



BUSINESS CUP CHALLENGE 2026

THEME:
Youth Economy

Case Study One

The Ghana Export Promotion Authority (GEPA) recognizes the global potential of Ghana's creative industries, music, film, fashion, gaming, and design, but young creators often lack platforms, fair contracts, and protection of their work.

GEPA has tasked your team with designing a business ecosystem or digital platform that empowers Ghanaian youth creators to monetize their talents, protect intellectual property, and reach international markets. Your solution must include a business model, cost-benefit analysis, and PESTEL analysis, and it should outline how the system can attract both local and diaspora investment.

Guidelines

Accepted submission formats:

- Static: Word documents, PowerPoint presentations, PDF
- Word limit of 2,000 words (and not more than two additional pages of graphs, charts and images).
- References must be included. Any referencing style is accepted and will not be included in the word limit.
- Files of a maximum of 25 MB can be submitted.
- Dynamic: Audio, Videos, Prezi
- Audio submission must be in .MP3 format, not less than 5 minutes.
- Video submissions must be in .MP4 format, not less than 5 minutes.
- Audio and video files must be labelled as instructed below and can be submitted using a WeTransfer link.
- Prezi can be submitted as a link on the submission form.

LABELLING FORMAT:

- The submissions, regardless of format, must be labelled as instructed below:
- Case One_Team Name_High School_Mentor Name
- Please submit your case to businesscup@lancaster.edu.gh before 10 am on Thursday, 30 January 2025. or submit Case 1 [Here](#).

NOTE TO MENTORS:

- Submissions will be uploaded on TurnItIn. Cases with more than 10% plagiarism will be disqualified for the round. Cases that show evidence of the use of generative AI (Chat GPT) will also be investigated and/or disqualified. To avoid overlaps, we request mentors not to upload submissions on TurnItIn as they will then show 100% plagiarised and cannot be evaluated and therefore cannot be marked.