

BABSON COLLEGE

Babson Collaborative for
Entrepreneurship Education

WEBINAR

JOINING THE 2026 GLOBAL STUDENT CHALLENGE

September 16, 2025



GLOBAL STUDENT CHALLENGE

Feasibility Analysis: New Business Concept Addressing the UN Global Goals

TWO PHASES: LOCAL & GLOBAL
BACHELOR'S & MASTER'S LEVEL



Cash prizes for top teams

Babson Build scholarship grand prize!

LEARNING OBJECTIVES

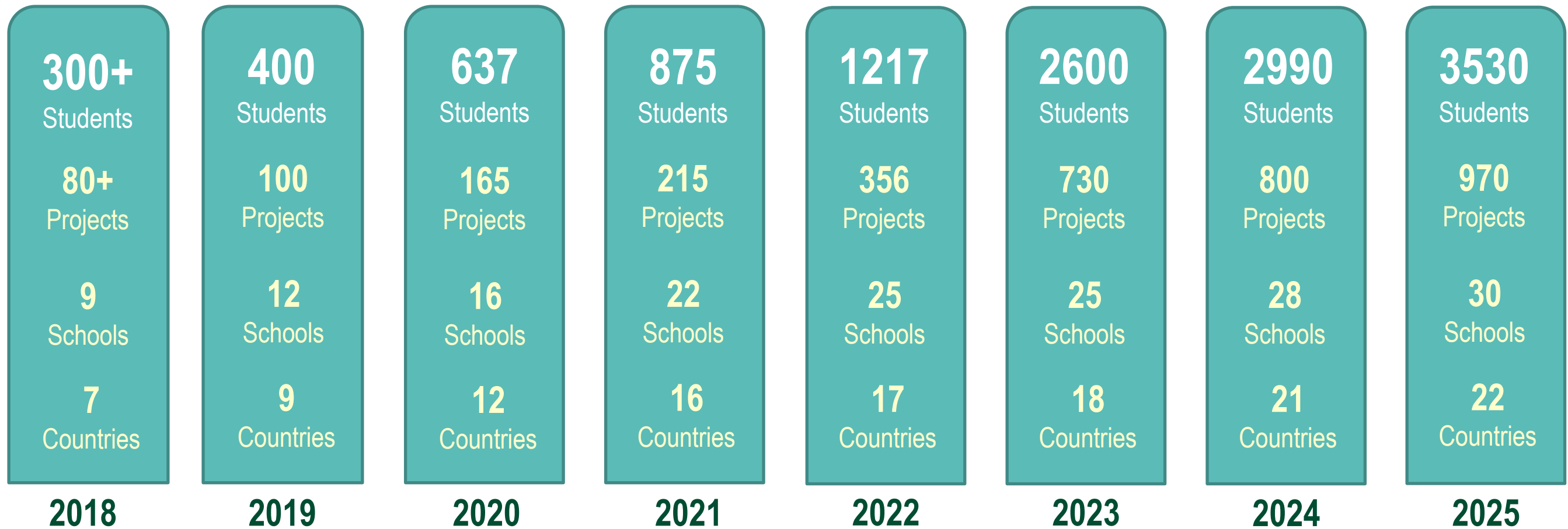


1. Apply concepts learned in entrepreneurship classes to explore a new business concept.
2. Develop a more in-depth understanding of the world's most pressing and complex social issues, and how entrepreneurship can be a powerful force in tackling these issues
3. Examine creative and innovative approaches to creating value for stakeholders and society.

While not a complete business plan, this **FEASIBILITY ANALYSIS** could serve as the basis for a more comprehensive study and plan.

Schools may choose to focus on one or a few SDGs each year.

