



EmpireMUNC X

General Crisis

Board of Stark Industries

CHAIR

Kristen Campbell

CRISIS DIRECTOR

Rahul Mahesh

Stark Industries Board of Directors

Committee Background Guide

General Crisis Crisis Committee
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Welcome Letters

Meet Your Crisis Director:

Delegates, welcome to EmpireMUNC X! My name is Rahul Mahesh, my pronouns are he/him, and I will be your Crisis Director for the Board of Directors: Stark Industries Committee. I am a junior here at New York University studying Politics and Economics with a minor in Public Policy and Management. I'm hoping to later earn an MBA and Masters in Public Policy and work in international development (maybe at the UN). I'm originally from a small suburb in Connecticut, a stark contrast to NYC, other than for the bitter cold. Growing up, however, I spent many of my summers and winters in much warmer Chennai, India. During my freshman year, I studied away in Washington D.C., experiencing the center of American politics firsthand!

Regarding my Model United Nations experience, I joined during my sophomore year of high school and have joined the staff here at NYUMUN. Last semester, I chaired the Global Trade War: USA committee at NYUMUNC, our college-level conference. I've enjoyed collaborating with delegates from all walks of life, and I encourage you all to be open and collaborative during this conference, embracing both your characters' needs and the ideas of your fellow delegates. I look forward to meeting you all soon and seeing how you'll represent your interests at the Stark Industries Board of Directors at Trade War at EmpireMUNC X!

Best regards,

Rahul Mahesh, Chair - rsm526@nyu.edu

Meet Your Chair:

Dear Delegates,

Hi! My name is Kristen Campbell and I will be your Chair for this committee! I am a sophomore at the NYU College of Arts and Science. I am majoring in Data Science with minors in Politics, Public Policy, and Management. I am a huge Marvel fan (my personal favorite Avenger is Captain America) and I am so excited to see what y'all do with this committee.

I am from Overland Park, Kansas, however I moved around the world my entire life. My first experience with Model UN was being a staffer for my elder sister's conference, PAMUN, when I was at the American School of Paris. I had a hard time being a note passer in my first committee because I spent the entire conference falling in love with the debate and the passion of the delegates and I knew I had to try it for myself. I joined the Travel Team, but moved back to the States shortly after my first conference, where I was a GA delegate. When I came to NYU, I worked as a crisis analyst for NYUMUNC and EMPIREMUNC. Now, I am a member of the NYU Travel Team and have competed at two conferences as a delegate in a crisis committee, like this one!

I am ecstatic to be your Chair and to make this committee fun, informative, and something that will inspire future MUN lovers like I once was! Please don't hesitate to send any questions, comments, or concerns to my email. Good luck to y'all in your research and preparation! <3

Best,
Kristen Campbell
kec9308@nyu.edu

Statement of Diversity and Inclusion

Whilst EmpireMUNC is committed to maintaining as educational and historically accurate an experience as possible, we recognize that any debate around historical events will incorporate sensitive issues. Delegates are expected to discuss these issues maturely and appropriately. EmpireMUNC is committed to promoting a culture of diversity and inclusion in line with NYU's values; in the spirit of this commitment, EmpireMUNC will not tolerate any bigoted symbols, statements, or attitudes. Remember that by attending our conference you agree to our Terms and Conditions of Conference Attendance, which we suggest you read over. It is posted on our website and is in your Delegation Guide. If you have specific questions that you are not sure about in regard to appropriate topics, please don't hesitate to email or ask.

Introduction

Stark Industries was founded by the brilliant Howard Stark in 1939. Originally, the company focused heavily on advancements in everyday technology, such as the flying car prototype seen in *Captain America: The First Avenger* movie, as well as military weapons manufacturing and development during WWII. Howard Stark was a talented engineer who worked closely with the defense department and Captain America during the fight against the Hydra Science Organization and also played a pivotal role in the development of the atomic weapon.

