



POSITION PAPER GUIDE [BVC]

***Note: there are major changes from previous years at BMUN and other committees. Please make sure to read the format and guidelines thoroughly.**

Rather than representing a delegation, you will be representing yourself during the conference. This means that your position paper will be altered accordingly to properly organize and display your start-up ideas.

Format:

- 5-10 pages (page count does not include Works Cited)
- Double spaced
- 12-point font, Times New Roman
- 1-inch margins
- Works Cited (in MLA), as well as in-text citations

Sections:

1. Issue Research (15%)*
2. Market Research (15%)*
3. Proposed Business Ideas—in bullet points (10%)*
4. Outline for One Business Idea (30%)*
5. Case Study (25%)*

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

The percentages represent the weight at which the sections will be graded and recommended lengths for each section are provided. The remaining 5% that isn't listed in the sections is for the Chair's Discretion in grading, which is granted to papers that are correctly formatted with professional diction and proper grammar.

Our rubric this year will be based on a scale for each section. This scale will not be numerical to remove the association between numerical scores and letter grades. Instead, it will align with the rubric on the following page.

References

As mentioned in the guidelines, your bibliography should follow the standard MLA format for citations. This applies to both your bibliography as well as your in-text citations. Please remember to cite all external sources of information you use, not just for quotes but also for statistics, maps, and even past solutions and resolutions. Your bibliography will not count into the length of your position paper.

In-text citations should follow the format of (Author, Year: Page Number), i.e. (Author, 2018: 10-14). Where an author is not available, you may use a shortened phrase from the title, i.e. ("Syria: The Story of the Conflict").

For more information on how to use in-text MLA citations, visit [Purdue OWL](#).

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.

Submission

Submission will be through Huxley. In depth instructions are provided on the last page of this guide, after the rubric. Position Papers are due on February 18th to be considered for the Research Award, and February 25th 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 23:59 PST the day of the deadline to get it in, to avoid technical difficulties.

SECTION EXPECTATIONS

Issue Research	Market Research	Proposed Business Ideas	One Business Outline	Case Study
<p>The topic synopsis highlights a few specific angles at which you can approach improving healthcare accessibility. You must narrow down your business idea to one or two of these categories and conduct in-depth research within that category. These include, but are not limited to, distance, accommodations, and cost/insurance.</p> <p>For example, you may decide to work on developing distribution of appropriate medical supplies in a specific region of the world. Make sure you are able to better understand what business modifications you need to make as well as the importance of your research.</p>	<p>In order to have a successful business, start by focusing on a certain region of the world. We suggest keeping this area relatively small (e.g. a specific region in a country, municipality, or a city).</p> <p>Here, you should examine the economic landscape of the region, the current healthcare system within this area, the benefits and the harms of its healthcare, and what needs this part of the world might have.</p> <p>The better you understand your target market, the better you'll be able to create a compelling product that meets its needs.</p>	<p>This is where you begin your brainstorming. In no more than a few sentences each, briefly explain a couple of rough business ideas and what problems they could solve.</p>	<p>Choose an idea from the prior section and research every aspect of it in depth. This should be a detailed outline for one specific business innovation or company, including insights from additional research, market research data, general business model (how you plan to be profitable or successful), who you are targeting, and where you are targeting (the more specific, the better). Make sure to analyze your strengths, weaknesses, and, if applicable, potential partners.</p>	<p>Similar to the case studies in the topic synopsis, you should research an existing, real-life company within the realm of healthcare accessibility, 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.</p>

