

— THE VOICE OF ENTREPRENEURSHIP IN NIGERIA

# THE OLODO UPRISING

What the YCee–Peller debate really reveals about the future of enterprise in Nigeria — and why an economy that rewards **noise** over **knowledge** is quietly mortgaging its next generation of builders.

AN ESSAY BY

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— HOW IT STARTED

# One word, one podcast, a national mirror.

In late June 2026, on the Afropolitan Podcast, rapper **YCee** named a feeling many Nigerians had sensed but never quite framed: that the country is drifting from celebrating **knowledge** to celebrating **noise**.

He called it an "**olodo uprising**" — warning that we have learned to accommodate ignorance until it became the majority. Within hours it was the loudest debate online. Musicians, creators, parents and entrepreneurs all weighed in; streamer **Peller** fired back, and a celebrity quarrel became a referendum on what success now means.







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— AND THE REWARDS ARE NOT IMAGINARY

# The numbers reward the noise.

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**250,000+** active Nigerian content creators and counting

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**₦8m+** that top creators can earn **per video** (about \$5,000)

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**~\$17.8bn** projected size of Africa's creator economy by 2030  
~28% CAGR

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A young person watching a streamer out-earn a graduate isn't confused — they're reading the incentives we built. The lure is rational. **That is exactly why this is dangerous, not in spite of it.**





# 01

/ 5 · IMPACT ON ENTERPRISE

## A competence crisis at the root of enterprise.

Decades of research are blunt: an entrepreneur's **knowledge and task-related skill** are among the strongest predictors of whether a business survives and grows — most of all in its fragile early years.

Nigerian SMEs already fail at brutal rates — by some estimates **up to 80–95% don't reach year five**, most often for want of planning, market insight and record-keeping, not lack of hustle. A culture that mocks "book sense" attacks the very capability founders need to survive.

# 02

/ 5 · IMPACT ON ENTERPRISE

## A talent pipeline that **starves** the builders.

Every business runs on people who can think — read a market, manage cash, solve a problem nobody has solved before.

When the most celebrated path for a 20-year-old is simply "go viral," fewer choose the slow mastery that startups and SMEs depend on. The founders of tomorrow — and the capable team-mates they'll need to hire — are deciding, right now, what is worth becoming. We are quietly draining our own bench.

# 03

/ 5 · IMPACT ON ENTERPRISE

## Capital and attention flow to **noise**.

Money follows eyeballs. As brands chase virality, marketing budgets, sponsorships and opportunity tilt toward whoever is *loudest* — not whoever is most *useful*.

Genuinely valuable founders, products and ideas then struggle to command an audience at all. When a market mis-prices substance, it mis-allocates its single scarcest resource: **belief** — and the capital that follows it.

# 04

/ 5 · IMPACT ON ENTERPRISE

## A market that forgets how to discern.

A population trained on outrage and shortcuts becomes easier to mislead — and harder to sell real value to.

It is the same low-discernment culture that powers Ponzi schemes, "double-your-money" traps and disposable hype products. Serious businesses built on quality and trust end up fighting noise for the attention of a customer who has been taught not to look closely. Good products lose to loud ones.





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— THE FALSE BINARY

# This was never intellect versus attention.

Here's what the loudest voices on both sides keep missing: the answer is **not** to abandon the internet, and **not** to shame everyone hustling to eat. Attention is a tool. Tools are neutral.

The winners of the next decade won't be the most "intellectual" or the most "viral." They will be the rare few who **marry both** — real substance, brilliantly made visible.



# 01

/ 3 · CHANGE WHAT WE CELEBRATE

## Make competence **loud.**

Culture follows applause. If we want more builders, we must give builders the spotlight we currently reserve for spectacle.

That is the entire point of platforms like naijapreneur — and of our **MINE 1000** mission to profile Nigeria's real entrepreneurs until *"I want to build"* sounds as aspirational as *"I want to blow."* Celebrate the doers — publicly, and relentlessly.

# 02

/ 3 · FOR FOUNDERS

## Weaponise attention **for value.**

Don't reject the tools of virality — **out-use them.** Document the work. Teach what you know. Build in public.

The most durable brands of this era pair genuine expertise with the storytelling instincts of a creator. Be the living proof that depth and reach can share one person. Attention you've *earned* with value compounds; attention you've *rented* with noise evaporates.

# 03

/ 3 · THE SYSTEM

## Fund capability, not just clout.

This is bigger than any one creator or critic. We need education that rebuilds critical thinking, mentorship that transfers hard-won judgement, and capital that backs competence over follower counts.

**Brands:** reward creators who drive real outcomes, not just reach. **Investors & institutions:** make the patient bet on builders. Bad incentives created this. Better incentives can unmake it.

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— THE NAIJAPRENEUR STAND

# Don't dim your mind to win the **room.**

The "Olodo Uprising" is a warning worth being grateful for — it tells us, loudly, what we have started to reward. We still have time to choose differently: to build a Nigeria where **intelligence is an asset, not an embarrassment**, and where attention serves value, not the other way round.

*...change the world, profit from purpose.*

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