



Blue Ocean Student Entrepreneur Competition

The largest and most prestigious virtual pitch competition for high school students around the world



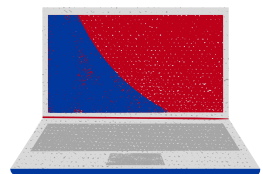
blueoceancompetition.org

About the Blue Ocean Competition

Compete Globally, Pitch Virtually

The Blue Ocean Student Entrepreneur Competition is a virtual competition that attracts the very best high school-aged entrepreneurs from all over the world.

Every year, thousands of high school students pitch their innovative business concepts to experienced entrepreneurs and business people, receive feedback on their ideas, join a community of like-minded students, and compete for thousands in cash prizes.



MINI-COURSE



**CERTIFICATE OF
PARTICIPATION**



GLOBAL COMMUNITY



**CASH
PRIZES**



How is the Blue Ocean Competition Different from Other Pitch Competitions?

Other Pitch Competitions	Blue Ocean Competition
Embrace innovation as a random, risky proposition with a high chance of failure.	Students learn the methodology to maximize opportunities and minimize risks to drastically decrease the odds of failure for their entrepreneurial ideas.
Primarily focus on differentiation to set business ventures apart.	Students pursue both differentiation and low cost to formulate blue ocean business ideas.
Often require face-to-face presentations significantly limiting access.	High schools students can all compete, wherever they may be in the world.
Need to have a running start-up business to participate.	High school students with just an idea for a blue ocean business can also participate.
No specific methodology or templates are provided.	Blue Ocean tools and templates are provided to build your business idea and to structure your pitch.
Winners are awarded for outstanding achievement.	Students are recognized for their participation and outstanding achievement and also for Blue Ocean online course completion.
Prizes for students only.	Students and teachers have an opportunity to win prizes for their school. Resources are provided for teachers to teach the college-level course materials in their class.

The World's Largest Virtual Entrepreneurship Competition for High School Students

2021-2022 Blue Ocean Competition participation

2000+

Participants

600

Teams

370

Schools

139

US STEM Schools

61

Countries











Who Can Participate?

Any high school student from around the world can compete in this virtual competition.



Why Should High School Students Take Part?

-  Get real entrepreneurial experience. This is a practical exercise in entrepreneurship.
-  Make their college applications stand out by participating in a world-class global competition.
-  Learn about blue ocean strategy – often required reading in college
-  Gain valuable experience developing and pitching blue ocean business ideas.
-  Develop essential skills in communicating ideas, developing a pitch, working in a team or by yourself, and more.
-  Get feedback from seasoned entrepreneurs and business executives.
-  Win money for themselves and their schools. No constraints on spending.
-  Have fun challenging and beating high school students from all around the world!










Participating is Easy

- ① Any high school student from around the world can register for the competition individually or team up with up to four friends to compete together.
- ② They first learn the blue ocean concepts by completing a free Blue Ocean Mini-Course and upon completing they gain a valuable certificate.
- ③ They identify a pressing problem the world faces or a new market space that no one has tapped into.
- ④ To address this, they create a blue ocean solution and build a business idea around it.
- ⑤ The students then record a 5-minute video and submit it. A panel of experienced judges selects the winners.

Why Should Teachers Get Involved?

-  Bring valuable blue ocean entrepreneurship teaching resources to your classroom.
-  Provide your students a practical opportunity to conceptualize innovative businesses that truly stand apart, pitch their ideas to experienced entrepreneurs and win cash prizes.
-  Stand out as an innovator bringing increased value to your students and get recognized for your dedication.
-  Win prize money and global recognition for your school.
-  Connect with blue ocean teacher champions around the world.



Make Entrepreneurship Exciting for High School Students

Teachers around the world are integrating Blue Ocean Entrepreneurship into their curriculum to make entrepreneurship exciting for their high school students. This provides the students a practical opportunity to conceptualize innovative businesses that stand apart from the competition, pitch ideas to experienced entrepreneurs and win cash prizes.

2023 Awards for Student and Schools



1st Place

\$1000

+ Sponsored Internship



2nd Place

\$750



3rd Place

\$500



People's Choice

\$750

(top pitch with the
most likes on Youtube)



Certificates for all winners.



Certificate of Participation is awarded to all participants.



Certificate of Outstanding Achievement is awarded to Top 10 pitches.

2023 Awards for participating Schools

- \$1,000 to the school that has the most individual or team pitches that make the Top 25
- \$1,000 to the top 5 schools who bring in the most submissions
- A 75" OneScreen TouchScreen is awarded to one of the Top 10 schools with the highest collective score
- Certificate of Outstanding Achievement is awarded to select Blue Ocean Teacher Champions
- Certificate of Recognition is awarded to select schools for supporting student entrepreneurship and innovation

What Inspired the Competition?



The Blue Ocean Student Entrepreneur Competition is inspired by Chan Kim and Renée Mauborgne's global bestseller Blue Ocean Strategy

Blue Ocean Strategy inspires high school students to:

- start looking at the world with a new perspective;
- see possibilities where other see boundaries;
- see growth where others see constraints;
- solve problems that have never been solved before;
- create solutions using systematic tools and frameworks;
- start businesses that will make this world a better place for all of us!

Who We Are

Our Organization

Founded by a then high school student, Blue Ocean Student Entrepreneurs Corporation is a registered 501c(3) nonprofit organization in the State of Maryland, USA.

Our Mission

EXPOSE high school students around the world to the exciting world of business.

ENGAGE students to conceive, research, develop, and present a novel business concept.

INSPIRE students to create innovative solutions to problems in business and in life.

EMPOWER students to formulate powerful ideas by leveraging Blue Ocean tools.

PREPARE students for the real world of entrepreneurship and global competition.

The World's Most Prestigious International Entrepreneurship Competition for High School Students

139

139 of the US News and
World Report **Top 250**
STEM high schools in the
US have participated in the
competition.

5

Students from **5**
continents and 61
countries have
participated in this global
competition.

8

The competition has
grown exponentially from
a state to international
competition since it began
8 years ago.

10,000

The competition has
exposed **thousands of**
high school students to
the real world of blue
ocean entrepreneurship.

Our Sponsors



Contact Us

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