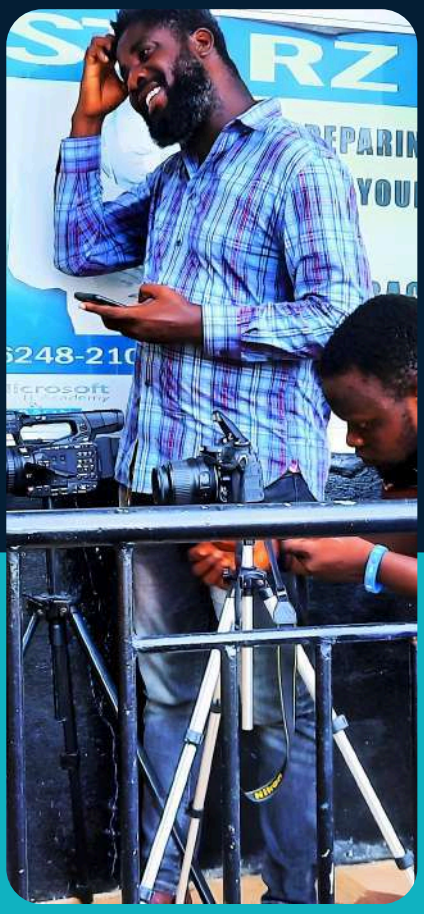
SATEC LIBERIA

Company Profile

Innovating Through Technology, Media & Impact Storytelling









Who We Are

SATEC Liberia is a dynamic social enterprise and tech-media innovation hub committed to empowering young people, institutions, and communities through technology, digital media, and impact-driven storytelling.



Operating at the intersection of innovation, communication, and development, SATEC delivers cutting-edge media production, ICT solutions, and advocacy campaigns that drive behavioral change, amplify marginalized voices, and strengthen democratic and development outcomes across Liberia.

A Trusted Media-Tech Partner

Through its flagship platform, SATEC TV, the organization leverages "new media" to inform, educate, and inspire action on key national and global issues aligned with the Sustainable Development Goals (SDGs).





SATEC LIBERIA

OUR VISION, MISSION & CORE VALUES



OUR VISION

To become Liberia's leading social innovation hub using technology and media to drive inclusive development and transformative social change.

OUR MISSION

To empower communities, institutions, and young people through innovative technology, high-quality media production, and strategic communication that promotes awareness, inclusion, and sustainable development.

CORE VALUE

INNOVATION	IMPACT	INCLUSIVITY	INTEGRITY	EXCELLENCE
Driving creative, forward-thinking solutions	Delivering measurable social change	Amplifying marginalized and underrepre-sented voices	Upholding transparency and professiona-lism	Meeting global standards in all outputs

OUR SOCIAL ENTERPRISE MODEL

SATEC Liberia operates a hybrid social enterprise model, combining revenue-generating services with high-impact development programming.

Revenue Streams

- Media production services
- ICT training and consultancy
- Documentation and reporting services
- Digital campaign design

Social Impact Investment



Revenue is reinvested into:

- Youth training and digital skills development;
- Community awareness campaigns;
- Advocacy for marginalized groups;
- Production of free public-interest content.



SIGNATURE APPROACH: AUDIOVISUAL FOR DEVELOPMENT (AV4Dev)

SATEC Liberia is the creator of the Audiovisual for Development (AV4Dev) model—an innovative communication framework that uses multimedia storytelling to influence behavior, raise awareness, and support development outcomes.

Key Outputs

- Advocacy jingles and campaigns
- Infographics and digital content
- Short films and documentaries
- Online TV programming
- Comedy skits and edutainment content

AV4Dev ensures that complex development issues are transformed into engaging, accessible, and impactful content, particularly for youth and underserved populations.





SATEC LIBERIA

PRODUCTS & SERVICES

Research, Documentation & Design

- Report writing and design
- Strategic communication materials
- · Data visualization
- Policy and advocacy documents



KEY PROJECTS & PARTNERSHIPS

SATEC Liberia has successfully collaborated with leading national and international institutions:

Development & Multilateral Partners

- World Bank (LYEEP Hackathon Media Consultancy)
- The Carter Center (Access to Justice & ALSSAPT Project)
- Internews Liberia (Inclusive Media Project)
- AIFO Liberia (VOICE Project)









Regional & Institutional Engagements

- Africa Regional Intellectual Property Organization (ARIPO) Conference
- National Port Authority (Strategic Plan & Reports Design)

KEY PROJECTS & PARTNERSHIPS

Community & Advocacy Initiatives

- 16 Days of Activism Against Gender-Based Violence
- Disability Rights Awareness Campaigns
- Community Media Forums across Montserrado

Entrepreneurship Development

- Tony Elumelu Foundation Application Support Program (Female Entrepreneurs)









IMPACT & ACHIEVEMENTS

Proven Track Record
Over a decade of combined experience

Global Standard Production
Meeting donor and INGO requirements

Innovation-Driven Approach
Unique AV4Dev methodology

Youth-Centered Model
Focus on next-generation empowerment

Strong Development Alignment
SDG-driven interventions

Reliability & Professionalism
Timely, high-quality delivery



LEADERSHIP



John McCauley, Jr.
Founder & Chief Executive Officer

A multi-skilled ICT and media professional with extensive experience in project management, development communication, and digital innovation. John leads SATEC's strategic direction and oversees the implementation of the AV4Dev model.

He has worked with institutions including the World Bank, The Carter Center, AIFO Liberia, and Internews, delivering high-impact media and technology solutions.





With a proven track record of transforming digital strategies into impactful media solutions, John drives innovation at SATEC, harnessing his extensive experience to shape the future of development communication

STRATEGIC PRIORITIES (2026–2030)

- Expand AV4Dev across Liberia and West Africa
- Launch a full-scale digital training academy
- Scale SATEC TV into a regional development media platform
- Strengthen partnerships with donors and development agencies
- Invest in emerging technologies (AI, immersive media, data storytelling)

CONTACT & ENGAGEMENT

We welcome partnerships with:

- ·Development organizations
- ·Government institutions
- ·NGOs & CSOs
- ·Private sector actors
- ·Donors and foundations
- ·Existing & Aspiring Entrepreneurs



CALL TO ACTION

Partner with SATEC Liberia to transform ideas into impact.

Together, we can leverage technology and storytelling to drive sustainable development, empower communities, and shape Liberia's future.





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