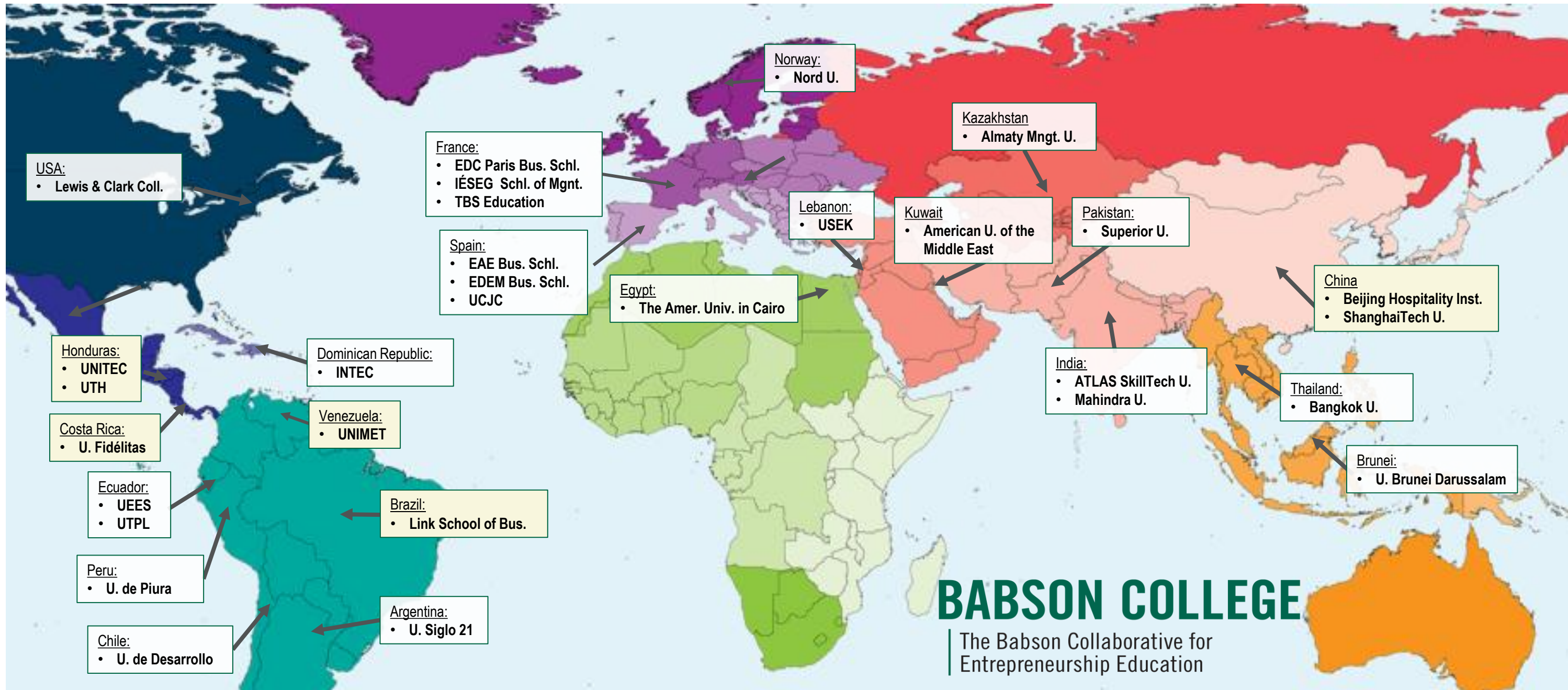
THE STUDENT CHALLENGE THROUGH THE YEARS



Since 2018, **12,550 STUDENTS** have presented **3,420 PROJECTS** addressing UN Global Goals

2025 STUDENT CHALLENGE PARTICIPATION

30 MEMBER INSTITUTIONS IN 22 COUNTRIES

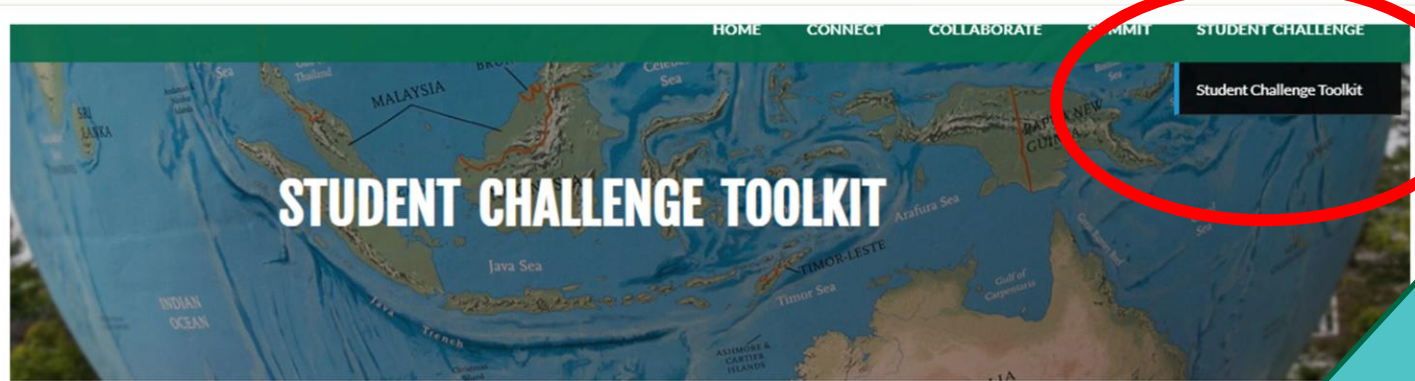


BABSON COLLEGE
The Babson Collaborative for
Entrepreneurship Education

BABSON COLLABORATIVE GLOBAL STUDENT CHALLENGE

GETTING STARTED





DETAILS & RESOURCES

babsoncollaborative.org/student-challenge-toolkit


Babsoncollaborative.org/student-challenge

View Presentations of Past Winners

The Collaborative Global Student Challenge involves a feasibility analysis of a new business concept that addresses one or more of the UN Sustainable Development Goals. The challenge is completed in two phases: a local competition at each participating member institution to determine winning teams, followed by a global competition among the top teams from each institution. There is a separate Bachelor's and Master's Challenge, but all guidelines and deadlines apply to both.

