



AMBASSADOR KIT

BLUE OCEAN STUDENT AMBASSADOR PROGRAM

Everything you need to bring the Blue Ocean Competition to your school and community.

blueoceancompetition.org

Welcome to the program



You've joined ambassadors from around the world who bring the Blue Ocean Competition to students who haven't heard of it yet. Your job is to help more high school students hear about the competition, understand it and take part.

1

Spread the word

Talk to classmates, speak to a class, post about the competition and share our updates.

2

Open doors

Bring in a teacher, start a Blue Ocean Club, get the competition into your school newsletter.

3

Help students start

Answer their questions, help them register and get them started on the Blue Ocean Mini-Course.

Your first three actions



Do these in your first week and you're up and running.

1

Join the Ambassador Community

Your invitation is in your welcome email. Say hello, ask anything and see what other ambassadors are doing at their schools.

2

Tell your first group

One class, one club or one group chat. Use our Classroom Presentation or explain it in your own words.

3

Start your activity log

For every activity, note the date, who it reached and a photo, link or screenshot. You'll need this evidence when you submit your points.

Anything you've done to promote the competition this season counts, even if you did it before you registered.

The competition at a glance



The world's largest virtual pitch competition for high school students.

THE 2026 COMPETITION

23,000+

students

9,000+

schools

173

countries

50

US states

- Free to enter, and fully online. There's no travel and no live event.
- Open to high school students anywhere in the world, or the equivalent pre-university level.
- Students enter alone or in a team of up to five.
- Each team creates a blue ocean idea and pitches it in a five-minute video.
- Inspired by the book Blue Ocean Strategy and supported by its authors, W. Chan Kim and Renée Mauborgne.

How the competition works



Five steps from registering to submitting. Walk students through them.

1

Register

Free, on the website. It takes a couple of minutes.

2

Take the Blue Ocean Mini-Course

Free and under 35 minutes, with a certificate at the end. It teaches the tools students use for their idea.

3

Pick a problem worth solving

Something broken, ignored or badly served, in any industry and anywhere in the world.

4

Create a blue ocean idea

Use the Strategy Canvas and the other tools students learned to shape it.

5

Record a five-minute video and submit it

A phone is fine. A panel of experienced judges reviews every pitch.

Why students take part



What you can honestly tell students they'll get out of it.

A method used around the world

Blue Ocean Strategy is taught in business schools and used by companies and governments. Students learn its tools in the free Blue Ocean Mini-Course.

Real entrepreneurial experience

Students take an idea from a problem they care about all the way to a finished pitch.

Something to show for it

A Blue Ocean Mini-Course certificate, a certificate for every student who submits, and a pitch video they can share.

Recognition and prizes

Top finishers win cash prizes and are recognised on the competition website.

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GENERAL
ATLANTIC

What to say



A short version to use in conversation, and answers to the questions you'll hear most.

YOUR 30-SECOND PITCH

"There's a free online competition for high school students called the Blue Ocean Competition. You take the free Blue Ocean Mini-Course, come up with an idea that solves a problem in a new way, and pitch it in a five-minute video. You can enter on your own or with friends, and students from all over the world take part. I'm an ambassador for it, so I can help you get started."

Say it in your own words. It works better that way.

Do I need a business idea already?

No. Most students register first and work out the idea afterwards. The Blue Ocean Mini-Course helps.

Does it cost anything?

No. Registration, the Blue Ocean Mini-Course and the certificate are all free.

Do I need a team?

No. Enter alone or with up to four friends.

Do I need to code or build a product?

No. Students pitch an idea. Nobody has to build it.

How much time does it take?

The Blue Ocean Mini-Course takes under 35 minutes. After that it's the thinking, plus a five-minute video.

How to earn Ambassador Points



Every activity this season counts. Mix and match whatever suits you.

Referrals

A student registers for the competition **10 each**

A student registers as an ambassador **10 each**

School and teachers

Start a Blue Ocean Club at school **30**

A teacher becomes a Teacher Champion **30**

Public speaking

Speak to a classroom **10 each**

Speak to an entire grade level **20 each**

Speak at a school-wide assembly **30 each**

Speak to a civic, community or faith group **40 each**

Use our Classroom Presentation. It has speaker notes on every slide.

How referrals are counted: ask each student to enter your name in the "referred by an ambassador" question on the registration form, spelled the way you registered it. It's the only way we can match them to you.

More ways to earn points



Online, in the media and anything else you can think of.

Social media

Post about the competition with a link to our website

6 each

Repost our posts with #blueoceancompetition

6 each

Ambassador video

Film a short video telling students why they should enter

25 each

We share ambassador videos on our social media channels.

Media and fundraising

School newspaper or newsletter

10 each

Community newspaper

10 each

Community TV or radio station

10 each

Sponsor referral

30 each

Online donations

10 per \$100

Use your creativity

Add any other idea to your submission. We award points based on the effort and how many students it reached.

