

# Maslow's Hierarchy

## Round 1 - The Marketing tribunal Delegation Cap(2 delegates)

### Overview of the round:

Delegates would be tasked with showcasing their marketing skills through a captivating 60-second piece of advertisement. Delegates would be allotted fictitious companies with an existing product line, long-term goals, and a company overview. Delegations would then be tasked with creating an advertisement for a new product or product line that aligns with their long-term goal and business. Delegates would have to make a 60 second piece of advertisement for their new product or product line of the assigned company, which will then be followed by a 30-second pitch explaining their advertisement. Based on the pitch, they would be asked potential questions. The Marketing tribunal would test delegates' creative ability and strong communication, offering a hands-on experience of real-world marketing. Judges will assess with a multifaceted approach, focusing on the originality and creativity of the advertisement, the clarity of its message, and the overall production quality. Delegates would also be judged on their engagement with the judges and their readiness when answering any possible question arising from the advertisement or sales pitch, showcasing their strong grasp of the company's values, market, and positioning

### Round simulation:

1. Delegations would have to pre-submit their **60-second advertisement** piece of advertisement **a day before** the actual round begins.
2. On the day of the event, their advertisement would be played for the judges to see, followed by their **30-second pitch** explaining what the advertisement is.
3. One by one, delegations would be called into a room where their entire pitch would be presented (advertisement, pitch, and questions).

### Important notes:

1. Time limits would be followed rigorously. Delegations would have a maximum of **60 seconds** for their advertisement and **30 seconds** for their marketing pitch; any time taken above the limit would be discredited.
2. Judges would want there to be a unique product or product line created that stands out among other delegations and, most importantly, aligns with the long term goal of the business. Their pitch should explain as to why they chose that specific product. Delegates would also be judged on how well their advertisement displays their new product alongside their clarity of pitch.

3. **50% of delegations** would be eliminated in this round.

## **Study preparation**

### **Guide to master the making of a 60-second advertisement**

1. <https://bunnystudio.com/blog/60-sec-commercial>
2. <https://thefinancialbrand.com/news/digital-marketing-banking/video-marketing-banks-era-short-attention-spans-172053>

### **Guide to manage Crisis**

1. <https://www.netsuite.com/portal/resource/articles/business-strategy/crisis-management.shtml>

### **The guide to prepare yourself for the 30-second pitch**

1. <https://veloxy.io/30-second-elevator-pitch-essentials/?hl=en-US>

# ROUND 2 - THE TRADE GAME

## Delegation Cap(2 delegates)

### Introduction

The Trade Game is an immersive global economic simulation designed to mirror the realities of international trade, diplomacy, and crisis management. Delegates step into the role of nation-states operating under unequal resources, asymmetric power, political pressure, and economic shocks. Rather than rewarding ideal outcomes, the module evaluates how well delegations **adapt, negotiate, and protect national interests under constraint** - reflecting how real-world global economies function.

The module emphasizes **systems thinking, strategic trade-offs, and decision-making under uncertainty**, blending economics with geopolitics, diplomacy, and risk management.

### Journey Overview: From Strategy to Survival

Delegates progress through a structured escalation of complexity. They begin with strategic self-assessment and unrestricted trade, then move through volatile markets, political sanctions, and finally economic crises. Each round adds pressure, information asymmetry, and constraint, forcing delegations to evolve their strategies. The module culminates in a Global Economic Summit where countries must **defend not just their outcomes, but the logic behind their choices**.

## PRE-MODULE PHASE: STRATEGIC BRIEFING

### Overview & Significance

This round establishes the intellectual foundation of the entire simulation. Delegates are assigned a country and receive a **Country Portfolio**, which outlines available resources, economic limitations, and national objectives. The purpose is not to trade, but to **think Structurally** - understanding what is realistically achievable and what gaps must be addressed through trade or diplomacy.

