



## Oh, See Nigeria

### Episode 6: “Hustle Capital”

*From Lagos to the world — this is Naija hustle, redefined.*

Dear Creator,

There’s a reason the world watches Nigeria.

It’s not just the music, the memes, the style, or the speed — it’s the spirit. The ambition. The fire that says: “We go run am.”

And now, it’s time to capture that energy — not as outsiders, but from the inside out.

We’re officially inviting you to apply for **Oh, See Africa: Nigeria – Hustle Capital**, our sixth episode in a continent-wide storytelling series built for and by African creators. This is a chance to tell Nigeria’s story not through stereotypes, but through the lens of its own visionaries — you.

---

### What is Oh, See Africa?

Oh, See Africa is a creator-led documentary and storytelling project traveling across the continent, spotlighting culture, innovation, and community — from local streets to global streams.

Each country gets its own theme.

Each episode gets its own tone.

And every story is told by the creators living it.

---

## Why “Hustle Capital”?

Because Nigeria **is the blueprint for creative economy in Africa.**

It's where:

- A music video becomes a global movement.
- A streetwear drop sells out before it hits Instagram.
- A tweet becomes a revolution.
- A generator and a dream become a full-blown studio.

Hustle Capital will spotlight the people behind that engine — the creators, builders, rebels, and tastemakers turning sweat into scale, and passion into platform.

This isn't just another episode. It's an archive of Nigeria's cultural supremacy — told on our terms.

---

## Who We're Looking For

We're calling on **Naija creators** from **Lagos, Abuja, Benin, Port Harcourt, Jos, Aba, Ibadan, and beyond.** You might be:

- A **filmmaker or videographer** documenting daily life, hustle culture, or youth expression
- A **photographer** with a signature aesthetic
- A **music producer, sound artist, or beatmaker** shaping the new sound of Nigeria
- A **fashion designer or stylist** flipping heritage into global style
- A **digital artist, animator, editor,** or creator remixing culture into visuals

- A cross-disciplinary visionary doing it all and defying categories

If you create, if you capture, if you build — we want to see your world.

---

## What You'll Contribute

If selected, you'll:

- Co-create visual or editorial content for Oh, See Africa: Nigeria
  - Be featured in our flagship docu-episode, short-form reels, and digital campaigns
  - Join a paid collaboration with credits, visibility, and partnership potential
  - Help us shape how Nigeria is seen — by itself, and by the world
- 

## Why This Matters

Because you deserve more than reposts.

You deserve to own your story.

You deserve to get paid, be seen, and build legacy — not just go viral.

**Oh, See is not a content campaign. It's a cultural infrastructure.**

And you're invited to help us build it — with creativity, clarity, and Naija confidence.

---

## How to Apply

- Submit your **portfolio, reel, or IG handle**
- Include your **location and creative role**

- Tell us what “Hustle Capital” means to you in one sentence or a short paragraph
- Mention your **availability** during Production Window
- Bonus: let us know if you edit, score, or style (multi-hyphenates welcome!)

**Apply here:** <https://ohsee.co/get-involved>

**Deadline:** June 6th, 2025

---

## This is Nigeria — through your lens

From trenches to towers, from TikTok to TEDx — you’re already documenting this moment.

Let’s do it together, on a platform that gives you ownership, credit, and cultural weight.

**No filters. No filters. Just fire.**

**Welcome to Hustle Capital.**

**Welcome to Oh, See Africa.**

**– Team Oh, See**