

AFRICA...THE PLUG and SISTER AI...

Marc Rigaudis
27PLUG FRANCE
Gitonga Kiigi
27PLUG KENYA

Abstract

When I was asked to work with an “app” that could become the African TIK TOK, I was initially skeptical: I had always refused to fall into the trap of these possessive, even monopolizing applications... but on the other hand, hadn’t I experienced great revolutions in my life?

The first revolution was in music. I was lucky enough to live in London in the early 70s.

The second revolution was the digital revolution. At first, there was a slight resistance: no, it wouldn’t replace the quality of silver photos... but very quickly, the miraculous properties of digital photography took hold.

Once again, as my activities have taken me to Africa, I am witnessing a revolution that is even more surprising and spectacular than the other revolutions. Artificial Intelligence is establishing itself as the queen of the world at breakneck speed and AI will be part of our human lives for a long time. However, I think the word “intelligence” is a bit of a misnomer here. Indeed, intelligence can only be human, whereas AI is just an instrument, a magnificent instrument, but an instrument nonetheless. AI is an extraordinary robot that may give the impression of but which in fact simply brings together myriads of creations to create something “new” or answer a question in a quarter of a second. It’s magical, wonderful and incredibly helpful... The film production becomes so fast, so cheap and that is a revolution in the revolution!

Keywords: Africa, application, AI, film, production

INTRODUCTION

When Tosh Kiigi asked me to work with him on an “app” that could become the African TIK TOK, I was initially skeptical: I had always refused to fall into the trap of these possessive, even monopolizing applications... to the point of chaining these poor beings, young but not only young, to the point of changing the urban landscape into a forest of necks bent to the same degree towards their screens, diabolical mirrors of which they have become slaves. My resistance to what I saw as the scourge of society was total. No, I wouldn’t fall for it and I would resist! Of course I couldn’t fall into this trap of another generation, of course I was from a generation that liked to read paper books and watch films on panoramic screens. Yes, that’s true, but on the other hand, hadn’t I experienced great revolutions in my life?

1. THE AI REVOLUTION

The first revolution was in music. I was lucky enough to live in London in the early 70s. The young Frenchman of the time, to use an expression of the time, “got an earful and an eyeful” ... a complete immersion in the world of the Beatles, the Rolling Stones, Led Zeppelin, all those gods who were going to turn the world upside down, and the world was going to love it!

The second revolution I experienced was the digital revolution. Once again, I was lucky: I was working in Japan, that extraordinary country of a thousand mysteries, each one more fascinating than the last... I used to take photos, silver photos! I’d spend sleepless nights in little darkrooms, manipulating chemistries on Ilford or Fuji paper, and displaying the shots I’d left to dry on the bathroom walls. Then, all of a sudden, a thunderclap hit the world: digital! At first, there was a slight resistance: no, it wouldn’t replace the quality and beauty of good old silver photos... but very quickly, the miraculous properties of digital photography took hold, and the arrival of the Internet opened the door to the whole world.

Once again, as my activities have taken me to Africa, I am witnessing a revolution that is even more surprising and spectacular than the other revolutions. Artificial Intelligence is establishing itself as the queen of the world at breakneck speed. I don’t understand and don’t want to start trying to understand how “it” works, but what I can understand is that AI is now part of our human lives and will be for a long, long time. However, I think the word “intelligence” is a bit of a misnomer here. Indeed, intelligence can only be human, whereas AI is just an instrument, a magnificent, gigantic, monstrous instrument, but an instrument nonetheless. AI is an extraordinary robot that may give the impression of but which in fact simply brings together myriads of creations throughout the ages to create something “new” or answer a question in a quarter of a second. It’s magical, wonderful and incredibly helpful... always there, at any moment, to help the babies we’ve become compared to “her”. That’s probably why, when I talk to Tosh, I like to call “her” SisterAI. The big sister who’s always ready to give a solution or fix a mistake.

