



# Blue Ocean Student Entrepreneur Competition

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

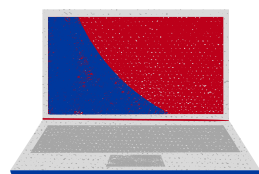


# About the Blue Ocean Competition

## 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

Record-breaking 2026 Blue Ocean Competition participation.

23000+

Participants

173

Countries and territories

9000+

Schools

50

US states











# 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.

# Awards for Student and Schools



**1st Place**  
**\$1000**



**2nd Place**  
**\$750**



**3rd Place**  
**\$500**



**People's Choice**  
**\$750**  
(top pitch with the most likes on Youtube)



## Regional Winners

North America – \$500  
Europe – \$500  
Africa – \$500  
Asia – \$500  
Oceania – \$500  
Latin America – \$500  
Middle East – \$500



Certificates for all winners.



Certificate of Participation is awarded to all participants.



Certificate of Outstanding Achievement is awarded to Top 10 pitches.

## Awards for participating Schools

- **\$500** award for each of three selected Blue Ocean Teacher Champions, recognizing their outstanding commitment and contribution to fostering innovation and entrepreneurship among high school students.
- 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

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## Record-breaking 2024 Blue Ocean Competition participation

**173**

Countries and territories  
represented

**23000+**

A record-breaking number  
of participants

**9,000+**

High schools participating

**139**

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

# Our Sponsors



# Contact Us

**Zunaira Munir, Ph.D. (Zee)**

Executive Director, BLUE OCEAN STUDENT ENTREPRENEURS

Email: [ED@blueoceancompetition.org](mailto:ED@blueoceancompetition.org)

Tel/WhatsApp: +1-858-284-959