Howard ran the company until he died in 1991. His successor was Obadiah Stane until Tony Stark, Howard's son, turned 21. Under Stark's and Stane's leadership, the company flourished making weapons for military contracts until Tony Stark was kidnapped by the terrorist organization known as the Ten Rings and discovered the sale of Stark Industries weapons to terrorist organizations, conducted by Stane. When Stark escaped and returned, he stopped all production of weapons for the company and announced it on TV.

Tony Stark's kidnap was a pivotal moment in the company's history. After witnessing first-hand the horrors of war and how his weapons had fallen into the wrong hands, Stark developed a unique armor fueled by a mini arc reactor in order to escape his captives. After this event, Tony Stark announced he'd shut down his weapons manufacturing division, effective immediately. A showdown occurred with Obadiah Stane, who attempted to steal Iron Man's suit but was ultimately defeated. In the aftermath, Tony Stark announced to the world that he was the vigilante known as Iron Man, sparking a new age of superheroes in a world filled with wizards, secret nations, aliens, and gods.

After discovering he was slowly suffering from the poisoning of the palladium core of the mini-arc reactor in his chest, Stark appointed his assistant, Pepper Potts to be CEO of Stark Industries. Under Potts, Stark Industries built a new headquarters, Stark Tower, in New York City, which was completely run by an arc reactor, making it entirely powered by sustainable energy. The developments in the technology by the company gave Stark Industries an edge in energy production, though the technology is reserved only for business use as it remains too expensive for civilians.

After an alien invasion in 2012 and the formation of the Avengers team, Stark Industries began developing technology that aimed to promote greater world peace. This drive for greater security resulted in the company's investment in AI technology. Such efforts would later backfire as Ultron, an intelligent robot designed by Tony Stark and fellow Avenger Bruce Banner, went rogue and brought chaos all over the world. Partially in response to this incident, world

governments took action to regulate the activities of superheroes, leaving Stark's active involvement with the super-powered individuals on an uncomfortable note. Nevertheless, the company was left unscathed with no greater regulation.

Nowadays, Stark Industries has a strong presence in the following industries:

1. *Energy production*: the mini-arc reactor has revolutionized energy production, but is still considered largely expensive.
2. *Aeronautic and Aerospace engineering*: Stark Industries has used its development of flight-stabilizing technology to become the largest company in the world for flights within and outside the Earth's atmosphere.
3. *Prosthetics and Exoskeletons*: Stark Industries is the number one manufacturer of prosthetics and exoskeletons on Earth, with technology that has significantly improved the lives of millions of people with special needs across the globe.
4. *AI Development*: Still years ahead of OpenAI and Nvidia, Stark Industries remains the leading developer of the technology, despite recent incidents such as the Ultron attack on Sokovia.
5. *Other cutting-edge technology*: Stark Industries has developed numerous other technologies that have led to greater prosperity in the world, including the holographic technology B.A.R.F.

Following the battle against Thanos, former CEO and still a valuable member of the company Tony Stark laid down his life to bring back half the universe to life. The immediate aftermath was one in which Stark Industries, as the legacy of the Starks, was seen as untouchable given the public and governments alike were grateful to the billionaire's ultimate sacrifice. No company in the world could compete with them—not even innovators like Hammer Industries.

This was ultimately discovered as the calm before the storm after the truth about Spiderman came to light. When Spiderman's identity was revealed as Peter Parker, it was also uncovered that the vigilante was responsible for the murder of Mysterio, a beloved rising superhero. Furthermore, Peter Parker was also the owner of E.D.I.T.H., a Stark Industries technology of augmented reality security, defense, and artificial tactical intelligence system that was powerful enough to seize the city of London in a matter of hours. To make matters worse, it was revealed that Tony Stark had recruited Peter Parker as an agent of the Avengers when he was only fourteen years old, luring in his guardian's approval under the pretense that it was part of the Stark Industries scholarship program called the September Foundation.