2. AI: A REVOLUTION IN MANY WAYS

Virginie Delalande, France’s first profoundly deaf lawyer, is actively campaigning for a more equitable and just world. One perspective is emerging to support her: artificial intelligence. She says:

"The problem has never been my disability... but the fact that society didn't anticipate it. AI is like a magic wand that transforms obstacles into opportunities. A very simple example: when I had to attend a meeting, I had to be meticulously organized in order to have an interpreter available. Today, thanks to real-time transcription tools, I can follow a conversation instantly. What accessibility has been promising for forty years... AI is achieving in just a few years. Thanks to AI, I was able to talk to my family on the phone for the first time!".

Today, the ROGER VOICE application instantly transforms the other person's words into text, while he continues to hear his voice, as if it were a normal telephone conversation. The future of artificial intelligence for people with disabilities is, in fact, also at the beginning of a revolution. In communication or film production, let's imagine a world where subtitles are automatic and perfect, whatever the context, the audio support and the quality of the connection, a world where hearing aids directly integrate an AI that adapts the sound according to our environment a world where every sound is accompanied by a visual or vibratory indication via our phone, a world where sign language is integrated and standardized.

Virginie Lalande concludes magnificently with these words:

"... a world where being deaf is no longer a hindrance, but simply a difference taken into account. And in my work with companies, I like to remind them that the future can't be predicted... it has to be built. Clearly, AI is finally providing the building blocks for a world accessible to all. Now all we have to do is assemble them..."

What better example of the power of this brand-new tool, and what better proof of the wonderful revolution that AI can bring to our world!

Sources: www.handicapower.com

3. AI: THE ARTISTIC CREATION

AI is here now, and there's no denying that it's going to be with us for a long, long time to come! The question is not whether we should or shouldn't use it; AI is becoming and, in fact, is practically inescapable. The question, on the other hand, is how to control AI. On the surface, AI seems perfect, capable of creating anything and answering any question. However, AI comes from the real world, drawing on data that has been created by humans over the ages in texts, images, studies, reflections and so on. As in the real world, accidents can happen, imperfections can creep into this seemingly perfect universe. The simplest example that comes to mind is that of the American actor Harrison Ford who, in his latest film, for the role of a young man, received help from AI. The actor's face is that of a 35-year-old, but his gait is that of a man over 70. The voice, too, still seems to pose a few problems.

AI offers one major advantage, and that's reducing cost. This is a major advantage for anyone who has tried to get into film production, for example. I had the

opportunity to teach film students and, surely, the first thing I said to them was: "You want to make a film... and you'd have to be crazy to want to make a film!". With the deliberate exaggeration of this statement, I wanted them to understand the difficulty they would encounter in embarking on the construction, direction and production of a film, but with experience I realized that I was forgetting that the greatest difficulty, the very obstacle, was, above all, financing, which AI can practically erase. Indeed, "assisted" by Sister AI, a single person working in his or her bedroom can produce a project in no time at all. Making 200 plans impossible without AI becomes possible with AI.

Yes, AI is a good assistant-director, assistant-logistics, assistant-casting, assistant-writer and so on. AI can give new ideas to a team that has already been working on a project for 3 years or more. AI can be compared to an exoskeleton that aids and facilitates the grueling process of producing a film.

To conclude this paragraph, I think it's also important to understand that anything we say now is likely to be obsolete within a few hours... AI moves at the speed of light!

4. 27PLUG's launch projects.

When Tosh approached me about joining 27Plug, I was in the process of raising funds for the production of an animated film about Wangari Mathai, or rather the spirit of Wangari Mathai. This great lady, whom I had the honor of meeting after she was awarded the Nobel Peace Prize in 2004. She had greatly impressed me with her fight against a system which, by killing trees, was killing the planet we were supposed to leave to future generations so that they could live decently on it.

The message was there, the script was there, but when it comes to animated film production, big financing and long deadlines are essential.

Tosh, in less than 3 weeks, all by himself, was able to put together a teaser of just over 1 minute on the story of Miti and Michi... what better demonstration of the efficiency of AI. The images, voices and music are all the work of one man, assisted by Sister AI.

