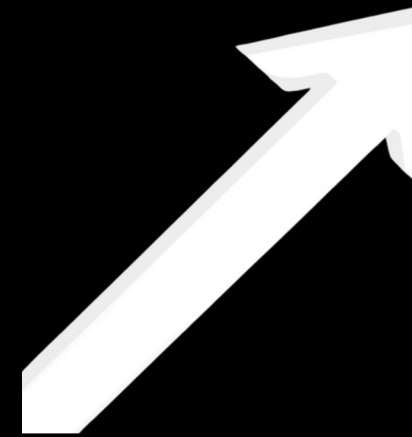


THRVE FORWARD 2026 PRESENTS

The Blueprint Challenge

**SHOW YOUR
WORK.**

NOT JUST YOUR CV.



@thriveforward

The Blueprint Challenge · August 22nd · Lagos

WHAT IS THE BLUEPRINT CHALLENGE?



01

APPLY & GET SELECTED

Submit your application and get placed into a multidisciplinary team of five people you have never worked with before.

02

COLLABORATE ON A REAL CHALLENGE

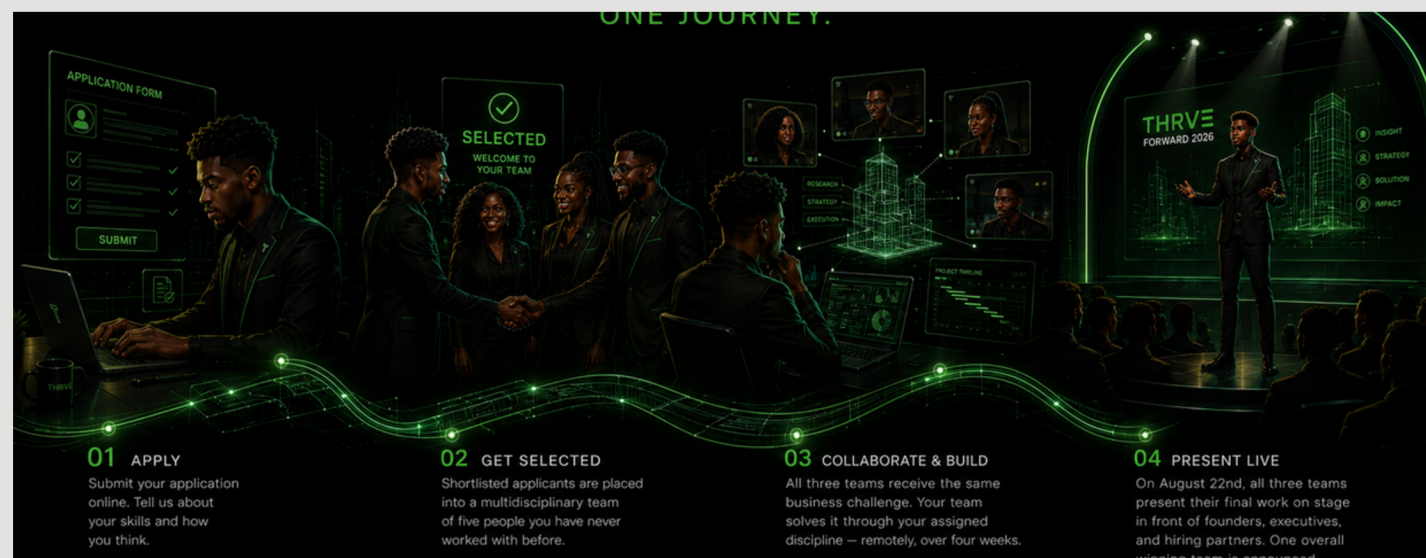
All three teams receive the same real business challenge. Each team solves it through their assigned discipline — brand strategy, go-to-market, or commercial development.

03

PRESENT LIVE ON STAGE

Four weeks of remote collaboration. One stage. Present your final work live in front of founders, executives, and decision-makers at THRVE Forward 2026.

HOW IT WORKS.



THREE STEPS IN.

/01

APPLY

Submit your application online. Tell us about your skills, your discipline, and how you think. It takes minutes — and it could change everything.

/02

GET SELECTED

Shortlisted applicants are placed into a multidisciplinary team of five — people you have never worked with before. Your team. Your discipline. Your challenge.

/03

COLLABORATE & BUILD

All three teams receive the same real business challenge. Your team solves it through your assigned discipline — remotely, over four weeks. No shortcuts. Real work.

HOW IT WORKS.

