



ounongo

creative technologies

COMPANY PROFILE

Ounongo Creative Technologies exists to develop, market and acquire platforms, businesses and products that support the creative industries. We apply artificial intelligence and emerging technologies to the practical needs of creative professionals, artists and enterprises.



01
DEVELOP



02
MARKET



03
ACQUIRE

Company overview



Our purpose is to help creative professionals, artists and enterprises turn their skills and work into sustainable, commercial professional opportunities. We aim to make useful technology more accessible, improve how creative work is produced and managed, and support stronger connections between talent and the markets that it serves.

The company brings together the industry experience of Lebbeus Hashikutuva and the legal, compliance and regulatory experience of Ndinelago Ithindi, its co-founders. This combination informs an approach that considers both the realities of creative work and the responsibilities of building a technology business.

Company at a glance

Item	Details
Base	Namibia
Core focus	Technology platforms, businesses and products for the creative industries
Principal activities	Development, marketing and strategic acquisition
Technology approach	Artificial intelligence and emerging technologies
Named platform	CreativeConnect application
Portfolio stage	CreativeConnect is in pilot and testing; other platforms and products are at concept and development stages
Founders	Lebbeus Hashikutuva and Ndinelago Ithindi

Our ambition

We intend to build a portfolio of useful, commercially sustainable solutions that help creative professionals work effectively, reach customers and participate more fully in the digital economy. Our starting point is the experience of people working in the industry, with Namibia as our home base.

Our purpose and the people we serve



Why Ounongo was founded

Ounongo Creative Technologies grew out of Lebbeus Hashikutuva's more than ten years of experience as a creative professional. Working for and with various institutions exposed him to the demands of delivering creative work and to the challenges faced by people in the industry. That experience motivated him to establish a company focused on practical technology solutions for the sector.

Our areas of focus include access to suitable tools, professional visibility, collaboration and the business processes around creative work. We intend to test these priorities with users so that product decisions respond to real needs and the different circumstances in which creatives work.

Vision

A creative economy in which artists and creative professionals can access the technology, connections and opportunities that they need to build sustainable careers and enterprises.

Mission

To develop, market and acquire technology platforms, products and businesses that help creative professionals create, collaborate and grow, using artificial intelligence and emerging technologies responsibly.

Who we aim to serve

Our primary audience is artists, independent creative professionals and creative enterprises, including those working in design, visual arts, photography, film and video, music, writing and publishing, fashion, digital content and performing arts. The priority disciplines for each product is determined through user research and testing.

We also see opportunities to serve organisations that commission, distribute, teach or support creative work, including agencies, brands, cultural organisations, educational institutions and industry associations.

Our proposed values

Creative agency. Give users meaningful control over their work and how technology supports it.

Practical innovation. Judge new technology by the problem it solves and its usefulness in everyday work.

Trust and accountability. Communicate clearly and make responsible decisions about products, data and business relationships.

Access and participation. Consider affordability, usability and different levels of digital confidence when developing products.

Our business activities



Ounongo's business focus covers the development of new solutions, their introduction to market, and the acquisition of complementary products or businesses. Together, these activities are intended to create a portfolio with a clear purpose: supporting the work and commercial progress of creative professionals, artists and enterprises.

01

Develop platforms and products

We intend to translate industry needs into applications, digital tools and other products. Development will begin with understanding the user, defining the problem and testing whether a proposed solution is useful. Pilot feedback will guide improvements before wider release and further investment.

One such platform, CreativeConnect, is currently in pilot and testing. Other platforms and products are at concept and development stages, providing a pipeline of potential additions to the portfolio. Each will need its own user proposition, delivery plan and route to market.

02

Market and commercialise solutions

Our marketing focus is to connect relevant products with the creative professionals, enterprises and institutions that can benefit from them. This includes product positioning, demonstrations, community engagement, partnerships and customer onboarding. The aim is to help users understand a product's value and adopt it successfully.

