



GRAPPLELINE
empowering solutions



TERMS OF PARTICIPATION AND WINNER SELECTION

1. TERMS OF PARTICIPATION

Participation in the “#WHATIF Challenge” contest is by submitting a sentence which must be written in English language. The sentence written and posted by the Participant must be a question, up to 140-characters long and begin with the phrase “WHAT IF...”

The Participant's "#WHATIF" sentence must express a dream, a problem identified in the society, or an innovative project that adds value. The proposal submitted by the Participant must be achievable (and thus, cannot be based on non-existent technologies).

2. PUBLICATION MODE OF A “#WHATIF” SENTENCE

Once the challenge is live, the Participant goes to the website and enters his or her sentence in the field provided for that purpose. The Participant validates the sentence by clicking on the “Submit” button.

On Twitter, Facebook or Instagram, the Participant directly writes his or her message from his or her account, starting the tweet with the “#WHATIF” hashtag and tagging the @grappleline account (Twitter and Facebook) or @grapplelinegroup (Instagram).

Once the Participant confirms the sentence, that sentence is automatically transmitted to The Organizer. Within 24 hours, a graphic design of the entry would be sent to the participant. It would also be directly displayed on the organizer's social media pages, and is also added to the collection of sentences already posted by other participants. The participant is also expected to upload the design on their social media page.

The sentence posted by the Participant must be the Participant's original creation and must comply with the purpose of The Contest. The Participant agrees not to suggest a sentence of an illicit and/or indecent nature.

The Participant agrees not to harm the brands and image of Grappleline and its affiliates.

The Organizer reserves the right to moderate posts made by the participants, and thereby to delete any entry that does not abide by the present rules, which would invalidate the corresponding participation.

3. WINNER SELECTION

Upon completion of The Contest, the jury will meet to designate the Contest winners. For this purpose, the jury will evaluate every "#WHATIF" sentence on the basis of the following criteria:

- The originality of the proposal (40%),
- The feasibility of the proposal (20%),
- The practical applications to societal/business problems (20%),
- The proposal's social media response (Likes/Shares/Comments) (20%).

4. JURY MEMBERS

The jury selecting the winners under the conditions defined above is made up of 6 people representing outside figures:

“The Experts”:

- Lekan Olude, Co-Founder, Jobberman
- Iyin Aboyeji, Co-Founder, Andela
- Chude Jideonwo, Founder, Red Media
- Femi Taiwo, Convener, Facilitating Transformation
- Kunle Jinadu, CEO Ginger Box
- Abolore Salami, Founder, Enterprise Lab

5. PRIZES

This Contest awards prizes to 3 winners designated by the jury, and having submitted a validated sentence in compliance with Section 1. The total value of the prize packages is \$11,000

1st prize will be awarded to the winner who posted the best sentence based on the jury's selection criteria. It is worth **\$5,000** and is made up of:

- A full-feature Website (worth \$2,000): Grappleline
- Product/Service Branding (worth \$1,200): DesignHub
- Business/Startup Consulting (worth \$500): EnterpriseLab
- Digital Marketing Services + Credits (worth \$500): Grappleline Digital
- Office Table/Space for 3 Months (worth \$500)
- Premium Domain + Hosting (worth \$300): HostSleek
- Press Coverage by Africa On The Rise
- Cash Prize (\$300)

The 2nd is worth **\$3,500** and is made up of:

- A full-feature Website (worth \$1,500): Grappleline
- Product/Service Branding (worth \$1,000): DesignHub
- Digital Marketing Services + Credits (worth \$300): Grappleline Digital
- Office Table/Space for 2 Months (worth \$300)
- Premium Domain + Hosting (worth \$200): HostSleek
- Press Coverage by Africa On The Rise
- Cash Prize (\$200)

The 3rd is worth **\$2,500** and is made up of:

- A full-feature Website (worth \$1,000): Grappleline
- Product/Service Branding (worth \$800): DesignHub
- Digital Marketing Services + Credits (worth \$300): Grappleline Digital
- Office Table/Space for 1 Month (worth \$200)
- Premium Domain + Hosting (worth \$100): HostSleek
- Press Coverage by Africa On The Rise
- Cash Prize (\$100)

6. AWARDING THE PRIZE PACKAGES

The winners will be notified by e-mail and/or by social network direct messaging, starting on November 16, 2016 for the 3 winners of the 1st, 2^d and 3rd prizes in compliance with Section 3. The winners must follow the instructions indicated in the e-mail sent to them informing them of their winnings, within 30 days after the e-mail or social network message is received, particularly sending their address and the copy of their valid form of identification, in order to receive their package by post. The names of the winners may also be published on the websites hosting The Contest.

If the winner has not responded to the Organizer's e-mail within that 30-day period, he or she will be considered to have refused the award. The packages may not be challenged by the winners in any way, nor returned for any amount of money, nor modified, replaced or exchanged for any reason whatsoever.

Should circumstances require, the Organizer reserves the right to replace the prize with another prize of equivalent nature and/or value, without being held liable in any way.

7. LEGAL REGISTRATION

The Organizer reserves the right to amend these rules at any time. Any changes of the rules will be published on The Organizer's website.

These rules are available for consultation on The Contest websites or, at written request, at WHAT IF Challenge – Grappleline Limited – 29B, Ladipo Kasumu, off Allen Avenue – Ikeja, Lagos - Nigeria. These rules are provided free of charge. Any postal costs incurred by a Participant requesting the full Contest rules by post can be reimbursed on written request to the same address.

The Organizer reserves the right to reduce or extend the duration of The Contest or to cancel if felt necessary, in the event of force majeure or any circumstances beyond the control of The Organizer, and without the responsibility of The Organizer being incurred.

ARTICLE 8: ACCEPTANCE OF THE RULES

Participation in this Contest implies the full and unconditional acceptance by the participants of the provisions of these rules in their entirety. Any breach of any provision of these rules will disqualify the participant having committed said breach. In any event, the Organizer retains the right to use, or not use, all Participants' sentences.

If The Organizer considers that the sentence communicated by the Participant looks like a project which could be developed, The Organizer will contact the Participant to discuss a contract of partnership relating to the development of the aforementioned project.

9. USE OF THE PARTICIPANTS' PERSONAL DATA

As a result of the sentence being uploaded to the site(s) that host The Contest, the participant authorizes the Organizer to use his or her surname, first name, or Internet name in any promotion related to the current Contest, without such use giving rise to any compensation.