The post-war honeymoon is over, the public and governments are now keenly aware of the flaws in letting Stark Industries remain unregulated and the Board of Directors must decide how to respond to the events that had just transpired, as well as set a clearer path to what future it wishes to pursue.

Company Background

Business Model of Stark Industries:

With the world now aware of its intricate connections between superheroes, the company found itself at the forefront of the burgeoning market for advanced technology and defense solutions. Capitalizing on Tony Stark's reputation as Iron Man, Stark Industries shifted its focus towards developing cutting-edge innovations that bridged the gap between civilian and superhero capabilities.

Embracing a new era of transparency, Stark Industries aligned its resources with global security needs while also catering to consumer demands. The company's research and development efforts expanded into areas such as advanced robotics, sustainable energy solutions, and integrated AI systems. This strategic pivot allowed Stark Industries to not only maintain its prominence in defense contracts but also to become a driving force behind breakthroughs that empowered individuals and organizations to tackle challenges on a broader scale. As a result, the company not only upheld its legacy as an industrial powerhouse but also solidified its role as a catalyst for positive change in an interconnected world.

US Government Partnership:

Stark Industries underwent a multifaceted transformation in its relations with the US government throughout the years. The intertwining of superheroes' roles with global security dynamics prompted the government to seek a more formalized and cooperative partnership with the technological powerhouse. Recognizing Stark Industries' pioneering advancements and Tony Stark's dual identity as Iron Man, the government established a collaborative framework that fostered information sharing, joint research ventures, and the development of cutting-edge defense solutions.

This new phase of collaboration propelled Stark Industries into a central role in shaping the nation's security landscape. The company's research and development initiatives extended beyond its traditional defense contracts, branching into fields such as advanced propulsion systems, directed energy weaponry, and responsive cyber-defense mechanisms. These efforts were underpinned by a shared commitment to safeguarding the nation against emerging threats that transcended traditional boundaries. This collaboration went beyond armaments, as Stark Industries' innovations also contributed to disaster response, public infrastructure protection, and sustainable energy solutions, reflecting the broadening scope of the company's impact on society.

The strategic partnership between Stark Industries and the US government wasn't without its complexities. Public debates arose about the extent of corporate influence on national security policies and the implications of consolidating technological power within a single entity. Striking a delicate balance between private innovation and public interest became a focal point in navigating this evolving relationship. Nevertheless, this collaboration underscored Stark Industries' newfound role as a catalyst for not only bolstering the nation's defenses but also advancing the frontiers of human ingenuity and preparedness in an ever-evolving global landscape.

Other Private Sector Partnerships:

In the aftermath of Peter Parker's identity revelation in *Spiderman: Far From Home* Stark Industries orchestrated strategic collaborations with an array of prominent private sector partners. Capitalizing on its reputation as a trailblazer in technology and defense, the company engaged in visionary alliances with Fortune 100 icons such as Amazon, Google, and General Electric. These partnerships extended Stark Industries' reach beyond traditional defense realms, catalyzing cross-industry innovations that redefined the company's role on the global stage.

Synergizing with Amazon, Stark Industries revolutionized supply chain logistics by integrating Iron Man-inspired automation and AI-driven optimization. Joint ventures with Google led to the creation of next-gen augmented reality interfaces, revolutionizing data visualization for both military strategists and civilian engineers. Simultaneously, collaborations with General Electric yielded breakthroughs in clean energy storage, as Stark Industries' expertise in advanced materials merged with GE's energy grid prowess to pioneer sustainable solutions for a rapidly evolving world. These partnerships didn't just bolster Stark Industries' financial standing; they underscored its commitment to shaping a future where technology addressed challenges that stretched across industries, from national security to environmentalism.

