

A*Seeder Business Simulation



A* Seeder Business Simulation

– Launching entrepreneurial dreams and nurturing 21st century future business leaders

600+

Participating
Schools

70,000+

Participants, 470+ Regional
Rounds

\$30,000

Young Entrepreneur
Success Official Partner

Certificate

ASDAN UK Enterprise
Award

Develop

With Online / Regional Rounds,
All Star and WYEF

**4 Academic
Sessions**

To Learn the Real Business World



To whom may concern:

A very warm welcome from the A* Seeder Business Simulation Committee. We are on a journey to shape the pulse of future business leadership by delivering project-based learning experiences that equip young entrepreneurs to thrive in the 21st century business world. As of 2023, over 70,000 students from over 600 schools have participated in the A* Seeder Business Simulation program.

A future of urgent risks and challenges seem to await us - ranging from economic inequality and climate change to societal issues and even digital and cyber threats. We increasingly need business leaders who can devise innovative blueprints to tackle the most pressing challenges of our time, as well as create solutions that provide lasting positive economic and social value that benefit communities, governments, societies, and more.

The A* Seeder Business Simulation aims to provide aspiring students with a solid foundation to develop their potential as future business leaders. In this program, students will learn about various aspects of entrepreneurship, from idea generation and market research to business planning, financial management, and presentation skills. Since 2021, the A* Seeder Business Simulation has also incorporated Sustainable Development Goals (SDGs) within its program design to prepare students as future business leaders who can balance business profitability with corporate sustainability, and to help drive both economic growth and social development in the near future.

Our vision is that through the program, students can develop an agility and readiness to flourish in the dynamic environment of the 21st century business environment, a sense of agency and belief in their ability to do more, and a capacity to work in collaboration to create the positive future that we all hope to see.

We sincerely invite you to join us on this journey of witnessing transformation and growth in our students.

Business leadership model

A* Seeder Business Simulation encourage student to build an entrepreneur mindset



Hello from ASDAN China.

We aspire to help every learner to achieve.

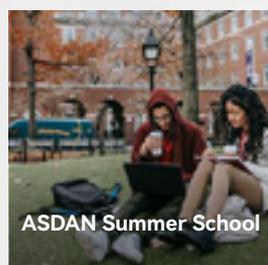
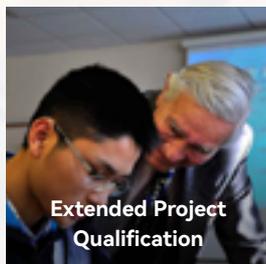
ASDAN (Award Scheme Development and Accreditation Network) is a UK-based education charity and an awarding organisation with over 40 years of experience in providing accredited curriculum programs and regulated qualifications to engage, elevate, and empower learners aged 11–25 years old worldwide. ASDAN's programs, which offer UCAS points, are designed to help young learners discover their passion and purpose, as well as to improve their general learning, employability, and life skills.

In 2011, ASDAN UK created a formal partnership with Seed International Group Pte Ltd to start ASDAN China, an organization with exclusive rights under license to offer ASDAN qualifications and curriculum programs in the People's Republic of China.

Following the same mission of ASDAN, ASDAN China endeavors to provide educational opportunities to students at all levels and across all subjects. We partner top international education organisations and prestigious universities to bring in high quality resources on subjects such as business, information science, social studies into China to enrich the after-class extra-curricular activities of schools in China.

As of 2023, ASDAN China has partnered over 1,300 international schools to run over 100 programs for more than 280,000 students and 5,200 teachers around China.

Here are some of our key partner organisations and programs:



Partnership:



