

DUDLEY BEAUTY CARES  2024 EXPO

 DR. JOE L DUDLEY, SR

STUDENT BUSINESS PITCH COMPETITION

General Rules

- ❖ **Eligibility:**
Participants must be currently enrolled in a Beauty School or Undergraduate Program.
Teams can consist of one (1) individual or a group of two (2) individuals.
- ❖ **Registration:**
Teams must register by September 13, 2024 at 11:59PM ET.
Provide necessary details, including team name, members, and a brief description of the business idea.
- ❖ **Business Idea Requirements:**
The idea must be original and the intellectual property of the team.
Proposals can cover any industry but must adhere to legal and ethical standards.
- ❖ **Pitch Format:** Pitches should be between 2 to 3 minutes in length.
- ❖ **Presentation:**
Teams may use visual aids, such as slideshows or prototypes.
Technical requirements must be submitted in advance.
- ❖ **Judging Criteria: *Scale of 1-10 with 10 being the highest***
Innovation and Creativity: How unique and original is the idea?
Market Viability: Does the idea address a real need or opportunity in the market?
Business Model: Is there a clear plan for generating revenue and scaling?
Presentation Skills: How effectively is the idea communicated?
Impact: What is the potential social, environmental, or economic impact?
- ❖ **Code of Conduct:**
Participants must act professionally and respectfully toward other teams, judges, and organizers. Any form of plagiarism or unethical behavior will result in disqualification.

Competition Process

- ❖ **Preliminary Round:** Teams submit a written summary or video pitch of their idea.
Judges select finalists based on initial submissions.
- ❖ **Final Round:** Finalists present their pitches live in front of judges and an audience.
The order of presentations will be determined randomly.
- ❖ **Judging Panel:** A panel of experienced judges from various fields will evaluate the pitches.
- ❖ **Awards and Recognition:** Top 3 Winners will receive scholarships..