

**Hello.**

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PARADISE CULTURE ELEMENTS

GROWTH

HUMANNESS

WE ALL MATTER AND  
DIVERSITY IS  
OUR STRENGTH



Who & what we  
are about at Cchora

# Imagination Into Existence.

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The human nature and desire to create & inspire is undeniable. Through imagination we all possess that creative nature. The worth while journey from thought/idea to a final tangible outcome is what Cchora is about. This is the essence of our existence. We believe there has never existed an idea that was not worth exploring. And to those with ideas that seem too crazy. Too wild. Too free. Too bold. You have a home with us - for we know those are the ideas that carry the potential to change the world.





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# Culture.



# What do we mean when we say our culture?

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Things that bring us joy. Give us a sense of purpose. Fill our hearts with desire. Pushing us to keep trying over and over again. The desire to keep creating and evolving is our niche. A courageous act of using the talents given to us by Our Creator to serve His purpose. That is to change and inspire the lives of those around us. Our culture is not something we have rather its the actions we take on a day to day basis inspired by our goals. It's what we do. Culture can only be cultivated through consistent and repetitive acts. So what are the things that we are doing, the aspects that drive our actions?.





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# Our true nature.

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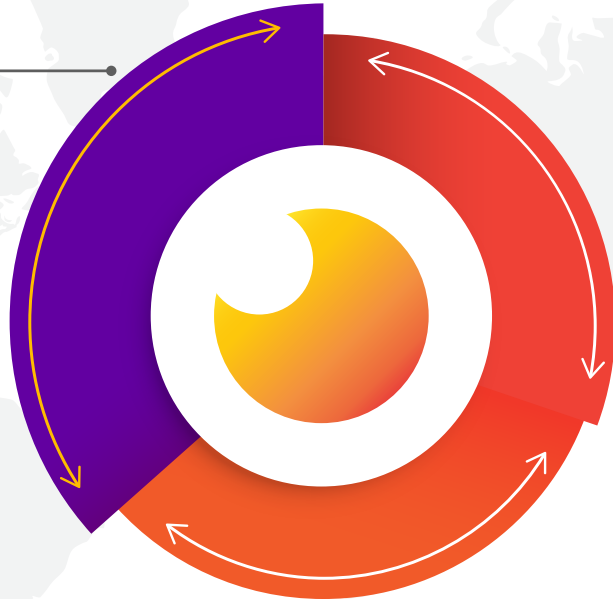
**AMBITION.**

03

**PURPOSE.**

02

**VALUES.**







**Ambition.**

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Cchora was founded in 2016 by two ambitious designers Moses & Winnie and has since grown to be one of the most exciting Creative Studios in Kenya. The name "Chora" is a Swahili word for Draw, but as you may have noticed we have a double CC in our name, just for emphasis!

Our aim is to build a diverse creative community in Africa with our 'Cchorans', Clients, Partners & Investors. In the creative field we quickly understood the need to cultivate a creative environment which encourages freedom and expression for every individual/group we interact with. This enables us to create amazing long lasting experiences.

A diverse creative team with a wide variety of different skills has made growth inevitable for us. Learning from each other and mastering skills while having crazy amounts of fun is what we do. Relationships that have grown from this we greatly cherish - because that's what it's all about!.

## We're in this together.

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Collaboration is key in this day and age. The world has evolved to a new age and we have to stay ahead. The best way to ensure this is through collaboration, with our Partners, Members, Clients and Organisations. With advancements in the digital world and the world basically becoming one global village, it is vital to adopt diverse backgrounds, thoughts, views, opinions and life experiences in order to act.



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There is a right & wrong way in everything you do. If you listen keenly you'll find the right way.

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# Values.

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Every institution in the world understands the importance of their workers having a profound foundation in their values (what they hold dear). For us it's not different, the Cchorans behaviours and attitudes are simply wired to return to basics I.e

1. Operate with love.
2. Adapt an appetite for knowledge.
3. Challenging oneself.
4. Enjoy every step of the journey.

# The Right Way to Do It is to be in perfect harmony with truth.

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The most important thing in life is self realization, from there everything will come into place. Being accepting and receptive of truth is the main drive as to how we conduct ourselves. The truth that growth is inevitable. The truth that change is key. The truth that discipline outlasts circumstances. This enables us to be incredibly adaptable provoking change in everything we do.



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**Purpose.**

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# The goal is always to evolve the field you operate.

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The 'spark that lights the flame' is what we strive to be. The spark our Partners, Members, Clients and Community need to reach out for the impossible. We want to be the catalyst that encourages progress and innovation by combining technology and art to communicate a message. Our actions tell a story, and communication is vital on how our story is told. How our impact is felt. A story of action, creation and sharing.

What comes to mind when one thinks of purpose?.....for us it one word, 'why'. Why do we exist?. Why are we doing what we are doing?....because that's where we are best suited to influence change. The digital world has enormous potential for the future especially in the creative field. We want to change and influence the lives of people. We are not blind to the fact that what we do has evolved, but we are aware of the potential that arises with evolving with the field. Our purpose is to try and bring together a genuine strong community with a common goal: to create and build a better future. Cchorans are about community, togetherness and growth.





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with a common goal.

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# Our Leadership.

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Cchora was founded in 2016 by two ambitious designers Moses & Winnie and has since grown to be one of the most exciting Creative Studios in Kenya.



Moses Sanya Obuya  
Founder + CEO



Winnie Marigi Nyagah  
Co-Founder + Director





# This doesn't have to be goodbye. Get in touch

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