



THE ILLUMINATI:
'CONSORTIUM OF TITANS'

LETTER FROM YOUR DIRECTOR

Dear Delegates,

With immense pleasure and excitement, I welcome you to our specialized committee. Illuminati: 'Consortium of Titans' at BDMUN 2024! My name is Sarrah Arsiwalla: an avid debater and the head director of this committee. I am in the tenth grade at B.D Somani International School, and it seems fitting that I continue chairing, at the school that has not only introduced me to this exciting world of politics, debate, and international affairs but has cultivated these skills into something greater.

My favorite part of MUN has always been crises, so it was natural that this year, the Illuminati would be a **crisis committee**; it was something about the fictional element that differed so much from real-world problems while still debating it and being able to create resolutions that incorporated this new world. By the end of that conference, I remember telling my friends: "Why don't they have us be part of the UN, we came to a resolution in 3 days". And while that was a very naive thought, I think it unveiled the debater inside me. So for any first-time debater, I promise you that MUN is an extraordinary experience, maybe not the first time- but as long as you speak confidently, think logically, and do not yield to public pressure, you'll be more than okay!

Personally, MUN has always been an excuse for me to learn more legal jargon and immerse myself into the laws of different countries- though this year, as you will each embody a 'business mogul' you might just have to take a look at their NDAs! As someone who aspires to do law, MUN has given me an outlet to hone my research skills, and paperwork drafting abilities as well as my negotiation and public speaking skills. As a history student, we are constantly evaluating who is blamed for world events and why they occurred- the contrasting ideas always

intrigue me. From the viewpoint of one person, right and wrong seem so clear- but after evaluating each side, their reasons, and their beliefs- it seems like a great feat that any conflict has been resolved.

As delegates of my committee, I expect nothing less than fruitful and competitive debate, creative and pivotal crises, and considering that we are the Illuminati, a touch of illegality. This committee is different from any committee you have ever been to, mixing truth and falsehood, fact and fiction, filled with unimaginable twists and turns. Our committee, while lying in the realms of fiction- propels the idea for each delegate to consider the real world from the perspective of someone who seemingly has everything while trying to decide where they should use it to **restore stability or seize power themselves**. The idea first came into my head when I was reading social media posts about how certain celebrities were controlling the world, with their influence and fame- drawing me to the idea that the biggest businesses did have just as much power in the business world to potentially control it. For the 'Consortium of Titans', I urge each delegate to read our study guide, as it has the foundation of any research or prior knowledge that you will need before setting foot in our boardroom.

As I come to the end, of my letter, I wish you good luck in your preparation for this committee. This committee will be hard work and require dedication and skill, for both you and me; in these three days, you will give passionate and convincing speeches and engage in rigorous debate, immerse yourselves in a new experience, and above all, make some memories to last a lifetime. I look forward to meeting you all, however, until BDMUN 2024, this is it from your director.

Warm Regards,
Sarrah Arsiwalla
Director of The Illuminati
BDMUN 2024

LETTER FROM YOUR ASSISTANT DIRECTORS

Welcome! My name is Daiwik Shah, and I am thrilled to serve as one of your Assistant Directors for this fascinating committee. The allure and mystery surrounding the Illuminati have always captured my curiosity, so I couldn't imagine a more fitting committee to co-chair in this MUN. From exploring captivating conspiracy theories to speculating on the idea of a hidden hand influencing world affairs, this committee promises an exciting journey. I'm sure many of you, like me, are captivated by the enigmatic lives of the rich and powerful, I still watch those top 10 biggest mansions in the world YouTube videos.

A bit about me—I am a student at B.D. Somani International School, currently in tenth grade, and one of my favorite things is a spirited, intense debate. Having participated in numerous MUNs over the years, both as a delegate and as a chair, I can assure you that there's no thrill quite like it. My hope for BDMUN '24 is that, together, we can make the Illuminati Committee an unforgettable experience, going above and beyond to ensure each of you enjoys every twist and turn.

I can't wait to get started—crafting crises, reading your communiqués, and discovering who among you might rise to claim control of the world!

Warm Regards,
Daiwik Shah
Assistant director of The Illuminati
BDMUN 2024

Dear Delegates,

I am thrilled to welcome you to The Illuminati, where the world's most powerful CEOs, business moguls, and industry leaders will come together to shape the future of global markets and innovation.

My name is Ananya Mehra and as the co-chair of this prestigious committee, I am deeply excited about the opportunity to engage with a talented and diverse group of delegates. This extremely unique committee will not only challenge you to think critically about the intersection of politics, business, and global influence but also provide a platform for you to craft solutions to hundreds of crises you will encounter.

As we prepare for what promises to be an engaging and dynamic conference, I would like to take a moment to introduce myself: I'm currently studying in grade 10 at B.D Somani International School and my greatest passions lie in subjects such as biology, chemistry and math. However, I also find history to be an invigorating field that sparks my curiosity about the past and its impact on the present. My passion for MUN began years ago when I first attended as a delegate in Grade 7. I vividly remember how nervous I was speaking in front of others, but MUN has helped me transform that fear into confidence. It has cultivated my public speaking skills, sharpened my ability to think on my feet, and broadened my understanding of global affairs and I hope that as your assistant director, I can provide a platform for you all to push your limits, challenge each other, and collaborate towards innovative solutions so that we can make The Illuminati at BDMUN'24 as thrilling, stimulating and dramatic as possible!

This journey has been incredibly rewarding, and I hope to guide you all through a similarly enriching experience. The *Illuminati* promises to be an unforgettable experience, and I cannot wait to see how each of you will contribute to fruitful and dynamic debates, rising to power, to take control of the world!

