



**CURTIN DUBAI
BUSINESS CUP
CHALLENGE 2022**
SUSTAINABILITY

Elevator Pitch

Come up with a business idea to address SDG 4. The solution must be self-sustaining (i.e., it cannot require continuing funding from the government).

Final Case Study

Choose any existing company or NGO and suggest things they could do (that they are not already doing) to address SDGs 2 and 6 (and any others you wish to address with your solution). The solution must be self-sustaining (i.e., it cannot require continuing funding from the government), and it cannot violate the goals of SDG 13, 14, or 15.

GUIDELINES

- **NOTE: The top 5 teams from Case Study 1 will automatically qualify for the Grand Finale presentation where they must present their solution to a panel of judges. They will not be required to present the Elevator Pitch.**
- **ELEVATOR PITCH GUIDELINES:**
 - Elevator Pitch will be presented to a panel of judges on 5 November 2022.
 - There is a strict 40-second time limit per team.
 - Top 5 teams from the Elevator Pitch round will proceed to the Grand Finale.
 - Recommendation: Only one team member to present the pitch.
- **CASE STUDY GUIDELINES:**
 - Please prepare to present your solution to a panel of judges.
 - There is a strict 10-minute time limit per team.
 - You may present it any way you prefer. Kindly refer to the workshop video.