



BNA 2026

Maslow's Heirarchy

Brief Study Guide

Maslow's Heirarchy

"Maslow's Hierarchy" is the business module at Beaconhouse Notion of Academia '26, designed to engage delegates in the fast paced and competitive world of entrepreneurship and strategic business management. This distinct module challenges delegates to explore critical business concepts, ranging from pitching innovative ideas to mastering brand strategy and participating in real-world market simulations. Delegates will dive deep into marketing, brand building, and investment strategies, giving them a deeper understanding of fundamentals.

Round

1

The Marketing Tribunal

The first round, titled The Marketing Tribunal, tasks delegates with showcasing their marketing prowess through a captivating 60-second advertisement for their assigned company, communicated a few days before the event. Teams must then deliver a concise 30-second pitch explaining their advertisement. This round tests creative ability and strong communication, offering a hands-on experience of real-world marketing. Judges will assess delegates using a multifaceted approach, focusing on originality and creativity, clarity of message, overall production quality, engagement with judges, and readiness in responding to questions - reflecting a strong grasp of the company's values, market, and positioning.

2

The Trade Game

The second round, titled "The Trade Game", places

places delegates in a fast-paced global simulation where strategic decision-making, negotiation, and risk-taking are essential. Each team represents a nation with its own resources, economic limitations, and long-term geopolitical goals, engaging in real-time trade and diplomacy with other countries. As the round progresses, regulatory bodies such as the IMF and UN will introduce sudden disruptions and crisis updates that force delegations to adapt under pressure. Delegates must balance cooperation with competition, form alliances that support their objectives, and safeguard national interests. Teams will be judged on the strength of their strategies, the creativity of their solutions, and their ability to advance national goals in a volatile global environment.

3

Silicon Valley

In the culmination round, "Silicon Valley," delegates will activate their startup skills in a sequence of four critical stages, engineered to assess and elevate their entrepreneurial capability. Participants will undergo the process of product conceptualization, high-stakes funding pitches, operational scaling, and reputation defense, thereby sharpening their business models and demonstrating their decisive adaptability within the competitive tech landscape. In the inaugural stage, teams will be issued their specific operational domain and must design a breakthrough solution tailored to the market's demands. Operating under a strict time constraint, delegates are required to synthesize a Founding Document, clearly articulating fundamental components: the product's name, detailed technical description, precise target market segmentation, defining Unique Value Proposition (UVP), and a sustainable monetization strategy. In the second phase,

The Investment Pitch, sees teams present their vision to an expert panel acting as Venture Capital (VC) partners. Through a concise 3-5 minute presentation, delegates must compellingly demonstrate the product's fundamental value proposition, its scalability within the market, and a complete financial roadmap encompassing initial pricing models and distribution channels. The panel will then score the presentations and disburse virtual capital, thereby accurately replicating authentic VC funding dynamics and allocation. Moving into the third phase, teams will leverage their secured investment within a sophisticated Four-Year Trajectory Simulation. Executives must execute calculated decisions on strategic resource deployment, discerning precisely where to inject capital and where to implement cost efficiencies to drive growth and sustainable profitability. Every choice enacted will directly determine the company's future performance, adapting to scenarios that mirror complex real-world market volatility and competitive pressures. The final, decisive stage features a high-stakes Media Crisis Simulation for the leading teams. Delegates must assume the demanding role of Chief Communications Officer (CCO), tasked with formulating a unified and decisive response to a damaging public incident. This involves critically addressing intense public and press inquiries while fiercely protecting the company's integrity and market trust. Judging criteria will focus intensely on the team's composure, the efficacy of their crisis resolution protocols, and their ability to successfully preserve brand equity. Hence, this module provides participants with a dynamic arena to effectively demonstrate their strategic business acumen, innovative capacity, and crisis resilience.



Note: The information in this document is subject to changes.