2026 Student Challenge OVERVIEW & GUIDELINES

The Overview provides important guidelines and deadlines for running the Challenge at your school.



WATCH THE WEBINAR

DOWNLOAD WEBINAR SLIDES

Note: the 2026 Challenge will kick off with a webinar on September 17, 2025. Click here for details and to register.

STUDENT CHALLENGE TOOLKIT

In addition to the Student Challenge overview document (above), these resources may be use freely by member schools to prepare students and administer the Student Challenge. All materials may be shared with your student teams.

JUDGING RUBRIC	CERTIFICATE (LOCAL PHASE)	STUDENT PREPARATION	MARKETING
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Revisit the 2025 Student Challenge



The Babson Collaborative 2025 Global Student Challenge engaged 3530 Students at 30 Member Institutions in 22 Countries, resulting in 970 Projects addressing the UN Global Goals.

Five Member schools participated for the first time: Beijing Hospitality Institute (China); Link School of Business (Brazil); Universidad Fidélitas (Costa Rica); Universidad Metropolitana (UNIMET) (Venezuela); Universidad Tecnológica de Honduras (UTH) (Honduras).

2025 Student Challenge Winners and Details

- 2025 BACHELOR'S CHALLENGE +
- 2025 MASTER'S CHALLENGE +

STUDENT CHALLENGE 2026 TIMELINE

Advisors are responsible for adhering to the timeline and meeting all requirements outlined in the **2026 Overview**.

KEY DATES:

- Register by October 17
- Complete Local Phase by March 11
- Submit Presentations into Global Semi-finals by March 30

TIMELINE

Table 3. Timeline

SEP 16, 2025	Webinar: Joining the 2026 Student Challenge <ul style="list-style-type: none"> • Recording will be posted to the Collaborative Member Portal
OCT 17, 2025	Deadline for Schools to Register for the 2026 Student Challenge <ul style="list-style-type: none"> • Utilize the 2026 Student Challenge Registration Form
NOV 18, 2025	Webinar: Babson Prototyping Challenge <ul style="list-style-type: none"> • Open to students at all Collaborative member schools – you could use this event to help raise awareness about the Challenge and increase participation at your school. • Open to five students from each member institution, as determined by that institution's Champion
FEB 2026	Webinar: Business Models for Social Impact <ul style="list-style-type: none"> • Open to students participating in the Student Challenge; If your Challenge has not started yet, you could use this event to increase awareness/participation in the Challenge • Open to five students from each member institution, as determined by that institution's Champion
FEB 2, 2026	Deadline for Student Challenge Advisor to nominate volunteer judge(s) to serve on a Semi-finals jury <ul style="list-style-type: none"> • Details will be sent to the Advisor
MAR 11, 2026	Deadline for Schools to complete their Local Challenge Deadline for Student Challenge Advisor to report Local Challenge participation (the total number of students <u>and</u> projects from the beginning of your Local Challenge) <ul style="list-style-type: none"> • Utilize the 2026 Local Challenge Participation Form
MAR 30, 2026	Deadline for Advisor to enter team(s) into the Global Challenge Semi - finals <ul style="list-style-type: none"> • Student Challenge Advisor uploads team(s) presentation(s). The link will be provided later.
APR 6 - 20, 2025	Global Challenge Semi-finals round judging
APR 21, 2026	Global Challenge Finalists announced <ul style="list-style-type: none"> • Student Challenge Advisor and Student Team Lead will be notified
APR 23, 2026	Webinar: Presentation Tips, with Babson College Professor Heidi Neck <ul style="list-style-type: none"> • Open only to Global Challenge Finalists
MAY 11, 2026	Deadline to enter team(s) into the Global Challenge Finals <ul style="list-style-type: none"> • Student Challenge Advisor uploads team(s) presentation(s). The link will be provided later.
MAY 15- 25, 2026	Finals round judging
MAY 28, 2026	Awards Ceremony (live, virtual): Global Challenge winners and runners-up are announced. <ul style="list-style-type: none"> • Register here
JUL 2026	Members of the first-place teams attend Babson Build , a week-long Entrepreneurship boot camp on Babson's campus in Welleslev, Massachusetts, USA

THE PROJECT

- Assess the feasibility of a NEW business concept
- Pitch an idea that could become a business
- Cannot pitch ideas for existing companies or spin-off ventures from existing companies (including their own)
- OK to have worked on the idea before the Challenge, but cannot have an existing business

Guidance on Distinguishing between a Business Concepts and Existing Venture is in the **OVERVIEW**

