L'ORÉAL BRANDSTORM
THE BIGGEST YOUTH INNOVATION COMPETITION WORLDWIDE

# PIONEER AI-POWERED SKIN HEALTH AND BEAUTY

## SHAPE THE FUTURE OF SKIN HEALTH AND BEAUTY BY BRIDGING AI, MEDICAL SCIENCE, AND LIFE-CHANGING HUMAN IMPACT.

**全球頂尖隊伍同場競技，等你用實力迎戰。**

與來自 **65+ 個國家、超過 40 萬名參賽者**一較高下，用創意與商業思維解決真實挑戰。報名即可參加由專業人士策劃的 **EOCCS 認證課程**，為履歷加分，並有機會快速進入萊雅儲備幹部與實習招募流程。

**無書審淘汰制**，讓每個想法都有機會被看見。與隊友攜手闖關、提出創新提案，直接獲得業界主管回饋。全國冠軍隊伍將有機會登上**巴黎總部國際舞台**，更有機會前往巴黎總部實習。

以 AI 探索肌膚健康與美妝保養的新可能，讓創意走向更大的舞台。

這不只是美妝的想像，更是一場結合 **AI、科技、創新與商業思維**的實戰挑戰。無論你的科系與專長為何，都能帶著獨特觀點，和隊友一起提出大膽、可行的創新構想。

**◇ 報名資格與方式 ◇**

- 組成三人隊伍(每隊須至少有男/女性成員一名)
- 18-30 歲，不須具備學生身分
- 可跨校組隊，不限科系/年級
- **2027/3/1 前至 Brandstorm 官網: https://pse.is/9urtra 報名並上傳競賽檔案 (三頁簡報+三分鐘影片)**

想了解更多 L'ORÉAL Brandstorm 的競賽內容，解鎖第一手 #重要資訊 一解你所有疑問外，我們也邀請了全國前八強隊伍到現場分享參賽經驗，更準備了品牌 **#正貨產品** 等你拿 (數量有限，報名從速)

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**◇ 說明會活動內容 ◇**

📝競賽重要資訊分享

📝解密今年主題

📝並獨家邀請 2026 年台灣八強隊伍分享致勝密技🤓

**◇ 說明會資訊 ◇**

- 11/30（一）12:30–13:30｜政治大學 玉山廳
- 12/01（二）12:40–13:40｜台灣大學 管理學院一館 101 教室
- 12/07（一）12:30–13:30｜清華大學 台積館 104 教室
- 12/09（三）12:30–13:30｜成功大學 管理學院 61x02 教室
- 12/10（四）12:30–13:30｜中山大學 CM1019 教室

**說明會報名連結:** 【2027 台灣萊雅 L'Oréal Brandstorm 商業競賽說明會】報名表單










# L'ORÉAL BRANDSTORM 2027 DELIVERABLES

### 1) 3-slide pitch to explain the project (ppt, pptx or pdf format, 50MB max)

**3 slides only** to pitch the idea. No introduction/welcome or thank you slide is necessary. Give information about the solution, e.g., how it is feasible and scalable, how does it align with sustainability and inclusivity.

The students can use the frame below to develop and pitch the project:

| OBJECTIVE | EXPLANATION |
|---|---|
| **Focus your project on a L'Oréal business scope** (remember that it must be scalable) | Please choose whether your project will be applicable to a whole L'Oréal Dermatological Beauty Division (project focus only to a division of the group) or a selected brand from the division (specific focus on a brand). |
| **Elevator pitch**: Describe your innovation in one simple paragraph | In few sentences present your concept and explain what makes your solution innovative. |
| Does your solution align with **sustainability** and **inclusivity** commitments of L'Oréal? | Show how your solution is sustainable and inclusive e.g., choice of materials, target group. |
| Is your solution **scalable** at a worldwide level? | Explain if it would be possible to introduce your solution globally and why? |
| Would it be **feasible** in term of cost and profitable? What would be approximately the selling price? | Be aware how realistic your solution is, it can be based on estimations.<br>You don't have to build a business plan; we are interested in hearing your idea more! |
| Describe the **Key Performance Indicator (KPI)** you will use to assess the success of your innovation. | How will you measure success of implementation of your solution, e.g., number of users, sold units, engagement. |

