

HARVARD CRIMSON BUSINESS COMPETITION



Officially hosted by The Harvard Crimson, a 150-year-old newspaper affiliated with the Harvard University

A global platform empowering high school students worldwide to exhibit their innovation and creative projects

An opportunity to compete at Harvard awaits participants in the global championship round

HCBC has a partnership with A* Business Simulation, where all teams' business plans in the "Pitch Deck" session of the ABS are eligible to participate in the HCBC Preliminary Round for free.



Entrepreneurship at Harvard with The Harvard Crimson

Introduction

The Harvard Crimson

The Harvard Crimson, founded in 1873 as a campus newspaper, The Harvard Crimson has evolved significantly beyond its original role. It has transformed into a multifaceted platform, notably with initiatives like The Harvard Crimson Business Competition (HCBC), emphasizing a more active engagement in the financial business sphere. By involving accomplished Harvard alumni from business and entrepreneurship as mentors and judges in HCBC, The Crimson remains devoted to nurturing the upcoming generation of business leaders and fostering connections between students and industry experts.

This transformation isn't just limited to Harvard; it extends globally. HCBC offers an inclusive stage for young minds worldwide to explore innovative business ideas and modern models. The focus on using business strategies to tackle real-world societal challenges highlights The Crimson's progressive approach, aligning with the contemporary view that businesses should embrace social responsibility. The Harvard Crimson's evolution from a campus newspaper to a dynamic promoter of entrepreneurial innovation demonstrates its adaptability, dedication to shaping future leaders, and commitment to advocating impactful entrepreneurship on a global scale.

According to the data published by The Harvard Crimson every year, most of the Harvard graduates work in finance, consulting and startup companies. Therefore, The Harvard Crimson has gone deep into the financial business field in recent years. Financial business challenges for the next generation of business leaders have been designed based on its extensive alumni resources. In the HCBC Preliminary and Championship rounds, The Harvard Crimson will invite Harvard Entrepreneurship and Business Alumni and the Business Council to serve as mentors and judges, dedicated to shaping the future stars of business.

The culture of entrepreneurship and innovation is deeply rooted in the campus culture of Harvard University. **The Harvard Crimson is a window of campus culture, through The Harvard Crimson Business Competition (www.hcbizcomp.org), it aims to encourage young students around the world to come up with business ideas and explore the latest business models. It's increasingly important to think about how business ideas can solve social problems more efficiently for the good of the world and humanity.**

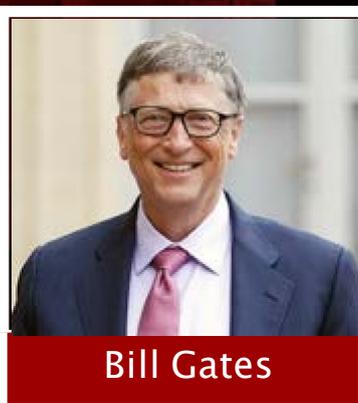


Alumni



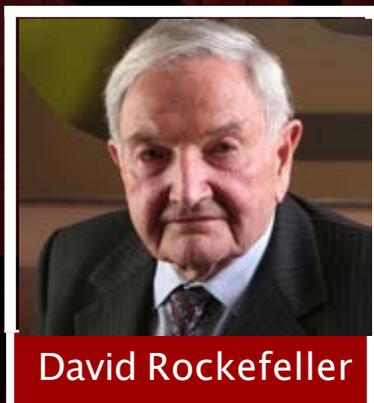
Mark Zuckerberg

One of the co-founders of Facebook, he founded the social networking platform while at Harvard University.



Bill Gates

Founder of Microsoft, entrepreneur, software engineer, philanthropist, and foreign academician of the Chinese Academy of Engineering.



David Rockefeller

Famous American banker, philanthropist, billionaire, and former chairman of Chase Manhattan Bank.



