

2.0



by deodincts

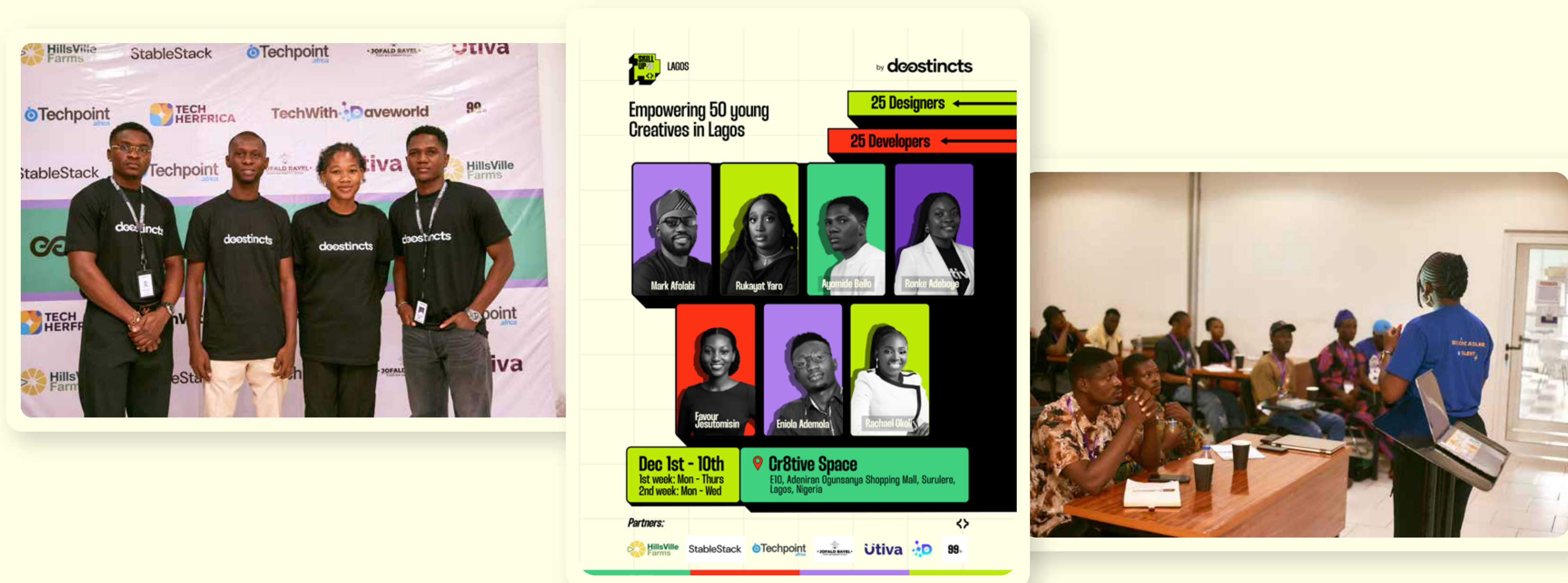
IBADAN

ABOUT SKILL-UP50

SkillUp50 is an empowerment initiative created to identify, equip, and support young creatives with the skills, knowledge, and resources needed to build sustainable careers in the creative industry.

The program was designed to bridge the gap between talent and opportunity by providing selected participants with practical learning, mentorship, community, and access to resources that help them grow beyond just acquiring skills.

Through SkillUp50, we believe that empowering creatives is not only about teaching skills, it is about creating opportunities, building confidence, and helping young people turn their creativity into meaningful careers.