5. MITI-MICHI

27Plug's first film project will therefore be MITI MICHU.



The theme carried by the spirit of Wangari Mathai is none other than the fight against a system that tends to destroy the planet. This destruction is mainly due to the massacre of trees, which are the basis of human life. This massacre can even be classified as a crime against humanity.

At that point I would like to use some extracts of a blog I took from my book USONI and which treats of the same theme: the system which, by not respecting Nature, destroys, for pure profit, the resources of the planet and its future.

To the glory of the tree

Man can be proud of his technological, industrial and economic creations... yes, he can be proud and ashamed at the same time. Terribly ashamed even, and from a certain point of view, guilty.

Guilty of having tried and, unfortunately, succeeded in manipulating nature to the point of mistreating and even abusing it. Man has set out to be a creator, and he is a creator in many fields, up to a point. However, we tend all too easily to forget that there is only one Creator, and we can call him what we like or what we are allowed to call him, but there is one name we cannot deny, forget or desecrate, and that is Mother Nature.

Mother Nature is omnipresent, all-powerful and gives us our daily bread. She forgives most of the time, but sometimes punishes very severely. The punishment can be unjust, terribly unjust, hitting those who shouldn't be hit, those who, on the contrary, should be spared, protected, adored. Injustice to the innocent is difficult, if not impossible, to accept or justify.

Man has declared himself to be a "creator" to such a degree that he has taken it upon himself to create or recreate nature. And this is perhaps where the problem lies. Perhaps this is what has derailed the wonder of life on Earth. A machine, no matter how sophisticated, can become extremely dangerous and even lead to death if even the tiniest disturbance occurs. A single grain of sand can jam the most finely-tuned mechanism.

Man, in his intoxication with creation, has, without question, created some very beautiful things, but he has also damaged some very beautiful things. The most obvious example, or rather the most horrible example of man's often unconscious crime, is the murder of trees. These trees are the most impressive symbols of creation.

Indeed, it's from a tiny, insignificant seed that a magnificent, majestic edifice rises into the air.

This edifice is much more than an edifice, in the sense that, unlike the buildings that man builds with great difficulty and expense, the tree is itself a prolific creator. It creates a whole ecosystem, a veritable little world in itself, a world that gives birth to another world, or other worlds. So when man allows himself to kill the defenseless being that is the tree, he becomes a serial killer of the worst kind.

Yes, a killer, an assassin if we're talking about the man who, without scruples, allows himself

to cut down entire forests that contribute to the planet's health, one might even say to its survival. A veritable genocide when you consider that these beings, defenseless against man's electric saw, can communicate with each other, according to a scientific statement, "thanks to electrical impulses diffusing through the roots at a speed of around 1cm per second". A tree attacked by insects or any other animal can relay the information and its neighbors will produce bitter juices in their leaves, making them inedible. Unfortunately, nothing can stop the terrible chainsaw.

To conclude this indictment of human action against our friends the trees, we must admit that man, born from a microscopic seed, is an extraordinary and admirable being in many respects. He too gives birth to beings who in turn give birth to other beings.

However, there is a fundamental difference between the tree and man. The tree can live without man, but man cannot live without the tree.

(February 2025 Marc Rigaudis Blog for USONI the Book)

Another immense example of the power of Artificial Intelligence. An undoubted weapon in the fight against man's sometimes, all too often, fatal mistakes by Man on Nature. This extraordinary technology, used wisely, can provide solutions for preserving nature, but we must not forget that it can also, if not used in the right way, become a harmful and destructive calamity.



