

Rules of participation

Our competitors should exhibit the global aspiration of all millennials to make the world a better place through individual efforts no matter how small. The following code of conduct lays down what we expect of our contestants:

1. The winner of the competition must be confident, charismatic and demonstrate positive influence to his peers. Our contestants exhibit persons whose peers look up to. Somebody with demonstrated passion in their endeavours and a great potential to influence fellow millennials for the better.

2. The competition:

2.1. **Registration:** Each competition begins with registration of potential contestants. The applications will then be reviewed by a board of their peers with a key focus on:

- a) A demonstrated track record of passion and dedication in the applicants career be it entrepreneurship, innovation, school etc.
- b) A demonstrated record of the applicant using their influence (primarily social media) to champion for and/or advocate for positive change.
- c) The applicants sense of street fashion, photography and a general appreciation of trends.

2.2. Shortlisting:

The contestants shall then be short-listed to the top 100 contestants based on the foregoing qualities.

2.3. Voting:

Each contestant will demonstrate the level of their influence through popular votes of friends, fans and family. The top 10 contestants in the male and female categories (20 contestants) shall then be shortlisted for the final runway event.

N/B:- Coolkid contest is an equal opportunity platform thus transgender and any other genders shall also be given an opportunity to go through the voting process whereby 10 finalists therefrom may join the other 20 finalist in the runway event.

2.4. The runway:

- a) All the contestants shortlisted for the runway shall have a chance to showcase their style, confidence and charisma on the runway.

b) Dress Code:

On the run way the participants shall dress up for four categories:

1. Introduction:

All contestants shall dress up in a street look of their choice. This involves the contestants showcasing their unique swag and drip to the audience.

2. Winter street style

Contestants will dress up in a street style fit for winter while still maintaining a cool vibe.

3. Summer street style

Contestants will dress up in a street style fit for summer while still maintaining a cool vibe

4. My crew and I category

In this category, a contestant would come on the runway with a crew of 3 to 6 people dressed in street attire. This category emphasises on the chemistry between the contestant and his peers as well as the confidence and charisma demonstrated by the crew.

5. Creative street

The category focuses on how contestants express their street fashion creativity.

c) Top 3:

The top 3 (male, female and others) finalists shall be selected based on the votes of the audience

d) The winner:

The final winner shall be selected by a majority vote of a panel of 5 judges. The event concludes with the host announcing the winner (male, female and other).