This round ensures that success later in the module is driven by planning, not improvisation

## Step-by-Step Progression

### 1. Country Assignment

- Your delegation is assigned a specific country.
- You receive an **Initial Resources & Details Sheet** outlining:
  - Available resources
  - Starting trade credits
  - Short-term national goals
  - Long-term geopolitical goals

### 2. Internal Analysis

- Identify:
  - Which goals are immediately achievable
  - Which goals require external resources
  - Structural weaknesses (resource shortages, dependency risks)

### 3. Drafting the Trade Brief

Your Trade Brief must clearly outline:

- Priority resources to acquire
- Intended trade strategy
- Potential alliances or trade blocs

### 4. Submission

- The Trade Brief is submitted to moderators.
- It is **not scored**, but will be referenced to assess consistency in later rounds.

## Evaluation

Judges are **not scoring**, but will later assess:

- Whether your actions align with your stated strategy
- Whether your delegation demonstrates foresight and coherence

## Logistics & Required Tools

### Provided Resources

- Initial Resources & Details Sheet
- BNA Notebook
- Pens

### Delegate Requirements

- Laptops required
- Delegates should bring strong analytical preparation

# PHASE 1: OPEN TRADING FLOOR

**Duration:** 20 minutes

## Overview & Significance

This round establishes baseline economic behavior under ideal conditions. There are **no sanctions, no crises, and no technological interference**. Delegates are expected to execute their initial strategies, build alliances, and understand market dynamics before constraints appear.

## Step-by-Step Progression

### 1. Round Opening

- Moderator announces:
  - Market prices (via Market Price Sheet)
  - Official opening of the trading floor
- Delegations receive:
  - Starting resources
  - Currency
  - Trade Log Sheets (1 per delegation)

### 2. Negotiation Phase

- You may negotiate with **any delegation**
- Negotiation is unlimited, but **only 5 finalized trades** are allowed

### 3. Executing Trades

- Every finalized trade must:
  - Be mutually agreed upon
  - Be logged on official Trade Log Sheets
  - Be validated by a trade monitor
- Undocumented trades are void

### 4. Final Warning

- At the 18-minute mark, a 2-minute warning is issued
- All trades must conclude before closure

### 5. Trading Floor Closure

- No trades after the 20-minute mark

## Evaluation

Judges assess:

- Negotiation effectiveness
- Market awareness
- Strategic clarity
- Accuracy of documentation

## Logistics & Required Tools

### Provided

- Trade Log Sheets
- Market Price Sheet
- Pens
- BNA Notebook

### Delegate Requirements

- Clear internal coordination
- Accurate logging

## PHASE 2: COMMODITY RISE & NEW TECHNOLOGY

Duration: 15 minutes

### Overview & Significance

This round introduces **market volatility and innovation**. A sudden commodity price surge reshapes incentives, while **technology cards** offer long-term advantages at high short-term cost. Delegates must decide whether to capitalize immediately or invest for future resilience.

### Step-by-Step Progression

#### 1. Announcement Phase

- Moderator announces:
  - Commodity price surge
  - Updated Market Price Sheet
  - Availability of Technology Cards

#### 2. Strategic Adjustment

- Re-evaluate trade priorities
- Decide whether to:
  - Exploit price changes
  - Purchase technology (irreversible)

#### 3. Technology Acquisition

- Purchases must:
  - Be approved by moderators
  - Be logged officially
- Technologies remain active in later rounds

#### **4. Trading Window**

- Trading continues under new prices
- All trades and purchases must be logged

### **Evaluation**

Judges look for:

- Opportunity recognition
- Risk assessment
- Long-term thinking
- Logical tech adoption

### **Logistics & Required Tools**

#### **Provided**

- Updated Market Price Sheet
- Technology Cards
- Trade Log Sheets
- Loan Record Sheets

#### **Delegate Requirements**

- Careful cost-benefit analysis

## **PHASE 3: SANCTIONS, EMBARGOES & POLITICAL TENSIONS**

**Duration:** 20 minutes

### **Overview & Significance**

Geopolitics enters the market. Sanctions and embargoes restrict who you can trade with and what you can trade. Delegates must navigate restrictions without violating rules - mirroring real-world economic isolation and diplomatic rerouting.

