

2024-2025 Guidelines



The Idea Factory is a college level poster competition for Salisbury University Students. Students will complete an online application and create a poster to enter the competition. Submissions will be judged by a panel of business and community leaders. The competition can be incorporated as a curricular or co-curricular activity for many

- : Not all problems students encounter have a for-profit solution. While the focus is on traditional business startups, students may submit a nonprofit business idea or a social enterprise in their pitch. However, nonprofit models must still be sustainable via grants, donations, or other funding sources.
- : All submissions must be made via the provided web-based information system. Submissions sent by email, mail, or other methods will not be reviewed.

Applications and pitches will be evaluated by a panel of industry experts. A scoring rubric will be used to rank submissions. The top-ranking submissions will be evaluated further by the entrepreneurship team, and winners will be selected. All decisions made by the panel is final and scored rubrics will not be shared with competitors.

It is strongly recommended to incorporate this competition in the classroom as a learning activity in classes such as business, marketing, innovation, entrepreneurship, etc. Please contact Mike Jensen, Executive Director, mdjensen@salisbury.edu for resources or training materials. A competitive stipend is available for teachers incorporating experiential learning activities. See our website for additional information: Salisbury.edu/entrepreneurship.

- Generative AI tools, such as ChatGPT, may be used as part of a student's creative process. However, all submitted text and narrative must be the student's own self-generated content. Stealing of other people's ideas or pitches is prohibited. Plagiarism (i.e. using someone else's written material without proper citation) or any form of intellectual property theft is prohibited.

Violations of these rules will result in a rejection of the application and all involved competitors will be permanently barred from competing in all future competitions for which the student would otherwise be eligible. This will apply to all team members on a team found to be in noncompliance even if an individual student team member was not directly involved in the violation. The competition administrator has sole discretion in making a determination without a right by the student or other stakeholders to appeal. By submitting an application, all competitors and their supporters agree to abide by these terms and conditions.