



**THE MOMENT
OF TRUTH**

— PRESENTS —

**THE UNLEASHED
STARTUP COMPETITION**

2025



ABOUT

We empower the next generation of entrepreneurs and changemakers through our series. We showcase underrepresented innovators, giving them a platform to share their ideas and access the resources needed to turn their dreams into reality.

AIMS

In recent years, we've seen a surge in the entrepreneurial spirit, with many individuals developing innovative ideas and products. Bringing their concepts to market and scaling them successfully can be challenging, especially for first-time founders who may lack the necessary resources, connections, or career expertise. This is where we come in!

The Unleashed Startup Competition aims to identify and promote top entrepreneurial talent in Nigeria whilst acting as a platform for disadvantaged groups to gain exposure and potential investment opportunities.





THE MOMENT OF TRUTH SERIES

Launched in 2022 and founded by the visionary entrepreneur, **Lawunmi Nwaiwu**, her mission is to change lives and transform the business landscape in the UK & Africa.

With **The Unleashed Startup Competition**, our main focus is to present a private-viewing session to showcase the talent and potential of student founders and disadvantaged groups who have started their own businesses, giving them a stage to present their venture.

WHAT TO EXPECT

AT THE UNLEASHED STARTUP COMPETITION



Founders
pitches



Product launch
and demos

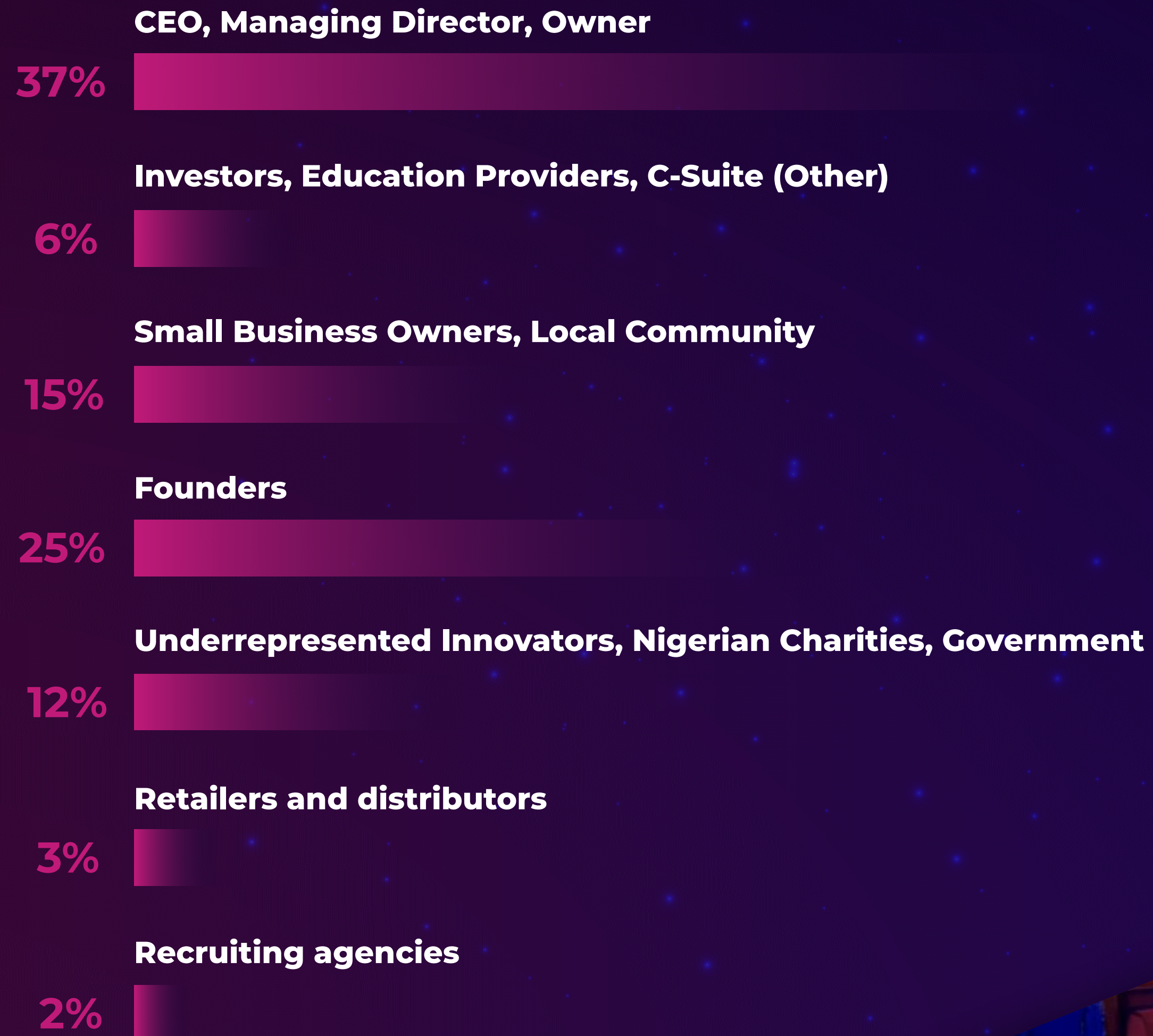


Deals
room



Career
Zone

WHO CAN ATTEND?