27PLUG by Tosh KiigiCEO

6. The Untapped Potential of African Ingenuity



In an era defined by rapid technological advancement, particularly the burgeoning influence of artificial intelligence, the African continent stands at a pivotal juncture. While facing unique socio-economic challenges, Africa also possesses an unparalleled reservoir of talent, skill, and innovative spirit. 27Plug emerges as a dynamic social media platform strategically designed to harness this potential, fostering a vibrant ecosystem where African creativity converges with opportunity. This paper introduces 27Plug's unique approach to empowering users through video-based talent showcases, real-time feedback mechanisms, networking capabilities, and a pioneering token-based reward system. Furthermore, it highlights the platform's commitment to sustainable development through initiatives like the African Innovation Challenge (AIC), aimed at nurturing impactful solutions across critical sectors. By embracing cutting-edge technologies, including artificial intelligence, and prioritizing accessibility for diverse African communities, 27Plug envisions a future where innovation is democratized, talent is recognized, and opportunities are readily available across the continent.

The 21st century has ushered in an unprecedented wave of technological disruption, reshaping global economies and societies. Amidst this transformation, Africa, a continent rich in cultural diversity, entrepreneurial spirit, and a burgeoning youth population, presents both unique challenges and immense opportunities. While historical and systemic factors have often limited the visibility and scalability

of African innovation, a new generation of creators, thinkers, and problem-solvers is emerging, poised to make significant contributions to the global landscape. However, a critical need exists for platforms that can effectively connect this wealth of talent with the resources, networks, and recognition required to thrive.

Traditional social media platforms, while offering global connectivity, often lack the specific focus and features necessary to truly empower African creators and innovators within their unique cultural and socio-economic contexts. Furthermore, the digital divide and the cost of data remain significant barriers for many across the continent, limiting access to online opportunities. Recognizing these challenges and the immense potential they mask, 27Plug has been conceived as a dynamic and culturally attuned social media platform designed specifically for African consumption. Our mission is to dismantle existing barriers and cultivate an environment where talent, skill, and innovation are not only showcased but are actively connected with tangible opportunities for growth and impact.

7. 27Plug: Unique Ecosystem

At its core, 27Plug is a video-centric social media platform that empowers users to become active participants in a dynamic ecosystem of creativity and collaboration. We understand that in a visually driven world, video provides a powerful medium for individuals to authentically express their talents, demonstrate their skills, and articulate their innovative ideas. Through intuitive and user-friendly tools, 27Plug enables users to create and share compelling video content, transforming personal passions and groundbreaking concepts into engaging digital narratives.

This digital stage fosters a culture of constructive feedback and peer-to-peer learning. Users receive real-time responses from a diverse

community, including fellow creators, industry experts, and potential collaborators. This immediate interaction facilitates rapid iteration, skill development, and the refinement of innovative concepts. Furthermore, 27Plug incorporates features that allow for direct comparisons within specific niches, fostering a spirit of healthy competition and providing valuable benchmarks for growth and improvement.

However, 27Plug transcends the traditional boundaries of content sharing. We are committed to building a holistic ecosystem that actively bridges the gap between creativity and opportunity. The platform is designed to be a hub for:

- **Networking and Collaboration:**
27Plug facilitates meaningful connections between individuals with complementary skills and shared interests. This fosters a collaborative environment where innovators, artists, and entrepreneurs can find potential partners, mentors, and collaborators to bring their visions to life.
- **Learning and Skill Development:**
By providing access to diverse content, expert

feedback, and potential mentorship opportunities, 27Plug serves as a continuous learning environment. Users can learn from the successes and experiences of others, acquire new skills, and stay abreast of emerging trends within their respective fields.

- **Monetization**

Recognizing the importance of sustainability for creators and innovators, 27Plug has integrated a robust reward system. Users earn tokens based on their engagement, the quality of their contributions, and the positive impact they generate within the community. These tokens can be redeemed for real monetary value, providing tangible recognition for their efforts and fostering a culture of active participation.

8. The Future of Empowerment

Looking towards the future, 27Plug is committed to further enhancing the economic empowerment of its users. We are actively developing functionalities that will enable direct tipping from the community to creators whose content resonates and provides value. This direct form of support will further incentivize the creation of high-quality content and provide a more immediate pathway for talented individuals to monetize their skills.

