



The Harvard Crimson Business Board

Comp Introduction
January 28, 2024

Welcome

Who We Are
Why Join?

What We Do
Advertising
Programs
Strategy

Comp
Structure/Timeline



Who We Are

- 1. The financial and operational foundation of The Crimson:** Our team of 40-60 people generates \$500,000+ in annual operating revenues to keep the newspaper published.
- 2. A close-knit team and inclusive community:** Many members find their closest college friends on board. We host retreats, weekly socials, poker nights, impromptu office hang-outs, & more.
- 3. A place to develop and practice real business judgment:** Our small team size and high stakes create a training ground for the best strategic minds, as evidenced by our alumni track record.



Why join Crimson Business?

1.

Solve real, complex business problems

Developing business judgement takes practice, not study, and there's *no better place to practice than The Crimson Business Board*, where we face complex problems - and therefore huge growth opportunities - every day.

Your business proposal could be our next 6-figure revenue stream (see: SponCon, Digital News Racks, Writing Competition), and your ideas to improve Board-wide or Department culture could make the tangible, lasting impact that interviewers love to hear about.

2.

Make a tangible impact from any position

From day 1 on the Crimson, you get 100% ownership over the work you do.

From cold emailing and **negotiating with big-name companies** to working on paid **design work** that will be published on thecrimson.com to **running your own conference**, no other business organization on campus gives you as much **dynamic, independent work** as we do, right away.

3.

Innovate while maintaining tradition

Our business has kept the Harvard Crimson **financially independent for over 150 years**, and thus our operations are rooted in a **long and rich history**.

At the same time, we encourage all of our associates to pitch and explore new initiatives – *our Programs department was born from an associate initiative*, and our Strategy department continuously pursues new revenue streams.

Within the Crimson Business Board, you will experience the **tradition of a long-term business** with the **energy of a startup**.

Why join Crimson Business?



ANDREW JASSY
CEO OF AMAZON;
CEO, AMAZON WEB SERVICES

WHAT HE WAS:
ADVERTISING MANAGER



STEVE BALLMER
FORMER CEO OF MICROSOFT

WHAT HE WAS:
ADVERTISING MANAGER



AMY SUN
FORBES 30 UNDER 30; PARTNER, SEQUOIA CAPITAL

WHAT SHE WAS:
MARKETING MANAGER



LIZ HILTON SEGEL
MANAGING PARTNER, MCKINSEY NORTH AMERICA

WHAT SHE WAS:
BUSINESS MANAGER



NATHAN BLECHARCZYK
FOUNDER/CEO, AIRBNB

WHAT HE WAS:
OPERATIONS MANAGER



MAGDALENA KALA
FORBES 30 UNDER 30; VP, BAIN CAPITAL

WHAT SHE WAS:
DIRECTOR OF STAFF DEVELOPMENT

The Advertising team builds strong client relationships, signing high value contracts with national and local advertisers

\$450,000

of annual advertising contracts

72%

YoY growth in advertising revenue

74%

of operating revenue

\$100,000

largest single contract



Focus on building lasting client relationships



Negotiate high value contracts with national and recruiter clients



Develop new products while adapting to market and client needs



Ben Morrison and Jack Jassy
FY2024 Advertising Managers

Our Work

Team-Oriented Workflow

Our small department size (15-20 associates) and frequent team meetings foster an incredibly **tight-knit community**.

Real World Results

You will **negotiate multi-thousand dollar contracts** with some of the world's foremost companies. Many of our largest contracts with national brands were signed by first or second semester associates.

Unforgettable Opportunities

Every year, our ads team participates in a special **commencement pitch sprint** to generate revenue for The Crimson's commemorative commencement edition. We collaborate over the course of two weeks through team pitching, campus newspaper distribution, free food from ad trade deals, and parties at night.



The Programs team develops and runs educational programs all over the world (online and in-person!)

2014
year founded

> **\$120,000**
programs FY'23 revenue

> **7,000** students reached
from all around the world

\$75,000
lifetime sponsorship
revenues



Ideate, market, and implement high quality programs, taking charge of projects from beginning to end



Negotiate mutually beneficial partnership and sponsorship agreements



Maintain and expand relationships with Crimson editors and support the Crimson's educational mission



Claire Pak, Matthew Pantaleo, and Ella Dotzler
FY2024 Programs Managers

Our Work

4 Destinations: Jakarta, Dubai, Shanghai, Seoul

5 Long-Term Partners

10+ Programs

Going **Global** with **Programs**

Unlock unforgettable **international travel** opportunities while teaching vital leadership and writing skills to future leaders around the world