03

Acquire complementary businesses and products

Strategic acquisition forms part of our intended growth model. We will consider opportunities that serve the creative industries and add useful products, technology, intellectual property, expertise or market access to the portfolio. An acquisition would need a clear strategic purpose and a credible plan for supporting existing users and operations.

Our proposed assessment criteria include fit with user needs, product quality, commercial viability, ownership of relevant rights, operating requirements and the resources needed for integration. Growth decisions will be based on evidence of value and the company's capacity to deliver.

04

Commercial approach

Revenue models will be selected for each product according to the value delivered and the ability of its intended customers to pay. Potential models include subscriptions, product or software licences, institutional agreements and paid services linked to platform use. No single pricing model is assumed across the portfolio.

We intend to balance affordability for users with the income required to maintain reliable products, provide support and fund continued development.



■ PILOT AND TESTING

CreativeConnect is a digital platform for Namibia's creative community, designed to connect artists, creative professionals and creative enterprises with clients who commission their services. It brings talent discovery, project briefs, quotations and project coordination into one application. Individual creatives, collectives and businesses can participate, and one account can both offer services and commission creative work.

01

Creative profiles and talent discovery

Users can present their disciplines, specialist skills, professional introductions and service rates through searchable profiles. Portfolios support written samples and links to media, while rates can be expressed by hour, day, project, performance, session or retainer. Clients can search by discipline or skill to identify relevant talent, and creatives can add custom skills that reflect their practice.

02

Project briefs and quotations

Clients can publish briefs and requests for quotations specifying the scope of work, budget, location, deadlines, payment terms, usage rights and procurement requirements. Creatives can prepare itemised quotations with calculated totals, export them as PDFs and submit them to nominated recipients after reviewing the information and documents to be shared. Submitted versions are retained to provide a record of the offer.

03

Private document wallet

An optional private document wallet helps users organise supporting documents, manage versions and monitor expiry dates. Relevant documents can be selected for sharing as part of a quotation. These tools support record organisation and completeness checks; clients remain responsible for assessing authenticity and eligibility.

04

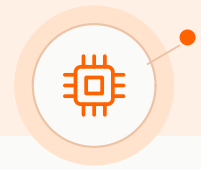
Project coordination and professional reputation

Clients can review and accept quotations with an order reference, follow project status, record completion and publish reviews. Profile ratings distinguish reviews of completed platform projects from feedback on previous work. Users can respond to reviews, exchange text messages, receive in-app notices, and report or block inappropriate interactions. Payment terms can be recorded within the workflow, while payments are arranged outside the application.

Pilot and testing

CreativeConnect is currently in its pilot and testing phase. The pilot is being used to assess its usefulness, usability and reliability, and to gather feedback on the complete user journey. Wider release will depend on testing outcomes and the readiness of the product and its support arrangements.

Our technology approach



The wider product portfolio

Other platforms and products are at concept and development stages. We intend to advance these opportunities according to user demand, feasibility, available resources and their contribution to the company's overall purpose. Portfolio development will allow Ounongo to address different needs across creative practice and creative enterprise.

How we intend to use artificial intelligence

Artificial intelligence is central to our technology focus. Potential applications across the portfolio include helping users explore ideas, reducing repetitive work, organising information and improving access to relevant tools or opportunities. These are areas for evaluation; the appropriate use of AI will depend on each product and its users.

We intend to assess emerging technologies against practical criteria such as usefulness, accessibility, reliability, cost and the level of control available to the user. Product design will preserve space for human judgement, creative expression and professional responsibility.

Responsible product development

Our development principles include respect for intellectual property, appropriate treatment of personal information, clear communication about AI capabilities and limitations, and human review where automated outputs could materially affect users. We aim to build these considerations into all product decisions and testing as the portfolio develops.



USEFULNESS



HUMAN CONTROL



RESPONSIBILITY

Our founders



Lebbeus Hashikutuva

Co-Founder and Development Lead

Lebbeus Hashikutuva is a creative techpreneur with more than ten years of experience as a creative professional, in the areas of photography, videography, creative writing, creative direction, graphic design, communications and digital marketing. He has worked for and with various institutions to deliver creative work, gaining direct exposure to the expectations, opportunities and challenges within the industry.