### **Step-by-Step Progression**

#### **1. Sanctions Announcement**

- Moderator announces:
  - Sanctioned delegations
  - Embargoed resources

- Restricted partners
- 2. Constraint Analysis**
  - Identify:
    - Lost markets
    - Restricted resources
    - Potential intermediaries
- 3. Adapted Trading**
  - Trades resume under restrictions
  - All trades are monitored for compliance
  - Violations result in penalties
- 4. Strategic Diplomacy**
  - Use alliances, intermediaries, or indirect routes

## Evaluation

Judges assess:

1. Adaptability
2. Diplomatic maneuvering
3. Rule compliance
4. Strategic creativity

## Logistics & Required Tools

### Provided

5. Sanction Cards
6. Intelligence Sheets
7. Trade Log Sheets

# PHASE 4: CRISIS CARD DRAW & ECONOMIC SHOCK

**Duration:** 20 minutes

## Overview & Significance

This round simulates systemic collapse and uncertainty. Crisis cards introduce immediate effects, some public and some hidden. Delegates must react instantly, protect their economy, and exploit intelligence advantages.

## Step-by-Step Progression

1. **Crisis Card Draw**
  - Each delegation draws 1–2 Crisis Cards

- Effects apply immediately
- 2. **Economic Shock Announcement**
  - Moderator announces a global shock affecting all delegations
- 3. **Crisis Management Trading**
  - Trading continues unless restricted
  - Intelligence must be used strategically
  - Confidential information cannot be shared unless permitted
- 4. **Final Closure**
  - Trading floor closes firmly

## Evaluation

Judges look for:

1. Speed and quality of response
2. Resource damage control
3. Use of intelligence
4. Recovery planning

## Logistics & Required Tools

### Provided

5. Crisis Cards
6. Intelligence Sheets
7. Trade Log Sheets

# FINAL PHASE: GLOBAL ECONOMIC SUMMIT

**Duration:** 40 minutes

**Final scoring round**

## Overview & Significance

All action stops. Delegates must **defend their decisions publicly**, explaining how their strategy evolved across all rounds.

## Progression

1. **National Address (2 minutes)**

Must cover:

- Initial strategy
- Key decisions

- Crisis handling
  - Final economic position
2. **Q&A Press Conference**
- Judges challenge decisions
  - Delegates must defend logic and outcomes

## Evaluation

Judges assess:

1. Strategic clarity
2. Crisis management
3. Economic outcomes
4. Diplomacy
5. Communication skills

## The World Bank

The World Bank functions as a permanent external financial institution throughout the simulation, formally entering at the start of **Round 2**. It does not trade or negotiate politically; instead, it influences delegations through liquidity provision and conditional lending.

Upon entry, each delegation receives **trade credits**, which may be used alongside resources in trades. If a delegation exhausts its credits or anticipates liquidity shortages, it may apply for a **World Bank loan**.

Loan terms - including interest rates, repayment schedules, and conditions - are set **unilaterally** by the World Bank. Delegations retain full autonomy to accept or reject offers. Once accepted, all repayments and deadlines are the delegation's responsibility; **no reminders are issued**. Failure to meet obligations may result in escalating consequences such as higher interest rates, trade restrictions, point deductions, or sanctions, while timely repayment may earn bonus points.

Judges assess how strategically delegations use World Bank support, focusing on **financial discipline, long-term risk management, and autonomy preservation**, rather than the mere act of borrowing.

## Preparation & Study Resource Hub

This section outlines the **core knowledge and skills** delegates should prepare before each phase of *The Trade Game*. Resources are indicative rather than exhaustive; delegates are encouraged to focus on understanding concepts and applying them strategically rather than memorizing theory.

