

THE FALLON CHALLENGE

Rodney J. Fallon Scholarship

COMPETITION GUIDELINES

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 our annual Rodney J. Fallon Scholarship recipient. Our scholarship competition event is full of camaraderie, healthy competition and fun as James Madison University faculty, staff, alumni and students cheer on our competitors. The winner of The Fallon Challenge is named our 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 - 3 James Madison University students (open to all majors and grade levels!)
2. **BUSINESS IDEA:** Come up with a new and exciting business idea and reference the Business Idea Deck Template to create your presentation.
3. **DUE DATE:** Submit your Business Idea Slide Deck by Sunday, October 29, 2023 at midnight at www.thefallonchallenge.com/apply.
4. **COMPETITION:** Finalists are invited to compete at The Fallon Challenge on Wednesday, November 8 at 6PM at the James Madison University College of Business Hartman Hall Room 2021. Finalists present their business idea to JMU leadership, faculty, students, alumni and a distinguished panel of Harrisonburg, VA entrepreneurs and Washington, D.C. based business leaders (7-minute presentation and 3-minute Question and Answer).
5. **SCHOLARSHIP:** The winner of The Fallon Challenge is named our 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:** In addition, The Fallon Challenge competitors gain a network of entrepreneur, business leader, JMU alumni and faculty mentors to learn from in order to make the business idea a reality.

JUDGE CRITERIA

1. **BUSINESS IDEA:** Demonstrates strong originality, creativity, and viability in the development of the business idea.
2. **ENTREPRENEUR(S):** Demonstrates passion, hard work ethic, a good attitude, and entrepreneurial spirit.
3. **PRESENTATION:** Strong eye contact, tone, posture, confidence, and engagement with audience. Business Idea Slide Deck and presentation talking points are well-constructed and comprehensive, in addition entrepreneur(s) excels in the Question and Answer section.

CONTACT

Schedule a one-on-one meeting with our team to gain mentorship and valuable reference materials to drive the high-quality submission of your Business Idea Slide Deck. [Click here](#) to schedule a one-on-one meeting!