Table 2. Business Concept vs. Existing Venture

	Business Concept	Existing Venture
Stage	Exploratory, pre-launch	Operational, post-launch
Revenue	No revenue; financials are projections	Generating actual revenue
Customers	Hypothetical or potential customers	Real, paying customers
Operations	No active business activities	Daily operations in place
Legal Status	May not be registered or formalized	Legally registered entity
Product/Service	Conceptual or prototype stage	Final product/service available and in use
Team	Founders or idea originators only	Active team or staff managing business functions
Advisors/Investors	Having advisors and mentors is acceptable	Having investors signals that this is a formal/legal entity
Market Validation	Based on research, surveys, or assumptions	Based on real-world feedback and performance
Financial Documents	Forecasts and startup cost estimates	Actual financial statements and transaction records
Focus	Feasibility analysis and planning	Execution, scaling, and growth

- Teams that have an existing venture will be disqualified.
- They would have an unfair advantage

STUDENT TEAMS

- 2-6 students per team
- Currently enrolled at a Collaborative member institution (this includes exchange students)
- Enrolled at the same educational level (e.g., all Bachelors students or all Master's students)
- Cross-disciplinary teams are strongly encouraged
- Must name a Student Team Lead (primary team contact)

If a student is enrolled during the Local Challenge but graduates before the Global Challenge, they are still eligible to continue into the Global Challenge.

Teams may be composed of students from different Collaborative member schools

Schools must provide teams with support, guidance and coaching from faculty, staff, and/or local entrepreneurs throughout the Challenge.

DEFINING A LOCAL CHALLENGE

A qualifying Local Challenge:

- Minimum of 5 teams competing
- 2-6 students per team

Schools with additional campuses in **different geographic areas** may hold multiple Local Challenges.

Schools that work together to hold a **Cross-Institution** Challenge will hold a separate Local Challenge



CROSS-INSTITUTION CHALLENGE

TWO OPTIONS:

- Students joining an existing Local Challenge
- Creation of a New Separate Local Challenge

CONNECT WITH OTHER SCHOOLS

- View the Directory - Search locations
- Email the Champion - They can refer you to the best contact



The screenshot shows the Babson Collaborative website. The top navigation bar includes: COLLABORATIVE, HOME, CONNECT, COLLABORATE, SUMMIT, STUDENT CHALLENGE, and SPECIAL BENEFITS. Below the navigation is a banner with a globe and the text "COLLABORATIVE MEMBER INSTITUTIONS". Underneath the banner is a green header for "Current Members of The Babson Collaborative" with the subtext "Contact the institutional champion to make a connection." Below this is a table with columns for Name of Institution, Institution Website, and Institutional Champion. The table lists two institutions: Almaty Management University and American University of Afghanistan.

	Name of Institution	Institution Website	Institutional Champion
1	Almaty Management University	https://www.almau.edu.kz/...	Kseniya Yuzhaninova-Kara...
2	American University of Afghanistan	https://auaf.edu.af/	Shoaib Rahim

babsoncollaborative.org/member-institutions

A large, faint, light green graphic in the background depicts a hand holding a globe. The hand is positioned at the bottom, with fingers slightly curled, supporting a globe with a grid of latitude and longitude lines. The entire graphic is centered and serves as a backdrop for the text.

BABSON COLLABORATIVE
GLOBAL STUDENT CHALLENGE

PHASE 1: LOCAL CHALLENGE



PHASE 1: LOCAL CHALLENGE

SCHOOLS HAVE AUTONOMY

Some Options:

- Embed into existing entrepreneurship curriculum
- Extra credit project
- Co-curricular activity
- Student entrepreneurship club activity
- Group independent study
- COIL project with another school



Email babsoncollaborative@babson.edu to connect with schools have run the Challenge in these ways

LOCAL CHALLENGE: DELIVERABLE

SUGGESTIONS INCLUDE:

- Use same guidelines and judging rubric as used in the Global Challenge
- Live presentations made to a panel of faculty, administrators, entrepreneurs, and/or members of the local business community, followed by Q&A.



- Additional local deliverables may be required depending on academic requirements
 - If academic credit is granted, it (and any assessment for credit) is done by the home institution.

Consider asking colleagues from other Collaborative member institutions to serve as judges in your Local Challenge.

LOCAL CHALLENGE: RECOGNITION & PRIZES

DETERMINED BY THE SCHOOL

- Many schools give a certificate. Some give cash prizes from the local business community
 - Use the Global Student Challenge logo or your Collaborative member badge on your certificate
- Additional recognition or prizes for top placing teams at the discretion of, and funded by, home institution.
- Make it fun and exciting




American Univ of the Middle East (AUM) Local Challenge Celebration

LOCAL CHALLENGE: BRANDING & MARKETING

PROMOTE ON CAMPUS, SOCIAL MEDIA

- TOOLKIT on Portal with Student Challenge logo and editorial
- **Your Local Challenge can have a unique name**
- Tag us on LinkedIn: #BabsonCollaborative




STUDENT CHALLENGE TOOLKIT


In addition to the Student Challenge overview document (above), these resources may be used freely by member schools to prepare students and administer the Student Challenge. All materials may be shared with your student teams.

