



## THE GOAL

**The immediate intention** of the show was to assess which of our change agents' social enterprises had the most potential to: 1. Be of significant social impact; 2. Be able to scale, and so which enterprises would make best use of the grant funds and mentorship up for grabs.

**The core intention** of the show is to be of actual, real-world help to all contestants and their intended social enterprises, whichever stage they were eliminated.

**The wider, overall intention** of the show is to inspire and encourage social enterprise among young Nigerians by showing through our enterprise-based challenges, host's explanatory voiceover, contestant masterclasses and judge feedback and mentoring, how they could successfully start their own.

## THE SHOW

Fund It Forward is an exciting and unique social enterprise competition show brought to you by Channels Television.

We selected a group of bright, young entrepreneurs from across Nigeria who have early-stage businesses that directly or indirectly take on one or more of Nigeria's social issues.

Our change agents competed for the opportunity to win a multi-million Naira grant, mentorship from industry experts and access to an exclusive network of business leaders.

However, no one really loses as they'll all greatly benefit from the invaluable guidance received during their FIF journeys and from the new connections and collaborators they met along the way.



# FUND IT FORWARD SEASON II

## Partnership

A Channels TV Original Series  
Business Reality TV Show  
[www.funditforward.tv](http://www.funditforward.tv)



## THE ASK

These are grand ambitions which we have aimed for and hopefully begun succeeding at with our pilot season, but there is yet so much success to achieve.

Real, lasting, significant change in a dynamic, varied and complex economy such as Nigeria simply does not happen without partnership and collaboration.

If you see the value in and paradigm-shifting potential of FIF and what it could achieve for and through young Nigerians, please partner with us to ensure that our second season has an even wider and stronger impact on our young people and on the country.

**The potential is enormous. The opportunity is here.  
Join us.**



## THE SUPPORT

Please contact Ola Adekolu and Sylvia Ohioma for partnership or sponsorship discussions:

**Ola Adekolu**

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*Thank you in advance for your support.  
You are helping us help our young people to create a better Nigeria.*



*The*  
**CHANGE AGENTS**