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### 2) 3-min pitch video to present the team and answer 5 questions based on Brandstorm Team criteria (mp4 format, 50MB max)

In the **video**, the students **focus on presenting their team**, **not their innovation idea**, and on answering 5 questions, based on Brandstorm Team criteria. Make sure **all the team members are present in the video and answer one question**.

The 5 questions:

1) **Judgment:** What guided your decision-making in complex situations?
2) **Resilience:** What were the hurdles during the project and how did the team overcome them?
3) **Ambition:** What were the vision and long-term goals of your project?
4) **Empathy:** How do you support each other as a team?
5) **Learning Agility:** Did you encounter unfamiliar topics and how did you deal with it?

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# L'ORÉAL BRANDSTORM EVALUATION CRITERIA

**How will the projects be evaluated?**

Projects are evaluated at each step of the competition (local shortlisting, local final, international semi-final, international final) according to the five quantitative evaluation criteria (equal weight).

In their final decision the jury will take in count also the qualitative criteria such as presentation skills and quality of the supporting materials.

| EVALUATION CRITERIA | WHAT IS EXPECTED OF CANDIDATES | MAX POINTS |
|---|---|---|
| Innovative | We want your team to be bold and bring to the table the products and solutions never seen before. | 5 |
| Sustainable | We want your team to take the responsibility and be mindful of the impact that your project will have on the planet. | 5 |
| Inclusive | We want your team to be mindful of diverse needs in our society to not exclude any particular social groups (gender, sexual orientation, socio-economic and multicultural origins, people with disabilities, all ages & generations...), and to make your project as equally accessible as possible to all potential users. | 5 |
| Feasible | We want your project to be realistic and possible to implement. | 5 |
| Scalable | We want your team to present a project realizable on a big scale. | 5 |
| **TOTAL POINTS** | | **25** |

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## Team evaluation criteria at every step of the competition

Aside from the project evaluation, L'Oréal experts will evaluate the teams' compatibility with Brandstorm Team criteria:

| EVALUATION CRITERIA | WHAT IS EXPECTED OF CANDIDATES | MAX POINTS |
|---|---|---|
| **Judgment:** *What guided your decision-making in complex situations?* | Balance intuition and analysis to cut through complexity and take sound decisions.<br><br>Strongly observed (5 points)<br>Observed (2 points)<br>Not observed (0 point) | 5 |
| **Resilience:** *What were the hurdles during the project and how did the team overcome them?* | Leverage an ownership mindset, sense of purpose and personal values to persist and sustain energy to bounce back.<br><br>Strongly observed (5 points)<br>Observed (2 points)<br>Not observed (0 point) | 5 |
| **Ambition:** *What were the vision and long-term goals of your project?* | Think big and ahead, set high ambition for oneself and for the company, and push oneself and others to do the extra mile to achieve exceptional performance.<br><br>Strongly observed (5 points)<br>Observed (2 points)<br>Not observed (0 point) | 5 |
| **Empathy:** *How do you support each other as a team?* | Be an active listener, understand and respect emotions, and create genuine and trustful relationships with a wide network of diverse people.<br><br>Strongly observed (5 points)<br>Observed (2 points)<br>Not observed (0 point) | 5 |
| **Learning agility:** *Did you encounter unfamiliar topics and how did you deal with it?* | Learn constantly by showing openness & curiosity, and the courage to step outside of comfort zone.<br><br>Strongly observed (5 points)<br>Observed (2 points)<br>Not observed (0 point) | 5 |
| **TOTAL POINTS** | | **25** |

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