JUDGING RUBRIC CERTIFICATE (LOCAL PHASE) STUDENT PREPARATION **MARKETING**


Template promotional flyer

Branding guidelines

 Student Challenge Template Flyer
[Download File](#)

 Collaborative Member Branding Guide
[Download File](#)

Collaborative member badge

 Collaborative Member Logo
[Download File](#)

QUESTIONS

Any questions about the Local Phase?



ADVANCING TO THE GLOBAL SEMI-FINALS

Generally, One team from each Local Challenge moves on to **Global Semi-finals** (max. 3 per Institution)

The **ability to advance more teams** depends on how many campuses and number of teams

Single-campus Institutions:

- If Local Challenge has **20-30** teams: one additional team permitted (for a **total of 2**)
- If Local Challenge **31+ teams**: one additional team permitted (for a **total of 3**)

Multi-campus Institutions:

Schools with additional campuses in **different geographic areas** may hold multiple Local Challenges.

- If 2-3 Local Challenges -- The winning team from each Local Challenge moves on
- If more than 3 Local Challenges, Schools must create criteria for selecting which teams (up to 3) move on

HOW MANY TEAMS CAN I SEND INTO THE GLOBAL PHASE?

ASK US! WE WILL HELP CLARIFY

If fewer than five teams compete in the Local Challenge, that school's entries into the Global Challenge will be **rejected**.

If you submit more teams than permissible, you will be asked to **remove the extras**

Table 4. Entering the Global Phase of the Challenge: Example Scenarios

Example Scenarios	Bachelor's Local Challenge Teams	Master's Local Challenge Teams	TOTAL Number of teams (per institution) that may advance to the Global Challenge Semi-finals
Single-campus Institution			
	22	30	<ul style="list-style-type: none"> • Bachelor's Challenge: 2 • Master's Challenge: 2* • *Note: The Master's Challenge would have to exceed 30 teams to be able to send 3 teams into the Semi-finals
Multi-campus Institution (campuses in different geographic areas)			
Campus A	6	2	<ul style="list-style-type: none"> • Bachelor's Challenge: 3 (1 from Campus A and 2 from Campus B) • Master's Challenge: 1* (1 from Campus B) *Note: Campus A did not reach the 5 teams needed to qualify for the Master's Challenge Semi-finals
Campus B	26	10	
Multi-campus Institution (campuses in different geographic areas)			
Campus A	15	5	<ul style="list-style-type: none"> • Bachelor's Challenge: 3* • Master's Challenge: 2 *Note: the maximum number of teams that any institution can send into the Global Challenge is 3 for the Bachelor's and 3 for the Master's Challenge. The school must set its own criteria to get the total to no more than 3 for the Bachelor's Challenge
Campus B	20	0	
Campus C	33	18	
Campus D	9	0	

BABSON COLLABORATIVE
GLOBAL STUDENT CHALLENGE

PHASE 2: GLOBAL CHALLENGE

SEMI-FINALS & FINALS ROUND



GLOBAL CHALLENGE: DELIVERABLE

5-minute video presentation of a new business concept

Required Components

1. Problem statement
2. Business concept
3. Customer/market
4. Target market/Growth potential
5. Value proposition
6. Revenue model
7. Impact
8. Validation of concept
9. Presentation quality

Described in detail in the judging rubric

GLOBAL STUDENT CHALLENGE JUDGING RUBRIC				
<p>INSTRUCTIONS FOR JUDGES: This rubric will be applied to the Semi-finals and Finals rounds of the Global Challenge. In your role as evaluator, you are assessing a team's articulation and evaluation of their idea based on the rubric below. In other words, did the team make the case for their idea and meet the content and delivery requirements of the presentation? Whether you personally like the idea and believe it is viable, or not, should not factor into your evaluation. Be mindful that context varies and this is a global competition; therefore, bias may enter your evaluation. We can mitigate such bias by acknowledging that it may exist and adhering to the rubric.</p>				
TEAM/PROJECT NAME: _____			TOTAL POINTS: _____	
1. PROBLEM STATEMENT				
Clearly understood and clearly stated. Magnitude of the problem is identified as well as how it relates to one or more UN SDGs	Problem is stated, but not fully explained; it fails to make the case for why this is a problem worth solving. Does not make a clear connection to the UN SDGs.	Problem either not addressed or could not be understood; UN SDGs not addressed.		
5	4	3	2	1
COMMENTS (2-3 sentences):				
2. BUSINESS CONCEPT				
Business concept clearly articulated and clearly addresses problem identified	Product/service may be clear, but the business is not and/or it is not clear how the solution addresses the problem identified	Business concept not addressed (focus on product, no business), no clear connection to problem		
5	4	3	2	1
COMMENTS (2-3 sentences):				
3. CUSTOMER MARKET				
Clearly articulates characteristics of customers that the business appeals to and why these customers identify with their solution. Evidence of primary research in determining and meeting the wants or needs of customers.	Key characteristics not clearly identified or focus on users as opposed to paying customers (those that provide revenue). Unclear what distinguishes potential customers from non-customers. Some evidence that customer needs are being addressed, but only from secondary sources.	Never explained key characteristics that determine potential customers. Shows lack of understanding of true potential customers. Thinks "everyone" is a customer.		
5	4	3	2	1