RUBRIC

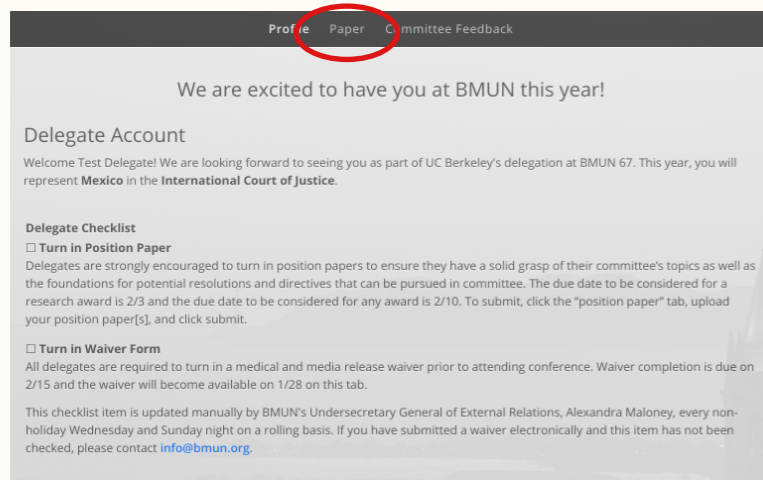
Section	Exceeds Expectations	Meets Expectations	Attempts to Meet Expectations	Needs Improvement	Missing Section
Issue Research (15%)	Paper does an exceptional job of thoroughly covering the specific issue at hand, is not just a summary of the synopsis, uses multiple reputable sources, and is written using professional language. Shows deep understanding of the topic.	Paper does a good job of covering past and current the specific issue at hand, is not just a summary of the synopsis, uses a couple of reputable sources, and is written using professional language. Shows fair understanding of the topic.	Paper attempts to cover the specific issue, is close to a summary of the synopsis, uses few reputable sources, and is not written entirely in professional language. Might mention market research involvement, which is not covered in this section. Shows okay understanding of the topic.	Paper briefly covers some relevant information to its specific issue, but is mostly a summary of the topic synopsis. Uses little to no reputable sources and is not written using professional language. Mentions market involvement, which is not covered in this section. Shows shallow understanding of the topic.	Section is missing entirely.
Market Research (15%)	Paper does an exceptional job of thoroughly covering the chosen region's market and involvement with the topic. It uses multiple reputable sources, and is written using professional language.	Paper does a good job of covering the chosen region's market and involvement with the topic. It uses a couple of reputable sources, and is written using professional language.	Paper attempts to cover the chosen region's market and involvement with the topic. It uses few reputable sources, and is not entirely written in professional language.	Paper briefly discusses the chosen region's market and involvement with the topic. It uses little to no reputable sources and is not written using professional language.	Section is missing entirely.
Proposed Business Ideas (10%)	Paper does an exceptional job of explaining creative, well-thought out business ideas that perfectly address the issue at hand. Ideas are well-organized and well-researched, keeping in mind how feasible each solution is and what problems they address.	Paper does a good job of explaining creative, well-thought out business ideas that perfectly address the issue at hand. Ideas are well-organized and well-researched, keeping in mind how feasible each solution is and what problems they address.	Paper attempts to explain creative, well-thought out business ideas that perfectly address the issue at hand. Ideas are well-organized and well-researched. Somewhat lacking in feasibility and cohesive solutions.	Paper proposes business ideas that are against country policy, counterintuitive to the region's healthcare problems, and completely fails in feasibility of its solutions. Ideas do not display much research or understanding of the topic.	Section is missing entirely.
Outline for One Business Idea (30%)	Paper does an exceptional job of explaining an in-depth and well thought-out business idea that perfectly reflects the issue research and market research. It has unique approaches and takes into account the political-economic state of the region. Paper compiles its business' strength, weakness, audience, and opportunity for revenue.	Paper does a good job of explaining an in-depth and well thought-out business idea that perfectly reflects the issue research and market research. It has strong approaches and takes into account the political-economic state of the region. Paper compiles its business' strength, weakness, audience, and opportunity for revenue.	Paper attempts an in-depth and well thought-out business idea that reflects the issue research and market research. It has somewhat common approaches and contains pre-existing solutions. Paper is lacking an analysis of its business' strength, weakness, audience, and opportunity for revenue.	Paper lacks an in-depth and well thought-out business idea that has no association with its issue research and market research. It lacks feasible approaches and dismisses the political-economic state of the region. No analysis of business strength, weakness, audience, and opportunity for revenue.	Section is missing entirely.
Case Study (25%)	Paper selects and presents a perfect example of an existing company that addresses healthcare accessibility. Paper provides a well-researched summary of the company's history, solutions, origins, brief business model, and how it succeeded or failed.	Paper selects and presents a fair example of an existing company that addresses healthcare accessibility. Paper provides a well-researched summary of the company's history, solutions, origins, brief business model, and how it succeeded or failed.	Paper selects and presents an example of an existing company that somewhat addresses healthcare accessibility. Paper provides a shallow summary of the company's history, solutions, origins, brief business model, and how it succeeded or failed.	Paper selects and presents an example of an existing company that barely addresses healthcare accessibility. Paper lacks a cohesive summary of the company's history, solutions, origins, brief business model, and how it succeeded or failed.	Section is missing entirely.
Chair's Discretion (5%)	Paper is perfectly formatted, perfectly cited, and only has minor grammatical errors if any at all.	Paper is nearly perfect in formatting, is cited well, and has a few minor grammatical errors.	Paper has minor formatting errors and issues with citations with some grammatical errors.	Paper has major formatting errors and issues with citations with many grammatical errors.	Format entirely not followed. No citations and major grammatical errors.