Tracking and submitting your points



Submit every time you reach 300 points. There's no limit on how many times.

- 1 Log as you go**
Keep a note of every activity with its evidence: photos, links, screenshots.
- 2 Reach 300 points**
Add up your activities. Once you pass 300, you're ready to submit.
- 3 Build your submission**
Copy the Ambassador Submission Template and show each activity with its evidence.
- 4 Upload it**
Save it as a PDF and upload it through the submission form on the ambassadors page.

*The final deadline for each season is listed on the ambassadors page.
Submitting early means your points are counted and you aren't rushing to find evidence at the end.*

HOW 300 POINTS ADDS UP

Bera Gumruk's season

Outstanding Ambassador 2026 · Thomas Jefferson
High School for Science and Technology, USA

25 original social media posts **150**

15 reposts of our updates **90**

A talk to a community group **40**

Talks in 2 classrooms **20**

Total **300**

Recognition and rewards



Your effort is recognised at the end of every season.

SUPER Ambassador

Our highest ambassador award, for the ambassadors who made the biggest impact during the season. SUPER Ambassadors receive the Blue Ocean Creation Program (valued at USD 997).

Outstanding Ambassador

Recognises ambassadors whose work brought the competition to many more students, schools and communities.

\$100

for every 300 Ambassador Points

We keep a running total across all your submissions and pay by bank transfer after the award winners are announced in May.

Award winners are announced alongside the competition winners and celebrated on our website.

What other ambassadors did



Three ambassadors from the 2026 season. Every idea here can work at your school.

SUPER Ambassador 2026

Krethi Karthik

Ruh Continuum School, India

Started Blue Ocean Clubs in eight schools, spoke at four school-wide assemblies, presented in eight classrooms and wrote six articles for the school newsletter.

"After the assembly, several students approached me with questions about the competition and how they could participate."

SUPER Ambassador 2026

Rounak Nayak

Blossom Public School, Pune, India

Founded the Blue Ocean Seven Club, brought in a Teacher Champion and ran six Zoom sessions for six schools. More than 30 students registered through him.

"Small efforts done regularly, like follow-ups and reminders, can lead to significant results."

Outstanding Ambassador 2026

Meerab Fatima

Pakistan International School
Buraydah, Saudi Arabia

Spoke at her school, a university and community gatherings, introduced the competition in online voice channels, and guided a team from another country through their submission.

"Start with your personal network first, then explore further."

Sharing the competition well



A few ground rules so every student gets the right information.

Do

- Link to blueoceancompetition.org in your posts
- Tag @blueoceancompetition on Instagram and use #blueoceancompetition
- Explain it in your own words and share why you signed up
- Follow up. Most people need to hear about it more than once
- Point people to the website when you're not sure of an answer
- Ask your school before putting up posters or speaking in class

Don't

- Promise prizes, placements or results to anyone
- Share other students' names, photos or contact details without their permission
- Spam group chats or keep messaging people who've said no
- Create your own logos or accounts that look official
- Say you speak for the competition team or the judges

"Most people need to hear something more than once before they take action."

Siddhi Jain, Outstanding Ambassador 2026, Medi-Caps International School, India

Where to find help and materials



The Ambassador Community

Your home base as an ambassador. You're in from the moment you register, and the invitation is in your welcome email.

- Connect with ambassadors from around the world
- Ask anything when you're unsure what to do next
- Share your wins and cheer on other ambassadors
- Trade strategies that worked at other schools
- Get help starting a Blue Ocean Club

Ambassador Resources

Ready-made materials, free to use. New ones are added through the season.

Classroom Presentation

A ready-made talk with speaker notes on every slide.

Ambassador Video

Tell students why they should enter, in your own words.

Ambassador Submission Template

Show what you did and submit your points.

Find them all at

blueoceancompetition.org/get-involved/ambassadors/resources

Questions ambassadors ask



Can I compete as well?

Yes. Your ambassador activities and your competition entry are judged separately, so one doesn't affect the other.

Do my earlier activities count?

Yes. Anything from the current season counts, even from before you registered. Include the evidence as usual.

Is there a minimum amount I have to do?

No. Some ambassadors share a few posts; others start a club and speak at assemblies. You choose.

What if my idea isn't on the points list?

Do it and add it under Use Your Creativity, with who it reached and your evidence.

Where do I find this season's deadlines?

On the ambassadors page. Key dates live there, so they're always up to date.

Who do I ask if I'm stuck?

Post in the Ambassador Community. Other ambassadors and our team can help.



The next blue ocean is yours to create.

Thank you for bringing the Blue Ocean Competition to more students.

Key dates, the submission form and more
blueoceancompetition.org/get-involved/ambassadors

blueoceancompetition.org