I am always open to providing guidance and support to fellow delegates, so please don't hesitate to reach out if you need any assistance!

Wishing you all the best as you prepare for this exciting challenge.

Warm regards,
Ananya Mehra
Assistant- director of The Illuminati
BDMUN 2024

HISTORY OF THE ILLUMINATI

The Bavarian Illuminati was founded on May 1, 1776, by Adam Weishaupt, a professor of canon law at the University of Ingolstadt. Weishaupt believed society should be led by reason and scientific understanding rather than religious influence. Motivated by Enlightenment ideals, he established a secret organization called the "Illuminati" to promote these values and inspire change.

Weishaupt began by recruiting five of his most promising law students, creating a close-knit group that quickly expanded. With the help of German diplomat Baron Adolph von Knigge, the Illuminati grew to over 2,000 members, spreading across Bavaria, France, Hungary, Italy, and Poland—all while maintaining strict secrecy. This influential network aimed to spread Enlightenment thinking throughout Europe and challenge traditional structures.

Members were often individuals in high intellectual positions, such as politicians and scholars, who could influence public opinion and political outcomes. The Illuminati promoted democratic values and sought to limit the power of monarchies and religious authorities. They opposed absolute monarchy, using carefully coded messages and encrypted communications to share ideas discreetly. Leaders used code names and ciphers, while a hierarchical structure ensured that only those at the top knew the full extent of the organization's plans, keeping lower-ranking members partially in the dark.

By the early 1780s, the Illuminati had attracted the attention of Bavarian authorities, particularly the Catholic Church and the monarchy. Internal conflicts also weakened the group, as Weishaupt and von Knigge disagreed over leadership strategies, leading von Knigge to leave. In 1784, Duke Karl Theodor of Bavaria, under pressure from religious and conservative groups, issued an edict banning secret societies, including the Illuminati. A series of decrees followed, specifically targeting them. Authorities conducted raids and seizures, and eventually, the organization disbanded. Weishaupt was banished from Bavaria, and the Illuminati ceased to exist.

THE ROLE AND IMPORTANCE OF THE ILLUMINATI

The Illuminati was a secret society that is said to have supposedly controlled the world. They consisted of those individuals interested in reason and rational thought, who wanted to resist the religious and political traditions

that ruled their society, they sought to revolutionize the church and monarchy, reforming them in the interest of radical self-rule. The term "Illuminati" refers to the Bavarian Illuminati and their groups' goals included promoting enlightenment ideas like rational thought and human rights, fostering an environment for debate, critique, and free speech, creating a state of liberty and moral equality, and criticizing government corruption, infiltrating and upsetting the powerful monarchy and promoting self-rule. They created a plan to obliterate and abolish church, state, royalty, and society so mankind could live happily in a world of equality. Adam Weishaupt foresaw the economy operating under a communist structure by an enlightened (illuminated) elite over which he presided. In the fullness of time, these goals were the bedrock of the Illuminati's real ambition: taking over the world.

This society was important in several ways and enormously influenced the political climate of its time. The Illuminati promoted Enlightenment ideals, unusual to those regularly discussed such as opposing religious influence (wanted to replace Christianity with a religion of reason), curbing misuse of state power, advancing women's education, creating a state of liberty and moral equality, encouraging mutual assistance and also ensuring that knowledge was not restricted by religious prejudices. The Illuminati was thought to be very influential as its members were educated in reason, philanthropy, and other secular values so that they could influence political decisions when they came to power. Furthermore, the society grew to include important people in Bavaria, such as Baron Adolph von Knigge and eventually included 2,000 to 3,000 members. A complex hierarchy was inoculated in the system: the lower ranks were divided into hierarchies of Novices, Minervals, and Illuminated Minervals, and divided into cells. Weishaupt acted as their spymaster. The Illuminati, often associated with the 'All-Seeing Eye', is a symbol theorized to represent society's alleged omniscience.

The Middlebury Institute of International Studies said the Illuminati was "a cabal of elites working behind the scenes to orchestrate global events to enslave the global populace", making them a transcendental group as they supposedly are linked "to everything from the French Revolution to the assassination of JFK".

Members of The Illuminati made use of antique codenames to avoid identification. Weishaupt was 'Brother Spartacus', named after the gladiator who headed the insurrection of slaves and kept Rome in terror for three years. Members had to provide the names of their ancestors, relations, friends, correspondents, and enemies. They were asked to recommend people they thought would be appropriate to join in and to list those who might be unfit. They were told to pay attention to the conduct of other men around them and report back weekly about public or private occurrences. After three years of one-on-one study with their Illuminati tutor, members were obligated to sign an oath to uphold the society's goals upon the punishment of death.

Furthermore, The Illuminati worked in public offices and courts of justice, and documents found in the homes of diplomats like Franx Xavier von Zwack confirmed their dreams of world domination. The group's doctrines and practices were secluded and conducted in secrecy. Members of the group communicated with each other using a cipher as they proposed schemes that opposed superstition, obscurantism, religious influence over life, and abuses of state power until the society was eventually banned by the Duke of Bavaria, in 1785 and instituted punishments for anyone who joined.

MYTH OF THE ILLUMINATI

The myth of the Illuminati is often intertwined with narratives of rituals and sacrifices. Within this lore, it is believed that members of the Illuminati engage in occult ceremonies aimed at maintaining their power and

influence over world events. These gatherings are said to take place in secret locations, where participants invoke ancient symbols and perform rituals designed to channel energy and achieve specific goals.

