

# THE NATION BUILDING MANIFESTO

*From Extraction to Infrastructure: A Blueprint for the African Creative Economy*

---

## 01. THE REFINERY CONCEPT

For decades, the story of Africa has been one of extraction. We have provided the raw materials—gold, oil, cocoa, and talent—while the world has provided the refineries. They take our raw potential, process it, package it, and sell it back to us at a premium.

**This ends now.**

Music is a natural resource. It is renewable, scalable, and uniquely African. But without infrastructure, it remains just a raw material. True nation building is not about winning awards on foreign stages; it is about building the refineries here. It is about owning the intellectual property, the legal frameworks, the royalty collection systems, and the educational institutions that allow the industry to function without foreign aid.

*"We are moving from a 'hustle' economy to a 'structure' economy. We are not just building careers; we are paving the runway for a generation to take flight."*

## 02. HUMAN CAPITAL AS INFRASTRUCTURE

When we talk about infrastructure, we often think of buildings and roads. But in the creative economy, people are the infrastructure. A talented artist cannot fly without a competent manager. A record

label cannot survive without an astute lawyer. A tour cannot succeed without a logistical strategist.

My mission, through the Creative Business Academy for Africa, is to build this human infrastructure. We are training the architects who will design the future of this industry. We are equipping them with the strategic foresight—the sharp eyes of the eagle—to see opportunities miles away and the precision to execute them.

## 03. SOVEREIGNTY OF SOUND

We must define our own value. For too long, we have looked to the West for validation. While global collaboration is essential, it must be a partnership of equals, not a relationship of dependency.

We must build local data centers. We must strengthen our own Collective Management Organizations (CMOs). We must create policies that protect the mental health and financial future of our creatives. We are building a fortress of industry capable of protecting and projecting its own power.

## 04. THE LEGACY MANDATE

The eagle does not fly just for the sake of flying; it flies to survey its territory and protect its nest. Our work today is not for us. We are planting trees under whose shade we may never sit.

This is a call to arms for every creative, every executive, and every investor. Stop looking for the quick win. Start building the long-term structure. Join us in building a nation where creativity is not a struggle for survival, but a structured pathway to prosperity.



---

*Godwin Tom*

FOUNDER, CREATIVE BUSINESS ACADEMY FOR AFRICA  
MANAGING DIRECTOR, SONY MUSIC PUBLISHING WEST AFRICA

[www.godwintom.com](http://www.godwintom.com)  
Lagos • London • Johannesburg