LAGOS

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1.0

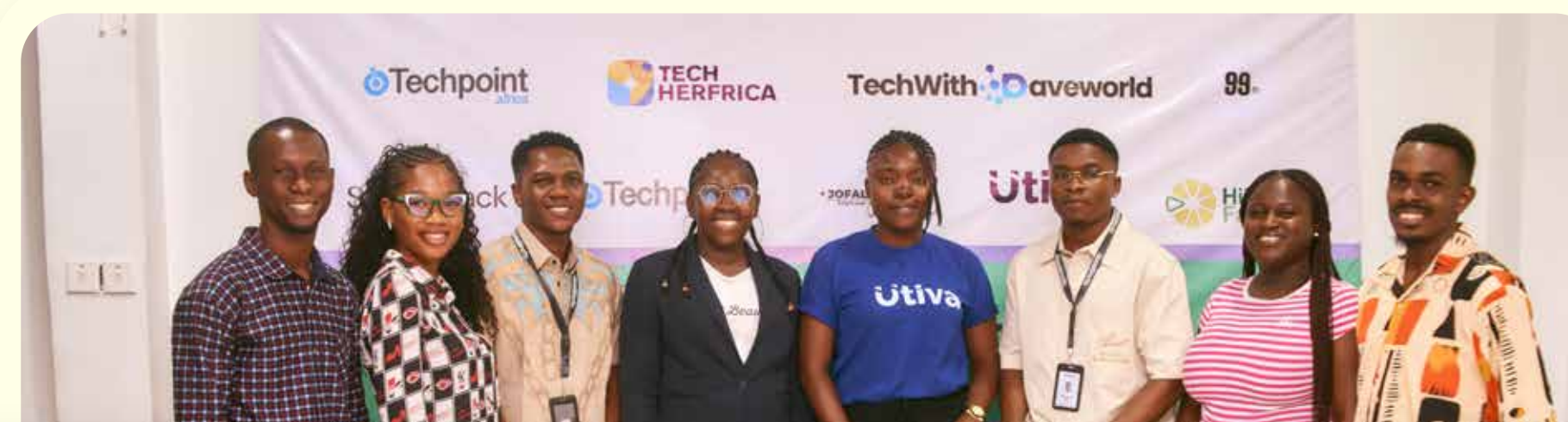
The first edition of SkillUp50 was successfully held in Lagos, where we selected and empowered 50 emerging creatives across different creative fields.

The program brought together passionate individuals who were looking to improve their skills, gain exposure, and connect with opportunities within the creative ecosystem.

Participants received:

- Creative skill development sessions
- Industry insights and mentorship
- Community and networking opportunities
- Learning resources
- Support materials
- Opportunities to showcase their growth

The success of the first edition reinforced our belief that young creatives need more.



Impact & Highlights From SkillUp50 Lagos 1.0

50 Creatives Empowered

We successfully trained and supported 50 young creatives, helping them sharpen their skills and gain the confidence needed to pursue their creative careers.

Community & Collaboration

The program created a space where creatives could connect, learn from one another, and build relationships that extend beyond the program.

Real Experiences & Stories

The impact of SkillUp50 was captured through:

 Event photos

 Social media coverage

 Highlight videos

Participant experiences/testimonials

**RECOGNITION
& SUPPORT**

SkillUp50 Lagos 1.0 was successfully executed with the support of forward-thinking brands, industry professionals, and ecosystem partners who contributed to making the experience impactful for participants.

Strategic & Brand Partnerships

We were supported by brands who contributed directly to participant experience and event delivery:

Jofal Rayed

Provided daily coffee support throughout the program, helping create a comfortable and engaging learning environment for participants.



Hillsville Farms

Supplied fresh pineapple fruits daily for participants, contributing to participant wellness and overall event experience.

StableStack

Joined as a notable ecosystem supporter, represented by its founder, a recognized figure in the fintech space and former founder of the acquired fintech company Vella. Their involvement added strong industry credibility and entrepreneurial insight to the program.