These myths revolve around claims of blood sacrifices, where people are believed to be offered to secure favor from dark forces, solidifying their position and influence over the world. These stories often include accounts of high-profile figures, such as celebrities and actors participating in these rites making the infamous ‘triangle over the eye’ symbol. The imagery associated with the Illuminati features triangles, eyes, and other esoteric signs that are thought to convey hidden knowledge and power. These symbols are said to be strategically placed in popular culture, suggesting that the Illuminati operates in plain sight, subtly shaping societal norms and behaviors.

This mythology feeds into conspiratorial narratives, where the Illuminati is portrayed as orchestrating global events—from wars to economic crises—using their clandestine influence to manipulate governments, corporations, and media. The idea that they are working towards a New World Order, a one-world government controlled by a select few, is a recurring theme that fuels both fear and fascination. The belief in the Illuminati serves as a reflection of societal anxieties about control, power, and the unknown forces that may govern our lives- or simply the hidden truth about how the world truly operates.

DELEGATE MATRIX

1. SATYA NANDELLA

Satya Nandella is Chairman and Chief Executive Officer of Microsoft, a role he took over in 2014. Since joining in 1992, Nandella has transformed Microsoft’s digital offerings, as he rose ranks from a member of the Window

Developer Relations team to becoming the President of the Server & Tools Division, where he oversaw the company's cloud products.

In 2014, Nandella announced the 'mobile-first, cloud-first' strategy, marking a major move towards emphasizing the cloud. Nadella spearheaded the integration of AI into Microsoft products, such as Microsoft 365 and Azure, positioning the company at the forefront of AI development. Since then, he has expanded Azure's capabilities and increased its market share, and in 2018 it had 15% as the second-largest cloud provider. Under his tenure, Microsoft has consistently reported strong revenue growth and increased market capitalization, making it one of the most valuable companies in the world.

As of 2024, Microsoft has a market cap of \$3.05 trillion, having increased it by 24.4% in just one year. As a top tech company, it has 21% of the market share worldwide, peaking at a revenue of \$72.72 billion in 2022.

Windows OS continues to dominate the personal computer market, with a market share of around 76% as of 2023, providing a strong foundation for the company's software ecosystem. It is a key player in cloud computing, AI, gaming, and productivity software- with numerous partnerships including, OpenAI, Adobe, and Coca-Cola. Operating in over 190 countries, Microsoft has a vast international presence, vital in shaping the digital landscape worldwide.

2. ALBERT BOURLA

Albert Bourla is Chairman and Chief Executive Officer of Pfizer, a position he assumed in 2019. He joined the company in 1993 and has held various leadership roles, including Group President of Pfizer's Global Vaccines, Oncology, and Consumer Healthcare divisions.

Under Bourla's leadership, Pfizer has made significant advancements in vaccine development, particularly with the rapid creation of the COVID-19 vaccine in collaboration with BioNTech. This achievement not only addressed a global health crisis but also positioned Pfizer as a leader in mRNA technology. Pfizer has also expanded its vaccine portfolio, and invested in research into new vaccines. Under Bourla, the company has expanded its drug pipeline, forging partnerships to focus on areas such as oncology, cancer treatments, and rare diseases. However, currently, Bourla is under pressure, fending off allegations of mismanagement by investor Starboard Value.

As of 2024, Pfizer has a market capitalization of \$220 billion. The company reported revenue of around \$100 billion in 2022, driven largely by its COVID-19 vaccine and antiviral treatments. Pfizer holds a strong position in the pharmaceutical market, with a diverse portfolio that includes vaccines, oncology, and rare disease treatments. Pfizer partners with various organizations, including collaborations with the Bill & Melinda Gates Foundation and other biotech firms, to enhance research and development efforts.

3. PATRICK POUYANNE

Patrick Pouyanné is Chairman and Chief Executive Officer of TotalEnergies, a position he has held since 2015. Since joining the company in 1997, Pouyanné has played a crucial role in reshaping TotalEnergies' strategic direction, transitioning it toward a more sustainable energy future.

In 2015, he emphasized the need for the energy sector to adapt to the challenges of climate change and announced the company's commitment to include renewable energy sources. Under his leadership, TotalEnergies has made significant investments in solar, wind, and biofuels, positioning itself as a leader in the global energy transition. Pouyanné has prioritized investments in technologies such as battery storage and

hydrogen, and championed initiatives aimed at reducing carbon emissions, positioning TotalEnergies at the forefront of clean energy innovations.

As of 2024, TotalEnergies has a market capitalization of approximately \$150 billion, reflecting a steady growth trajectory. The company is now investing heavily in renewable projects, aiming to achieve net-zero emissions by 2050. This goal is supported by the acquisition of various renewable energy companies and partnerships focused on sustainable practices. The company has partnerships with Saudi Aramco, creating SATORP, a limited liability company, which is one of the most advanced refineries in the world; as well as holding 19.75% as a shareholder of Adani Green.

4. KELLY ORTBERG

Relatively recently, Kelly Ortberg became president and CEO of The Boeing Company, a leading aerospace company that develops, and manufactures commercial airplanes, defense technology, and space systems. In 1983, Ortberg was the Chief Executive Officer of Rockwell Collins, an aviation company known for providing information to government agencies and aircraft manufacturers- which gave him 35 of experience in the aerospace industry.

