



PRESS KIT

OLUWAFEMI AKINBI

Goes by

Founder, Imaginative Arcade & HBMB

● **On air:** Motherland Radio · Bounce Radio 89.1 FM
Sunday 1 November 2026, 3PM

HOST INTRO

"Joining us today is Oluwafemi Akinbi, a lawyer by profession and a builder for Lagos creatives. He is the founder of Imaginative Arcade and HBMB, and the mind behind IA World, a game where Lagos creatives design their own characters, meet, collaborate and compete."

BIO

Short: Oluwafemi Akinbi is a University of Lagos graduate who works in law and builds technology for Lagos creatives and small businesses. He founded Imaginative Arcade, a creative brand and game world, and HBMB, a digital agency.

Long: Femi studied at the University of Lagos and works in law. Alongside his legal career, he has spent years working with creatives (musicians, visual artists, performers) and came to love the space and the people in it.

What he loves most is building for people and connecting them. That led to Imaginative Arcade, a creative brand whose flagship is IA World, a free online game set in Lagos where creatives design their own characters, meet each other and team up on real work. The game's characters are based on real Lagos artists.

He also runs HBMB, an agency that builds websites, chatbots and automation for small businesses, and Oga Mode, an AI team that helps business owners handle customers, bookings, payments and sales.

PRESS PHOTOS



Main photo (black and white)



The lawyer who builds (black and white)



Full length, colour

All 10 approved photos, full size, are in the download above. Please credit: Oluwafemi Akinbi.

THE BUILDS

IA World (the game)

A free online game set in Lagos, played in the phone browser with nothing to download. Season 1, "From Yaba to the Top", launches on 31 October 2026.

- **Design yourself:** man or woman, skin tone, body type, height, eye colour, Lagos hairstyles (afro, locs, cornrows), adire and street outfits, and a custom mask with your initials.
- **Real artists as characters:** Shoody B, Unkl T, Rimz-DMG, Cindy, Dizzy, MCCXLV, Barr Zedd, Smile, Dray Pappi, Miwa and Piktur.
- **Built for connection:** up to 40 players per lobby, a collab board where creatives find each other, and private messages that start as requests. There is no public chat, on purpose, to keep trolls out.
- **Play:** a fight pit with a daily Fight Night at 9PM, street racing (EKO RUSH), WURI Fighters and more arcade games.
- **For brands:** advertisers can rent billboards inside the city.

Oga Mode (AI team for businesses)

An AI team that works for a business owner: it drafts replies to customers, books appointments, sends payment reminders, follows up leads and writes reports. The owner approves what goes out. Oga Mode is currently in its pilot stage.

HBMB (Help Build My Business)

A digital agency that builds websites, chatbots and automation for small and growing businesses. helpbuildmybusiness.store

Imaginative Arcade (the brand)

The creative brand behind IA World. Its goal is simple: help creatives meet, network and make real work together. The game is the hook; the collaborations are the point.

FACT SHEET

Name	Oluwafemi Akinbi (Femi)
Education	University of Lagos (UNILAG)
Profession	Law
Founder of	Imaginative Arcade; HBMB (Help Build My Business)
Flagship build	IA World, a free browser game set in Lagos
IA World launch	Saturday 31 October 2026 (Season 1)
Play	imaginative-universe.pages.dev
Characters	11 legends based on real Lagos artists, plus player-designed creatives
Players per lobby	Up to 40
Fight Night	Daily, 9PM to 10PM (Lagos time)
Agency	helpbuildmybusiness.store
On air	Motherland Radio, Bounce Radio 89.1 FM, Sunday 1 November 2026, 3PM

TALKING POINTS

1. **The lawyer who builds.** Femi works in law, but his heart is with creatives. Working alongside musicians and artists showed him how much talent in Lagos never meets the right collaborator. He builds to connect people.
2. **Why a game.** Creatives here often work alone. IA World turns meeting each other into something fun: you walk into a Lagos city, see other creatives, and team up.
3. **Built for Lagos.** Players design themselves with afro, locs and cornrows, adire outfits and their own masks. The city has Yaba, Oshodi and Lekki. The 11 characters are real Lagos artists.
4. **Safe by design.** No public chat, so no trolls. Messages arrive as requests. In the fight pit, wins are public and losses are private.
5. **Helping businesses too.** Through HBMB and Oga Mode, Femi builds tools that help small business owners reply to customers faster, take bookings and follow up sales.

FOR LISTENERS

One thing to do after the show: **play IA World and design yourself** at imaginative-universe.pages.dev.

- **Artists and creatives:** post on the in-game collab board to find producers, singers, dancers and designers.
- **Brands:** billboards inside IA World are open for advertisers.
- **Business owners:** websites, chatbots and AI tools at helpbuildmybusiness.store.