



L'OREAL BRANDSTORM 2024

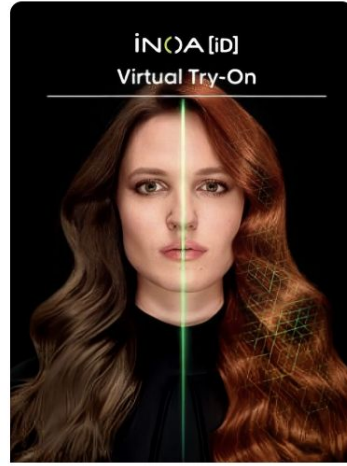
Three playing fields :



AUGMENTED BEAUTY SERVICES

GUIDE | DIAGNOSIS | PREDICT |
TREAT | COACH

[> Learn More <](#)



iNOA [iD]
Virtual Try-On

THE NEW POINT OF EXPERIENCE

EMOTION | INCLUSION |
COMMUNITY | METAVERSE

[> Learn More <](#)



E-COMMERCE OF THE FUTURE

SOCIAL | PERSONALISATION |
O + O

[> Learn More <](#)

One mission:



GAMEPLAY

Now! – 10th of April 2024

Create/join a team of 3 & submit your idea to enter the competition. You have to submit:

- 1min video pitch (MP4)
- 3 slides (PPT or PDF, cover not included)

Find out the details of your mission [here](#)

Seven criterias :

Evaluation Criteria

>> Innovative <<

>> Tech-driven <<

>> Team Spirit & Diversity <<

>> Scalable <<

>> Inclusive <<

>> Sustainable <<

>> Feasible <<

One timeline, five steps :



GAMEPLAY

Now! - 10th of April
2024



LOCAL SELECTION

11th of April 2024 -
21st of April 2024



LOCAL FINAL

15th of May 2024



MENTORING

15th of May - June
2024



INTERNATIONAL FINALS

June 2024

N

Class' focus!

If your team gets selected, you will be mentored and invited
pitch to win prizes!

Prizes for all :



ALL PARTICIPANTS



LOCAL WINNERS



MAIN PRIZE



All Participants

Unlock access to local L'Oréal networking, upskilling & even internship opportunities!

Prizes for all :

What can you win?



ALL PARTICIPANTS



LOCAL WINNERS



MAIN PRIZE



Local Winners

The local winners are coached by L'Oréal experts & invited to pitch in-person at the International Final in London (travel expenses covered)!

Prizes for all :

What can you win?



ALL PARTICIPANTS



LOCAL WINNERS



MAIN PRIZE



Main Prize

A 3-month paid intrapreneurship mission at the L'Oréal HQ for the winning team, to discover L'Oréal's ecosystem & develop their project!