As of 2024, Boeing's market capitalization is approximately \$130 billion. This reflects the company's recovery efforts following challenges such as the 737 MAX crisis and the impacts of the COVID-19 pandemic on the aviation industry. The company has major partnerships with global airlines such as American Airlines, Delta Air Lines, and Emirates for aircraft sales and support services; along with the U.S. Department of Defense and other governments for military aircraft and defense systems and collaborations with NASA for space exploration programs and satellite technologies.

Boeing has over 10,000 suppliers, and their estimated contribution to America's economy is \$79 billion, supporting 1.6 million jobs overall- which could be derailed by the strike of over 33,000 factory workers demanding a pay raise. The company has been losing significant money since two crashes of the 737 Max that killed 346 people since then having lost over \$33 billion in operating losses- forcing redundancy of workers. However, Boeing still has a major influence as a global aviation leader, with vital governmental and defense ties, and commercial planes used by billions yearly.

5. JAMIE DIMON

Jamie Dimon is Chairman and Chief Executive Officer of JPMorgan Chase, a role he has held since 2006. Since joining the company in 2000, Dimon has been instrumental in shaping JPMorgan Chase into one of the largest and most influential financial institutions in the world. Following the merger between Bank One and JPMorgan Chase, Dimon was both the president and COO of the company.

Under his leadership, Dimon has navigated the bank through the 2008 financial crisis-- acquiring Bear Stearns- and implementing strategies that focused on risk management. In recent years, Dimon has emphasized the importance of digital transformation in banking; the company has developed one of the most advanced mobile banking platforms- allowing for online accounts and payments. JPMorgan Chase allocates approximately \$12 billion annually on tech initiatives, transferring to a cloud-based network to improve services including using AI, changes made under Dimon as CEO.

As of 2024, JPMorgan Chase has a market capitalization of approximately \$450 billion, reflecting its stability. The bank serves millions of customers worldwide, including individuals, businesses, and governments. It reported revenues of over \$120 billion in 2023, showcasing its position as a key player in investment banking,

asset management, and consumer finance. Operating in over 100 markets globally, JPMorgan Chase remains a vital player, expanding their operations to Asia, Europe, and Latin America.

6. JENSEN HUANG

Jensen Huang is the founder, president, and CEO of a 3.32 trillion dollar business known as Nvidia. The company was founded in 1993 and has played a vital role in improving the technological sector across the world, making GPUs to enhance gaming, cryptocurrency mining, and professional applications. Jensen Huang remains on the board of directors and owns a 3.6% stake in Nvidia after going public in 1999.

Huang spearheaded the launch of GPUs and shifted into the AI sector at the right time which helped Nvidia grow even larger. Moreover, he plays a vital role in managing the large company and overlooking further launches of new technological equipment.

Almost every big company worldwide uses Nvidia's chips from Amazon to Tata. Each sector relies on the technology being produced by Nvidia as the company seeks to make even larger advancements.

7. BERNARD ARNAULT

Bernard Jean Étienne Arnault is a French businessman and CEO of LVMH, the world's largest luxury goods company. He became CEO in 2011 and owns a 48% stake in the company. LVMH owns some of the world's largest luxury brands such as Louis Vuitton, Sephora, and Dior.

Bernard Arnault was an early investor in LVMH and gradually increased his stake in the company until he now has the largest stake. He also had great investments in upcoming luxury brands during the nineteenth hundreds such as acquiring Dior which helped him in taking control over LVMH. He is currently the richest man in

France and helped expand LVMH into a much larger luxury conglomerate by acquiring more companies such as Fendi, Bulgari, and Sephora and creating a 500 Billion dollar business.

Bernard himself is worth around 199.7 billion dollars and caters to the higher class. LVMH owns the majority of luxury brands available in the world as Arnault has created a luxury empire by making it global and investing in the most talented designers of our time such as Kim Jones.

8. KHALDOON AL MUBARAK

Khaldoon Al Mubarak is the managing director and CEO of the Mubadala investment company which is a 302 billion dollar investment firm. Mubadala Investment Company was created in 2017 through the merger of IPIC and Mubadala Development Company, resulting in the creation of a future-focused global investment company of significant scale and prominence for Abu Dhabi. Given that this is a state-owned company, Khaldoon Al Mubarak has considerable power over government policies and economic decisions too. He is also the chairman of the City Football Group which is a holding company that invests in and manages various international football-related businesses, including Manchester City, New York City, Mumbai City, and Melbourne City.

Khaldoon Al Mubarak has made effective changes in football teams such as Manchester City with its large investments making it one of the biggest teams in the world. He has also helped in creating strategic partnerships on a global level which has helped the Mubadla investment company expand and become bigger and well established. He is also a policymaker due to his large political influence in Abu Dhabi.

9. AKIO TOYODA

Akio Toyoda is a Japanese business executive who is the chairman of Toyota Motor Corporation. He was previously the company's president and chief executive officer. The company is currently worth 228.57 billion

dollars and is one of the largest car manufacturers in the world. Toyota Motor Corporation owns large brands such as Lexus and Suzuki, offering a range of vehicles from compact cars to luxury sedans.

Toyota has played a vital role in enhancing the sector of hybrid cars and improving the quality standards of Toyota. He also led the business extremely well during the Covid-19 crisis and prevented large losses. Moreover, Toyota has helped in further expanding the company globally and capturing markets across the globe.

10. LAURENT FREIXE

Laurent Freixe is the Chief Executive Officer of Nestlé Waters and serves as the Executive Vice President of Nestlé S.A. With a career spanning over 25 years at Nestlé, he has held various leadership roles across different regions, significantly impacting the company's global operations and strategy.