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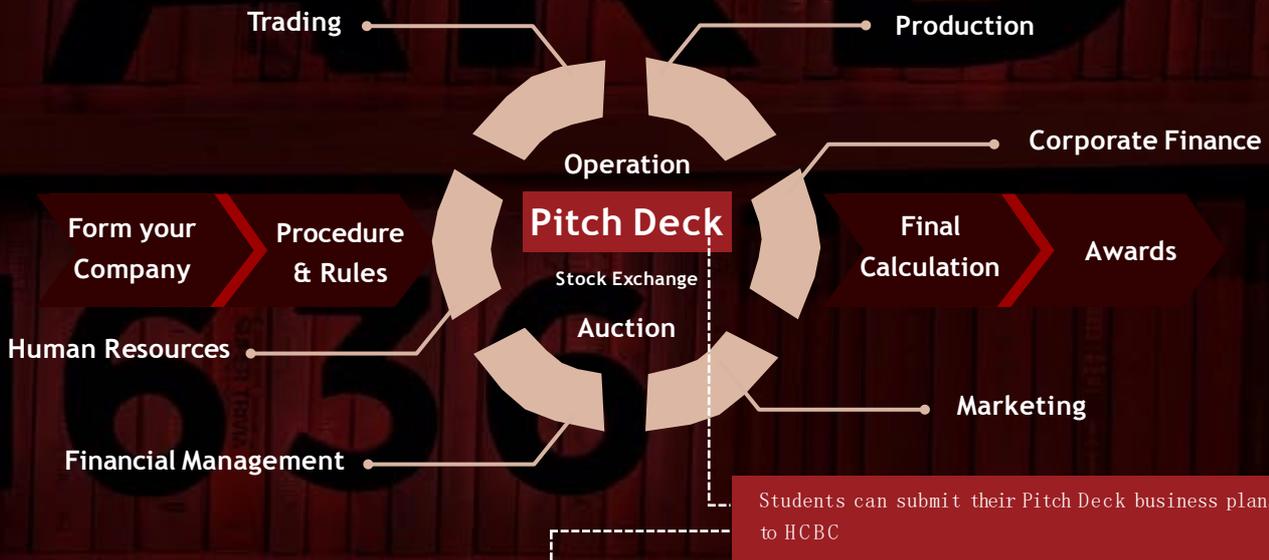
A* Business Simulation Introduction



Launched in 2011, the A* Business Simulation has attracted over 600 international and top secondary schools each year, organizing over 470 events and involving 70,000 students globally. Using a project-based learning method, the simulation enables students to apply daily business knowledge, enhancing their skills in learning, market analysis, problem-solving, communication, and public speaking. With a commitment to cultivating future business leaders with a financial mindset and a sense of social responsibility, ASDAN has incorporated the UN's 17 Sustainable Development Goals (SDGs) into the simulation, encouraging students to explore the connection between business and sustainable development.

In 2023, the A* Business Simulation entered a strategic partnership with The Harvard Crimson, providing a platform for young students worldwide to participate in a business innovation competition. Acknowledging the scarcity of social resources in the post-pandemic era and the interconnected nature of enterprise and society, the program guides students in addressing social problems and nurturing socially responsible entrepreneurs focused on sustainable development.

A* Business Simulation (website : <http://abs.seedasdan.com/>) is set in a virtual marketplace where students can establish and manage their own companies. The competition's winners are determined by the teams' overall performance in all contest sessions.



Procedures Introduction

Operation

Students will decide upon the financial aspects of their companies by choosing how to spend the initial investment given to them.

Pitch Deck

Pitch Deck requires the students to prepare business presentations and pitch their ideas to investors in order to gain additional finance for their company.

Stock Exchange

ASDAN Stock Exchange Challenge is a stock market simulator based on New York Exchange. Each team will need to make quick trading decisions according to the given scenarios.

Auction

During the Auction, students bid for machines to produce materials. Then, they trade produced materials and their machines to obtain all the required materials. They negotiate with their peers to find the best deals in the market.



HARVARD CRIMSON BUSINESS COMPETITION

The Harvard Crimson Business Competition **Introduction**

The Harvard Crimson Business Competition is organized by The Harvard Crimson, the official campus newspaper of Harvard University. The competition focuses on **Global Warming, Education Equality, Imbalanced Economy, Sustainable Transportation, Food Security and Information Security**. Students will role-play as a company and must choose one of the six challenges to focus on. Each company will research market pain points or gaps to find business opportunities and design a profitable and achievable business plan.

Innovation can change the world

The Harvard Crimson Business Competition is designed to encourage students to think, innovate, and develop future business leaders.

Language	English	Division	Junior Division Grade 7-9 Senior Division Grade 10-12	Development Path	Preliminary Round Global Championship Round
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Global

Preliminary Round

November 2023 – 6th of April 2024



Harvard

Global Championship Round

Late June in 2024

How to submit

- Online Submission
- Participate either in Individual/ Team (3-8 people)

Requirement

- Submit a business plan in PDF format
- Focus on a challenge to work on

Payment

- Individual: \$53/per person, Team: \$37/per person
- A* Business simulation Participants will get scholarship from ASDAN China

Location

The Harvard Crimson Building, Harvard University, Boston, USA

Time

Late June in 2024

Eligibility

- Outstanding teams in the Preliminary Round
- Cannot change the team members

More details

More details will be announced in the invitation letter



6 Challenges

Business innovation to overcome the challenges

All business plans must demonstrate how this business idea will help solve one of the following six global challenges



Global Warming

Business Plan for Sustainable Development

Global warming has intensified extreme weather conditions and presents a growing threat. Every year, 13 million people lose their lives due to weather-related disasters. How can you respond to the climate crisis by adopting sustainable business strategies?