Media & Documentation Partner

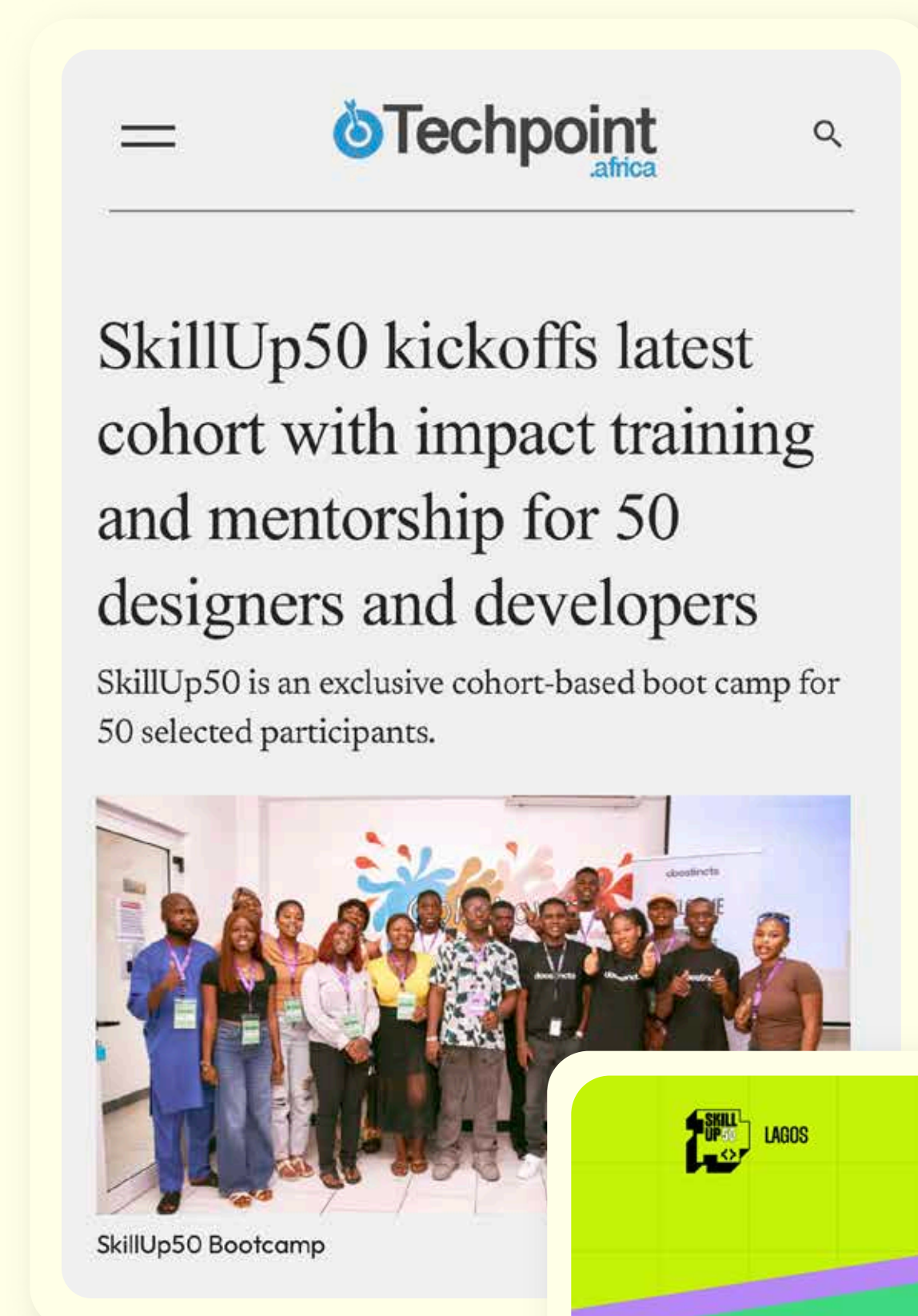
Techpoint Africa

Provided media coverage and storytelling support, documenting key moments from the program and amplifying the impact of SkillUp50 across digital platforms.

Participant Support & Rewards

Winners and outstanding participants were awarded a laptop worth approximately ₦1.5million, supporting their continued creative and professional development beyond the program.

All participants received certificates of completion, recognizing their involvement and learning journey throughout the program.



Community Impact

These partnerships and contributions helped us deliver more than just training, they enabled a holistic experience that combined learning, support, visibility, and tangible rewards for young creatives.

