



Dear Harsh Avinash Prakash KAMMATH,

Congratulations! You were not only chosen as part of the top 3% teams to present on for your Business Challenge 1 course, but you were also picked as the winner team on that Challenge at Hult International Business School, Master of Science in Finance program this Fall 2025 term.

This year students worked with IceBrook AI, an early-stage investment technology company operating at the intersection of fintech, artificial intelligence, and asset management, on advising the company on how best to scale its business, specifying the below:

1. Articulate its strategic value proposition
2. Recommend a clear product strategy direction
3. Prioritize client segments and target markets
4. Outline a financing and partnership roadmap to enable growth and scaling

You demonstrated your strategic thinking, market analysis, collaboration, and clear communication skills and delivered an exceptional advisory presentation. Your work had a strong understanding of the complexities facing an early-stage investment technology company operating at the intersection of fintech, artificial intelligence, and asset management.

Through the articulation of IceBrook AI's value proposition, a well-reasoned product strategy, clear prioritization of client segments and target markets, and a credible financing and partnership roadmap, you successfully replicated the real-world decision-making environment of a competitive and credibility-sensitive market.

You should be extremely proud of the work you produced and the standard you set for strategic advisory excellence.

Once again congratulations!

Sincerely,


Sara Abou-Fakher
Senior Assistant Dean
Hult International Business School

