



A STARTER GUIDE

BLUE OCEAN CLUB

How to start a Blue Ocean Club at your school, step by step.

Why start a Blue Ocean Club



A Blue Ocean Club is a student-run business club where members develop innovative business ideas, learn blue ocean strategy, practice pitching and enter the Blue Ocean Student Entrepreneur Competition together.

1

Something unique at your school

Most schools already have debate, robotics and Model UN. A Blue Ocean Club brings something new, and you are its founder.

2

A goal for every meeting

Members develop business ideas that stand out, build a pitch and enter an international competition. The club has a finish line every year.

3

Everything you need is free

The Blue Ocean Mini-Course, the Ambassador Presentation, the club proposal template and a community of ambassadors worldwide.

Six steps to your first club meeting

Each step is explained on the pages that follow.

1

Check interest first

Collect the names of students who want to join.

2

Find a teacher advisor

A teacher who supervises while you lead.

3

Write a short proposal

Use our pre-filled club proposal template.

4

Get approval from your school

Submit the proposal with your advisor's support.

5

Run your first meeting

Use the Ambassador Presentation as your talk.

6

Follow the season plan

Work toward submitting pitches to the competition.

Step 1: Check interest first



Before you write anything, find out who wants to join.

Talk to one class, one friend group or one group chat, and ask a simple question: would you come to this?

Write down names and contact details as you go. Telling your school that 15 students have already signed up carries far more weight than a vague idea for a club.

Your principal or a business teacher may already know which students are interested in business. Ask them.

What to say

"I'm starting a Blue Ocean Club at our school. We'll develop innovative business ideas that stand out from the crowd, learn how to pitch them, and enter the Blue Ocean Competition together. It's the largest and most prestigious virtual pitch competition for high school students around the world, and it's free. You don't need any business background. Want to join?"

Worth mentioning: you can compete alone or in a team of up to five, and every pitch is a five-minute video reviewed by experienced judges.



[Download the Talking Points](#)

Step 2: Find a teacher advisor

Most schools need a staff advisor for every club.

The advisor supervises and helps with paperwork and rooms, while you run the club.

A business, marketing, economics or entrepreneurship teacher is a natural fit.

Ask in person if you can, then follow up by email. Keep the first ask small: a short conversation to explain the idea.

Sample email

Dear [Teacher's name],

I'd like to start a Blue Ocean Club at [school name], where members develop innovative business ideas and pitch them in the Blue Ocean Student Entrepreneur Competition. [Number] students have already said they'd join.

Could I have 10 minutes this week to tell you more?

Thank you, [Your name]

Step 3: Write a short proposal

Most schools ask for a short written proposal before they approve a club.

Download the Blue Ocean Club proposal template from the Ambassador Resources page.

If your school has its own club form, use that and copy across what you need from the template.

Some schools also ask for a short constitution: how the club runs, how officers are chosen and how decisions are made. Keep it to a page or two.

What the template covers

Already written for you: the club's name, purpose and activities, and how the club keeps going.

You add: your meeting time and room, your officers, your advisor, and the list of names from Step 1.

Page 2 is a sign-up sheet for interested members.



[Download the Proposal Template](#)

Step 4: Get approval from your school



Submit the proposal with your advisor's support.

Ask who approves new clubs at your school. It's often a student activities coordinator, an assistant principal or the student council.

Ask how long a decision usually takes. Some schools only review new clubs at set times of the year, so apply early.

If the answer is “not yet”

Ask why, and what would need to change.

Meet as an informal group in the meantime, in the library at lunch or in a group chat, and keep a record of who comes.

Apply again with that attendance behind you.

Many Blue Ocean Clubs started informally and became official later.

Step 5: Run your first meeting



Keep it under an hour and give it a clear shape. End with something to do before the next meeting.

- 1 Why the club exists**
Two or three minutes on the club's purpose.
- 2 What you will work on**
Show members where the season is heading.
- 3 The Ambassador Presentation**
Use it as your talk. It introduces blue ocean strategy and the competition.
- 4 A hands-on activity**
Each member lists three problems they or people they know deal with every week. These become raw material for ideas.
- 5 Roles**
Who takes notes, who runs the group chat, who helps plan the next meeting.
- 6 The next date**
Agree when you meet next and one thing everyone does before then.

Message everyone on your list the day before, and ask each of them to bring a classmate.

Step 6: Follow the season plan



Your club's season ends when members submit their pitches. Spend as many meetings on each phase as your club needs. This year's deadlines are on the Compete page.

1

Ideas

Members share problems people actually have, at school, at home or in their community.

2

Teams

Members form teams of up to five, or compete alone, and pick a problem.

3

Blue Ocean Mini-Course

Everyone takes the free Blue Ocean Mini-Course and applies it to their idea.

4

Build the pitch

Teams develop their blue ocean idea and script their video pitch using the official pitch template.

5

Practice

Teams pitch to the club, take questions and note what to improve.

6

Submit

Teams record, upload to YouTube with #blueoceancompetition and submit.

7

After the results

Share what the club did, recruit new members and hand over roles.

Keep your club going

1 Keep evidence as you go

Starting a club is one of the ambassador activities. Save meeting photos, attendance lists, chat screenshots and links for your Ambassador Submission Template.

2 Share it with other ambassadors

Post about your club in the Ambassador Community. Other ambassadors want to see what works at your school, and you can borrow their ideas.

3 Share the work

Give officers real jobs, so the club doesn't stall when one person gets busy.

4 Hand it on

Train a younger member to take over, so the club keeps running after you graduate.

Your club members can enter the competition too, on their own or in teams of up to five.



Your club toolkit

The full guide

blueoceancompetition.org/how-to-start-a-club-in-high-school

Proposal Template, Talking Points and Ambassador Presentation

blueoceancompetition.org/get-involved/ambassadors/resources

Competition registration for your club members

blueoceancompetition.org/register

The next blue ocean is yours to create.