

MOMENT OF TRUTH NIGERIA • COHORT

Helping Nigerian Small Businesses Grow & Succeed

A practical sponsorship proposal to support our next group of promising entrepreneurs.

Start Date

October 17, 2026

Who We Help

New Startups & Active Small Businesses

WHY THIS MATTERS

Small Businesses Power Nigeria's Economy

84%

Of All Jobs in Nigeria

Small businesses create nearly half of national GDP.

80%

Fail Within 5 Years

Caused by cashflow issues and lack of business structure.

Fixing What Normal Training Misses

Typical Training Programs

- Long, passive lecture videos
- Most participants drop out early
- Zero direct guidance after class

The MOTN Training Model

- 90-minute live practical workshops
- 100% of participants completed all tasks
- Mentors check work within 72 hours

PROVEN PROOF

Verified Cohort Performance

100%

Completion Rate

vs 15% industry benchmark

95.4%

Satisfaction Score

Verified post-program audit

4.7 / 5

Facilitator Rating

Out of 5.00 maximum

< 72h

Feedback Loop

Rapid assignment critique

COMMUNITY MOMENTUM

Rapid Growth & Ecosystem Reach

17 → 600+

Community Members

35x community growth in only 30 days

3,000+

Email Contacts

Direct subscriber list of active entrepreneurs

500+

Program Inquiries

Entrepreneurs actively seeking Cohort 2 access



High organic pull demonstrates proven market demand and nationwide interest in our practical training model.

Mary's Story: From Concept to Active Rollout



Mary Oluwapelumi (Founder)

Pre-program: Idea stage with unvalidated pricing structure.

Tangible Venture Outcome

Active market rollout within 60 days of program completion.

| “I went from self-doubt to the conviction: I can do it, and I will do it.”

WHAT THEY LEARN

Our 8–Week Practical Training Plan

1

Founder Diagnostics

Wk 1–2: Find weak spots

2

Market Fit

Wk 3–4: Package offers

3

Fix Finances

Wk 5–6: Set profit margins

4

Scale Plan

Wk 7–8: 60–day growth roadmap

SPONSORSHIP PACKAGES

Choose How Many Founders to Support

Package Name	Founders Supported	Total Investment	What Your Organization Gets
Lead Partner	20 Founders	₦10,000,000	Keynote speech, new business accounts & impact data
Growth Partner	10 Founders	₦5,000,000	Video feature & first choice to fund top businesses
Enterprise Partner	5 Founders	₦2,500,000	Direct customer onboarding & brand visibility
Starter Partner	2 Founders	₦1,000,000	Verified social impact data for your annual report

Measurable Benefits for Your Organisation



New Clients

Sign up funded businesses for your services.



Deal Pipeline

First-look investment-ready enterprises.



Ready Impact Data

Verified impact numbers for your annual report.



Inspiring PR

Stories showing high execution founders/people you helped.

NEXT STEPS

Sponsorship Timeline to Get Started

PHASE 1

Sept 30, 2026

Choose your sponsorship package.

PHASE 2

Oct 1–10, 2026

Founder selection & cohort matching.

PHASE 3

Oct 17, 2026

Cohort 2 classes officially kick off.

PARTNER WITH US

Let's Build Stronger Businesses Together

Support hardworking Nigerian founders and create real, lasting economic impact.

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