



Embassy Summer in partnership with BEO World presents:

THE MASTERS

BUSINESS LEADERSHIP CHALLENGE

16-18 years olds • London, United Kingdom • Spring 2027



Now in its 18th year, The Masters Business Leadership Challenge is a prestigious, Dragon's Den-style competition for ambitious students aged 16–18. School groups travel to iconic UK boarding school campuses, where they receive expert coaching, visit a real business, and learn from a guest business leader. Across a week of qualifying rounds, teams refine and deliver compelling business pitches to a real judging board — with the very best advancing to the Grand Finals. All participating teams take part in the Grand Award Ceremony in central London

The Masters Competition is formal, fast-paced, and unforgettable: the kind of experience students reference in university applications and job interviews for years afterwards.

THE COMPETITION

Business case study

On arrival, each team receives a detailed real-world business brief to analyse, tested through qualifying rounds across the week.

Real business visit

Students visit a UK business, connecting classroom theory to realworld practice.

The Grand Final

Finalists deliver polished pitches to a full judging panel. Students must demonstrate highest levels of business strategy and clear communication.

Business coaching

Business teachers coach teams on strategy, finance and presentation, with dedicated preparation slots built into the programme.

Guest speaker

A successful entrepreneur or executive shares their journey — inspiring students as they think about their own business pitches.

Cultural programme

International Night, Talent Competition, excursions, plus medals and a closing ceremony on campus.

SAMPLE PROGRAMME* - 9 NIGHTS

*This programme is for illustrative purposes and activities and trips shown may change.

WEEK 1	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5	DAY 6	DAY 7
MORNING	Arrivals Welcome & Initial Induction Participation in the World Economic Forum Workshops and Challenges dependent on arrival time on campus	The grand opening ceremony and an introduction to The Masters Project Brief	Business Visit	Business coaching session	Project Development Work	Competition Qualifying Round	The Semi Finals
AFTERNOON		Guest Lecture and Project Development Work	Business coaching session	Project Development Work	Business coaching session	Competition Qualifying Round	The Semi Finals
EVENING	The Mystery Challenge	International Night	Project Development Work	Business coaching session	Project Development Work	Master's Got Talent	Disco
WEEK 2	DAY 8	DAY 9	DAY 10				
MORNING							
AFTERNOON	The Grand Final	An extended day in London including The Masters Award Ceremony	Departures				
EVENING	The Closing Ceremony and Certificate Presentation						

WHAT'S INCLUDED

- Full board accommodation at a British boarding school
- Public and private transportation
- A team of international support staff
- Academic, recreational, and social activities
- Visits and excursions
- On-campus doctor
- A formal opening ceremony, closing ceremony, certificates and medals for all participating students
- Grand Award Ceremony in London

WHY JOIN

- Gain real-world business and entrepreneurship experience
- Learn how to turn ideas into structured business concepts
- Build confidence presenting in English to industry professionals
- Develop leadership, teamwork, and strategic-thinking skills
- Stand out on university applications with an international business challenge!

