

# AFRILAB AI FILM HUB

A Showcase of Creativity &  
Innovation – 2026

Sponsored by Capstone Brighter Life

A 12-Week AI-Powered Film  
Accelerator for African Storytellers  
Using Artificial Intelligence to tell  
authentic African stories.

10 Creators | 12 Weeks | \$1,000  
Grand Prize

Powered by AI • Built for Africa •  
Driven by Creativity

AFRILAB  
AI FILM HUB

🎬 Ready to tell your story  
with AI?

👤 Ready to shape the future  
of African film?

📍 AfriLab AI Film Hub 2026

Where African creativity meets  
artificial intelligence.



AFRILAB  
AI FILM HUB

## CULTURE & LIFESTYLE ENGAGEMENT

AfriLab AI Film Hub brings  
audiences closer to the people  
behind the films, their cultures,  
daily lives, and lived realities across  
Africa.

Through creator diaries, city  
takeovers, and cultural spotlights,  
viewers experience how food,  
music, language, fashion, faith, and  
community shape each creator's  
story.

More than a competition, AfriLab is  
a shared cultural experience of  
African stories told by Africans,  
from within their own lives.

AFRILAB  
AI FILM HUB

# ABOUT THE PROGRAM

AfriLab AI Film Hub is a 12-week creative cohort, media series, and competition designed to introduce African youth to the practical use of AI in filmmaking and storytelling.

Ten selected creators from English-speaking African countries will produce original 45-minute AI-powered films, using AI tools for scripting, visuals, sound, music, editing, and promotion.

The program concludes with a grand finale, where the winning film — chosen by audience voting — receives \$1,000.

# WHY IT MATTERS

## The Challenge

- Limited access to AI education for African creatives
- Low awareness of practical AI use in storytelling
- Underrepresentation of authentic African narratives

## The Opportunity

- AI tools are becoming more accessible
- Africa has a large, creative, digital-native youth population
- Film and competition formats drive engagement and virality

## Our Solution

AfriLab AI Film Hub combines hands-on learning, AI-powered storytelling, and audience participation to create high-value African content with global appeal.

# PROGRAM STRUCTURE

## 12-Week Creator Accelerator

### Phase 1: Ideation (Weeks 1–4)

Story development, character bibles, AI storytelling fundamentals, ethics, and African narrative frameworks.

### Phase 2: Creation (Weeks 5–8)

AI video generation, sound and music creation, editing, weekly reviews, and midpoint evaluation.

### Phase 3: Launch (Weeks 9–12)

Final edits, trailers, posters, AI-powered marketing assets, audience voting, and premiere.

### Final Output:

10 original 45-minute AI films.

## PRIZES & RIGHTS

🏆 **Grand Prize: \$1,000**

🏆 **Best AI Storytelling • Best Visual Innovation • Audience Choice**

AfriLab retains commercial and distribution rights.

Creators retain non-commercial portfolio rights.

Clear legal agreements at onboarding. Sponsor showcase rights included.



AFRILAB  
AI FILM HUB

AFRILAB  
AI FILM HUB

AFRILAB  
AI FILM HUB

# AFRILAB AI FILM HUB: PARTICIPANT EXPECTATIONS

This program is a 12-week accelerator designed for creators who are ready to be both filmmakers and media personalities.

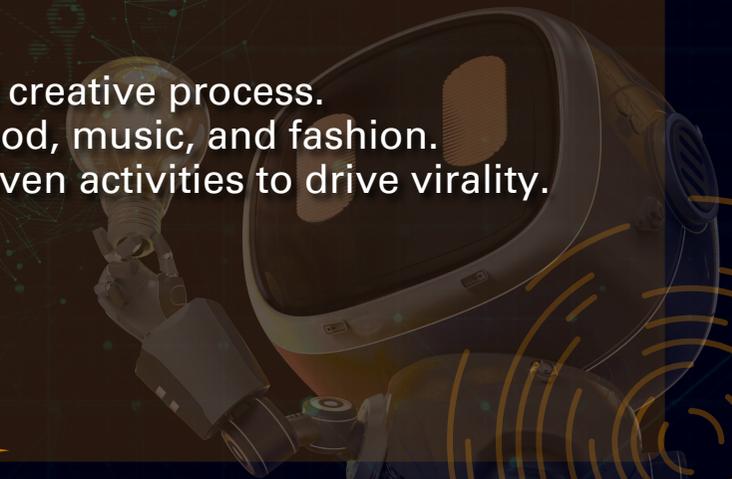
## 1. Film Production

- The Goal: Produce one original 45-minute AI-powered film.
- The Tech: Use AI for scripting, visuals, sound, music, and editing.
- The Marketing: Create trailers, posters, and AI-driven promotional assets.

## 2. Lifestyle & Media Engagement

To build an audience, you must participate in on-camera media segments:

- ✨ Creator Diaries: Document your daily life and creative process.
- Cultural Spotlights: Show your local community, food, music, and fashion.
- Interactive Games: Join "city takeovers" and audience-driven activities to drive virality.



Sponsored by Capstone Brighter Life

AFRILAB  
AI FILM HUB