



Lancaster  
University  
Ghana



## BUSINESS CUP CHALLENGE 2024

THEME:  
**Sustainability**



### Elevator Pitch - Semi Finals

Come up with a business idea to address SDG4. The solution must be self-sustaining (i.e. it cannot require continuing funding from government) and it cannot violate the goals of SDG 13,14 or 15

### Case Study Three - Grand Finale

As pioneers of both clean energy (SDG 7) and gender equality (SDG 5), your team is tasked with igniting transformative ideas for existing companies or NGOs within the energy sector. Imagine a future where affordable, reliable energy lights up Ghanaian homes and businesses while empowering women at every step of the way. The solution should focus on making clean energy accessible and affordable for rural communities and should focus on women-led initiatives. It should empower women through skills training and capacity building programs, enabling them to participate in the energy sector. The solutions may also include energy energy-efficient technologies or smart grid systems specifically tailored to women's needs, like improving healthcare access or enhancing educational opportunities. It can also leverage renewable energy for climate-resilient solutions, like powering water irrigation systems or supporting other agriculture practices, benefiting both women and environment.

***The Grand Finale will be held on 23rd February, 2024 at the Kairos Hall at the Action Chapel, Spintex***

## Guidelines:

- **Target a specific challenge:** Instead of tackling broad issues, pick a specific problem within the energy sector that disproportionately impacts women or hinders clean energy access. This could be lack of access to electricity in rural areas, lack of female representation in energy jobs, or affordability of clean energy solutions for women-led businesses.
- **Gender integration:** Ensure your solution doesn't just benefit women but actively seeks to empower them. This could involve:
  - a. **Women-led businesses:** Design solutions that directly address energy needs of women-owned businesses like solar-powered dryers for agricultural produce or microgrids for rural markets.
  - b. **Skilling and training:** Develop programs to train women in technical skills for the energy sector like solar panel installation or energy auditing.
  - c. **Leadership roles:** Encourage women's participation in decision-making processes within energy companies and NGOs.
- **Innovation and technology:** Think beyond traditional solutions and explore the potential of new technologies.
- **Financial sustainability:** Your solution should be self-sustaining beyond the competition. Explore microfinance options, income-generating activities, public-private partnerships, collaborate with energy companies, government agencies, and NGOs to leverage resources and secure long-term funding.
- **Impact assessment:** Clearly articulate the expected impact of your solution on both clean energy access and gender equality. Quantify the number of women who will benefit, the increase in energy access, and the potential job creation or economic empowerment outcomes.
- **Community engagement:** Ensure your solution involves and benefits local communities, especially women. Engage with community leaders, women's groups, and relevant stakeholders throughout the design and implementation process.

## Deliverables:

- Identify a specific energy challenge or gap in Ghana's energy sector and analyze its impact on women and the environment.
- Develop a detailed proposal outlining your innovative solution:
  - a. Explain how it addresses SDG 7, SDG 5, and aligns with the broader challenge theme.
  - b. Describe the specific technologies, training programs, or business models involved.
  - c. Demonstrate the financial sustainability of the solution and explore potential funding sources.
  - d. Highlight potential partnerships with energy companies, women's organizations, or relevant stakeholders.

## Additional Considerations:

Consider how your solution promotes environmental sustainability, fosters gender equality at all levels of the energy sector, and empowers local communities to take ownership of their energy needs and contribute to a brighter future.

## GUIDELINES:

### Elevator Pitch:

- This is the semi-final round of the Business Cup Challenge.
- Teams may nominate 1 presenter per team to pitch the solution within 40 seconds.
- 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:

- This is the final round of the Business Cup Challenge.
- The Top 5 teams from combined scores of Cases 1 and 2 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.

### LABELLING FORMAT FOR THE FINALE:

- The Top 5 Finalists that will be announced after Case 2 are not required to present the Elevator Pitch; however, they must submit their presentations to the BCC organising team at the beginning of the competition in a USB file labelled as shown below.
- The next Top 5 finalists announced after the Elevator Pitch must submit their presentations to the BCC organising team during the Refresher Break in a USB file labelled as  
**Case Three\_Team Name\_Institute Name\_Mentor Name.**
- Please prepare your presentation to be compatible with a Windows laptop.

# Elevator pitch and Grand Finale

Dear BCC participants,

We hope you are gearing up for the upcoming Elevator Pitch and Grand Finale.

Please note below the essential points for **Friday, 23rdFebruary** so that you are fully aware of the agenda so you can arrange the transport and other commitments accordingly:

### Agenda for the day\*:

- Registrations and seating -7:30am to 8:30am
- Welcome note, National Anthem, Introduction by Game Master
- Elevator Pitch (40 seconds per team)
- Refreshment break
- Top 5 Finalists announcement from Elevator Pitch round
- Grand Finale Presentations (10 minutes per team)
- Refreshment break
- Winners' announcement, Award ceremony, Photo opportunity
- Wrap up

*\*This is subject to the number of teams that arrive to compete.*