

SelfieQueen Founding Crown

Luxury Beauty Partner Brief

An 18+ curated selfie and story campaign for confidence, creativity, style, and self-expression. Brand-safe UGC - not face-rating, beauty-ranking, or hot-or-not. Operated by AAAHAR Software Services Inc., British Columbia, Canada.

FOUNDING PARTNER SEATS

Limited founding seats for the first Crown season. Category exclusivity available for the Luxury Beauty Partner.

Seat	Status	Focus
Luxury Beauty Partner	Open (1)	Premium beauty / skincare / fragrance founding association
Crown Partner	Open (1)	Primary campaign association
Founding Prize Partner	Open (up to 3)	Product / gift / experience prize support

WHY SELFIEQUEEN

Beauty culture is moving toward confidence, individuality, identity, and story. SelfieQueen gives brands a moderated way to support self-expression without turning participants into ratings, rankings, or comparison content. The platform is designed for positive visibility: creativity, style, presence, and story.

BRAND SAFETY + SCORING

- Admin approval required before any entry appears publicly
- Private image storage until approval
- Hate, harassment, explicit, stolen, and unsafe content prohibited
- Published Rules, Terms, and Privacy Policy
- Canada launch (excluding Quebec), adults only (18+)
- 60% verified public voting / 40% editorial jury (creativity, theme, photo, story)
- One vote per signed-in user; no self-votes; winner age + residency verification

THE ASK

SelfieQueen has funded a CAD \$200 curated premium beauty gift set for the Founding Crown winner (product selection at the Operator's discretion; no brand sponsorship is implied until announced). We invite luxury beauty brands to become an official Founding Crown Beauty Partner: approve association for logo, announcement credit, and guidelines - or upgrade/replace the gift with your own winner package. This is a product-led founding collaboration, not a paid media buy.

Partner provides: written association approval (or supplied/upgraded prize), approved logo + brand URL, usage guidelines.

Partner receives: Sponsors-page logo for the season, homepage/campaign association where appropriate, winner announcement mention + social/tag credit, preferred retail link, association with a moderated confidence-first UGC campaign.

TIMELINE

- Entries open: July 19, 2026, 12:00 a.m. Pacific Time
- Entries close: August 31, 2026, 11:59 p.m. Pacific Time
- Voting closes: September 7, 2026, 11:59 p.m. Pacific Time

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- Potential winner notified: by September 10, 2026
 - Confirmed winner announced: within three business days after successful verification

LAUNCH ROADMAP

The Founding Crown begins as a controlled Canada launch, with moderation, verification, and brand-safety systems tested before broader expansion. Long-term, SelfieQueen is designed to support regional and international Crown campaigns.

AUDIENCE + HONESTY

Audience focus: beauty, lifestyle, confidence, and self-expression - adults in Canada for the Founding Crown. SelfieQueen will not invent traffic, follower, or reach numbers. We sell brand-safe association, editorial fit, founding exclusivity, and campaign visibility. Live proof: browse the moderated gallery at selfiequeen.com/gallery.

FOUNDER NOTE

SelfieQueen was built so luxury beauty can support self-expression without funding comparison content. The Founding Crown is intentionally limited: systems first, then scale. We are looking for partners who want editorial control, moderation, and a product-led first collaboration - not inflated reach claims.

- Harpreet Chahal, Founder