Freixe's achievements include driving growth in the water division and spearheading initiatives focused on sustainability and responsible sourcing. Under his leadership, Nestlé Waters has increased its market presence while emphasizing health and wellness, aligning with consumer trends towards healthier beverage options.

Nestlé S.A. is one of the largest food and beverage companies globally, with a market capitalization exceeding \$300 billion. Freixe's influence within the company and the industry is significant, as he plays a key role in shaping Nestlé's strategic direction and sustainability initiatives, impacting millions of consumers worldwide.

11. ELON MUSK

Elon Musk is one of the most influential entrepreneurs of the 21st century, known for his forward-thinking vision and groundbreaking ventures. He is a South African-born American entrepreneur who exhibited an early interest in technology and entrepreneurship.

His career began in Silicon Valley in the late 1990s, first co-founding Zip2, a software company that he sold for nearly \$300 million, and then starting X.com, which later became PayPal. In 2002, PayPal was acquired by eBay for \$1.5 billion, giving Musk the financial foundation to pursue his aspirations. He founded SpaceX in 2002 with the vision of making space exploration more affordable and enabling him to fulfill his biggest aspiration: the colonization of Mars. Despite early setbacks, SpaceX became the first private company to send a spacecraft to the International Space Station, and it now regularly launches reusable rockets. The company is now worth nearly \$210 billion and Musk owns an estimated 42% stake.

In 2004, Musk joined Tesla, Inc. as chairman and later became CEO, being a pertinent individual in reaching the company's mission to accelerate the world's transition to sustainable energy. Under his leadership, Tesla revolutionized the electric vehicle market and established itself as one of the world's most valuable companies. Musk also founded The Boring Company to address urban traffic issues and co-founded Neuralink, aiming to merge human intelligence with AI. Furthermore, Musk bought the social media app, Twitter, later renamed X, in 2022 (\$44 billion- enterprise value), however, Forbes estimates that this app is worth 70% less as of August 2024.

As of 2024, Elon Musk's net worth is estimated to be around \$230 billion, placing him among the world's wealthiest individuals. His power and influence are profound, extending beyond his businesses to cultural and technological trends. Tesla's success has catalyzed the electric vehicle industry globally, while SpaceX's advancements are reshaping the aerospace sector. Through multiple enterprises, Musk continues to push the boundaries of technology, inspiring future entrepreneurs to think boldly and address global challenges with tenacity.

12. JEFF BEZOS

Jeff Bezos is a renowned American entrepreneur best known as the founder of Amazon, the world's largest online retailer. Born in Albuquerque, New Mexico, Bezos showed an aptitude and passion for technology from a young age. After graduating from Princeton University with degrees in electrical engineering and computer science, he worked in various Wall Street firms before founding Amazon in 1994. Bezos saw the growing potential that digital platforms had and left a lucrative career to launch Amazon initially as an online bookstore out of his garage in Seattle, Washington.

Under Bezos's leadership, Amazon evolved from a simple online retailer into a global conglomerate, revolutionizing e-commerce. Through well-planned acquisitions, Bezos expanded Amazon with diverse product categories, as well as services like Amazon Prime, which transformed global expectations. Bezos also introduced Amazon Web Services (AWS), a cloud computing platform that has become one of the company's most profitable divisions, widely adopted by other companies worldwide. His approach to continuous improvement and customer obsession has made Amazon unparalleled in a competitive market.

As of 2024, Jeff Bezos's net worth is estimated at over \$150 billion, placing him among the world's wealthiest individuals. Even after stepping down as Amazon CEO in 2021, Bezos retains immense influence over the company as its executive chairman. Amazon spans several industries from retail to technology, media, and logistics, serving millions of consumers and shaping modern commerce. Bezos's ventures also include Blue Origin, his space exploration company, reflecting his visionary drive, however, Amazon underscores the majority of his success.

13. MARK ZUCKERBERG

Mark Zuckerberg is an influential American tech entrepreneur, best known as the co-founder and CEO of Facebook, rebranded as Meta Platforms, Inc. Born in New York, Zuckerberg showed a keen interest in

programming and online software. While studying at Harvard University, he developed "Facebook" in 2004 as a social networking site for college students. The platform gained a lot of popularity and expanded beyond universities, ultimately transforming into Facebook, one of the first and a significant social media platforms which led to the development of various other social networking sites.

His achievements within the tech industry are profound. Under his leadership, Facebook grew exponentially, acquiring companies like Instagram, WhatsApp, and Oculus VR, extending its influence not only across social media but also virtual reality. Through these acquisitions, Zuckerberg has helped Meta maintain its dominance in digital communication. His strategic methods, including the rebranding to Meta in 2021, emphasize a focus on the "metaverse": a virtual, immersive digital space where people can interact, work, and enjoy which Zuckerberg envisions as the future of social interaction.

As of 2024, Mark Zuckerberg's net worth is estimated at around \$110 billion, solidifying his position among the world's wealthiest individuals. His influence has made a colossal impact on Meta's extensive user base, with over 3 billion monthly active users across platforms. Despite controversies over data privacy, misinformation, and regulatory scrutiny, Zuckerberg's vision has significantly shaped online social interaction and communication. He is a pioneer in the world of digital technology.

14. MUKESH AMBANI

Mukesh Ambani is one of India's most powerful and influential business magnates, best known as the chairman and largest shareholder of Reliance Industries Limited (RIL). His father, Dhirubhai Ambani, founded Reliance Industries as a small textile business. Mukesh joined the company in 1981 after studying chemical engineering at the Institute of Chemical Technology, Mumbai, and attending Stanford University's MBA program before returning to support the family business.

