



## BUSINESS CUP CHALLENGE<sub>2026</sub>

THEME:

Youth Economy



### Elevator Pitch - Semi Final

Every year, thousands of Ghanaian graduates face a future without jobs. Your task is to design a business that helps at least 1,000 Ghanaian youth generate independent income, earning a minimum of GHS 2,000/month within one year, leveraging technology, creativity, or community.

### Case Study Three - Grand Finale

Pod Solutions wants to lead a digital transformation initiative that positions Ghana as a youth-driven creator economy hub in Africa. Your team is to develop a Ghana-based influencer network and monetization engine for TikTok, YouTube, Instagram, and other digital platforms. This platform should help emerging creators build brands, connect with ethical advertisers, and access digital tools to grow their influence, without moving abroad.

The system should be inclusive, supporting micro and mid-tier creators from underserved communities. You must detail a profit model, creator support framework, and trust mechanisms (e.g., payout transparency). Include a marketing plan and financial and PESTEL analysis.

### 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 1 minute.
- 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:

- All Case 3 submissions should be in PowerPoint Presentation format. Labelled as Case Three Team Name High School Mentor Name
- 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.
- Please submit your case 3 to [businesscup@lancaster.edu.gh](mailto:businesscup@lancaster.edu.gh) before 10 am on Thursday, 19 February 2026.

#### LABELLING FORMAT FOR THE FINALE:

- The Top 5 Finalists that will be announced after Case 2 are not required to present the Elevator Pitch
- The next Top 5 finalists announced after the Elevator Pitch must submit their presentations to the BCC organizing team during the Refresher Break in a USB file labeled as
- Case Three\_Team Name\_School Name\_Mentor Name.
- Please prepare your presentation to be compatible with a Windows laptop.
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#### VENUE INFO:

- The Grand Finale and Elevator Pitch will be held on Friday 20 February at the GNAT Hall, Accra.