

Artificial Intelligence (AI) Use in Competitions, Programs and Events

Our programs and competitions ask three things of every entrant, regardless of institution:

- **No fabricated evidence**
- **A transparent AI use statement**
- **The ability to explain and defend your work**

Entrepreneurship runs on human judgment: choosing a problem, listening to the people who live it, deciding what to build, and taking responsibility for the results. We ask for transparency about how you worked, honesty about your evidence, and the ability to explain and defend your decisions.

We do not use AI detection tools, and the use of AI by itself is not a scored criterion. We evaluate the quality of the submission, the credibility of the evidence presented, the accuracy of any disclosures, and the team's ability to discuss its process, reasoning, and conclusions.

Guidelines

- **Lead with human judgment.** You and your team choose the problem, the people you serve, and the decisions. AI advises, and you or your team decides.
- **Use AI openly.** Brainstorm, research, stress test assumptions, draft, translate, edit, build prototypes and rehearse with any tool you choose. But you must disclose how you utilized AI in your application process and materials. Disclosure is standard professional practice and is never scored against you.
- **Validate with real people.** Evidence about customers, users, partners, communities, and experts comes from real conversations and real data.
- **Own what you submit.** You can explain it, defend it, and correct it, in writing and live. Every team member can discuss the core of the submission without notes.

Behaviors we expect

- **Check all information.** Check every fact, source, and number that AI gives you before it enters your submission. Label assumptions as assumptions, including any figure that came from an AI tool without validation.
- **Protect your and others' data.** Protect other people's information. Do not upload confidential material from customers, community partners, or other teams into tools that retain it.
- **Cite and give credit.** Give credit to the people and communities whose stories and knowledge shaped your idea.

Lines we hold

- **Label any AI generated evidence.** If the information is AI generated, clearly identify fabricated customers, interviews, quotes, testimonials, survey results, pilot results, financials, or more.
- **Simulations stay in preparation.** Synthetic personas and simulated interviews are useful for research, rehearsal, and initial concepts. They cannot be presented as evidence of real-life demand or need.
- **Represent communities with consent and authenticity.** Speak for the people you serve only with their involvement and consent.

How we respond to concerns

- A concern starts a conversation. Staff, judges, or mentors may invite your team to walk through your process, sources, and decisions.
- Good faith mistakes that you correct openly are treated as learning.
- Consequences apply to fabrication and misrepresentation that continue after a conversation.
- The Schulze School of Entrepreneurship reserves the right to disqualify participation from any event.

How submissions are evaluated

- Reviewers score the ideas and the evidence: the problem, the people, the solution, and the model.
- The AI use statement is not scored. It gives later rounds better questions to ask.
- Every team that advances will present live with an active Question and Answer period with experts. You will need to be prepared to speak to your venture, submission, artifacts, and the process by which you came to your conclusions, including your AI use if applicable.

External audiences: e-Fest and Fowler Global Social Innovation Challenge

- The Schulze School of Entrepreneurship is the host and the scorer for these competitions, not the arbiter of what AI use is acceptable at your home institution. Your own institution's academic integrity and AI policy still governs you, and this competition and event policy does not override it. If your institution's policy and ours genuinely conflict on a point, contact us before you submit.
- Follow your home institution's policy first. If it is stricter than ours on a point, follow yours. If it is silent or more permissive, our submission requirements still apply to how you compete here.
- Data privacy and AI tool use rules differ by country and institution. Check your home institution's guidance before entering competitions.

Transparent AI Use Statement Template

Short form (75 words - Fowler Business Concept Challenge, Innovation Challenges or Hackathons)

- Which AI tools did we use, and for what?
- Where did AI change our thinking, and where did we disagree with it?
- What did we learn from real people that AI could not tell us?

Full form (up to 200 words - UST Business Plan, e-Fest, Fowler Global Social Innovation Challenge)

- **Tools and tasks:** which tools we used and at which stages.
- **Where AI helped:** the best contribution AI made to the plan.
- **Where we overrode AI:** one suggestion we rejected, and our reasons.
- **What we verified:** the facts, sources, and numbers we checked independently.
- **What only people could tell us:** what we learned from customers, communities, or experts.
- **What we would still like to test:** our biggest untested assumption.

Example (fictional team, short form)

We used a general chat assistant to brainstorm names and to tighten our summary. It suggested a subscription model. After talking with six food pantry coordinators, we chose a per delivery fee, because they told us their budgets are set by grant cycle. AI could not tell us that the coordinators wanted a text message reminder more than an app, and we heard it directly.