His experience is the foundation of Ounongo Creative Technologies. The company reflects his interest in applying artificial intelligence and emerging technologies to challenges that he has encountered in creative practice, and in developing tools that can support other artists and creative professionals.

He brings the perspective of a practising creative to the company's direction, helping connect product ideas with the circumstances of the people expected to use them.

Ndinelago Ithindi

Co-founder

Ndinelago Ithindi is a legal professional with experience in compliance and regulation. Her professional experience includes work with the National Commission on Research, Science and Technology (NCRST), the Namibian Competition Commission (NaCC) and, more recently, the Namibia Financial Institutions Supervisory Authority (NAMFISA).

Her background brings a legal and regulatory perspective to the company's development. As Ounongo evaluates products, partnerships and acquisition opportunities, her experience informs its consideration of compliance, governance and business risk.

Complementary founding experience

Together, the founders bring creative industry experience and legal insight to the same enterprise. This combination provides a basis for considering user needs, commercial opportunities and the responsibilities that accompany technology development and business growth.

As the company develops, we intend to draw on additional technical, product, marketing and specialist expertise according to the needs of the portfolio. Clear responsibilities and suitable professional support will be important to delivering and maintaining each solution.

Partnerships and growth priorities



Working with the creative sector

We welcome discussions with partners who share an interest in practical tools and sustainable opportunities for creative professionals. Collaboration can help us understand user needs, test products, reach appropriate markets and build the capabilities required to support the portfolio. We believe that:

- Creative professionals and enterprises can contribute to product research, pilot participation and feedback on practical workflows.
- Industry associations and cultural organisations can help identify sector priorities and support relevant community engagement.
- Educational and research institutions can explore collaboration on skills, applied research and technology adoption.
- Technology and commercial partners can contribute specialist expertise, integrations, distribution or product development capacity.
- Investors and owners of complementary businesses can discuss growth opportunities aligned with the company's focus.

Near term priorities

Our proposed near term priorities are to complete and learn from CreativeConnect's pilot, clarify its route to wider availability, and assess which products in the development pipeline should advance next. Company formation, operating responsibilities and the resources needed for product support will also shape this stage.

Building a sustainable portfolio

Our longer term aim is to grow a portfolio whose products are useful to their users and sustainable to operate. We intend to strengthen products through feedback and commercial evidence, develop partnerships that improve delivery, and consider acquisitions where they make a clear contribution to the company's purpose.

Namibia will be our home base. Decisions about entering additional markets will depend on demand, product suitability and our capacity to serve users effectively.

The contribution we aim to make

We aim to support stronger creative businesses, wider access to useful technology and better opportunities for artists and creative professionals to participate in the digital economy. Our contribution should be visible in the experience of the people who use our products.

As products mature, we intend to assess progress through appropriate measures such as sustained use, customer feedback, time saved on relevant tasks, successful professional connections and commercial sustainability. Each measure will need to match the purpose of the product and be supported by evidence.

Company information and enquiries



Ounongo Creative Technologies is open to conversations about product pilots, creative industry collaboration, technology partnerships and complementary business opportunities. Enquiries should be directed to the company contact below.

Corporate details

Item	Details
Company name	Ounongo Creative Technologies
Country of base	Namibia
Legal entity name and form	Ounongo Creative Technologies Close Corporation
Registration status and number	Registration in progress
Year established	2026
Registered or business address	Unit 14 River Edge Dr. Kuaima Riruako Street Windhoek West Windhoek, Namibia
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Telephone	+264814409768
Website	ounongo.com.na

Short company introduction

Ounongo Creative Technologies exists to develop, market and acquire platforms, businesses and products for the creative industries. Co-founded by creative techpreneur Lebbeus Hashikutuva and Ndinelago Ithindi, a legal professional, the company combines creative industry experience with a legal and regulatory perspective. Its technology focus includes artificial intelligence and emerging technologies. One of its platforms, CreativeConnect, is currently in pilot and testing, while other platforms and products are at concept and development stages.