

Maslow's Hierarchy

"**Maslow's Hierarchy**" is the business module at Beaconhouse Notion of Academia '25, 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 first round, titled "**Please Don't Redeem It!**", allows delegates to dive into the world of sales and marketing, simulating the environment of call center operations. Each team will research a unique product or service for one day before pitching it to an unfamiliar clientele with unknown preferences. The challenge involves marketing products requiring innovative strategies to a target audience with contrasting tastes. Delegates must demonstrate quick thinking, adaptability, and strong communication while crafting a compelling pitch and responding to the concerns raised by the client. The round emphasizes creativity and building rapport with clients, offering a hands-on experience of real-world marketing.

Delegate Cap: 2 per team

2

The second round, titled "**Pivot or Perish**", plunges delegates into the heart of business operations, where

strategic thinking and adaptability are paramount. Working under tight time constraints, each team will be assigned a company with a detailed portfolio, including financials, marketing strategies, and organizational structure. The challenge intensifies with a real-time crisis update, such as PR issues, HR challenges, supply chain disruptions, or customer complaints. Delegates must analyze the crisis, develop a response and communication strategy, and propose operational adjustments while staying true to the company's core values. Teams will be evaluated on their responses to all crises updates issued at the end.

Delegate Cap: 3 per team

3

The third round, titled "**Silicon Valley**", immerses delegates in an electrifying showdown of entrepreneurial brilliance, strategic thinking, and adaptability. Teams will be given a surprise business theme and tasked with conceptualizing an innovative company and product, then pitching it to secure investments. After securing funds, they must allocate them strategically across key business areas to drive growth. As performance impacts real-time metrics, eliminations will raise the stakes. The remaining teams will then face a high-pressure PR crisis, defending their business before a press corps, addressing tough questions, and presenting strategies to protect their brand. This round will push all teams to their limits while testing all sorts of entrepreneurial skills.

Delegate Cap: Not applicable

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