



BUSINESS MODEL COMPETITION 2025

EXECUTIVE SUMMARY

VOS Institute's Business Model Competition is an investment partnership program designed to identify, fund, and accelerate Nigeria's most promising ventures. With a total investment pool of ₦10,000,000, we seek exceptional business models with scalable potential and visionary founding teams ready for strategic partnership.

Key Program Statistics:

Total Investment Pool: ₦10,000,000

Number of Partnerships: 3 equity investments

Application Volume: 200 initial submissions expected

Selection Stages: 5 comprehensive evaluation phases

Program Duration: 4 months (July - November 2025)

INVESTMENT STRUCTURE

🏆 LEAD INVESTMENT PARTNERSHIP

Investment Amount: ₦5,000,000 (50% of total pool)

Equity Stake: 25-30%

Program Duration: 12 months

Comprehensive Support Package:

- Full incubation program with dedicated workspace
- Weekly one-on-one mentorship sessions
- Dedicated advisory board assignment
- Operational support and business development

- Priority follow-on investment rights
- Network access to industry leaders and potential customers

GROWTH INVESTMENT PARTNERSHIP

Investment Amount: ₦3,000,000 (30% of total pool)

Equity Stake: 20-25%

Program Duration: 6 months

Strategic Support Package:

- Accelerator program with structured milestones
- Quarterly strategic reviews and planning sessions
- Business development and partnership facilitation
- Market validation and pilot opportunity support
- Professional network introductions
- Customer acquisition strategy development

SEED INVESTMENT PARTNERSHIP

Investment Amount: ₦2,000,000 (20% of total pool)

Equity Stake: 15-20%

Program Duration: 3 months

Foundation Support Package:

- Business development program
- Monthly progress reviews and strategic guidance
- Investor network introductions
- Market validation support and customer discovery
- Professional development workshops
- Certificate of investment partnership

SELECTION PROCESS

STAGE 1: OPEN SUBMISSION

Target: 200 applications

Requirements:

- Business concept and executive summary (2-3 pages)
- Market opportunity overview and size estimation
- Initial financial projections (3-year forecast)
- Founding team background and experience
- Competitive landscape analysis
- Problem statement and proposed solution

STAGE 2: DETAILED REVIEW

Advancement: 50-75 applications

Requirements:

- Comprehensive business plan (10-15 pages)
- Detailed financial modeling with assumptions
- Competitive analysis and differentiation strategy
- Go-to-market strategy and customer acquisition plan
- Team assessment and organizational structure
- Market validation evidence and customer feedback

STAGE 3: LIVE PRESENTATIONS

Advancement: 15-25 applications

Format:

- 10-minute pitch presentation to expert panel
- 10-minute Q&A session with investors
- Prototype or MVP demonstration (if applicable)
- Customer validation evidence presentation
- Financial model defense and scenario analysis

STAGE 4: DUE DILIGENCE

Advancement: 5-8 finalists

Process:

- Deep financial analysis and model validation
- Legal structure review and compliance assessment
- Reference checks for founding team
- Market research validation and opportunity sizing
- Preliminary equity term sheet negotiations
- Technical and operational feasibility assessment

STAGE 5: INVESTMENT DECISION

Final Selection: 3 winners

Process:

- Investment committee final review
- Equity partnership agreement finalization
- Legal documentation and compliance setup
- Incubation program design and timeline
- Board composition and governance structure
- Program commencement and milestone setting

EVALUATION CRITERIA

MARKET OPPORTUNITY (25%)

Market Size: Total Addressable Market (TAM) analysis

- **Growth Potential:** Market expansion trajectory and drivers
- **Timing:** Market readiness and adoption timeline
- **Customer Pain Point:** Problem severity and willingness to pay

BUSINESS MODEL (30%)

- **Revenue Streams:** Diversification and scalability potential

- **Unit Economics:** Customer acquisition cost vs. lifetime value
- **Scalability:** Growth potential without proportional cost increases
- **Financial Projections:** Realistic assumptions and growth trajectory

TEAM CAPABILITY (25%)

- **Founder Experience:** Relevant domain expertise and track record
- **Team Composition:** Complementary skills and experience gaps
- **Execution Ability:** Demonstrated capability to deliver results
- **Adaptability:** Learning agility and pivot capability

COMPETITIVE ADVANTAGE (20%)

- **Differentiation:** Unique value proposition and market positioning
- **Barriers to Entry:** Sustainable competitive moats
- **Intellectual Property:** Patents, trademarks, or proprietary technology
- **Network Effects:** Platform dynamics and customer lock-in potential

COMPETITION TIMELINE

Phase	Dates	Activity
Stage 1	July 1-31, 2025	Application submission period
Stage 2	August 1-15, 2025	Initial review and shortlisting
Stage 3	August 16-30, 2025	Detailed business plan review
Stage 4	September 1-15, 2025	Live pitch presentations
Stage 5	September 16-31, 2025	Due diligence process
Final Decision	October 1-15, 2025	Investment decisions and agreements
Program Launch	November 1, 2025	Incubation programs commence