SkillUp50 Lagos 1.0 demonstrated that when brands and ecosystems come together with a shared vision, real impact is possible.



Ecosystem & Learning Partner

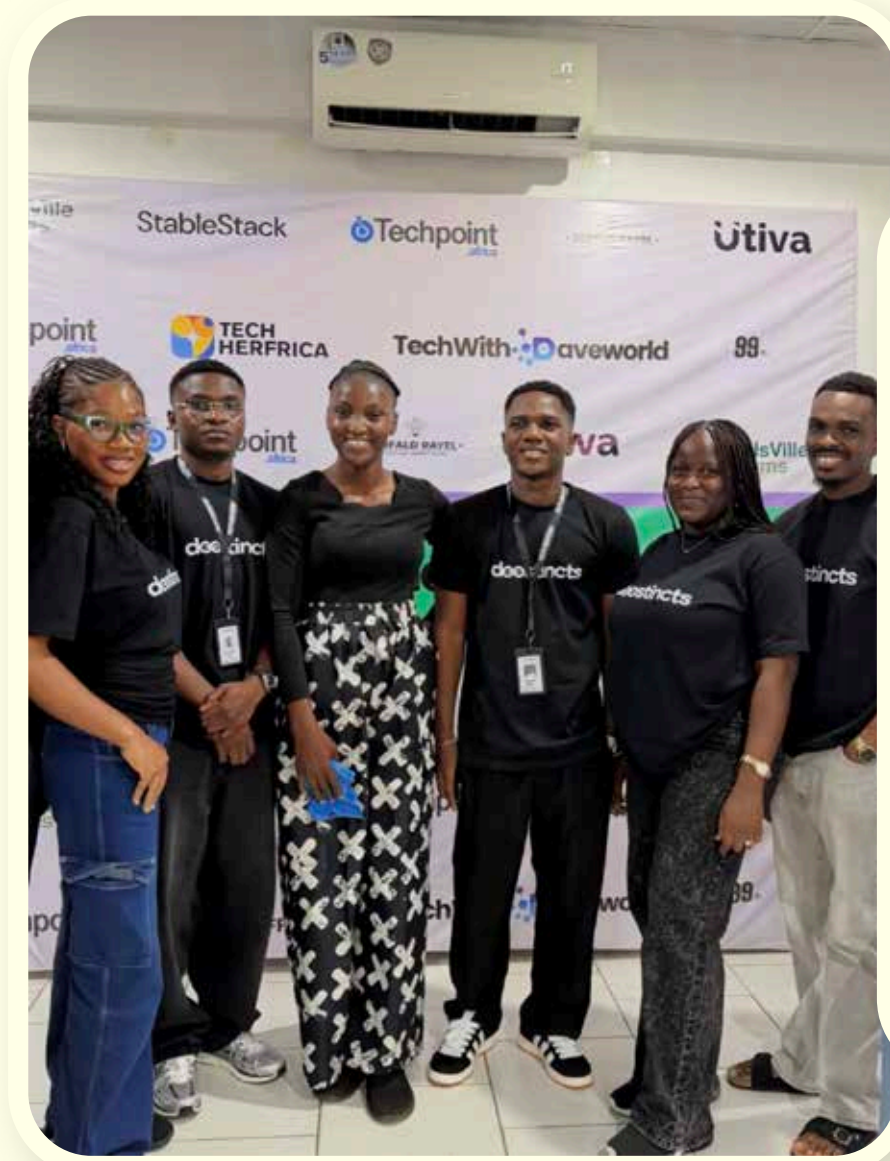
TECHERFRICA

TECHERFRICA played a key role in SkillUp50 Lagos 1.0 by contributing to participant reorientation, mentorship sessions, and career development conversations.

A dedicated mentorship engagement was also extended to female participants, running beyond the main event for approximately four months.

Utiva

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Following the success of the Lagos edition, we are expanding SkillUp50 to Ibadan.

SkillUp50 Ibadan 2.0 aims to empower another set of 50 promising creatives by providing them with the knowledge, resources, and network required to take their creative journey to the next level.