Negotiating these collaborations demanded a delicate dance, with considerations ranging from intellectual property rights to maintaining brand integrity across diverse sectors. As the lines between defense, tech, and energy blurred, Stark Industries navigated this complexity adeptly, creating a dynamic landscape of innovation where the likes of Amazon's logistical prowess, Google's data mastery, and General Electric's industrial might converged. The result was a change of Stark Industries from a defense contractor into a multidimensional force, enacting change that rippled far beyond the conventional confines of its original business model.

Key Financial Shareholders:

Within the Marvel Universe, Stark Industries' expansive influence has attracted the attention of key figures whose financial interests are deeply intertwined with the company's

success. One prominent figure is T'Challa, the enigmatic ruler of Wakanda, who recognizes the potential for collaboration between Stark Industries' technological advancements and Wakanda's rich resource base. T'Challa's shrewd investments in the company not only secure Wakanda's access to cutting-edge innovations, but also reflect his commitment to fostering global stability through technological sharing, a mission aligned with his role as Black Panther.

Another figure with a notable stake in Stark Industries is James "Rhodey" Rhodes, a decorated military officer and close friend of Tony Stark. After his transformation into the War Machine, Rhodey found himself at the crossroads of military service and technological empowerment. His dual roles as a government liaison and a powered suit operator underscore his vested interest in the success of Stark Industries, with the company serving as both a vital partner in national security initiatives and a source of advanced weaponry and armor. Rhodey's engagement with the company's financial endeavors reflects his dedication to ensuring that the fusion of military might and innovation serves humanity's greater good.

In the wake of Peter Parker's identity revelation, Reed Richards, the brilliant mind who's co-founder of the Future Foundation, established a distinctive financial partnership with Stark Industries. Richards recognized the potential for groundbreaking collaborations between his team's scientific prowess and Stark Industries' technological achievements. This alliance not only fueled cross-disciplinary innovations that defied traditional boundaries but also epitomized Richards' commitment to leveraging intellect and resources for the betterment of humanity. As a visionary scientist and inventor, Richards' financial stake in Stark Industries reflects his dedication to shaping a future where collaboration and cutting-edge technology pave the way for a safer and more progressive world.

Global Markets and Stocks:

Stark Industries has emerged as a transformative force in both the US and global stock markets. The company's strategic shift towards cross-industry innovation and its strategic partnerships with Fortune 100 giants like Amazon, Google, and General Electric sent ripples through financial markets. Stark Industries' ventures beyond traditional defense contracts positioned it as a beacon of innovation and adaptability, attracting the attention of investors seeking exposure to groundbreaking technological advancements.

The company's stock became synonymous with visionary leadership and a willingness to challenge conventional norms. As Stark Industries diversified its portfolio to encompass sustainable energy solutions, AI-driven systems, and innovations, its stock valuation reflected the market's endorsement of these transformations. This translated into a surge of investor confidence, creating both domestic and international interest in the company's shares. The collaborative spirit of Stark Industries' partnerships resonated with investors who saw the

potential for exponential growth through cross-industry partnerships, leading to increased trading volumes and stock price appreciation.

Stark Industries' influence extended beyond financial metrics; its success symbolized a shift in how technology and business intertwined. As the company's innovations entered various sectors, the market began to anticipate broader-reaching impacts on industries ranging from logistics to energy to healthcare. This ripple effect created an emphasis on cross-disciplinary collaborations among other corporations seeking to replicate Stark Industries' success. Stark Industries became not just a financial powerhouse, but a guiding light that inspired a generation of investors and entrepreneurs to embrace innovation and collaboration.

Global Trade:

Amid the aftermath of Peter Parker's identity revelation in *Spiderman: Far From Home*, Stark Industries underwent a profound transformation that rippled across the landscape of global trade. The company's strategic expansion into cross-industry collaborations and groundbreaking innovations reshaped international trade dynamics, forming multifaceted partnerships with countries spanning the globe. Nations like the United States, where Stark Industries was headquartered, experienced an upswing in economic engagement as the company's technological prowess propelled it to the forefront of global commerce.