04

PRESENT LIVE

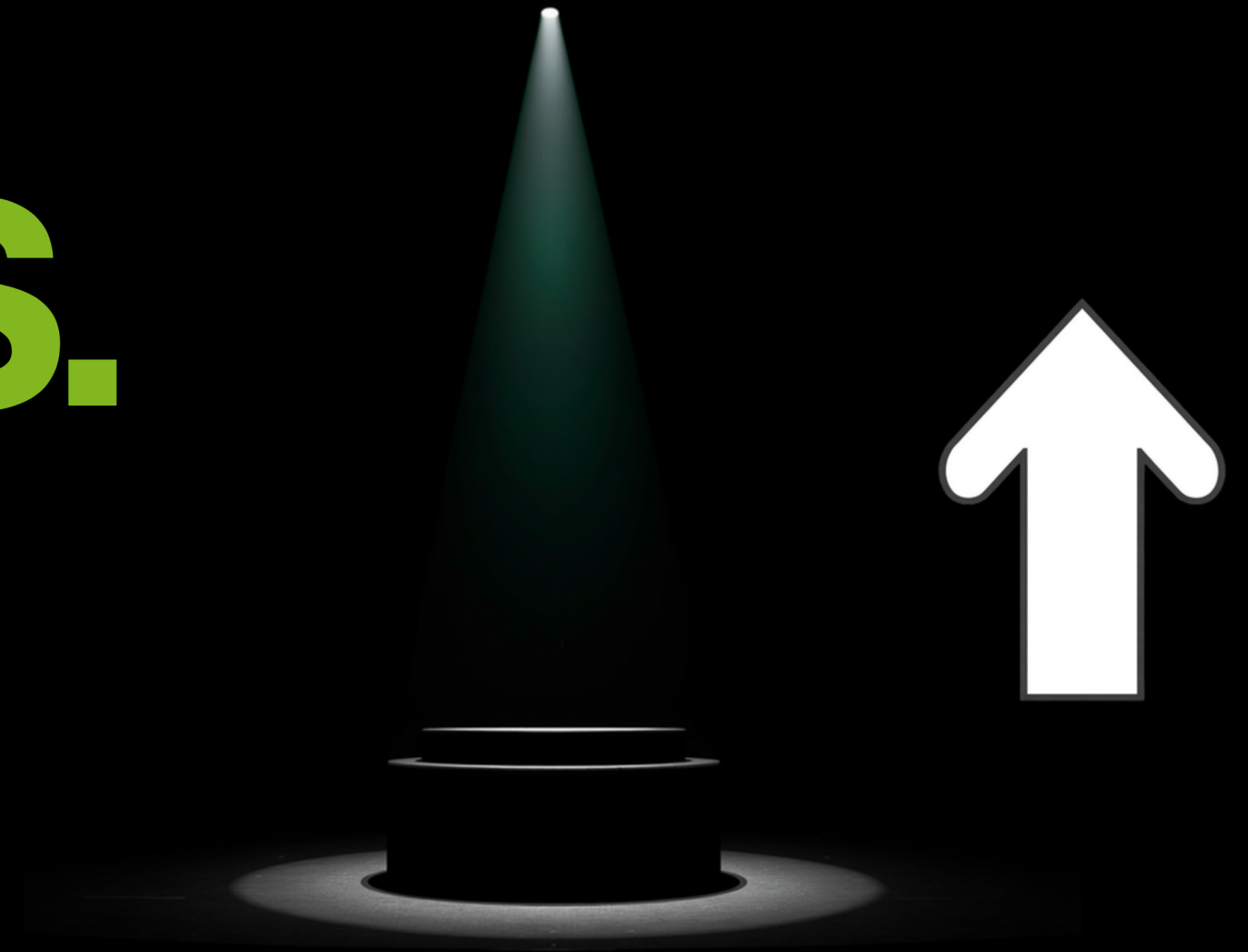
On August 22nd, all three teams take the main stage at THRVE Forward 2026 to present their final work.

THE RIGHT ROOM.

Present in front of founders, executives, and hiring partners who are actively building companies. This is not a classroom — this is a real stage.

ONE WINNING TEAM.

One overall winning team is announced live on stage. Because opportunities go to people who can prove what they can do.



THREE TEAMS. ONE CHALLENGE. THREE ANSWERS.

● TEAM GREEN (BRAND STRATEGY)