## Pre-Module Round: Strategic Briefing

Category	Resources
Topics to Study	National resource endowments, economic constraints, feasibility of national goals
Skills to Master	Strategic planning, gap analysis, delegation coordination
Suggested Reading	IMF: Comparative Advantage Overview; World Bank: National Development Planning
Inspiration	“How Countries Decide What to Trade” (YouTube explainer)

## PHASE 1: Open Trading Floor

Category	Resources
Topics to Study	Supply & demand, free trade systems, comparative advantage
Skills to Master	Negotiation, alliance-building, market awareness, documentation accuracy
Suggested Reading	WTO: Basics of International Trade; IMF: Trade & Economic Growth
Inspiration	“How Global Trade Works” (YouTube)

## PHASE 2: Commodity Rise & New Technology

Category	Resources
Topics to Study	Commodity price cycles, investment vs consumption, technology adoption
Skills to Master	Opportunity recognition, risk assessment, long-term planning
Suggested Reading	World Bank: Commodity Markets Outlook; OECD: Technology & Growth
Inspiration	Real-world technology disruption case studies (YouTube)

## PHASE 3: Sanctions, Embargoes & Political Tensions

Category	Resources
Topics to Study	Economic sanctions, embargoes, intermediated trade
Skills to Master	Diplomatic negotiation, adaptability, rule compliance
Suggested Reading	Council on Foreign Relations: Sanctions Explained; IMF: Sanctions Impact
Inspiration	“How Sanctions Affect Economies” (YouTube)

## PHASE 4: Crisis Card Draw & Economic Shock

Category	Resources
Topics to Study	Economic shocks, crisis management, recovery strategies
Skills to Master	Decision-making under pressure, loss mitigation, resilience
Suggested Reading	Global Financial Crisis case studies; World Bank: Crisis Response
Inspiration	Economic crisis simulations (YouTube)

## FINAL PHASE: Global Economic Summit

Category	Resources
Topics to Study	Policy justification, economic storytelling
Skills to Master	Public speaking, defending decisions, structured argumentation
Suggested Reading	Sample national economic addresses; Policy presentation guides
Inspiration	UN General Assembly economic speeches (YouTube)

### Final Note for Delegates

Delegates are not expected to master economics in theory. Success in this module depends on **strategic consistency, adaptability, clear reasoning, and disciplined decision-making** under evolving constraints.

# Round 3 - Silicon Valley

## Delegation Cap(3 delegates)

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### 1. Module Introduction

#### Domain Overview

The Silicon Valley Module simulates the real-world journey of a startup operating in a fast-paced, innovation-driven ecosystem. Delegates are placed in the role of founding teams who must think like entrepreneurs, executives, and crisis leaders. The module draws inspiration from modern startup culture, venture capital dynamics, corporate governance failures, and public accountability in the age of media scrutiny.

This module is designed to test not only what decisions you make, but how you justify, communicate, and defend those decisions under pressure.

#### Journey Summary

Over the course of this module, you will experience a simulated five-year company lifecycle:

- You begin by creating a viable and innovative business idea.
- You then pitch this idea to investors while adapting to unexpected challenges.
- Midway through the journey, your company is hit by a severe crisis—both external and internal.
- Only the strongest teams survive to publicly defend their leadership decisions in a final press conference.

While all teams participate fully in the early stages, eliminations occur only after the crisis simulation, ensuring every delegate is tested on both innovation and leadership.

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### 2. Phase 1 – Idea Development

#### Overview & Significance

Round 1 represents the founding stage of your startup. This is where your vision is formed. Judges are not looking for unrealistic billion-dollar ideas, but rather clear, innovative concepts that solve a real problem and can realistically exist in today's market.

This round sets the foundation for everything that follows. The strength of your idea will influence how convincingly you can pitch, adapt, and defend your company later in the module.

#### Step-by-Step Progression

1. You will be placed in your team and informed of the time limit.
2. You will begin with a short brainstorming phase where all ideas are encouraged.
3. Your team must then select one business idea to move forward with.
4. Once

selected, you will structure your idea into a clear business concept. 5. You will submit a one-page business summary at the end of the round.