OUR TRACK RECORD

- » 4 MILLION + VIEWERSHIP
- » 950+ COMMUNITY MEMBERS
- » 3K EMAIL SUBSCRIBERS

COUNTRIES OF OPERATION:

 UK & NIGERIA





WHEN

May 2025



WHERE

Virtual, Nigeria





AGENDA AT A GLANCE

01 PRIVATE-VIEWING SESSION ↵

- Welcome by Host.
- Pre finalists pitches (stage 1).

02 CAREER ZONE ↵

- Connect with potential employers.
- Insights from industry experts.
- Advice from career advisors or mentors.
- Recruitment demonstrations.

03 DEAL ROOM ↵

- One-on-one meetings between founders and stakeholders.

04 PRIVATE-VIEWING SESSION ↵

- Finalists pitches (stage 2).
- Audience poll for favourite pitch.
- Judges deliberation.
- Awards presentation.

05 PRODUCT DEMONSTRATIONS ZONE & NETWORKING ↵

- Product demonstrations and partners' networking space for founders and startups.
-

PARTNERSHIP PACKAGES





↓

HEADLINE PARTNER

£1,000,000

- Headline Partner promotion at the series.
- Sponsorship of prize grant award at the series.
- Branding on website and all marketing materials.
- Company logo & name on winner's award cheque.
- Company logo included on all episodes.
- 10 min keynote talk.
- Option to be a guest judge at the pitch competition.
- Option to book 1:1 C-level meetings in our UK events.
- Data sent to Sponsor.
- x5 free tickets to the VIP series.



VIP PARTNER

N500,000

- VIP Partner promotion at the VIP series.
- Sponsorship of startup merchandise box.
- Branding on website and all marketing materials.
- Option to conduct a live demonstration or product showcase.
- Access to partners networking space.
- Dedicated social media spotlight post featuring the company's product or service.
- x3 tickets to the VIP series.
- Option to feature in a 5 minutes fireside chat.
- Option to book 1:1 C-level meetings in our UK events.



↓

FOUNDERS SHOWCASE

N150,000

- Option to provide mentorship or coaching session.
- Company profile and product feature on website.
- Exclusive opportunity for founders to promote their products in virtual booth space.
- x2 tickets to the VIP series.



DELEGATE VIP TICKETS



Full VIP Pass **N50,000**

Private viewing session | Deals room | Access to product launch and demos | Partners networking booths | Career zone
Sponsors and partners of the event will be free of charge

Product Spotlight **N150,000**

WHY SHOWCASE YOUR PRODUCT WITH US

- Exposure to ambitious entrepreneurs and potential customers.
- Direct access to venture capitalists.
- Networking opportunities with industry leaders and influencers.
- Potential for media coverage, social media buzz and increased brand awareness.
- Chance to gather valuable feedback on your product from your target audience.

For just N150,000, you can secure a placement spot to display your product throughout the event. This small investment could lead to big returns for your business. To reserve your place, simply email info@themomentoftruthnigeria.com with your company name and product description.



OTHER WAYS TO GET INVOLVED

→ Merchandise

Including your product in our startup merchandise box for founders at The Unleashed Startup series provides a strategic advantage in promoting your business. This proactive approach not only increases your brand visibility, but also engages potential clients directly, offering them tangible information about your products and services. You can capture the interest of attendees, drive traffic to your business, and ultimately convert prospects into loyal customers.

→ Videos

Over the years, we have since been interviewing industry experts and founders to expand their reach and show people what they do. Featuring in a video interview, led by our professional production team will establish your business on all channels is an important tool to your campaigns. Video briefs will be provided by our team, which will be shared following the show's series on our YouTube, socials, and newsletter.

→ Cross-promotion opportunities

Whether you're looking to forge strategic partnerships, amplify your reach, or tap into new audience segments, our cross-promotion platforms are designed to amplify your reach to a highly targeted audience of potential customers and collaborators. Secure your spot early.



THE UNLEASHED STARTUP COMPETITION

→ MAY 2025

📍 VIRTUAL, NIGERIA

CONTACT US TODAY

Sponsorship Enquiries:

info@themomentoftruthnigeria.com

General Enquiries:

event@themomentoftruthnigeria.com

Find us:

www.themomentoftruthnigeria.com

Designed by  Mariana Gurksnis |  @gurksnis.dg

