

Egypt Migrations Model Canvas

Need	Solution	Value Proposition	Unfair Advantage	Audience Segments		
<p>There is no single cultural organization uniting scholars, advocates, and lay people who are invested in Egypt and its migrants in the Americas. Specifically, there are no other efforts to preserve the history and heritage of Egypt's migrants at institutional archives. Aside from some social functions by Egyptian associations, there is no forum to tell the stories of Egypt's migrants through accessible multimedia initiatives. Without archival collections and cultural exhibitions, Egypt's migrants cannot become a visible and studied part of their host societies. More immediatly for young Egyptians across the diaspora, they lack a central place to come together and are scattered based on religious, political, and social divides .</p>	<p>To preserve at archival institutions and host the only digital repository on Egypt's migrants.</p>	<p>Egypt Migrations is the only Egyptian immigrant cultural institution independent of religious and political institution. It is also the first community archival organization in the diaspora.</p> <p>Egypt Migrations serves as a refuge for so many second and third generation migrants who seek to connect with their heritage critically. Our team of experts identify, archive, digitize, preserve, and provide free access to source materials that reflect the knowledge, collective memory, and experiences of all migrants into, through, and out of Egypt.</p> <p>Our vision is a vibrant, engaged, and transnational diaspora empowered by democratic access to historical knowledge that is preserved, exhibited, and freely shared.</p>	<p>1) Trained PhDs knoweldgable of Egypt's migrant histories and present realities who work alongside a network of global researchers, artists, and advocates.</p> <p>3) Committed partner universities and non-profits who collaborate on outreach initiatives.</p> <p>4) Recurring in-kind donations for archival preservation, Google Workspace and a \$120,000 USD Ad Grant, and event hosting venues.</p>	<p>Male/Female/Non-binary 18 – 45 years old Canada/ Australia/ United States/ England/ Egypt English/ Arabic/ French</p> <p>Mid and lower middle class graduates and professionals - Value equity, faith, education, giving back personally, and community visibility - Passionate about advancing career, creating awareness about community, raising family. - Seek to impart culture to kids, celebrate heritage and diversity, lead rewarding lifestyle.</p>		
	<p>To educate through expertly curated exhibitions, digital educational resources, and physical events and conferences.</p>				<p>To empower by training, engaging, and mentoring junior scholars of Egypt and Egyptian professionals.</p>	<p>To invest in our vibrant communities.</p>
	<p style="text-align: center;">Key Metrics</p>				<p>> Testimonials and feedback following events. > Website engagement. > Archival contributions. > Visits to the archives. > Social media engagement. > Interns and volunteers recruited and trained.</p>	<p style="text-align: center;">Channels</p>
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<p style="text-align: center;">Cost structure</p>		<p style="text-align: center;">Revenue streams</p>				
<p>Conference organizing. Website subscription. Archival preservation. Executive Director and Editor salaries. Paid internships. Incentives for writers. Supervising hours for volunteers. Social media person overseeing engagement and content creation. Physical and digital curation and production of exhibitions.</p>		<p>Private donations and major gifts. Income for service. Programming-related income. Government, university, and foundation grants. In-kind donations.</p>				