



BUSINESS CUP CHALLENGE²⁰²⁵

THEME:

Internet of Things



Elevator Pitch - Semi Final

Develop a business idea involving the Internet of Things (IOT) that does not involve your company manufacturing Internet of Things (IOT) devices and while it can include selling Internet of Things (IOT) devices as part of the business, that cannot be the sole focus of the business.

Case Study Three - Grand Finale

mNotify is a leading customer engagement platform that develops bespoke software solutions and deploys AI tools as part of the services they render. However, it faces increasing competition from the local and international platforms. As the new product development team, your task is to develop innovative ideas that will help mNotify enhance its market share and position them as the go to company for AI solutions. Innovative ideas could be around:

- Impact-driven ideas that align with SDGs
- mNotify Smart Business suite (emerging tools that can accelerate business growth)
- AI Automations

Guidelines

Elevator Pitch:

- This is the semi-final round of the Business Cup Challenge.
- Teams ranked below 5th place on the leaderboard must nominate one presenter for a 1-minute Elevator Pitch.
- We recommend not using presentation slides/visual aids during Elevator Pitch to avoid losing time.
- Your previous case study scores will not count in this round. This is your clean slate opportunity to join the finalists for the Grand Finale presentations.
- Only 5 teams from this round proceed to the finals. Give it your best!

Grand Finale Presentation:

- The Top 5 Finalists that will be announced after Case 2 are not required to present the Elevator Pitch
- All Case 3 submissions should be in PowerPoint Presentation format.
- This is the final round of the Business Cup Challenge.
- The Top 5 teams from combined Case 1 and 2 scores will automatically qualify for the finale.
- All team members from the Top 10 may present during this round; the presentation has a strict 10-minute time limit.
- All teams should submit case 3 to businesscup@lancaster.edu.gh before 10 AM on Wednesday, 19 February 2025. Or submit the Case 3 [Here](#).

LABELLING FORMAT FOR THE FINALE:

- Case 3 should be labeled as Case Three_Team Name_School Name_Mentor Name.
- Please prepare your presentation to be compatible with a Windows laptop.

VENUE INFO:

- The Grand Finale and Elevator Pitch will be held on Friday 21 February at the GNAT Hall, Accra. ([Click here for map](#))