

# PoterbyTech UGC Creator Brief

Poterby Tech builds mobile apps, web platforms and custom software for startups, SMEs and enterprises across Nigeria. We have shipped 40+ live products and hand over full ownership of the code (IP) to our clients.

Our audience is business owners and founders who have an idea or a problem and need a reliable tech partner.

## Goal of the Video

One authentic, short-form video that makes a Nigerian business owner understand what we do, trust us, and visit [poterbytech.com](https://poterbytech.com) to start a conversation.

## Deliverables

- 1 vertical video (9:16), 30-60 seconds, for Instagram Reels and TikTok
- Final edited version with captions
- Raw footage plus a clean version without music (we may use it in paid ads)
- Delivery within 5 days of acceptance, with 1 round of revisions

## Suggested Structure

| Time   | What happens                                                                                                      |
|--------|-------------------------------------------------------------------------------------------------------------------|
| 0-3s   | Hook, speaking straight to camera                                                                                 |
| 3-20s  | The problem: running a business with no app, a slow website, or manual processes                                  |
| 20-45s | The solution: Poterby Tech builds apps, websites and custom software, with 40+ live products delivered            |
| 45-60s | Call to action: "Visit <a href="https://poterbytech.com">poterbytech.com</a> and tell us what you want to build." |

## Hook Options (pick one or write your own)

- "Need an app for your business but don't know where to start?"
- "Your business is losing customers because you don't have this."
- "I found the Nigerian team that builds apps and gives you full ownership."
- "Stop paying for software you don't own."

## Key Talking Points

- Builds mobile apps, websites and custom business software
- 40+ live products delivered
- Based in Lagos and Abuja, Nigerian time zone, easy to reach
- You own your code and IP once the project is delivered

- Works with startups, SMEs and large organisations

## **Style and Tone**

- Natural, confident and conversational, not scripted or salesy
- Plain language, with no heavy technical jargon
- Good lighting and clean audio; a phone camera is fine
- Clean background (office, home workspace or laptop setup)
- Show a laptop or phone screen where it helps; we can provide screenshots of our products

## **Please Avoid**

- Making claims about pricing, timelines or guarantees that are not in this brief
- Mentioning competitors
- Copyrighted music in the clean version

## **Applying**

Include a link to your previous UGC work and your Instagram or TikTok handle when you apply. Selected creators will receive our logo and product screenshots.