



Lancaster
University

Ghana



BUSINESS CUP CHALLENGE 2026

THEME:

Youth Economy



Case Study Two

Youth unemployment remains high in Ghana, especially among Senior High School (SHS), Technical and Vocational Education and Training (TVET), and tertiary graduates. Many are disillusioned by limited traditional job opportunities. Your startup has received seed capital to launch a new employment model for the digital economy that avoids reliance on government hiring or traditional salaried work.

Design a system that connects youth to meaningful income opportunities through freelancing, digital services, or skill-based entrepreneurship. You must tackle mindset shifts, training gaps, and access to digital tools in your approach. Your proposal must also include a cost-benefit analysis and PESTEL analysis to demonstrate sustainability, scalability, and community impact.

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 Two_Team Name_High School_Mentor Name
- Please submit your case to businesscup@lancaster.edu.gh before 10 am on Friday, 6th February 2026. or submit Case 2 [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.