

# THE FALLON CHALLENGE

*Rodney J. Fallon Scholarship*

## COMPETITION GUIDELINES

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The Fallon Challenge is a Shark Tank-style competition that sets the stage for James Madison University students to present a new and exciting business idea to a panel of entrepreneurs and business leaders to be named the seventh annual Rodney J. Fallon Scholarship recipient. Our scholarship competition event is full of camaraderie, competition and fun as James Madison University faculty, staff, alumni and students cheer on our competitors. The winner of The Fallon Challenge 2022 will be named our seventh annual Rodney J. Fallon Scholarship recipient; a \$1,000 award that is presented to a James Madison University student(s) with an entrepreneurial spirit, strong work ethic and up for a challenge.

### HOW TO APPLY

1. **TEAM:** Compete in teams of 1 - 4 James Madison University students (open to all major fields of study and grade levels!).
2. **BUSINESS IDEA:** Come up with a new and exciting business idea and use the Business Idea Deck Template to create your presentation.
3. **DUE DATE:** Submit your business idea deck by midnight on Sunday, October 16, 2022 at [www.thefallonchallenge.com/apply](http://www.thefallonchallenge.com/apply).
4. **COMPETITION:** Finalists will be invited to compete at The Fallon Challenge 2022 on Tuesday, November 1, 2022 at the James Madison University College of Business Learning Complex.
5. **WINNER:** The winner of The Fallon Challenge 2022 will be named our seventh annual Rodney J. Fallon Scholarship recipient; a \$1,000 award that is presented to a James Madison University student(s) with an entrepreneurial spirit, strong work ethic and up for a challenge.
6. **MENTORSHIP:** The Fallon Challenge competitors gain a network of entrepreneur, business leader, alumni and faculty mentors to learn from in order to make the business idea a reality.

### JUDGE CRITERIA

1. **ORIGINALITY/CREATIVITY** - Demonstrates strong originality and creativity in the development of the business idea and vision.
2. **QUALITY** - Delivers a comprehensive and well-constructed presentation of the business idea.
3. **VIABILITY** - Presents a business idea that is viable and sound with a strong market knowledge.
4. **PRESENTATION** - Strong eye contact, tone, posture, confidence and engagement with audience.

### CONTACT

Please reach out to Meredythe Fallon at (571) 435-4102 or [meredythe@fallonenterprises.com](mailto:meredythe@fallonenterprises.com) to discuss your business idea and/or scholarship competition details.