



TALKING POINTS

BLUE OCEAN CLUB

Ready-to-use words for getting students interested in your club.

Talking about your Blue Ocean Club



Short versions for a conversation or a message. Change the words to sound like you.

In person (30 seconds)

"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 free, and you don't need any business background. Want to join?"

Group chat or social post

 Starting a Blue Ocean Club at [school]! We'll develop business ideas that stand out, build pitches and enter the Blue Ocean Competition together. It's free and no experience is needed. Last season, 23,000+ students from 173 countries took part. First meeting: [day, time, room]. Reply if you're in! #blueoceancompetition

The Blue Ocean Competition in brief



Use these facts when students ask what the competition is.

LAST SEASON

23,000+

students

9,000+

schools

173

countries

50

US states

- The largest and most prestigious virtual pitch competition for high school students around the world.
- Free to enter and fully online, with 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 develops a blue ocean business idea and pitches it in a short video. Experienced judges review every pitch.
- Students learn the method first through the free Blue Ocean Mini-Course.
- Inspired by Blue Ocean Strategy by W. Chan Kim and Renée Mauborgne, professors at INSEAD, and backed by INSEAD and Harvard Business Review.

Class or assembly announcement



About one minute when read aloud. Fill in the brackets before you speak.

"Hi everyone, I'm [name] from [grade]. I'm starting a Blue Ocean Club, and I'm looking for people to join.

In the club, we'll look for problems people actually have and develop business ideas that solve them in a new way, offering more value at a lower cost than what already exists. Then we'll turn those ideas into pitches and enter the Blue Ocean Student Entrepreneur Competition, the largest and most prestigious virtual pitch competition for high school students around the world. Last season, more than 23,000 students from 9,000+ schools in 173 countries took part.

The competition is free and fully online, and you can enter on your own or in a team of up to five. We'll learn blue ocean strategy together through a free online course, then use the materials provided by the competition to develop our blue ocean pitches. Experienced judges review every pitch.

You don't need any business experience. Come to our first meeting on [day] at [time] in [room], or message me at [contact]."

Questions you'll hear



Do I need business experience?

No. The club and the free Blue Ocean Mini-Course teach you what you need.

Does it cost anything?

No. The club, the competition and the Mini-Course are all free.

How much time does it take?

The club decides how often to meet. Teams develop their idea together and record a short video pitch before the competition deadline.

Can I join with my friends?

Yes. You can enter as a team of up to five, or on your own.

Do I have to compete?

You can come to meetings and help other teams before you decide. The pitch is what the club works toward, so most members enter.

What do I get out of it?

You learn blue ocean strategy, which is taught in nearly 3,000 colleges and universities, and put it into practice: finding problems people actually have, developing a business idea that stands out, working as a team and pitching it. You earn a certificate when you complete the Blue Ocean Mini-Course and another when you submit your pitch, which experienced judges review. It also gives you something concrete to describe on college applications.