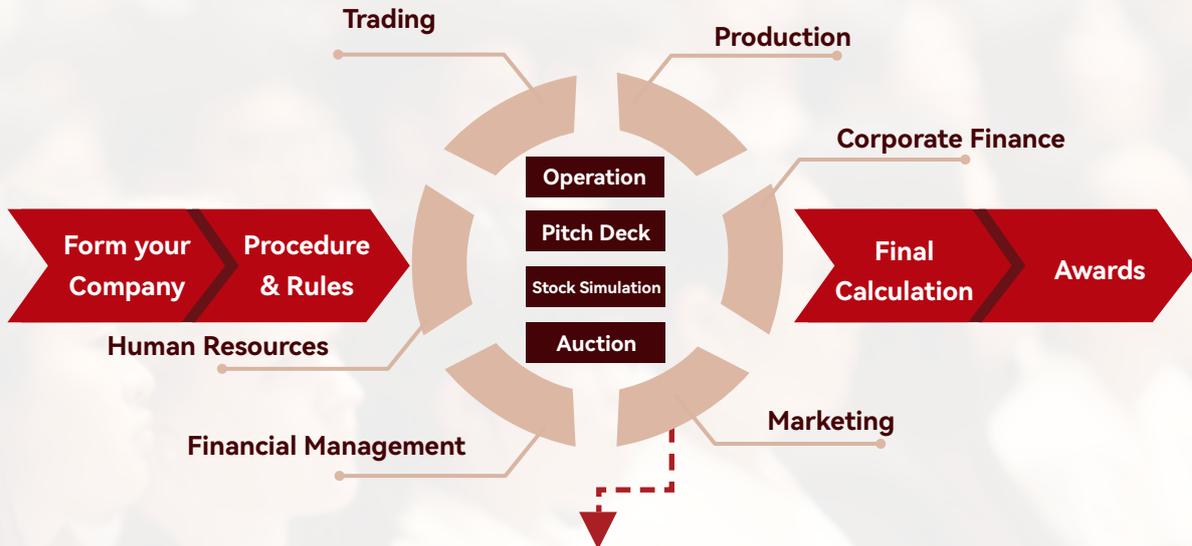
What is A* Seeder Business Simulation

The A* Seeder Business Simulation provides students with a gamified, fun, and interactive experience of learning about entrepreneurship. Through a 2-day program, students form teams to establish their company and complete various tasks such as simulated business operations, a trading game, and roadshow presentations.

To maximise their chances of winning in this competition, students must work with their teams to strategise on how they would tackle each challenge and to leverage the best strengths of each team member to achieve their team's success.



Each section of the business simulation is designed to help students master key skillsets that entrepreneurs possess. The key sections include the business operations, pitch deck presentation, business battle, stock exchange challenge, and auction.



Operation

This section tests students' ability to understand key business financials that impact a business' profitability. Within the operations, each company will be given a sum of initial capital and will need to make financial decisions to grow their profit in a virtual online marketplace.

Pitch Deck

This section assesses students' ability to present effective and engaging business ideas to a potential investor. In the pitch deck session, students will have to create a business proposal and to present their business ideas to potential investors. Outstanding teams will stand a chance to win more investment capital for their business operations.

Business Battle

This section engages students in applying concepts of sustainability within their business proposal and to be confident in defending their business ideas. During the business battle, companies will receive questions posed to them by their business competitors and they need to remain confident as they promote and give their responses.

Trading

a) Stock simulation (online competitions only)

This section trains students to develop agility and to make strategic decisions under a situation of risk and volatility. In the ASDAN Stock Simulation Challenge, each team will be given a sum of initial cash and they need to make sound trading decisions based on given market decision under limited time to grow the value of their investment portfolio.

b) Auction (offline competitions only)

This section challenges students to become skilled and strong negotiators to obtain resources that they need to meet their business goals. The auction challenge is a fun and interactive session where students need to secure resources and engage in trading and negotiation with other companies to achieve their business objectives.



Public Speaking Skills



Marketing Analysis Skills



Teamwork Skills



Communication Skills



Problem Solving Skills



Applying Your Knowledge



Regional Round

Regional Round competitions are held in specific regions or cities and are open to all students from primary school to university. This is an opportunity for students to develop their first entrepreneurship experience, and to cultivate and learn the key skillsets that define successful entrepreneurs.

Regional Round 2-Day Agenda

Here is an outline of a standard 2-day competition agenda. Each business simulation competition usually consists of 5 operation rounds, 2 task presentations and 1 trading challenge.

One of the key goals of the competition is for students to maximise their profit in their business operations. The 5 operation rounds span across the 2 days of the competition, and throughout their business operations, companies can complete various challenges to try and win additional bonus for their operations. Achieving outstanding performance on the business operations can increase the chances of students emerging as the final winners of the competition.

