



HARVARD CRIMSON BUSINESS COMPETITION PROGRAM 2026

Professional 4 classes (8-Hours)
Intensive Prep Course



LEARNING GOALS

- Equip participants with Harvard-standard business case thinking and top-tier entrepreneurial proposal methodology aligned with HCBC evaluation frameworks.
- Enable teams to independently complete a full-compliance formal English venture business proposal + 14-18 page investment-grade presentation deck.
- Master commercial due diligence, market sizing, competitive landscaping, financial logic, risk management and scalable business model design.
- Develop high-stakes executive pitching, panel-style Q&A defense, and strategic rebuttal skills for preliminary screening and global final rounds.
- Eliminate common structural, logical, and stylistic flaws that cause early elimination; optimize submissions to match judge expectations and elite competitor benchmarks.

INSTRUCTORS



Tony LAU

- Harvard Business School alumni
- Data Science: Harvard University
- T.H. Chan School of Public Health
- Machine Learning Certificate
- Fortune 500 executives
- IEXIA CEO



Michelle LEUNG

- Lecturer at the University of Hong Kong (10 years of service)
- Previously served as Managing Director at Accenture, General Manager of eBay Hong Kong and Taiwan, and CEO of Feng Wei's Omnichannel Business Services
- Certified Public Accountant of Canada

FEATURES HIGHLIGHTS

- Real-world Harvard Business Case Studies
- C-suite role-playing and masterclasses
- Structured 10-week proposal development journey
- Final boardroom pitch to judges



DETAILS



Date: Oct 10,17,24,31 (Sat)
Time: 430-630pm



Student Team: 2-4 members



Location: vasttrack office or by zoom

- **Duration:** 8 hours
- **Batches:** Grade 6-8 (Junior), Grade 9-12 (Senior)
- **Materials:** Digital and printed copies of learning material will be provided

Scan for
Register



Contact Us



Phone/WhatsApp
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Website
<https://www.vasttrack.co/>

FEATURES



Real-world Harvard Business Case Studies

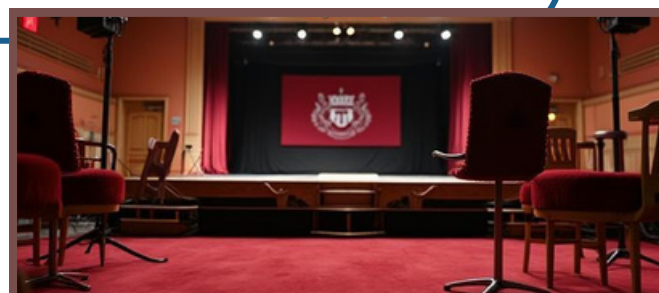
- Deconstruct iconic Harvard Business cases like **Starbucks** and **SpaceX**
- Apply **First Principles thinking** to solve real-world business challenges
- **Redesign business models** for specific communities through **hands-on activities**

C-suite role-playing and masterclasses

- Master C-suite roles including **CEO, CFO, CMO, CTO** and **CSO**
- Develop **executive skills** in **strategy, finance, marketing, technology** and **sustainability**
- **Integrate** multiple C-suite perspectives to build comprehensive business strategies

Real-world Pitching

- Deliver an **8-10 minute strategic plan** in a **boardroom pitch setting**
- Demonstrate expertise in **strategy, innovation, finance, branding** and **delivery**
- Utilize professional **presentation skills** including **storytelling** and **slide design**
- Receive **detailed feedback from coaches** and **judges** on your performance



FEATURES



Course Features

- Taught by Harvard alumni, with Harvard Business School case method
- AI research and analytical tools & modelling training
- Fully aligned with HCBC official rules, scoring rubrics and submission formats
- Suitable for elite students aiming for shortlisting and global final advancement

Graduate Competency & Course Deliverables

- Command of Harvard business competition standard analytical thinking and proposal architecture
- Complete ready-to-submit English business proposal + finalized HCBC-compliant presentation deck
- Proficiency in professional market analysis, business modelling, basic financial logic and ESG impact storytelling
- Mastery of formal academic pitching, panel defense, and high-pressure competitive debate
- Access to exclusive past winner case bank, slide templates, and standardized writing frameworks

Upon successful completion of the programme

- **Certificate of Participation** for all teams submitting their proposal to Harvard Crimson Business Competition
- Potential invitation to the **Championship Round at Harvard University** for **top 30% of teams** with **Certificate of Qualification**
- School-level awards including **Best Overall Strategy, Top Financial Plan, Best Presentation**, and **Sustainability Impact**

PROGRAM CURRICULUM

Module 1 – HCBC Institutional Framework, Rubric Decoding & Strategic Theme Positioning

- Official competition governance, eligibility, round structure: preliminary written submission → semi-final shortlist → Harvard global final onsite challenge
- In-depth dissection of official judging criteria: innovation originality, social impact, commercial viability, strategic scalability, ethical compliance, presentation professionalism
- Analysis of annual competition thematic tracks: global sustainability, ESG governance, educational equity, economic disparity, smart mobility, food supply chain, cyber information security
- Advanced theme selection methodology: macro trend mapping, pain-point vertical segmentation, blue ocean positioning vs red ocean competition
- Elite team benchmark case review: past winning logic, narrative structure, and value proposition design
- Team role allocation framework: strategy, research, finance, presentation lead

Module 2 – Advanced Market Research, Industry Analysis & Business Model Architecture

- Industry lifecycle analysis, Porter's Five Forces, competitor profiling & differentiation strategy
- Stakeholder mapping, user persona deep segmentation, and pain-point prioritization
- Advanced business model design: platform model, subscription model, B2B/B2C hybrid, circular economy & ESG monetization

Module 3 – Investor-Grade Business Proposal Writing & HCBC Standard Deck Development

- Harvard-style formal academic & commercial writing tone, terminology standardization, and logical paragraph construction
- Full business proposal canonical structure: Executive Summary, Problem Thesis, Innovative Solution, Market Insight, Business Model, Go-to-Market Strategy, Financial Projection, Risk Assessment & Mitigation, Social & ESG Impact, Growth Roadmap
- 14–18 page official slide template architecture: storyline logic, information hierarchy, data visualization, chart-driven argumentation
- Hands-on guided drafting: team outline confirmation, content iteration, argument polishing, and layout standardization
- Brand narrative building and concise executive summary crafting for judge first impression capture

Module 4 – Executive Pitching, High-Level Presentation & Panel Q&A Defense Strategy

- Harvard-style formal academic & commercial writing tone, terminology standardization, and logical paragraph construction
- Full business proposal canonical structure: Executive Summary, Problem Thesis, Innovative Solution, Market Insight, Business Model, Go-to-Market Strategy, Financial Projection, Risk Assessment & Mitigation, Social & ESG Impact, Growth Roadmap
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