Furthermore, we are pioneering systems for time-based compensation for collaborations facilitated through the platform. This innovative approach will allow innovators and creators to be fairly compensated for their time and expertise when engaging in partnerships formed within the 27Plug ecosystem. By establishing transparent and equitable compensation models, we aim to foster a more professional and sustainable environment for creative collaboration.

9. The African Innovation Challenge

Aligned with a deep commitment to supporting sustainable development across the continent, 27Plug has launched the African Innovation Challenge (AIC). This transformative initiative is specifically designed to identify, nurture, and empower African innovators who are developing solutions to the continent's most pressing challenges. The AIC serves as a dedicated platform to provide crucial visibility to African ingenuity and to strengthen the burgeoning startup ecosystem.

The AIC actively seeks participation from a diverse range of individuals, including innovators, students, researchers, and established entrepreneurs. Through a structured process, participants are provided with a platform to showcase their talents and their innovative solutions across critical sectors such as healthcare, agriculture, technology, and education. The challenge fosters an environment conducive to collaboration, encouraging the cross-pollination of ideas and the formation of partnerships that can drive meaningful impact.

The initiative goes beyond simply identifying promising ideas. The AIC is committed to providing comprehensive support to selected innovators through mentorship programs, access to potential

financial resources, and tailored entrepreneurial training. This holistic approach aims to empower these individuals to effectively scale their ideas into viable and sustainable solutions that can address Africa's unique socio-economic needs and contribute to long-term growth. The initial three-month phase of the AIC will culminate in the selection of a winning innovation that demonstrates exceptional potential for impact, scalability, and sustainability, highlighting the transformative power of African ingenuity.

10. Embracing the Power of AI

We at 27Plug recognize the transformative power of artificial intelligence and its potential to revolutionize various sectors across Africa. Rather than viewing AI as a disruptive force to be feared, we embrace it as a powerful tool that can augment human creativity, enhance efficiency, and unlock new possibilities. We are actively integrating AI into our platform, particularly in areas such as animation and film production, to empower creators with cutting-edge tools and streamline their workflows.

Looking ahead, we are actively exploring collaborations with leading technology giants, including the likes of Mistral AI, to create a platform experience that is truly groundbreaking and tailored for African consumption. We envision leveraging the capabilities of AI to personalize user experiences, enhance content discovery, facilitate more intelligent connections, and provide advanced tools for content creation and analysis.

11. Bridging the Digital Divide

Understanding the diverse technological landscape across Africa, where internet penetration and data affordability can vary significantly, 27Plug is committed to ensuring accessibility for all. Even with limited or no access to consistent data connectivity, a significant portion of the African population, particularly those in rural areas, possess immense talent and potential. We are actively researching and developing innovative solutions to make 27Plug readily available to these communities. This includes exploring lightweight application versions, offline functionalities, and partnerships with local internet providers to offer more affordable and accessible data solutions. Our goal is to ensure that geographical location and data limitations do not become barriers to accessing the opportunities that 27Plug offers.

Conclusion: A Future Powered by African Innovation

27Plug represents more than just a social media platform; it is a vision for a future where African talent and innovation are not only recognized but are actively nurtured and connected with opportunities for growth and impact. Through our unique video-centric approach, our commitment to fostering collaboration and providing economic empowerment, and our proactive

embrace of cutting-edge technologies like artificial intelligence, we are building a dynamic ecosystem that is specifically designed for African consumption.

Initiatives like the African Innovation Challenge underscore our deep commitment to supporting sustainable development and empowering the next generation of African problem-solvers. By prioritizing accessibility and actively working to bridge the digital divide, we aim to ensure that the transformative power of 27Plug reaches all corners of the continent. While our journey is ongoing, we are confident that 27Plug will play a pivotal role in unlocking the immense potential of African ingenuity and shaping a brighter, more innovative future for the continent. The future of African innovation is vibrant, and 27Plug is proud to be at the forefront of this exciting transformation.