

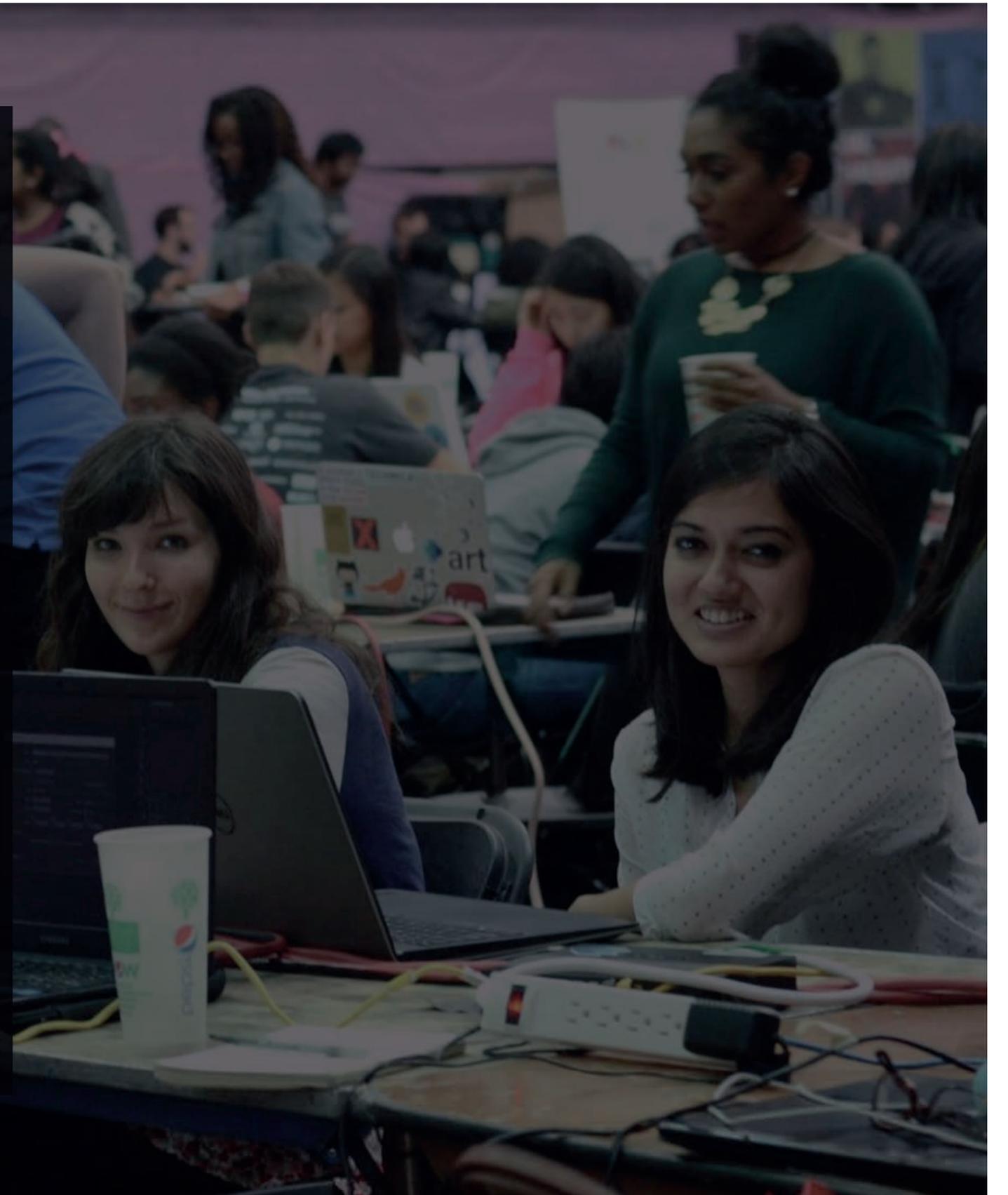
# DOUGLAS

**& 19:13**

#FORWARDBEAUTY CHALLENGE  
CHANNEL PARTNER PRESENTATION

# #FORWARDBEAUTY CHALLENGE

- *16th & 17th NOVEMBER, 2018*
- *DOUGLAS HQ, DÜSSELDORF*



# #FORWARDBEAUTYCHALLENGE | CONCEPT

- Douglas will host a 2-day **#FORWARDBEAUTY** Challenge at their HQ in Düsseldorf on the 16<sup>th</sup> and 17<sup>th</sup> of November.
- **10 total participants / teams** will be chosen to present their idea (and/or prototype/design) that answers one of the following two questions:

1. *“If you could design a **product & brand** for the beauty customer of tomorrow, what would it be and why?”*
2. *“If you could use digital technology to create the **beauty retail experience** for the customer of tomorrow, what would it be and why?”*

# #FORWARDBEAUTYCHALLENGE | CONCEPT

- The **10 pitch presentations commence on Day 1**. After each presentation, each team will receive specific advice on next steps on the development of their ideas from the Jury panel.
- The **top 4 teams** will be invited to stay and to continue to implement the advice from Jurors during the event. They will work closely together with a group of selected expert mentors to refine their ideas, and **re-pitch on Day 2**.
- The selected winning ideas will receive the opportunity to see their **idea come to life** with the help, investment and support from Douglas (and potential partners).

# #FORWARDBEAUTYCHALLENGE | DETAILS

## TARGET PARTICIPANTS:

- **Beauty entrepreneurs** and fledgling beauty startups, and people with a passion for beauty and wellbeing and a solid idea.
- **Beauty and retail tech makers** and entrepreneurs with a solid idea/prototype.
- Target locations: Düsseldorf, Amsterdam, Köln, Frankfurt, Berlin (possibly also Stockholm & Copenhagen).

## PRIZE:

- Individual and ongoing **support / mentorship / incubation** from Douglas.
- Possible Implementations (tailored to the presented idea):  
Dedicated **shelf space** (Douglas Trend-Selection Table) / **retail technology implementation** in flagship Douglas retail stores and/or online, etc.

# #FORWARDBEAUTY

## CHALLENGE

Douglas is seeking **channel partners** to promote the event and drive participation.

# #FORWARDBEAUTYCHALLENGE | CHANNEL PARTNERS

- As a channel partner – we are seeking opportunities to market and promote the event to attract our desired target applicants.

*Posters on location*

*Website*

*eNewsletter*

*Banners*

*Social media*

MARKETING

# #FORWARDBEAUTYCHALLENGE | KEY VISUAL

- The following key visuals for the event is not yet public.
- Therefore they are currently confidential, and not available for further distribution from your organisation.



**THANK YOU.**