Under Mukesh Ambani's guidance, Reliance Industries transformed into an enormous conglomerate. Expanding into petrochemicals, refining, telecommunications, retail, and digital services. One of his most significant achievements was overseeing the creation of the Jamnagar Refinery in Gujarat, the world's largest oil refinery, which significantly boosted RIL. Ambani's launch of Jio Platforms in 2016 marked another significant and impactful enterprise; Jio disrupted India's telecom market by offering affordable data services, rapidly gaining over 400 million subscribers. His vision to make India digitally inclusive reshaped the nation's digital landscape, opening new opportunities for businesses and consumers alike.

As of 2024, Mukesh Ambani's net worth is approximately \$100 billion, placing him not only among the world's wealthiest but also as one of Asia's most influential entrepreneurs. Reliance Industries dominates significant economic power in India over retail, energy, and telecom sectors. Ambani's strategic focus on expanding Reliance's digital and retail services has attracted global investors, further cementing his influence in India's economic future. Mukesh's leadership exemplifies a commitment to innovation, making him a visionary force in the global business landscape.

15. LARRY FINK

Larry Fink is a prominent American financier and CEO of BlackRock, the world's largest asset management firm. Born in Los Angeles, California, he studied political science at UCLA and earned an MBA in real estate. His career in finance began at First Boston, where he was an early innovator in mortgage-backed securities. However, after facing a significant loss in 1986, Fink co-founded BlackRock in 1988, transforming it into a significant financial management company through strategic risk management and investment.

Fink's achievements within the financial industry are substantial. Under his leadership, BlackRock grew from a small fixed-income asset management firm to an investment giant, overseeing nearly \$10 trillion in assets as of

2024. One of his major innovations was developing Aladdin, a technology platform that manages financial risks and helps other companies make data-driven investment decisions. Aladdin has since become a critical component of BlackRock's success. Fink's emphasis on long-term value and sustainable investing has also led BlackRock to predominant environmental, social, and governance (ESG) criteria, positioning the firm as a leader in responsible investment practices.

As of 2024, Larry Fink's net worth is estimated at around \$1 billion, reflecting his success in the industry.

However, his far-reaching impact and real power lie in the influence of BlackRock. The firm's extensive asset holdings allow it to play a leading role in global financial markets and influence corporate governance through its ESG advocacy.

16. WARREN BUFFET

Warren Buffett is the Chairman and Chief Executive Officer of Berkshire Hathaway, a role he has held since 1965. Under his leadership, Berkshire Hathaway has grown from a struggling textile manufacturer into one of the world's most successful conglomerates, with a diverse portfolio of investments spanning insurance, energy, consumer goods, and technology. Buffett is widely regarded as one of the most successful investors in history, known for his value investing approach, which emphasizes purchasing undervalued companies with strong growth potential and holding them for the long term.

Since taking the helm, Buffett has overseen a dramatic increase in Berkshire Hathaway's market value, with the company's stock price rising from under \$20 per share in the mid-1960s to over \$500,000 per share as of 2024.

Under his leadership, Berkshire Hathaway's market capitalization has grown to more than \$850 billion. Buffett's disciplined, patient investment philosophy has earned him the nickname "The Oracle of Omaha," as he has consistently outperformed the market over several decades. Berkshire Hathaway owns a diverse range of

well-known companies, including Geico, Duracell, and BNSF Railway, and holds significant stakes in major public companies such as Apple, Coca-Cola, and American Express. While Buffett's traditional focus has been on insurance and finance, in recent years, he has increased his investments in the tech sector, especially with Apple, which has become one of the largest contributors to Berkshire's portfolio.

CURRENT SITUATION

Founded in 1921, Blackwood Enterprises was a family-owned technology company that evolved from producing early kitchen appliances into taking on the complexities of 21st-century AI. The small venture quickly transformed into a powerful entity that wielded significant influence across various sectors- with significant influence over governments, healthcare departments, educative institutions, oil industries, and even the United Nations.

For years, the world has been on the brink of destroying itself- barely surviving, as every organization, country, and person disagreed on decisions that set forth a domino shaping the state of the world today. It was a miracle that the world survived the first two world wars, cold wars, and countless civil wars- but the true mastermind behind that balance was Blackwood Enterprises. Despite the ongoing threats of war, food shortages, religious discrimination, and imbalances of power within the UN, Blackwood Enterprises managed to navigate these challenges, quietly fostering a sense of balance among global organizations and contributing to a semblance of peace in a tumultuous world. However, not every action taken by the business has been noble in its pursuit of global stability; they have effectively manipulated major world decisions, establishing an 'accidental' puppet regime, where Blackwood Enterprises are vital for the survival of the modern world.

Despite its vast reach, Blackwood maintained an air of mystery; few knew who ran the company, and it became a subject of speculation and intrigue. The unexpected death of Cassandra Blackwood, the last CEO, marked a significant turning point. With no heirs to inherit the legacy and guide the company forward, Blackwood Enterprises ultimately dissolved, leaving a power vacuum and raising questions about its lasting impact on the world it once helped shape. Amidst the turmoil, a coalition of unlikely allies emerged, possessing the power to either dismantle the existing order or rebuild it anew: The Illuminati, Consortium of Titans.

AREAS OF INFLUENCE

1. GOVERNMENT:

In the contemporary world, government structures are fundamental in shaping policy-making and governance, profoundly impacting the lives of citizens. Effective governance fosters stability, economic growth, and social welfare, while ineffective systems can lead to unrest and conflict. The balance of power among nations is often influenced by the strength and legitimacy of their governments, with democratic systems promoting participation and accountability. Business leaders like Elon Musk (Tesla, SpaceX) and Jeff Bezos (Amazon) can impact government policies through their significant economic contributions and lobbying efforts.

