

#SPROUTLYCOWRI
CREATOR
CHALLENGE

FAQ

QUESTION

ANSWER

(Frequently asked questions)



Frequently asked questions (FAQ)



Creator

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1. What is the Cowri Creator Challenge?



Cowri

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The Cowri Creator Challenge is a nationwide short-form video competition inviting creators across Nigeria to tell engaging stories about Cowri and accessible education financing for a chance to win from a ₦5,000,000 prize pool.



Creator

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2. Who can participate?



Cowri

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The challenge is open to anyone residing in Nigeria, including:

- Students
- Content creators
- Influencers
- Parents
- Educators
- Filmmakers
- Storytellers
- Comedians
- Anyone with a creative idea and a public social media account



Creator

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3. Is participation free?



Cowri

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Yes. Participation in the Cowri Creator Challenge is completely free.



Frequently asked questions (FAQ)



Creator

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4. How long should my video be?



Cowri

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Your video must be between **30 seconds** and **3 minutes** long.



Creator

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5. Which social media platforms can I post on?



Cowri

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You may publish your video on:

- TikTok
- Instagram
- Facebook
- X (Twitter)
- YouTube

Your account must be public so your video can be viewed and judged.



Creator

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6. Can I post my video on more than one platform?



Cowri

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Yes. You may share your video across multiple social media platforms. However, you only need to submit **one official entry** through the Creator Hub.



Frequently asked questions (FAQ)



Creator

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7. Can I submit more than one video?



Cowri

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No. Each participant is allowed **one official competition entry**.



Creator

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8. Can I feature other people in my video?



Cowri

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Yes. There is no limit to the number of people who can appear in your video. You're welcome to feature friends, classmates, family members, actors, or other creators as part of your story. Please ensure everyone featured in your video has given their permission to participate.



Creator

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9. Can I work as a team?



Cowri

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Yes. You may collaborate with others to create your video. However, only one person should submit the entry, and any prize awarded will be paid only to the official entrant. Team members are responsible for deciding how any winnings are shared.

Frequently asked questions (FAQ)



Creator

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10. Can I hire actors or use my friends in my video?



Cowri

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Absolutely. You're free to use actors, friends, classmates, colleagues, or family members. We encourage creativity and collaboration, provided your content follows the competition guidelines.



Creator

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11. Can I submit a class project or group project?



Cowri

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Yes. Group or class projects are welcome, but one participant must be designated as the official entrant. That person will submit the entry, receive the referral link, and be the primary contact throughout the competition.



Creator

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12. Can I create my video in my local language?



Cowri

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Yes. Videos may be created in English, Pidgin, or any Nigerian language. If your video is not in English, we strongly encourage you to include English subtitles to help the judging panel and a wider audience understand your message.

Frequently asked questions (FAQ)



Creator

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13. Can I use AI tools?



Cowri

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Yes. AI tools may assist with brainstorming, scripting, or editing. However, your final submission must be original, authentic, and created by you. Plagiarised or duplicated content may be disqualified.



Creator

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14. What kind of content can I create?



Cowri

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You have complete creative freedom. Your video can be:

- Comedy or skits
- Storytelling
- Educational content
- Lifestyle content
- Interviews
- Spoken word
- Mini documentaries
- Campus content
- Animations
- Any other original format that clearly communicates the Cowri story



Creator

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15. What is Cowri?



Cowri

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Cowri is Sproutly's education financing solution that helps eligible parents in partner schools pay school fees in smaller, more manageable repayments while schools receive tuition payments efficiently.

Frequently asked questions (FAQ)



Creator

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16. Is Cowri a loan?



Cowri

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No. Cowri is not a loan platform. It is an education financing solution designed to make school fee payments more flexible and accessible. Any competition entry that misrepresents Cowri as a loan platform or makes false financial claims may be disqualified.



Creator

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17. Can anyone use Cowri?



Cowri

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Cowri is currently available through participating partner schools. If your child's school is not yet partnered with Sproutly, you can still register your interest, and our team will guide you through the next steps.



Creator

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18. Why do I receive a referral link?



Cowri

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Every participant receives a unique referral link after successfully submitting their competition entry. This link allows us to track the parent leads generated through your content and determines eligibility for the **Most Leads Generated** award category.



Frequently asked questions (FAQ)



Creator

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19. Where should I place my referral link?



Cowri

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You should place your referral link:

- In your social media bio, or
- As a pinned comment under your competition video.



Creator

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20. What happens when someone clicks my referral link?



Cowri

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Parents who click your referral link will complete a short Parent Interest Form. Once submitted, a Sproutly representative will contact them within 48 hours to provide more information about Cowri.



Creator

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21. What counts as a lead?



Cowri

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A lead is a parent or guardian who completes the Parent Interest Form through your unique referral link using valid contact information. Only verified leads will count towards the **Most Leads Generated** category

Frequently asked questions (FAQ)



Creator

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22. What is the Sproutly Student Ambassador Programme?



Cowri

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The Student Ambassador Programme allows interested students to represent Sproutly within their schools and campuses while participating in future campaigns, community initiatives, and exclusive opportunities.



Creator

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23. Is joining the Student Ambassador Programme compulsory?



Cowri

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No. Joining is completely optional and does not affect your competition entry or judging.



Creator

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24. How will winners be selected?



Cowri

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Each award category has its own judging criteria. Depending on the category, judging may consider:

- Creativity
- Storytelling
- Originality
- Production quality
- Audience engagement
- Platform performance
- Verified parent leads generated



Frequently asked questions (FAQ)



Creator

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25. How much can I win?



Cowri

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The Cowri Creator Challenge features a
₹5,000,000 prize pool.
There are Ten award categories, and each
category winner receives ₹500,000



Creator

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26. When will winners be
announced?



Cowri

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Winners will be announced after the judging period.
The official announcement date will be
communicated through Sproutly's and Cowri's
official channels.



Creator

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27. How will I know if I've won?



Cowri

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Winners will be contacted using the details
provided during submission and announced on
Sproutly's official social media platforms.



Frequently asked questions (FAQ)



Creator

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28. Who owns my video after submission?



Cowri

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You retain ownership of your content. However, by entering the competition, you grant Sproutly permission to repost, feature, promote, and use your submitted content for marketing, publicity, and campaign-related purposes.



Creator

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29. Can my entry be disqualified?



Cowri

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Yes. Entries may be disqualified if they:

- Contain false or misleading information about Cowri.
- Describe Cowri as a loan platform.
- Include offensive, harmful, or inappropriate content.
- Use fake engagement or fraudulent lead generation.
- Plagiarise another creator's work.
- Violate the competition rules or terms and conditions.



Creator

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30. Where can I get help?



Cowri

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If you have any questions before or during the competition, please contact the Cowri team through the official support channels provided on this page or send us a message via our verified social media accounts.