Beyond its home base, Stark Industries established strategic trade relations with countries boasting their own technological expertise and resource endowments. European nations such as Germany and Sweden, recognized for their precision engineering and technological innovation, became pivotal partners in the co-development of cutting-edge defense systems and advanced materials. Meanwhile, Asian powerhouses like Japan and South Korea engaged in collaborative efforts that combined their electronics and manufacturing prowess with Stark Industries' transformative ideas.

Stark Industries' global impact was not without challenges, as its meteoric rise sparked debates about economic dependency and technological sovereignty. Countries with lesser technological infrastructure faced the dual dilemma of embracing Stark Industries' innovations while safeguarding their economic stability. However, the company's commitment to knowledge-sharing and sustainable development acted as a bridge, fostering an environment where even emerging economies could partake in the benefits of its advancements. In this complex tapestry of international trade and collaboration, Stark Industries emerged as a true global influencer, shaping economies, industries, and societies as it continued to redefine the boundaries of what was possible through innovation.

Current Issues

As a response to the recent controversy, Stark Industries has seen a growing animosity between its relations with countries like the United Kingdom and the Czech Republic, where the chaos caused by E.D.I.T.H. occurred. In addition, criticisms over the monopolistic tendencies of Stark Industries have been rising (no doubt, some believe, thanks to Hammer Industries' efforts to deter its major competitor), and the US Congress has now been openly discussing the possibility of reducing its collaboration with the tech giant. Since the battles against Thanos, governments have been hesitant on whether Earth should ramp up its explorations of space or abolish it altogether and remain an isolationist planet, leaving Stark Industries at a crossroads as the largest investor in space exploration (ahead of SpaceX and NASA). Lastly, AI development has also become more controversial than ever due to fears it will permanently replace humans.

Questions to Consider

1. Should Stark Industries remain actively involved with superheroes like the Avengers or are they a liability for the company?
2. To what extent should Stark Industries continue its development of AI technology in light of recent experiences like Ultron?
3. To what extent should the government regulate Stark Industries' activity for the sake of national security?
4. Should Stark Industries return to its original lucrative industry field as a weapons provider?
5. How can Stark Industries best respond to its recent controversy surrounding the EDITH technology, its attacks all over Europe, and the company's uncomfortable ties with Peter Parker?

Character Lists

1. Matthew Giron- Chief Financial Officer
2. Sasha Malenkov- Chief Operations Officer
3. Winkle Smith- Chief Technology Officer
4. Stewart Levine- Chief Compliance Officer
5. Carter Zillinsky- Chief Marketing Officer
6. Haruka Kitagawa- Chief Accounting Officer
7. Amelia Stewart- Chief Avengers Partner Officer
8. Hannah Gonzalez- Chief Human Resources Officer
9. Charles Theodorsson- General Counsel
10. Melanie Martinelli- EVP (Executive Vice-President) of U.S. Government Affairs
11. Ted Bryant- EVP of Public Relations
12. Amber Valcamp- EVP of Engineering and Manufacturing
13. Tyka Khanduri- EVP of Research and Development
14. Akhil Rao- EVP of Software Development
15. Sachi Singh- EVP of Diversity, Equity, and Inclusion
16. James "Rhodey" Rhodes- Government Liaison
17. Harold "Happy" Hogan- Head of Security
18. Virginia "Pepper" Potts- Chief Executive Officer
19. Herbert Herbleton- VP of Stark Industries Europe
20. Sharon Harmond,- VP of Stark Industries North America
21. Karim Elmais- VP of Stark Industries Middle East
22. Antonio Costa- VP of Stark Industries South and Central America
23. Jonas Mbopi- VP of Stark Industries Africa
24. Daniel Lu- VP of Stark Industries Asia and Pacific Islands
25. Sherma Peabottom- VP of Space Exploration