The Strategy team drives business development and supports The Crimson's broader marketing strategy

\$100,000

estimated revenue by FY '25 for writing competition

\$50,000

estimated revenue in FY '23 for published books

1st

college newspaper to establish sponsored content

195 +

sponsored articles published



Work directly with clients to create innovative, impactful content focused on their brand's unique value proposition



Utilize analytics platforms to gain data-driven insights that steer department and product strategy



Launch and promote new business ventures within The Harvard Crimson



Ekansh Tambe, Tirth Dave and Oscar Boccelli
FY2024 Strategy Managers

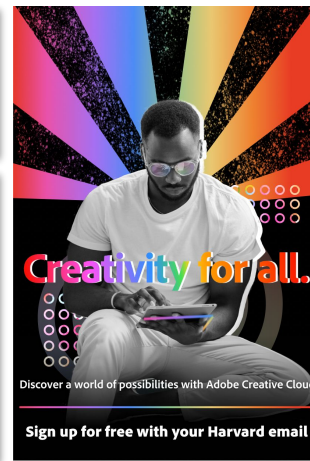
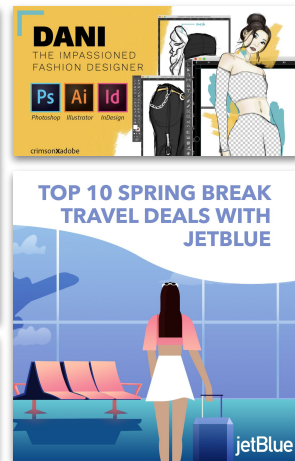
Our Work

Strategy

Strategy creates **sponsored content** (creative, client-focused articles) and **high quality advertisements** (published on DNDs, newsletters, hard-copy, and online)

Besides design, Strategy creates **new business opportunities** for the Board and **manages** existing projects created by past Boards

Strategy also works with Advertising and Programs to create and improve upon different processes using ideas backed by **analytics**



*We're targeting compers with **analytics, design, and business development skills!***

A sneak peek into our community

The Office



Retreat!



Socials



The Comp



Workshops

Workshops are a way for you to get the know the type of work we do on board. These will include an informational session that teaches you a skill and will the be followed by a group simulation.

When:

1/29: Biz Dev Workshop
1/31: Negotiations Workshop
2/6: Analytics Workshop

Required attendance: All of them



Coffee Chats

Coffee chats allow you to connect with current members of the board and learn about their experiences in Crimbiz. These are casual chats to help you get a better understanding of who we are.

