

BVC POSITION PAPER GUIDELINES

Instead of being assigned a country or delegation, you will be representing yourself in committee along with your ideas. Obviously, this means position papers will look different than ones you may be used to, but should still be 5-10 pages in length, not including your works cited. The modified breakdown will be as follows:

- I. Issue Research **(15%)***
- II. Market Research **(15%)***
- III. Bullet point startup ideas relevant to the topic **(10%)***
- IV. Outline for one business idea **(35%)***
- V. Case Study **(25%)***

***Percentages are section length suggestions. For example, for a 5 page paper, a 20% section should be approximately 1 page.**

SUBMISSION INSTRUCTIONS

- You should have been emailed information for an account at huxley.bmun.org, specifically a username and password. If you do not have these, ask your advisor to reset your password (make sure the correct email is entered). A link labeled 'Position Paper' will appear next to where it says 'Profile'. Clicking on this will switch you to a page where you can then upload your paper for grading.
- Title your files Submission_Committee_Country
- If submitting your two position papers separately by topic, please indicate in the title as well using Topic1 or Topic 2 where appropriate

- o I.e. if you are in DISEC, and are representing Mauritania and submitting your position paper for topic 1, your file should be titled:
Submission_DISEC_Mauritania_Topic1

Position Papers are due on **February 5th** to be considered for the ***Best Position Paper Award***, and **February 12th** to be considered for ***any committee award***. Late submissions will not be considered, and submissions will be graded on a rolling basis. It is advised that delegates submit their position paper when they are done instead of waiting till 23:59PST the day of the deadline to get it in, to avoid technical difficulties.

PLAGIARISM AND CITATIONS

All position papers will be extensively cross-referenced through various sources, both online and in-print. If there is any evidence of using the work of others without citations, the delegate(s) will not be eligible for an award. Any school that has multiple cases of plagiarism may be reconsidered for a School Delegation Award. It is the responsibility of the delegate and the advisor to ensure this does not happen.

Delegates must also remember to correctly cite sources, and papers without any cited sources will not be accepted. For more information on how to use in-text MLA citations, visit [Purdue OWL](#).

I. Issue Research

Since the topic synopsis highlights a few specific angles at which you can approach mobility, you must narrow down your business idea to one of those categories and conduct in-depth research within that category. These categories include, but are not limited to, mobility technology, personal mobility, safety, environmental impact reduction, etc.. For example, you might decide to research personal mobility within a specific region. Make sure to specify the

specifications that you are making not only to make research more valuable, but also to allow you to better understand what business modifications you may need to make.

II. Market Research

In order to have a successful business, we want you to start by focusing on a certain region of the developing world of your choice. We suggest keeping this area relatively small (a specific region in a country, a municipality, or a city) Here, you should examine what the economic landscape of the region, the current state of mobility infrastructure, and what needs this part of the world might have. The better you understand your target market, the better you'll be able to create a compelling product that meets its needs.

III. Bullet-Point Ideas

This is where the brainstorming for your business ideas begin. In no more than a few sentences each, briefly explain your ideas and what problems they solve.

IV. Business Idea Outline

Ideally, choose an idea from above and research every aspect in depth. This should be a detailed outline, including insights from additional research, market research data, general business model (how you plan to be profitable or successful), who you are targeting, where you are targeting (the more specific, the better).

V. Case Study

Similar to the case studies in the topic synopsis, you should research an existing, real-life company within the realm of mobility, and explain its history, what problem it solved, how it started, the business model, and how it succeeded or failed. The more detailed you are, the more insights you will be able to draw for your own business.

If you have any questions, I encourage you to email me at jtian@bmun.org. I will try to update this document with future clarifications based on your questions.