	Saturday	Sunday		
Morning	08:30–09:00	Delegates Arrive	09:00–09:40	Operation Round 4
	09:00–10:30	Opening Ceremony; Rules & Procedure Introduction	09:40–10:50	Business Battle
	10:30–10:50	Teamwork: Positioning and Developing Strategy	10:50–11:10	Poster Display
	10:50–11:20	Operation Test Round	11:10–11:50	Operation Round 5
	11:20–11:40	Q&A		
	11:40–12:00	Business Plan Introduction	11:50–13:00	Lunch
	12:00–12:50	Lunch		
Afternoon	12:50–13:30	Operation Round 1	13:00–15:30	Closing Ceremony
	13:30–14:10	Business Plan Preparation		
	14:10–15:20	Company Business Plan		
	15:20–17:50	Auction		
	17:50–18:30	Dinner		
Evening	18:30–19:30	Operation Round 2		
	19:30–19:50	Business Battle Introduction		
	19:50–20:50	Operation Round 4		

Awards

Here are the awards that students are eligible to receive from Regional Round competitions:



Strategic Excellence Awards:

- Gold: 1st Place
- Silver: Top 10%
- Bronze: Top 25%

*Based on the comprehensive performance across sections

Operational Excellence Award:

- Top 25% Teams in Business Operations

Stock Exchange Challenge Award:

- Top 30% teams in the Stock Exchange Challenge

Top Trading Teams:

- Top 30% teams in the Auction Challenge

Top Presenters (Award is given based on the specific presentation task):

Brand Award – Trademark Master Award – Inspirational Designer Award – Innovation Architect Award – Team Impact Award – Talent Hunter Award – Unique Developer Award – Cutting Edge Creator Award – Customer Hero Award · Best Marketing Idea Award – Capital Achievement Award – Outstanding Engagement Award – Best Virtual Display Award – Best Entrepreneur Award

ASDAN UK Enterprise Award:

- Top 60% teams

*Based on the Comprehensive Performance across sections



Students who achieve a Strategic Excellence Award in the Regional Round competition will be eligible to participate in the Business Simulations Global Round (World Youth Economic Forum).



A* Seeder Business Simulation

Regional Round

At School · Weekends(2 Days)
2023 - 24

Students are encouraged to participate multiple times

Gold, Silver, Bronze Teams will be invited for



A* Seeder Business Simulation

Global Final Round

(In World Youth Economic Forum)

Location: Shanghai China
July 2024

*Participants will only join your division

Each student's entrepreneurship journey begins with participating in a business simulation competition within their specific city or region (Regional Round). Teams that win top awards from Regional Round competitions will be able to proceed to the Global Finals Round (World Youth Economic Forum) which is held in Shanghai, China. There, students will be able to meet the best of student business leaders across cities and regions and to accelerate their business leadership potential and growth.



30FPS 1080P



30FPS 1080P



30FPS 1080P

Introduction

The first World Youth Economic Forum (WYEF), also known as "**Davos World Economic Forum for Middle School Students**", was held in 2011 and forged as a partnership between Aseeder Business Simulation and **Global Undergraduate Economic Forum**. To date, over 60,000 students from top high schools and international schools have participated in this event.

In line with the latest global hot topics and internationally emerging industries, students form companies and learn and explore the latest business trends to manage the growth and operations of their companies. The conference also invites business leaders, economists, corporate executives to share their business insights and to lead career development workshops.

Here are the key competition sections:



Operations

In the WYEF Global Finals, companies face fiercer competition in a global marketplace as they manage more intensive business operations compared to Regional Round competitions. Each company will complete a total of 8 business operation rounds (simulating a 2-year period) in which they manage factors such as cultural differences, monetary policy, marketing promotion and financial modelling. Companies will be challenged to develop holistic business management skills by tackling different challenges.



Roadshow Presentations

The academic program in WYEF is closely aligned with global hot topics. In addition to international cutting-edge economic themes, it also follows the Sustainable Development Goals. Throughout the simulation, companies will have to complete different tasks in which they stand a chance to win extra capital for their business operations. Companies will have to prepare roadshow presentations according to the given tasks and to communicate their ideas articulately to win over their investors and to secure more capital for their business.



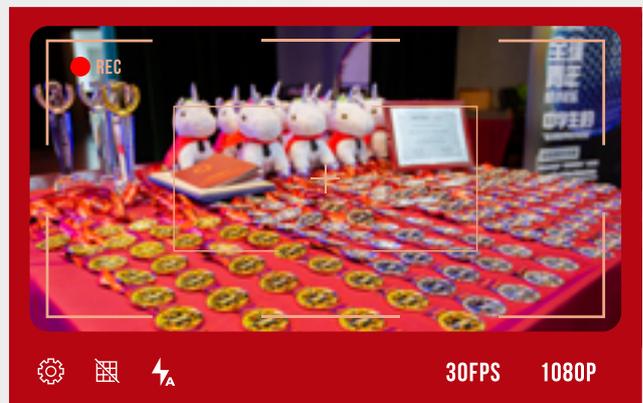
Trading

Each company possesses different resources and conducts cross-border transactions with companies from other 'countries' to obtain the resources that they need. In addition to negotiation skills, companies also need to consider environmental factors such as fluctuations in exchange rate to maximize their profits.