This edition will focus on:

- Skill development
- Creative entrepreneurship
- Career growth
- Networking

- Mentorship

- Access to opportunities

Our goal is to continue creating platforms where young creatives can discover their potential and build sustainable futures.



Why Partner With SkillUp50?

Partnering with SkillUp50 means contributing directly to youth empowerment and creative development. As a partner, your brand will be positioned as an organization that supports:

- Youth development
- Creativity and innovation
- Entrepreneurship
- Community growth
- Future talent development

Your support will help provide resources, experiences, and opportunities that can significantly impact the lives and careers of young creatives.

Partnership Opportunities

- We welcome partnerships across different areas, including:
- Strategic Partnership
- Supporting the overall execution and growth of SkillUp50.

Sponsorship Partnership

Providing financial support, resources, or prizes for participants.

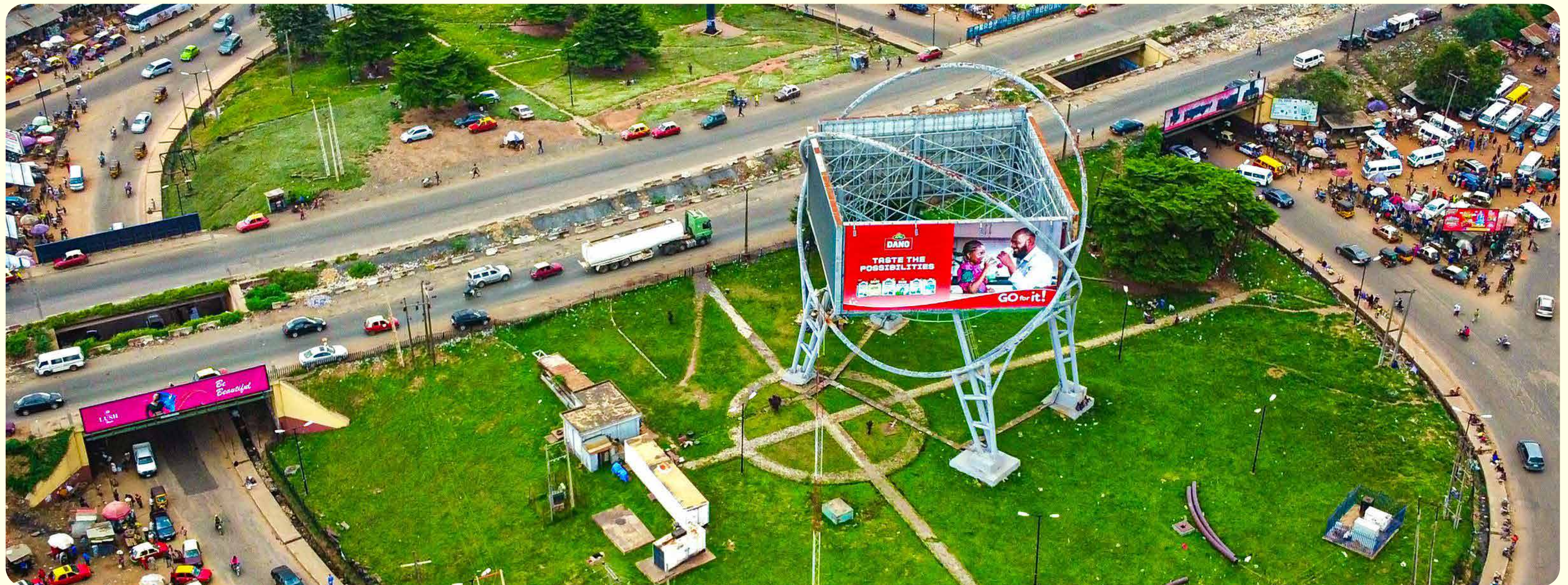
Product/Service Partnership

Offering products, services, or solutions that benefit participants.

Media Partnership

Helping amplify the initiative and reach more young creatives.

What Your Support Helps Us Achieve



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