HUXLEY SUBMISSION GUIDE

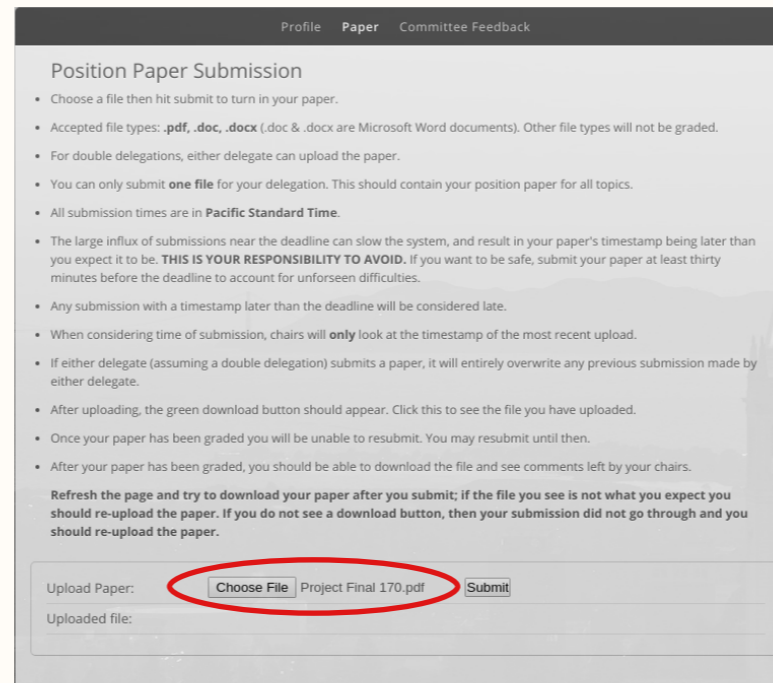
1

When you have completed your position paper, you will be submitting it through our online position paper system known as **Huxley!** First, you will need to log into your account at huxley.bmun.org. The first tab (shown below) shows your "Profile" page that has a checkoff list of things you need to do prior to conference.

To submit your paper, click the "Paper" tab on the top black bar of the screen. That will redirect you to the tab shown to the right. On this, **it is vital that you read all of the instructions before submitting.**



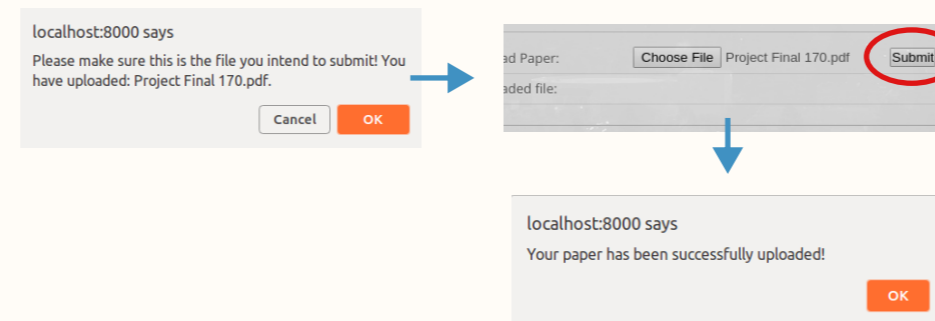
2



After you have read through all of the requirements, click the "Choose File" button. This will allow you to choose any document on your computer that is .pdf, .doc, and .docx. Reminder, you can only submit one file, so for committees with two topics, both position papers must be in the same document.

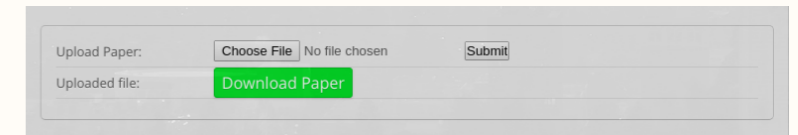
Once a file is selected, a pop-up should appear like the image on the right. Click "OK" on the pop-up and select "Submit" next to the file you just uploaded.

After this, you should get a pop-up confirming a successful submission!



3

You should see a large green button that says "Download Paper" (seen below).



Lastly, on the "Profile" page, there should be a check in the box by "Turn in Position Paper"! Then, you are good to go!