GLOBAL CHALLENGE: DELIVERABLE

Important Requirements

- **Format:** Flexible but need clear audio and visuals
- **Language:** The presentations must be in English.
- **Visuals:** Slides and any text and visuals relevant to conveying the business concept must be in English.
- **Audio:** Voice-over translation (where the original voice is heard quietly while the English translation is prominent) is allowed. Dubbing (where only an English-speaking voice is heard) are both acceptable Using AI for narration is acceptable if script is written by the team.
 - Judges may have an unconscious bias toward seeing and hearing a student team member present (vs an AI voice and/or avatar), but we will remind them it is acceptable.
- **Subtitles:** All teams are welcome to include English subtitles
- **Team:** All team members should appear in the presentation in some way. Not all members are required to present: the preference is for 1-2 speaker(s)

GLOBAL CHALLENGE: EVALUATION

WHO ARE THE JUDGES?

- **SEMI-FINALS:** Entrepreneurship faculty & administrators from Collaborative member institutions
- **FINALS:** Entrepreneurship faculty & administrators from Babson

JUDGING RUBRIC

- Available on the member portal
- We recommend use for Local Challenge
- Share with your students
- **NEW: WEIGHTED RUBRIC FOR 2026 GLOBAL PHASE!**

2026 Student Challenge OVERVIEW & GUIDELINES

The Overview provides important guidelines and deadlines for running the Challenge at your school.

WATCH THE WEBINAR

DOWNLOAD WEBINAR SLIDES

DOWNLOAD 2026 OVERVIEW

STUDENT CHALLENGE TOOLKIT

In addition to the Student Challenge overview document (above), these resources may be use freely by member schools to prepare students and administer the Student Challenge. All materials may be shared with your student teams.

JUDGING RUBRIC | CERTIFICATE (LOCAL PHASE) | STUDENT PREPARATION | MARKETING

Judging Rubric

This is the rubric which will be used for the GLOBAL Phase of the Student Challenge (Semi-finals and Finals rounds). Schools are encouraged to use the same rubric for their LOCAL Challenge.

babsoncollaborative.org/student-challenge

GLOBAL CHALLENGE: SEMI-FINALS RECOGNITION

Global Challenge Semi-finalists receive:

- Valuable written feedback from a committee of judges who are entrepreneurship faculty from Collaborative member institutions
- Certificate from Babson College naming them as a semi-finalist in a global competition



GLOBAL CHALLENGE

MOVING INTO THE FINALS ROUND



MOVING INTO THE **GLOBAL CHALLENGE FINALS**

- **Teams moving into the Semi-finals will have the option to resubmit their presentation.**
 - We encourage changes after receiving judge feedback and after attending the webinar on presentation tip (for finalists only)
- **Deliverables are very specific and must be followed precisely to participate.**
 - This is to ensure fairness and equity in judging.
 - If requirements and deadlines are not met, the team will be disqualified.