In addition to academic sections, WYEF also consists of social events that encourage delegates to interact through multicultural themes, workshops, talent shows, waltz dances and other activities. Students can develop their business etiquette, interact with business professionals from all over the world, break out of their comfort zones, and enjoy a time of high energy and fun social interaction.



Here are the awards that students are eligible to win in WYEF:



This is an example of the WYEF agenda, which is an event held across 4 days:

Language: English

Participation: 6-8 People/Team

Agenda*

	Day 1	Day 2	Day 3	Day 4	Day 5
Morning		Exposure <ul style="list-style-type: none"> Operation Round 2 Operation Round 3 Preparation for Roadshow 	Exposure <ul style="list-style-type: none"> Operation Round 4 Roadshow 2 	Expansion <ul style="list-style-type: none"> Operation Round 6 Roadshow 3 	Return
Afternoon	Registration Opening Ceremony Rules introduction Operation Round 1	<ul style="list-style-type: none"> Trading Game Roadshow 3 Task Announcement 	Maturity <ul style="list-style-type: none"> Operation Round 5 	<ul style="list-style-type: none"> Operation Round 7 	
Evening	<ul style="list-style-type: none"> Roadshow 1 Roadshow 2 Task Announcement 	Talent Show	Social Night	Closing Ceremony	

World Youth Economic Forum X Young Entrepreneurs Challenge

Outstanding teams from WYEF will stand a chance to realise their entrepreneurial dreams by heading to the Silicon Valley, pitching their business ideas to key investors, and winning up to USD 30,000 of angel investment funds.

Ervins

Founder of Blue dot Ltd. and HOLT Ltd, Alumni of entrepreneurship competition



Nausheen I. Chen

8 years experience in P&G Award winner at Tenerife Film Festival, Spain, nominee at US Chamber of Commerce



Hiroshi Wada

Serial Entrepreneur in Japan and Mexico, Lecturer in Kansai Gaidai University



Moor Xu

lecturer in UC Berkeley, Startups Mentor, Coach, Former Director of SMT



The Silicon Valley Young Entrepreneurship Success (YES)! Program is founded by Tim Draper, the renowned Silicon Valley venture capitalist. The program aims to empower young people in fulfilling their entrepreneurial dreams through guiding them through a YES three-step approach on planning their business to obtain financial investment. The World Youth Economic Forum is authorized by Silicon Valley YES! Program to conduct the program's China selection activities. The top, second, and third place teams from ASDAN WYEF will have the opportunity to participate in the Silicon Valley YES! Program for free.

Invited teams will participate in a free 6-week online coaching course to transform their business ideas into mature business plans. They will also stand a chance to showcase their entrepreneurial ideas to over 100 Silicon Valley investors and entrepreneurs, and the winning teams will receive \$30,000 in angel investment as well as a one-year of business mentorship.

Yes!

Sponsors:



ebay

USbank

SAP

UnionBank

AVNET

DocuSign

Microsoft

CISCO



Testimonial: Students Experience

- **Let's find out what teachers and students have to say from their experience of A*Seeder's Business Simulation competitions!**

Students

Cui*Ning

North America International School

I have picked up one important principle after attending multiple A* Seeder Business Simulation competitions – that is to not pre-determine the final results until the last moment. A tiny mistake can cost us significantly, and conversely, a smart shift in calculation strategy can help us reverse our fortunes and dominate the market. The business simulation has always been filled with adrenaline and excitement, and as CEOs we need to continuously lead our team to overcome different challenges and to strive for our best in every section. A business competition is never just for individuals, but relies on the support and rapport of team members. To us, having a strong team spirit is the only way to achieve true victory.

Song*Jian

Ealing International School Shenyang

The end of the 2021 A* Seeder Business Simulation National Finals felt very surreal. We were thrilled about the results we achieved but we did not become arrogant and full of ourselves. We understand that this result is a validation of the effort that we've put in, and what has really had a huge impact on myself and my team is the entire process from participating from online to offline, to the All Star Semi-Finals and finally WYEF National Finals. To me, this entire process has not only increased my personal development but has also given me more of a zest for life, an aspiration towards the future, and helped me develop my personal maturity.

Teachers

Teacher Feng

Beijing Ririxin Education

At the height of the epidemic, students overcame different challenges to train and participate in the A* Seeder Business Simulation. The competition not only helped students pick up relevant business knowledge but also enhanced the mutual understanding between teachers and students. Students learnt how to do a reasonable division of labor and to work together to share their responsibilities. They also picked up the importance of having good management. I believe that every student has benefited greatly.