## **What You Are Expected to Prepare**

### **Your one-page summary must clearly explain:**

- What your business does
- Who it is for
- Why it is different from existing solutions
- How it will generate revenue

How You Will Be Evaluated (General)

### **Judges will assess:**

- Originality and innovation
- Understanding of the target market
- Practical feasibility
- Clarity of explanation

## **Logistics & Required Tools**

Provided Resources:

- Writing materials
- Submission templates (if applicable)

Delegate Requirements:

- No laptops required
- Clear division of roles within the team is recommended

## **Elimination Percentage**

- 40-50% eliminated in this phase

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## **3. Phase 2 – Investor Pitch & Curveball Challenge**

### **Overview & Significance**

Round 2 simulates the early investment stage of a startup. You must convince investors that your idea is worth backing while demonstrating confidence, preparation, and adaptability.

This round tests your ability to communicate value under pressure and respond intelligently when your assumptions are challenged.

### **Step-by-Step Progression**

1. You will be given time to prepare a short pitch based on your Round 1 idea.
2. Your team will deliver a 3–5 minute pitch to the judges.
3. After the pitch, judges will ask unexpected questions (curveballs).
4. You must respond clearly, calmly, and strategically.

### **What Your Pitch Must Cover**

- Your core value proposition

- Target customers and demand
- Pricing logic
- Distribution or delivery method
- Growth direction

### **How You Will Be Evaluated**

#### **Judges will look for:**

- Confidence and clarity
- Logical reasoning
- Adaptability under questioning
- Team coordination
- Professional presentation

### **Logistics & Required Tools**

#### Provided Resources:

- Presentation screen (if applicable)

#### Delegate Requirements:

- Optional slides (if permitted)
- Strong verbal communication

### **Elimination Percentage**

- 60% eliminated in this phase

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## **4. Phase 3 – Crisis & Internal Failure Simulation**

### **Overview & Significance**

Round 3 represents the most critical phase of a company's life: when things go wrong. Your company is now established and growing—until it is hit by a severe crisis.

This round is the only elimination round and tests your ability to make difficult decisions when there are no perfect options.

### **Step-by-Step Progression**

1. You will be informed that a major economic downturn has occurred.
- 2.

Simultaneously, you will receive information that something has gone wrong inside your company.

3. You will be given a detailed crisis brief outlining constraints and challenges.
4. Your team must decide how to respond financially, ethically, and strategically.
5. Judges will observe and question your decisions.

#### Nature of the Crisis

- External economic pressure (inflation, currency devaluation, regulations)
- Internal company failure (e.g., data breach, ethical scandal, product failure)

### **How You Will Be Evaluated**

#### Judges will assess:

- Crisis management skills

- Ethical judgment
- Financial prioritisation
- Strategic foresight
- Team leadership under pressure

### Logistics & Required Tools

Provided Resources:

- Crisis briefing handout
- Updated economic constraints

### Delegate Requirements:

- Strong teamwork
- Calm decision-making

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## 5. Preparation & Study Resource Hub

Round 1 Resources

Topics to Study	Startup basics, problem–solution fit
Skills to Master	Ideation, teamwork
Essential Reading	Y Combinator Startup Library, Harvard Business Review (Entrepreneurship)
Inspiration Gallery	Startup pitch videos, early-stage founders talks

Round 2 Resources

Topics to Study	Pitch structure, venture capital basics
Skills to Master	Public speaking, adaptability
Essential Reading	Sequoia Pitch Deck Guide, Guy Kawasaki pitching rules
Inspiration Gallery	Shark Tank pitches, Y Combinator Demo Days

Round 3 Resources

Topics to Study	Crisis management, business ethics, corporate governance
Skills to Master	Decision-making under pressure,

	communication
Essential Reading	HBR crisis leadership articles, real-world corporate scandals
Inspiration Gallery	CEO apology statements, press conference case studies