



Entrepreneurship Made Accessible

IEOx WinterChallenge 2025
Business Case

supported by: **EDVENTURES** 

Background

At [Edventures](#), we envision a world where no entrepreneurial idea is inhibited. However, many people face **barriers** to accessing entrepreneurship guidance, including financial constraints, geographic and digital limitations, limited awareness, fragmented ecosystems, and cultural or institutional gaps. Our **mission** is to **break down** these barriers by empowering youths and young adults to become successful entrepreneurs by providing them with the tools, resources, and personalised support they need to thrive. Through our platform, we aim to bridge the gap between intention, knowledge, and action, offering **AI-driven coaching**, gamified learning experiences, and tailored insights that nurture entrepreneurial talent at every stage of the journey.





Background

Yet, we recognise that many of the individuals and organisations who would benefit most from our platform face significant financial, social and systemic barriers. Entrepreneurs with low purchasing power, particularly in underserved regions, often lack access to affordable and trustworthy guidance, while the organisations supporting them struggle with budget constraints and scalability challenges.

We aim to **expand Edventures' reach to these entrepreneurs and their supporting organisations**, ensuring that financial limitations do not prevent anyone from accessing quality entrepreneurial support. **We aim to create a cost-effective, scalable, and targeted approach** to reach primary customers (organisations such as incubators, schools, or entrepreneurship programmes) and secondary customers (solo entrepreneurs). At the same time, we want to enhance engagement with our primary users (entrepreneurs) and secondary users (coaches at the organisations).

Background

The key question:

"How can Edventures effectively reach and serve clients and users with low purchasing power while operating with limited resources?"

This challenge invites participants to think innovatively, developing strategies that can start small within a specific region or country or any specific market segment, but scale seamlessly taking into account budget constraints. Contestants must prioritise approaches that leverage ecosystems, partnerships, and community-driven efforts to make entrepreneurship skills and coaching accessible to all.

By tackling this challenge, participants will help Edventures identify actionable solutions that not only align with our mission but also empower aspiring entrepreneurs to overcome the financial, social and systemic barriers that hold them back.



Business Case

Imagine you are consulting Edventures and given the provided background you aim to advise them on the following objectives.

Objectives

- 1 Reach** organisations as primary customers (B2B2C), such as NGOs, schools, government initiatives, or local community programmes, who work with, preferably but not limited to young, entrepreneurs
- 2 Engagement** with solo entrepreneurs directly (B2C), focusing on individuals with low purchasing power, ensuring they can access Edventures' resources.
- 3 Develop** scalable solutions that can be quickly replicated across various separate or supplementary markets, enabling the efficient onboarding and attraction of new users and clients.
- 4** Considering tight **budget constraints**, avoid reliance on traditional marketing or costly outreach **campaigns**. Come up with **innovative** suggestions.



Key Constraints

- 1** Keep the solution targeted: Focus on market-specific strategies.
- 2** Ensure scalability: solutions need to be easy to adjust with minimal costs.
- 3** Distinguish between users and customers: Organisations (B2B2C) must be prioritised, but solutions should also accommodate solo entrepreneurs (B2C).
- 4** Assume a limited initial budget: The solution must rely on a roadmap, based on resourcefulness, partnerships, and cost-effective outreach.



What we want to see

We look for the following deliverables:

Identifying the market

- 1** Research and map the **entrepreneurial ecosystem** in your selected **target market** and identify key entities and stakeholders supporting entrepreneurship, (including but not limited to NGOs, government bodies, educational organizations, influential individuals etc.)
- 2** Explore the **user personas** that could be most aligned with the Edventures platform, in order to improve adoption rates and engagement in the chosen market (adapt to language, age, sex, and education)
- 3** Suggest the **pricing model** that best fits users' interests to maximize impact, maintaining financial sustainability and development
- 4** Assess the importance of accessing the platform in the local/native language and how this might impact adoption rates and engagement.



What we want to see

We look for the following deliverables:

Approaching the market

1

Deliver a **community-driven growth plan** that fosters organic adoption of Edventures.

2

Find **outreach channels** for market segments with limited access to resources.

3

Propose **cost-effective engagement tactics**, while exploring potential pricing schemes.



What we want to see

We look for the following deliverables:

Demonstrate Scalability

- 1** Ensure the proposed solution is **scalable** to other markets
- 2** Highlight which elements of the strategy can be adjusted & used at scale, leading to economies of scale.
- 3** Outline how the solution could be applied in broader or different markets.



Grading Parameters

- 1** Has the team identified the problems/causes and goals/issues of their assignment?
- 2** Has the team demonstrated the ability to effectively synthesize the information?
- 3** Do you recognize a broad perspective, deep analysis and inclusion of different stakeholders' interests?
- 4** Is the model of analysis complex and adequate? Has the team presented a clear structure of thoughts and arguments?
- 5** Are the underlying assumptions reasonable and realistically backed by the evidence? Do you recognize a high level of business sense and the ability to apply economic concepts?
- 6** Has the team presented a well-developed strategy and made realistic recommendations? Do you recognize complete coverage of key issues?
- 7** How precise were the calculations and projections? Are they convincing?
- 8** Has the team demonstrated the ability to think outside of the box? Do you recognize imagination and creativity?
- 9** Is the presentation simple to follow? Was communication professional and proper, supporting their recommendations?
- 10** Did the team follow the instructions for the presentations, especially time limits? Is the contribution of every team member visible?



Schedule & Restrictions

Business Case video and presentation files upload **deadline: 09th of February 2025, 23:59 UTC**

[Upload Here](#)

Restrictions

- 1** The presentation video length limit is 10 minutes.
- 2** The video should be submitted in a commonly accessible format (*.mp4, *.avi or *.mkv), its size should be under 1 GB.
- 3** There are no restrictions on editing the video and on the number of slides of your presentation.
- 4** Presentation slides are to be submitted in .pdf format.
- 5** Names of all the files should be the same as the code of your team. (e.g.: "1234.pdf", "1234.mp4").
- 6** Keep in mind that it will take time to upload the video, so do have it ready in advance.
- 7** The video can be captured by any available means. For example, you can use the recording option in Zoom.

