

Participant Instructions: Your Path to Victory in Tékinónlòjì – Southwest Flagship



FROM TALKING DRUMS TO ALGORITHMS

MVP – Made in Nigeria Season 1 - Tékinónlòjì.

1. Confirm You're Ready & Eligible

- You are 18+ with strong ties to Southwest Nigeria (Ekiti, Lagos, Ogun, Ondo, Osun, or Oyo) — prove it with residency/origin/business docs (e.g., utility bill, voter card, birth cert, affidavit).
- You can communicate in Yorùbá (conversational/basic level encouraged — may show it in your pitch for authenticity).
- You're building an MVP blending Yorùbá wisdom/culture with tech (AI, robotics, biotech, etc.) to solve real problems.
- Priority goes to women-led teams, youth (<35), rural/underrepresented creators.

2. Submit Your Application (March 1 – April 1, 2026)

- Go to www.mvps2mvps.com → Select Tékinónlòjì - Southwest track → Apply now!
- Upload:
 - 3–5 min high-res pitch video (1080p+, clear audio): Must include:
 - Introduction of yourself/team

- Clear explanation of the problem and your solution
- Demonstration of how the application/solution works (show the MVP in action – screen recording, live demo, prototype walkthrough, key features, user flow, or Proof of Concept)

(Pitches in English, Pidgin, or code switch with Yorùbá —.)

- CV + 1-page summary: Problem, target users, scalability, Societal relevance.
- Proof of Southwest ties (scanned PDFs/official docs).
- Optional extras: Demo clips, evidence of women/youth/rural leadership, Proof of Concept.
- Submit before April 1, 2026 — AI + expert review selects the top 120 (20 per state).

2b: MVP / Project Details

- MVP / Project Name
- One-sentence description (50 words max)
- What real-world problem does it solve? (150–300 words)
- Target users / beneficiaries
- How does it integrate Yorùbá wisdom, culture, language, or heritage? (200–400 words – key scoring factor)
- Tech domains used (e.g., AI, robotics, biotech, etc.)
- Current stage (Idea / Prototype / MVP built / Early users / Revenue)
- Traction (users, tests, revenue, partnerships – optional)

Additional Proof of Concept photos/videos

3. After Submission: Stay Engaged & Earn Points!

Once we confirm your submission:

- We'll upload your pitch video to the official MVPs2MVPs YouTube channel (search "MVPS 2 MVPS by TechnyFire" or check our site for the link).
- You'll receive your personal video link via email/WhatsApp — this is your chance to shine!

Why share? Engagements = Points toward winning!

Community buzz (views, likes, shares) proves your idea's real-world appeal and cultural resonance. These points count as 25% of your total score (added to originality, societal impact, cultural/language infusion, feasibility, scalability).

How points work (tracked for 2–4 weeks after upload):

- Views: 1 point per 5 views — broad reach matters!
- Likes: 2 points per like — show the love.
- Shares: 5 points per share — virality wins big (YouTube counts + self-report screenshots of shares on X, Instagram, WhatsApp, etc.).

- Comments: 3 points per meaningful comment — especially positive impact ones.
- Bonuses: x1.5 multiplier for Southwest Nigeria engagements (geo-tracked); x2 for comments/shares.

Tips to maximize points & engagement:

- Share your link everywhere: X, Instagram, LinkedIn, WhatsApp family/groups, church/mosque/community pages — tag #Tékinónlòji #MVPs2MVPs #MVPMadeInNigeria #SovereignInnovation #NativeTech
- Rally your network: Ask friends/family to watch, like, share, comment in Yorùbá for extra cultural points.
- Create short reels/teasers of your pitch — tag us for reposts!
- No bots/paid promo allowed — we monitor for fairness (anomalies may disqualify).

4. The Journey If Selected (Top 120)

- Attend the Virtual Opening/ introduction for all 120 Participants.
- Attend mandatory state bootcamps (20 participants per state, held in your residence state) — intensive training & mentorship for days.
- Top 3 per state advance to Lagos Hub → 18 finalists.
- 8 eliminated → 10 head to Grand Finale.
- Grand Finale: Epic pitch showdown → Top 3 winners (1st, 2nd, 3rd). A night of tech, fun, fashion and entertainment all Yoruba themed.

Everyone Wins — Even if you don't take the crown!

- Mentorship, incubation, acceleration support.
- Networking, exposure (reality TV + digital platforms).
- Skills, connections, and growth for your MVP.
- Retain full IP ownership.

Key Reminders

- Original work only — full commitment if selected (sign agreements).
- Professional conduct throughout.
- Questions? Check FAQs or contact us at www.mvps2mvps.com/contact

Ọmọ Yorùbá, ìségún rẹ ti bèrẹ!

You can be the winner — start sharing, build the buzz, and represent the Southwest with pride!

Apply & engage today at www.mvps2mvps.com

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