When: Jan. 29th to Feb. 8th

Recommended: 4-7 Coffee chats, at least half with associates



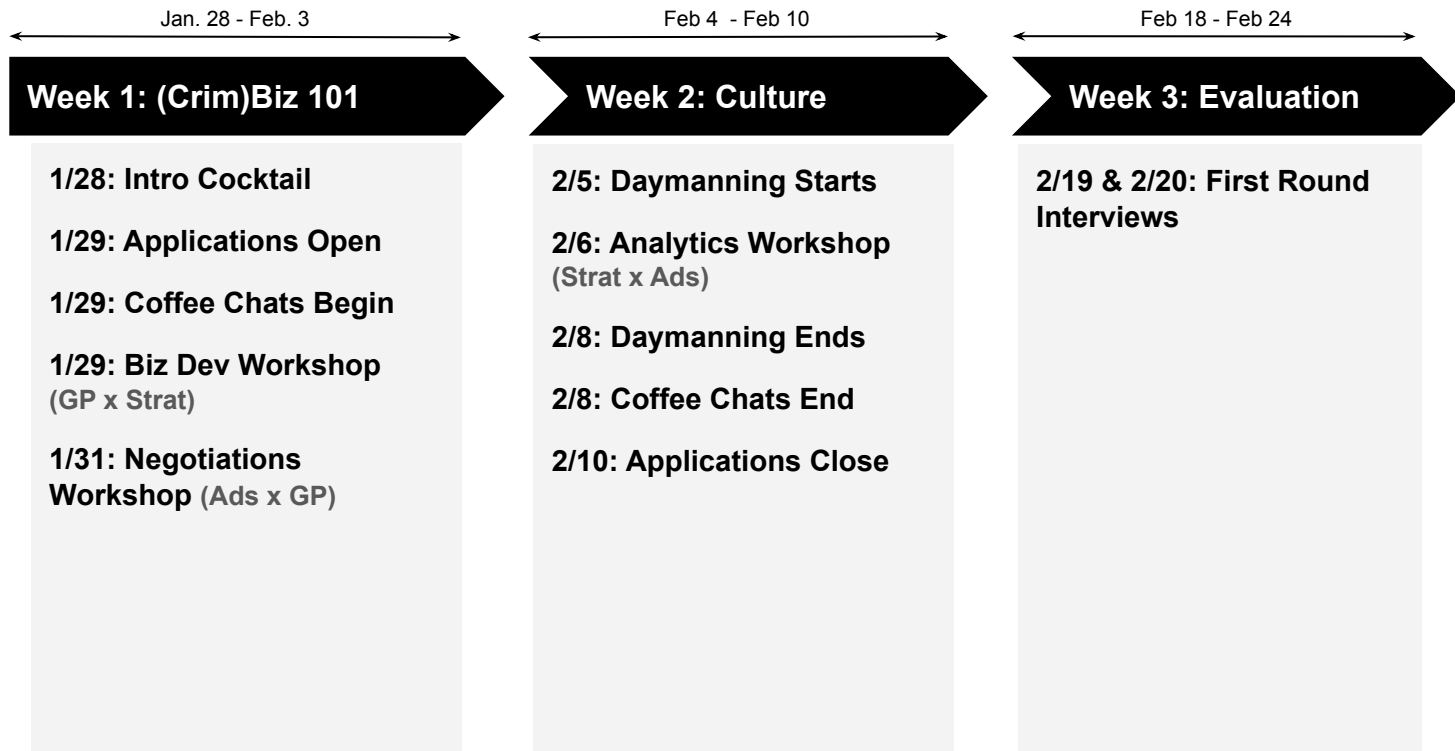
Daymanning

Daymanning is where you can see the building at work. Daymanning will feature department meetings, socials, and the opportunity to just hang out with members of the board.

When: 5-9pm, Feb. 5th to 8th

Recommended: 4-6 hours during the week

Comp Timeline

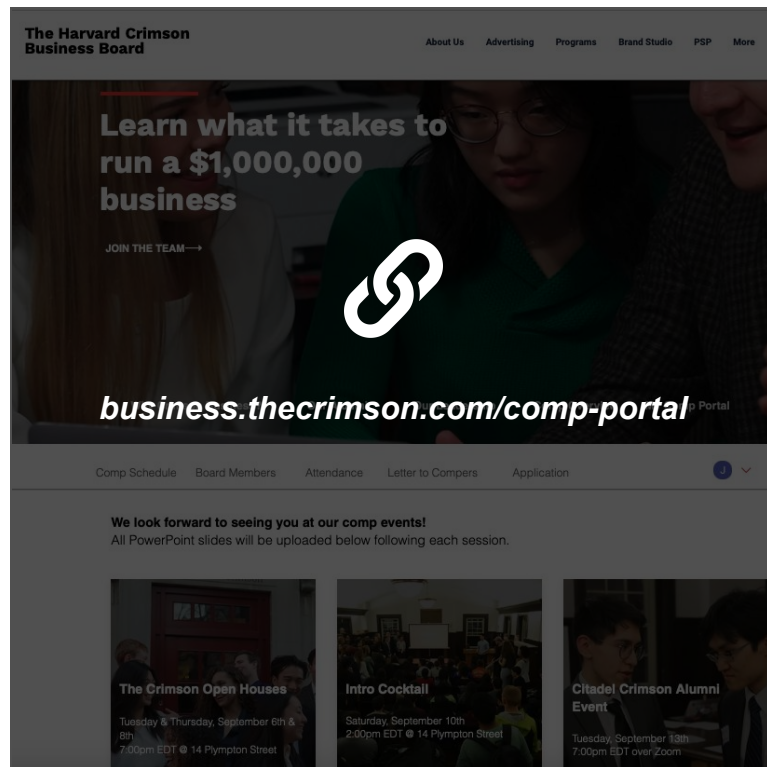


**What we're looking
for in comp:**

**Problem solvers and dedicated
team members** with fresh ideas and
the determination to put them into
action.

Comp Resources

1. **Website Comp Portal** has all the resources you need for logistical purposes (location of events, contact information of all board members, slides for all previous events, etc.)
2. **Workshops** provide all the resources you need to be successful for the evaluative portion of our comp, so if you have an absolutely unavoidable conflict, make sure to notify the DSDs before hand.
3. **Contact the Directors of Staff Development**, Mina Raj (mina.raj@thecrimson.com) and Lilian Smith (lilian.smith@thecrimson.com) with any other questions or concerns.





Fill out attendance form!

Attendance code: Cocktail

Go mingle!

Refreshments are in the back