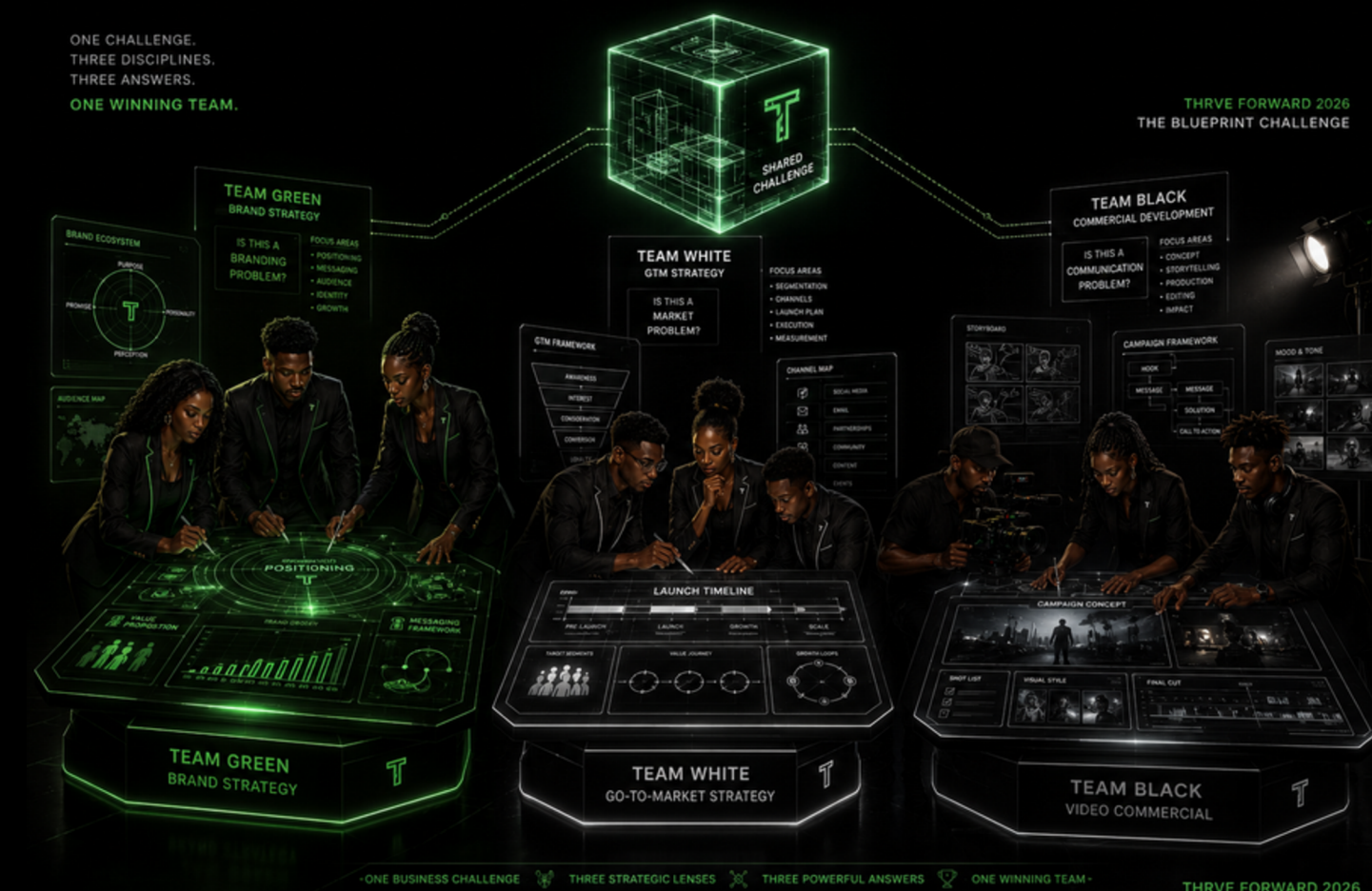
Develop and produce an original video commercial, concept, rationale, and a fully produced final cut screened live on stage.

● TEAM WHITE (GO-TO-MARKET STRATEGY)

Build a comprehensive brand strategy, positioning, messaging, audience definition, and growth recommendations.

● TEAM BLACK (COMMERCIAL DEVELOPMENT)

Build a complete GTM strategy — audience, channel plan, launch execution, and measurement framework.



WHY APPLY?

**A REAL
BRIEF.**

REAL STAKES.

Not a hypothetical exercise.
A genuine business challenge, the kind
most people wait years to work on.

**REMOTE
COLLABORATION**

THAT COUNTS.

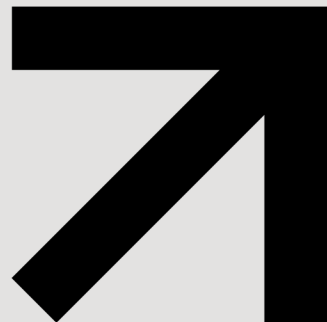
Four weeks building with people
you've never met. Under a real
deadline. The way modern creative
work actually happens.

**A STAGE IN FRONT OF
THE RIGHT PEOPLE.**

LIVE. REAL.

Present at THRVE Forward 2026.
In front of founders, executives &
hiring partners.
Actively building companies in Lagos.





YOUR WORK OPENS THE DOOR.

/04

DIRECT ACCESS TO CAREER OPPORTUNITIES

AFTER THE PRESENTATIONS, A DEDICATED SPEED INTERVIEW AND NETWORKING SESSION CONNECTS PARTICIPANTS WITH FOUNDERS AND COMPANIES LOOKING FOR EXACTLY THE KIND OF TALENT THEY JUST WATCHED ON STAGE.

/05

IMPORTANT NOTE

THRVE FORWARD DOES NOT GUARANTEE EMPLOYMENT. THRVE FORWARD CREATES ACCESS — THE ROOM, THE STAGE, AND THE OPPORTUNITY TO BE SEEN. WHAT HAPPENS NEXT IS YOURS TO EARN.

READY TO SHOW YOUR WORK?

APPLY NOW

COST: Free to Apply · August 22nd, 2026 · Lagos, Nigeria

TEAMS: ● Green · ● White · ● Black · Applications Now Open

APPLY: The stage is the portfolio. The presentation is the interview. The work is the proof.

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THRVE
FORWARD
2026

