

Dear Business Masters Participants,

We would like to welcome you to our 2007 competition. This year's challenging case will focus on social entrepreneurship.

The following information will give you directions on how to participate and how to win a trip to Germany for the finals:

- (1) The case
- (2) Expected deliverables, formats, deadline
- (3) Information sources
- (4) Rating criteria and qualification requirements for the final round

**(1) The case: "Solar Energy Units" for Africa**

Energy demand is globally increasing – our resources are scarce, most current technologies to supply our energy demand are destructive to the environment. The future utilization of the sun as almost infinite energy source will be one of the keys to allow sustainable development. With the world's best solar radiation conditions, solar energy may become a main pillar to Africa's development, providing clean energy in the remotest of locations.

As a Social Entrepreneur you are planning to distribute "Solar Energy Units" in Africa. "Solar Energy Units" provide a means to benefit from solar energy.

Your team's task is to develop a short presentation that addresses the following three aspects:

- Localization: Identify an appropriate target region for "Solar Energy Units" in Africa
- Utilization: Describe briefly how you propose to utilize "Solar Energy Units" (short non-technical description or use case)
- Market analysis: Analyze and quantify the market potential in your target region and assess the demand for "Solar Energy Units"
- Evaluation: Review the social and ecological impact on the target region caused by the implementation of the product

## **(2) Expected deliverables**

With the focus on social entrepreneurship please bear in mind to reach a positive social impact by using profit-oriented methods.

We do not expect you to become an Africa and energy expert within days – however, one challenge of this case is to filter out the critical questions that arise around the future development of Africa's energy supply.

You are requested to hand in a presentation that consists of **no more than** five slides (plus one cover page). The document has to be in English (in standard format, e.g. PDF or PowerPoint). The key to success is prioritization!

Your presentation and the required application form for the 2007 Business Masters Case Challenge should be handed in electronically on our website [www.businessmasters.de](http://www.businessmasters.de) by **September 15, 2007**. For further questions please contact us at: **contact@businessmasters.de**

## **(3) Information sources**

Please limit your information to public available sources only, e.g. numerous NGOs provide further helpful information. We attached a Solar radiation map of Africa to strengthen your argument.

## **(4) Rating criteria and qualification requirements for the final round**

An independent jury will evaluate your concept in a two-stage process. First the best 30 teams out of all the entries will be selected based on the following criteria:

- Overall presentation of the case
- Creativity
- Feasibility
- Social responsibility/impact (social entrepreneurship)
- Plausibility
- Justification for your recommendations

Second, the 30 short-listed teams will be discussed by an independent jury panel that will choose 12 teams for the final event in Karlsruhe (plus 4 teams in stand-by).

**Life is a Challenge – It is your turn to take the lead!**

Your Business Masters Team 2007

# Appendix Africa Direct Normal Solar Radiation

