) and [X \(formerly twitter\)](#).

Leadership

C.T.F. TEAM



Godwin Tom
Founder, CTF



Elizabeth Sobowale
Programme Director,
CBA for Africa, CTF



Pokyes Jan
Head of
Administration
CTF / Assistant
Programme
Director CBA
for Africa



Nissi Utho
Project
Manager,
CTF



Ugochi Silas
Community
Manager,
CTF

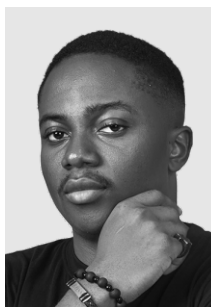


Emerald Ogo
Assistant
Project
Manager,
CTF

CIIFA **TEAM**



Olufemi Taylor,
General
Manager
CIIFA



Kini-Abasi Edet
Head of
Operations



Abigail Ogunmiloru
Chief of Staff
CIIFA



Annika Craine
Partnerships
Lead



Chioma Okoro
Head of A&R

CIIFA TEAM



**Williams
Ayotomiwa**
Project
Manager



**Winifred
Mbonu**
Legal &
Business
Affairs Officer



**Itoro
Nehemiah**
IT and
Software
Consultant



**Jonathan
Nwachukwu**
Design Lead



**Glory
Edwin**
Operations
Assistant



**Williams
Aliku**
Facility
Manager



**Kenechukwu
Umeaku**
Studio
Manger/
Audio
Engineer

Focus Areas



Music
Business

1



Fashion
For Music

2



Film for
Music

3



Talent
Development

4

Course 1:

Navigating the Core

– The African Music Business Landscape

Course 2:

The Sonic Canvas

— Music Creation, Production,
Mixing, and Mastering

Course 3:

Visual Storytelling & Brand Expression

— Film and Fashion in the
Creative Industries

Course 4b:

Mental Health & Wellbeing in the Music Industry

— A Stakeholder's Guide

Course 5:

The Professional Artist & Creative Entrepreneur

— Career Synthesis, Industry Practice,
and Lifecycle Management.



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