ELIGIBILITY REQUIREMENTS

✓ ELIGIBLE VENTURES

- **Business Stage:** Early-stage ventures with scalable business models
- **Location:** Nigerian-based companies or targeting Nigerian market primarily
- **Team Commitment:** Full-time founding team with relevant expertise
- **Partnership Openness:** Willingness to accept strategic partnership and mentorship
- **Industry Scope:** All sectors welcome (technology, healthcare, fintech, agriculture, etc.)
- **Legal Structure:** Incorporated Nigerian entity or commitment to incorporate
- **Intellectual Property:** Clear ownership of core technology or business methods

⊘ INELIGIBLE VENTURES

- **Immediate Profitability Requirements:** Businesses requiring instant returns
- **Solo Entrepreneurs:** Unwillingness to build complementary teams
- **Existing Major Investors:** Ventures with conflicting investor commitments
- **Lack of Differentiation:** Me-too businesses without clear competitive advantage
- **Regulatory Issues:** Projects requiring approvals not yet obtained or likely
- **Non-Scalable Models:** Businesses dependent on linear scaling only
- **Ethical Concerns:** Ventures in gambling, adult content, or harmful products

APPLICATION REQUIREMENTS

STAGE 1 SUBMISSION PACKAGE

Document Requirements:**1. Executive Summary** (2 pages maximum)

- Problem statement and solution overview
- Market opportunity and target customers
- Business model and revenue streams
- Competitive advantage and differentiation
- Funding requirements and use of capital

2. Financial Projections (1 page)

- 3-year revenue and expense forecasts
- Key assumptions and growth drivers
- Break-even analysis and cash flow timeline
- Customer acquisition metrics and projections

3. Team Overview (1 page)

- Founder backgrounds and relevant experience
- Key team members and advisors
- Organizational structure and equity distribution
- Experience gaps and hiring plans

SUBMISSION FORMAT

- **File Format:** PDF documents only
- **Naming Convention:** [Company Name]
- **Email Subject:** BMC2025 Application - [Company Name]
- **Submission Deadline:** July 31, 2025, 11:59 PM WAT
- **Contact Information:** inquiry@veridianos.com

TERMS AND CONDITIONS

INVESTMENT PARTNERSHIP TERMS

- **Equity Structure:** Preferred stock with anti-dilution provisions
- **Board Representation:** VOS Institute board seat for lead investment
- **Investor Rights:** Standard minority investor protections
- **Follow-on Rights:** Pro-rata participation in future funding rounds
- **Liquidity Events:** Tag-along and drag-along rights for exits
- **Reporting Requirements:** Monthly financial and operational reports

INTELLECTUAL PROPERTY

- **Ownership:** Portfolio companies retain full IP ownership
- **Licensing:** No automatic licensing rights to VOS Institute
- **Non-Compete:** Standard non-compete provisions during partnership
- **Confidentiality:** Mutual non-disclosure agreements for all parties

PROGRAM COMMITMENTS

- **Full Participation:** Mandatory attendance at program milestones
- **Progress Reporting:** Regular updates on key performance indicators
- **Mentorship Engagement:** Active participation in advisory sessions
- **Network Events:** Attendance at investor and partner introductions
- **Program Duration:** Minimum commitment to complete assigned program

LEGAL FRAMEWORK

- **Governing Law:** Nigerian corporate and securities law
- **Dispute Resolution:** Binding arbitration in Lagos, Nigeria
- **Documentation:** Professional legal counsel required for final agreements
- **Regulatory Compliance:** All investments subject to regulatory approval
- **Tax Implications:** Independent tax advice recommended for all parties

FREQUENTLY ASKED QUESTIONS

Q: Can international entrepreneurs apply?

A: Yes, but the business must be incorporated in Nigeria or commit to Nigerian incorporation before investment.

Q: What stage businesses are most competitive?

A: Early-stage ventures with validated business models, initial traction, and clear scalability paths.

Q: Is there sector preference?

A: No sector restrictions. We evaluate all industries based on market opportunity and business model strength.

Q: What happens if we don't secure investment?

A: All participants receive detailed feedback. Top performers may be invited to future competitions or programs.

Q: Can we apply with multiple business ideas?

A: No. One application per founding team. Choose your strongest business model for submission.

Q: What level of traction is expected?

A: While not mandatory, evidence of customer validation, pilot programs, or early revenue strengthens applications significantly.

Q: How long after investment do we maintain partnership?

A: Partnership continues until liquidity event (acquisition, IPO) or mutual agreement to part ways.

CONTACT INFORMATION**VOS Institute Investment Team**

Email: inquiry@veridianos.com

Application Support

Email: inquiry@veridianos.com

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