Historically, the influence of Blackwood Enterprises over governments was profound; they skillfully navigated political landscapes, ensuring that their interests were aligned with national policies. By quietly manipulating key decisions, Blackwood helped maintain a fragile balance of power, often acting as a stabilizing force during tumultuous times.

However, their manipulation of key political outcomes often undermined democratic processes, fostering a climate of mistrust and disillusionment among the populace. For instance, they influenced tax policies that benefited their bottom line while undermining public services, fostering a climate of mistrust and disillusionment among citizens who felt their needs were sidelined for corporate gain. Their eventual dissolution left a void, raising concerns about the potential for political instability as new players vie for influence.

2. EDUCATION:

Education systems play a crucial role in shaping societies by cultivating knowledge, skills, and critical thinking. They influence economic growth by providing a skilled workforce and fostering innovation. Moreover, education promotes social mobility and civic engagement, empowering individuals to participate actively in democratic processes. Leaders like Mark Zuckerberg (Meta) have invested in educational initiatives, aiming to enhance digital literacy and access to technology.

Previously, Blackwood Enterprises wielded substantial influence over educational institutions, dictating curricula and educational policies to align with their vision for a stable society- ensuring that the next generation was brought with more unity. Their strategies often ensured that future generations were prepared to support the status quo, fostering a sense of continuity. With their dissolution, however, the educational landscape faces uncertainty, as new influences may challenge the established norms that Blackwood helped to perpetuate.

3. DEFENSE:

Defense capabilities are essential for ensuring national security and establishing a country's standing in global affairs. Military strength deters potential threats and allows nations to project power internationally. Countries

with advanced defense technologies, like Boeing under Kelly Ortberg, often have significant influence in geopolitical negotiations.

In the past, Blackwood Enterprises was instrumental in shaping defense policies, using its technological advancements to secure contracts and influence military strategies. Their ability to provide cutting-edge solutions ensured that nations remained prepared for threats while maintaining a delicate balance of power.

Now that Blackwood has dissolved, the defense sector is left to navigate a new landscape, where emerging players may disrupt the balance they once helped sustain. Blackwood Enterprises influenced defense contracts and policies, often pushing for military technologies that favored their products. This not only inflated defense budgets but also diverted resources away from necessary social programs, undermining the public's trust in government priorities and contributing to an imbalanced military readiness that did not necessarily reflect the country's actual security needs.

4. FEDERAL RESERVES:

Federal reserves and central banking systems manage a nation's monetary policy, influencing economic stability and growth. By controlling interest rates and regulating banking systems, these institutions play a critical role in shaping financial markets. Larry Fink of BlackRock wields considerable influence over investment strategies and economic policies.

Historically, Blackwood Enterprises had a hand in financial systems, ensuring that monetary policies favored stability and growth while subtly promoting their interests. Their behind-the-scenes involvement helped navigate economic crises, fostering trust in financial institutions. However, with their dissolution, there is

concern that without their guiding influence, monetary systems may face new challenges as power dynamics shift and competing interests emerge.

5. INTELLIGENCE

Intelligence agencies are vital for national security, gathering information to inform government strategies. They play a critical role in identifying threats and supporting military operations. Companies like NVIDIA, led by Jensen Huang, are now key players in technology and defense.

Previously, Blackwood Enterprises operated within the shadows of intelligence, providing advanced technological solutions and analysis to governmental bodies. Their ability to influence intelligence outcomes helped maintain a precarious balance of power, often steering nations toward diplomatic resolutions rather than conflict. In the wake of Blackwood's dissolution, the intelligence landscape is left vulnerable, as new entities may not have the same commitment to global stability. Their behind-the-scenes influence often skewed intelligence assessments, leading to decisions that favored their interests rather than the actual needs of national security, ultimately compromising the integrity of intelligence operations- however, due to their immense power, the company was able to propel decisions.

6. ARTIFICIAL INTELLIGENCE

Artificial intelligence is rapidly transforming various sectors, influencing economic structures and everyday life. Leaders like Jensen Huang of NVIDIA are at the forefront of this transformation, shaping the future of technology.

Blackwood Enterprises was an early pioneer in AI, quietly driving innovations and ensuring that advancements served a broader agenda of stability and control. Their influence helped mitigate the risks associated with rapidly

evolving technologies, fostering an environment where AI could develop safely. This focus on control and monitoring raised ethical concerns, as AI applications were deployed to enhance their corporate influence rather than address broader societal challenges. The lack of accountability in these technologies has left lingering concerns about privacy and the potential for abuse, exacerbating societal fears around AI. However, with Blackwood's absence, the path forward for AI is uncertain, as emerging players may prioritize profit over ethical considerations, potentially leading to unforeseen consequences.

7. OIL

Oil remains a vital resource in the global economy, significantly affecting geopolitical relations and national power. Countries with large reserves often hold strategic leverage, as energy security is critical for economic stability. Control over oil markets enables these nations to influence global prices and supply chains, impacting everything from fuel costs to international relations. This resource can also be a catalyst for conflict, as competition for access can lead to tensions or wars. Patrick Pouyanné of TotalEnergies exemplifies how powerful companies can shape energy policies.