Teacher Li

Beijing Concord College of Sino-Canada

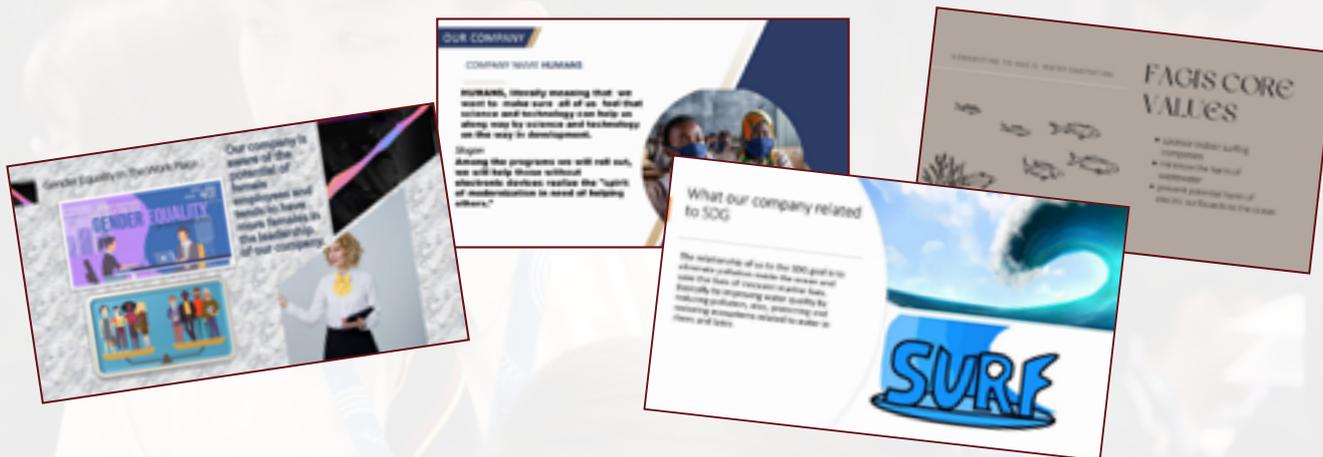
The A* Seeder Business Simulation gave the students a wonderful experience. Through the competition, students have learned unity and cooperation, learned communication and negotiation, and gained a better understanding of the significance of hard work! In addition, every teacher in ASDAN is very responsible. Give my best regards!



- Here are some snapshots of the work that students have produced:

Company Introduction (Mission and Culture)

In the task presentation, students are asked to define their company's key mission and values.



Product Prototype

Students also design a prototype for a product during their task presentation. They need to explain the best features of their product prototype.



Polaroid Camera



Drone



Adaptive Fashion Clothing



Electric Surfboard



Student Output

• Roadshow Booths

In the World Youth Economic Forum Global Round, students are asked to design a booth to showcase their company to potential investors. Companies are asked to think of creative ways to engage the attention of their investors through their booth design.



• Best Student Presenters

A clear and engaging presentation is what it takes for companies to win over investors and to secure more bonus for their company's operations.



ABS Highlights



Asia's Largest Business Simulation

ASDAN China has cooperated with more than 600 top high schools and international schools to host business simulations for more than 60,000 students.



Professional Operations Team

The A* Seeder Business Simulation team organizes 100+ business simulation competitions each year and is experienced in various academic and operational aspects of program management.



Accredited International Certificate

Outstanding delegates from the competition will be awarded the ASDAN UK Enterprise Award. This certificate is endorsed by the Qualifications and Curriculum Authority (OCA) as well as the Universities and Colleges Admissions Service (UCAS).



Established Student Development Path

Outstanding teams from Regional Rounds will be invited to participate in the World Youth Economic Forum held in Shanghai, China and will stand a chance to meet other outstanding performers to accelerate their business leadership development journey.



Real Investment Opportunity

Top-performing teams from the World Youth Economic Forum will stand a chance to travel to Silicon Valley in the United States to pitch their business ideas at the BizWorld YES! Program, and win up to \$30,000 in angel investment, as well as a 1-year free business mentorship experience.



Launching entrepreneurial dreams and nurturing 21st century future business leaders



CONTACT

ASDAN China: No.34, Anwai Beiyuan No. 2 Courtyard, Chaoyang District, Beijing

Web: <http://abs.seedasdan.com/en/home-en/>; www.asdan.org.uk

Email: aseederbs@seedasdan.org