Example: Tesla is laying the foundation for a global low-carbon future through the promotion of electric vehicles and the adoption of renewable energy.

Business Plan for Quality Education

Education doesn't just shape the future of families and individuals; it shapes the trajectory of regional, national and even global development. Yet, education levels and the quality of educational facilities differ significantly across various regions; e.g., only 65% of high schools worldwide have online learning resources. There is a gap between educational needs and infrastructure. We encourage you to explore strategies to achieve business success while promoting educational equity.

Example: Khan Academy is a platform founded by Sal Khan. It provides free online learning resources to make quality education accessible to students worldwide.



Education Equality



Imbalanced Economy

Business Plan to Promote Economic Development

In 2022, Luxembourg boasted the highest GDP per capita - \$127,560 while Burundi had the lowest GDP per capita at \$309. This large and uneven gap between countries highlights the disparity in global economic development. Leverage innovation to reduce this gap, and consider how your initiatives can contribute to balancing economies to facilitate broader business growth.

Example: As a Chinese e-commerce platform giant, Alibaba launched the Rural Taobao project to introduce e-commerce to China's rural areas. Thus, Alibaba helped farmers sell agricultural products and handicrafts, increased sources of income, and promoted economic development in rural areas.

Business Plan to Promote Climate Conscious Transportation

According to the UN Department of Transport, 91% of the energy used in land, sea and air motor transport comes from fossil fuels, accounting for about a quarter of all greenhouse gas emissions. The world is transitioning between traditional and new energy sources - this energy shift is expected to usher in a new era for industries. We encourage you to explore new transportation business opportunities to guide society towards cleaner and more sustainable options.

Example: Recently, the popularity of shared bicycles has solved the 'last kilometre' traffic problem through promoting resource sharing, encouraging green travel, energy conservation and emission reduction.



Sustainable Transportation



Food Security

Business Plan for Food Security

Food security remains a critical and longstanding challenge humanity faces. Every year, approximately 600 million people fall ill from food contaminated with bacteria, viruses, parasites and chemicals, resulting in 420,000 fatalities. Addressing the need for access to high-quality food amid a growing global population is one of the most significant difficulties in today's world. We encourage you to pursue a business-focused perspective, exploring routes to engage and address this challenge critically.

Example: Longping High-tech revolutionized food production by developing high-yield, disease-resistant crop seeds, ensuring food security and quality.

Business Plan for Cybersecurity

Network security has become a significant challenge in today's digital age due to the widespread use of the Internet and rapid advancements in information technology. In 2023, the average cost of global data leakage is a staggering \$4.45 million, raising substantial concerns among enterprises and individuals alike. The vulnerabilities in data security may lead to unforeseen security threats. We challenge you to explore technological solutions to secure networks, offering a dual benefit of risk mitigation and leadership in driving business innovation during the information age.

Example: Huawei uses cutting-edge face and fingerprint recognition technologies in their mobile phones, effectively reducing the risk of data theft while concurrently driving sales growth.