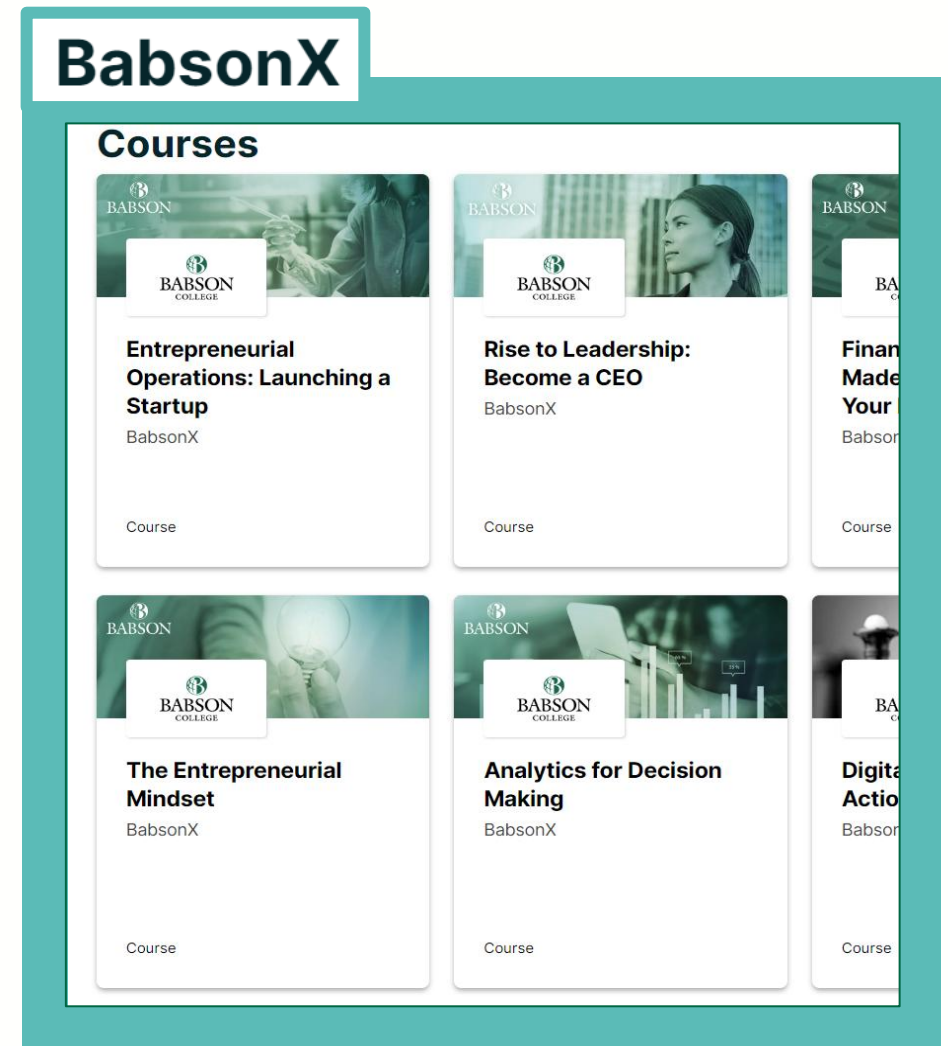
GLOBAL CHALLENGE FINALS: RECOGNITION & PRIZES

ALL FINALISTS receive:

- Free Babson EdX course (with verified certificate)
- Valuable feedback from Babson judges
- Special webinar with Babson's Heidi Neck
- Babson College certificate

WINNERS & RUNNERS-UP also receive:

- Cash prizes sponsored by **SOCIAL IMPACT PATRONS**
- Live virtual consultation with Babson professors
- Featured in a Babson College story (global exposure)



CASH PRIZES

SPONSORED BY SOCIAL
IMPACT PATRONS!

1st PLACE GRAND PRIZE:

- \$4000-\$5000 Cash prize
- Scholarship for Babson Build

RUNNERS-UP:

- \$2000-3000 Cash prize

2026 GLOBAL STUDENT CHALLENGE SOCIAL IMPACT PATRONS!



Ramón Mendiola Sánchez



A Babson Alumnus

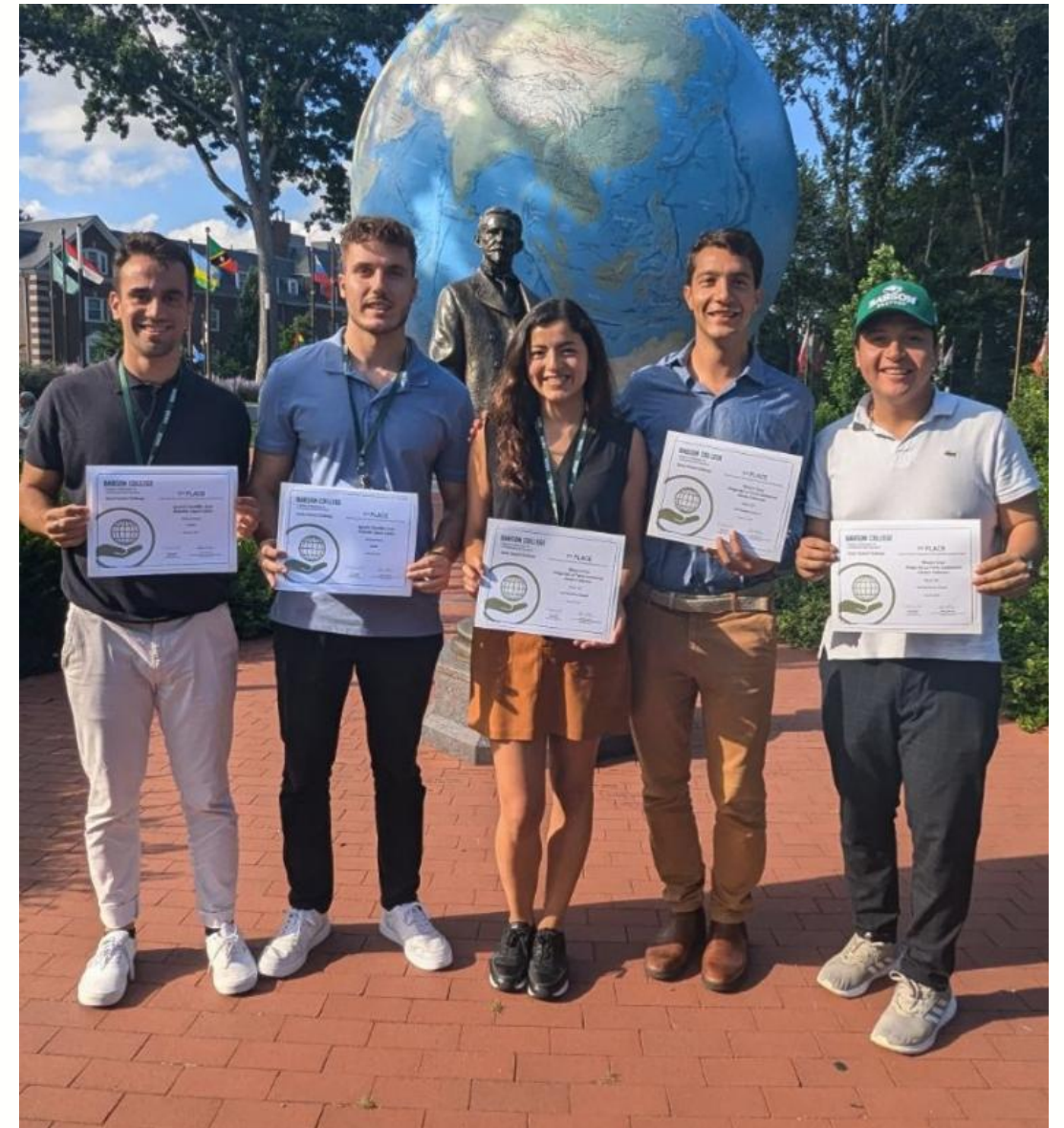
BABSON BUILD

ENTREPRENEURSHIP BOOTCAMP AT BABSON

Experiential and immersive one week program

- Students gain an entrepreneurial mindset that will enable them to overcome challenges in any organization
- Build a global network of future entrepreneurial leaders
- Business simulations and pitch competitions

Learn more: [Babson.edu/Build](https://babson.edu/build)



2024 grand prize winners during Babson Build

QUESTIONS

Any questions about the Global Phase or any aspect of the Challenge?



FINAL REMINDER & DEADLINE

All materials are on the Collaborative Member Portal

***If you need Portal access, email BabsonCollaborative@babson.edu**

Deadline for Champion to Register for the 2026 Challenge: October 17

babsoncollaborative.org/student-challenge



The Babson Collaborative Global Student Challenge involves a feasibility analysis of a new business concept that addresses the UN Sustainable Development Goals (SDGs). The Challenge is completed in two phases: a local university-based competition, followed by a global competition among the top-placing team(s) from each institution. Since 2018, the Babson Collaborative Global Student Challenge has engaged 12,550 STUDENTS at 43 UNIVERSITIES in 30 COUNTRIES resulting in 3420 PROJECTS addressing UN Global Goals.

The image is a screenshot of the "2026 STUDENT CHALLENGE" registration page. The page has a green header with the title "2026 STUDENT CHALLENGE". It is divided into two main columns. The left column is titled "Upcoming Webinar: Joining the 2026 Challenge" and lists the date "Tuesday, September 16, 2025" at "9-10am Eastern Time". Below this, there is a paragraph of text and a "REGISTER FOR THE WEBINAR" button. The right column is titled "Deadline: Register for the 2026 Challenge" and lists the date "October 17, 2025". Below this, there is a paragraph of text and a "REGISTER FOR THE 2026 CHALLENGE" button. A red circle is drawn around the right column, highlighting the deadline and the registration button.

FOR ALL COLLABORATIVE EVENTS & DEADLINES:

[BABSONCOLLABORATIVE.ORG](https://babsoncollaborative.org)

MEET SHUVO!

He will be helping us
with the Challenge!



Gain access to pedagogical best practices and thought leadership from The Babson College and a global network of like-minded peers from other member institutions. The Babson Collaborative is an award-winning offering of the Babson Academy.

[READ IMPACT STORIES ABOUT THE BABSON COLLABORATIVE >>](#)

Our Members

[MEMBER INSTITUTIONS](#)

Benefits

[MEMBERSHIP BENEFITS](#)

Get Started

[NEW MEMBER RESOURCES](#)

UPCOMING EVENTS & DEADLINES

October 10: Deadline

Babson Academy Program Scholarship Application

[LEARN MORE AND APPLY](#)

November 3: Deadline

2026 Summit Session Proposals

[LEARN MORE AND SUBMIT](#)

November 4: Event

COIL Matchmaking (live, virtual)

[LEARN MORE AND REGISTER](#)

Save the Date: [2026 Global Summit](#)