In the past, Blackwood Enterprises played a crucial role in the oil sector, orchestrating deals and ensuring that the energy supply remained stable during global crises. Their behind-the-scenes maneuvers helped prevent oil shortages and conflicts over resources; however, in the past they orchestrated oil deals that prioritized their profits, manipulating supply agreements to create artificial shortages that drove up prices. This led to economic instability in oil-dependent nations, exacerbating tensions and conflict over resources while entrenching their dominance in the industry.

8. INFRASTRUCTURE

Infrastructure is the backbone of economic development, encompassing transportation, communication, and public services. Robust infrastructure facilitates trade and enhances connectivity. Governments and private entities invest heavily in infrastructure projects to drive growth.

Previously, Blackwood Enterprises played a key role in developing global infrastructure, often influencing which projects received funding and attention. Their involvement ensured that critical systems were built to promote stability and accessibility, fostering economic interdependence among nations. Now, in the wake of their dissolution, there is a power vacuum, and new actors may not prioritize the same cooperative approach, potentially destabilizing global trade and connectivity.

9. HEALTHCARE

Healthcare systems are crucial for ensuring public well-being and economic productivity. Access to quality healthcare affects population health outcomes and workforce efficiency. Business leaders like Albert Bourla of Pfizer play a significant role in healthcare.

Historically, Blackwood Enterprises influenced healthcare policies and practices, shaping public health responses and ensuring that pharmaceutical advancements aligned with their vision for global stability. Their strategic interventions helped navigate health crises and promote equitable access to treatments. With their dissolution, however, the healthcare landscape faces uncertainty, as competing interests may lead to disparities in access and quality of care, challenging the stability that Blackwood once fostered.

10. UNITED NATIONS

The United Nations serves as a crucial platform for international cooperation, addressing global challenges such as peacekeeping, humanitarian aid, and human rights. Its various agencies work to foster dialogue among

nations and facilitate development initiatives worldwide. However, the UN's effectiveness can be hampered by political agendas and power struggles among member states.

Historically, Blackwood Enterprises exerted significant influence over the UN by positioning key allies within its structure and shaping its agenda to align with its corporate interests. This manipulation often led to resolutions and initiatives that favored their goals, such as promoting technology solutions that served their business model. As a result, critical global issues were sidelined in favor of policies that prioritized corporate profit, contributing to a growing sense of cynicism about the UN's ability to address pressing humanitarian and environmental crises. With Blackwood's dissolution, the UN now faces a power vacuum, challenging its capacity to navigate the complex dynamics of international relations without the stabilizing influence it once had.

NOTE TO DELEGATES

With the dissolution of Blackwood Enterprises, the world hangs on the precipice of chaos- the single group that kept peace within the world as a whole was gone. This, delegates of The Illuminati is where you come in.

A group of CEOs and business moguls have decided to take the world's fate into their own hands- each already controlling sectors of business and having influence over different parts of the world, before forming this group: The Illuminati. This group is now answerable to every organization, needing to know the steps forward as they have been puppet-ruled for decades. It is now up to you, as delegates whether you want to run the world together harmoniously, or given the power vacuum- fight for a way for your business to become the next 'Blackwood Enterprises'.

The first committee session will be the first ‘Illuminati’ meeting between these powerful world leaders. Assume that Blackwood Enterprises had monetary influence, power, and people in every government, education, defense systems, international institutions, technology, and healthcare- effectively controlling the entire world. The real question is: is this consortium of titans working together, forging a legitimate alliance that could run the world, or plotting against each other- until the time is right? Most importantly, consider the importance of your company in the grand scheme of things- how much does the global economy hang in your balance, how many people rely on your business, and can this be your bargaining chip into total world domination?

As your directors, we urge you to delve into the mythical sense of the Illuminati- submerge yourself into the fantasy that a secret society did truly run the world once, and can again today, starting with you. Entertain the ideas of clandestine meetings, underhanded business deals, and even sacrifices- adapted to today's cutthroat business world. Our committee, a specialized crisis committee- requires constant interaction between delegates and active participation from all. We expect crisis notes, communiques, and decisions that will alter the flow of debate completely- feel free to be as creative as you want!

QARMA

1. What might the world look like after the dissolution of Blackwood Enterprises, and how could power dynamics shift in that context?
2. In what ways might the international community address the challenges posed by extremist groups in a potentially weakened global landscape?
3. How could the newly formed consortium of titans impact global population growth through their policies or strategies, and what implications might that have?

4. What are the potential consequences of corporate leaders coordinating their efforts toward the establishment of a unified global government or economic system?
 5. What ethical considerations arise when corporate leaders engage in actions that could provoke or sustain global conflicts for market manipulation or resource control?
 6. How might corporate leaders influence global education systems, and what effects could this have on societal structures and workforce development?
 7. What are the implications of corporate leaders collaborating with governments to create a global surveillance network, and how could this affect individual freedoms?
 8. In what ways can corporate leaders engage with international bodies like the United Nations, World Bank, and IMF to shape global policies, and what are the potential outcomes of such influence?
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PAPERWORK FORMATTING

FORMATTING & STYLE OF A RESOLUTION:

1. All resolutions must be **under** 10 pages and shared with the DAIS as a Google document
2. The font style must be Times New Roman, with a font size of 12 pt.
3. We encourage you to make the resolution names innovative.
4. Preambulatory clauses and operative clauses must have proper punctuation. Failure to abide by the punctuation may result in the DAIS failing the resolution.

FORMATTING & STYLE OF A POSITION PAPER:

1. The font style must be Times New Roman, with a font size of 12 pt.

2. The document must range between 2 to 3 pages maximum
 3. You can make the paper as creative as you want, as long as your stance is clear and understood by the chair
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