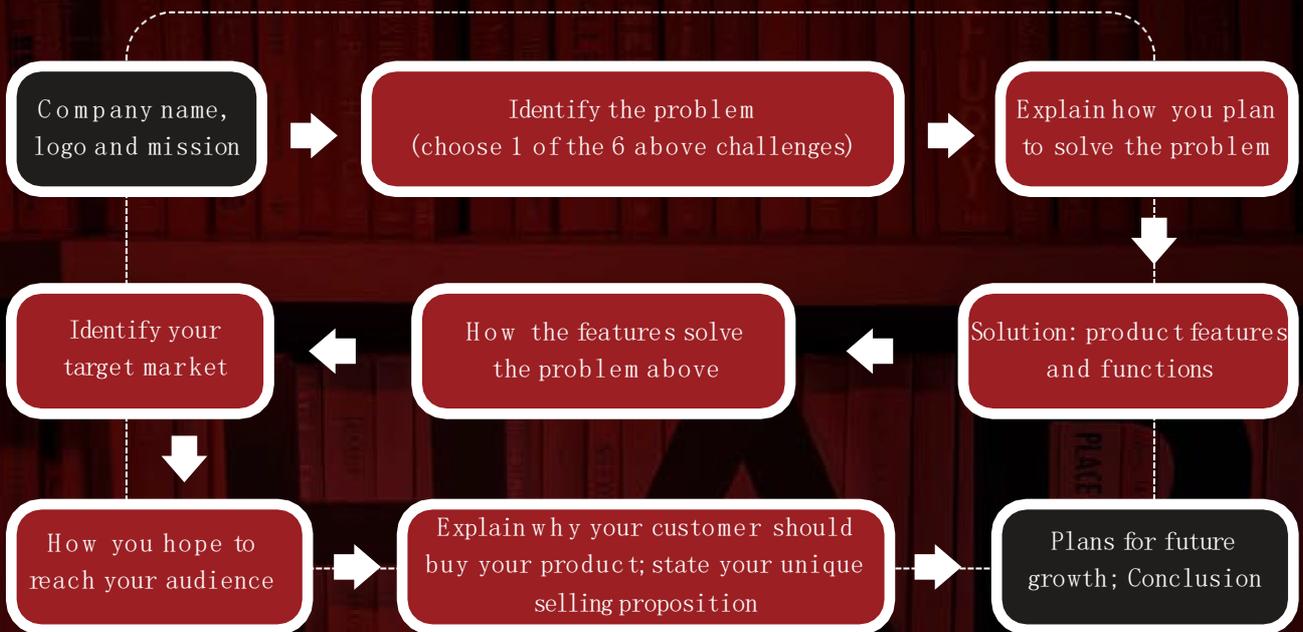
Information Security



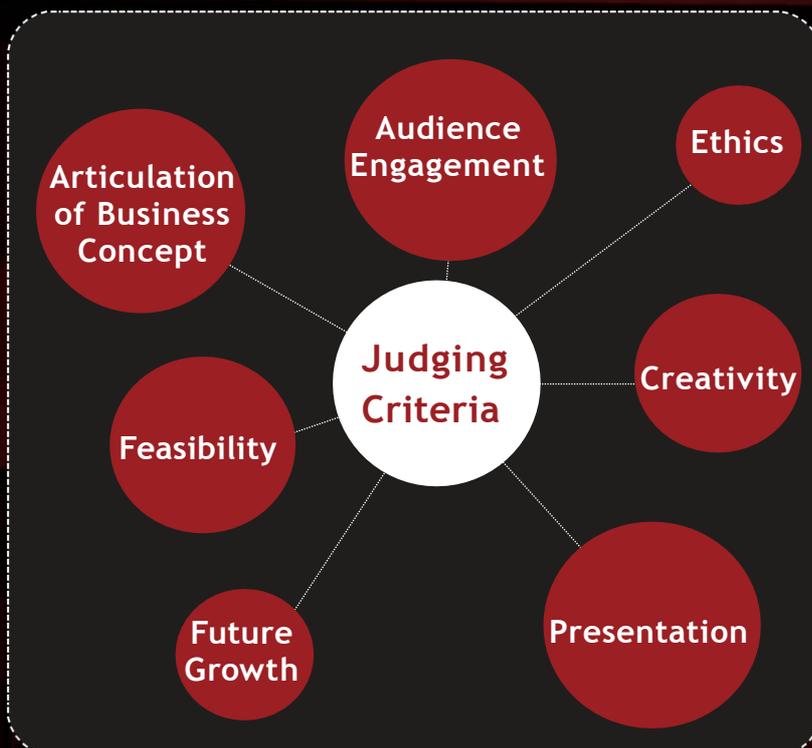
HARVARD CRIMSON BUSINESS COMPETITION Business Plan

Business Plan Content Structure

In the Global Preliminary Round, the proposal is 14–18 pages. See the following example of content structure.



Judging Criteria



Award

Preliminary Round Award:

- First Prize **5%**
- Second Prize **15%**
- Third Prize **30%**
- Qualifiers **40%**

Championship Round Award:

- Gold Award
- Silver Award
- Bronze Award



HARVARD CRIMSON BUSINESS COMPETITION

Global Championship Round

Approximately 50 global qualifying teams will be invited to participate in The Harvard Crimson Business Competition Championship Round. Qualifying teams will be able to join the Harvard Global Championship Round held in late June for in-depth communication with Harvard business alumni, The Harvard Crimson Business Board, and the final presentation.

Session

1 FORUM



Harvard Business School alumni often have experience in diverse industries and sectors. The keynote speakers may share real-world business cases that highlight challenges they faced, strategies they employed, and lessons learned.

3 PRESENTATION



In addition to good business plan, good presentation is also critical. HCBC will organise presentation workshops to guide the participating teams and ensure their excellent final presentation.

5 ROADSHOW



Show case your ultimate business concept to a panel of discerning The Harvard Crimson judges!

2 MENTORSHIP



Every team participating in the event will benefit from on-site guidance provided by experienced business mentors.

4 NETWORKING



Network globally, share ideas with elites, fostering collaboration and enriching your business perspective and strategies.

6 UNI-APPLICATION



Learn about the application process and campus life at Harvard and other Ivy League schools.



HARVARD CRIMSON BUSINESS COMPETITION



SEE YOU

IN HARVARD

ASDAN China

Beijing: No. 34, Anwai Beiyuan No. 2 Courtyard, Chaoyang District
Shanghai: 2B05, Fudan Software Park, No. 561 Sanmen Road, Baoshan District
Shenzhen: 605 Building 4, 1970 Science & Technology Park, Minkang Road, Longhua District
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