



FLASH – Bright Ideas Wanted

Terms of Participation

With FLASH, we want to make early-stage ideas from the University visible: the diversity of topics as much as the people behind them. In doing so, we raise awareness of entrepreneurship as a possibility and, at the same time, identify starting points for our further work.

In concrete terms: if you take part, we make your idea and you (should you win) visible — on our website, on social media and in our newsletter; anonymously during the shortlisting stage and by name in the event of a win. Anyone who expressly does not want this should not take part.

In return, we stay in touch with you and make suitable follow-up offers:

from initial conversations through co-founder and skill matching to transfer programmes.

We use your data exclusively for this, never for third-party advertising; you can object at any time (see Point 5). The following conditions govern the details.

1. Participation: Eligibility and Exclusion

- FLASH is an idea competition run by the Marburg Center for Entrepreneurship and Innovation (hereinafter “MAFEX”), the start-up center of Philipps-Universität Marburg (hereinafter “UMR”). It is aimed at students, researchers and staff of the UMR.
- Eligible to participate is anyone who is a member of the UMR and holds a valid university account.
- All MAFEX staff, including student assistants, are excluded from participation.
- The competition is thematically open. We are looking for ideas from all disciplines that solve a specific problem. Ideas may have been developed by individuals or by teams.
- Excluded are ideas that have already been implemented within an existing company or with which business activity has already been taken up – including in the case of a company founded abroad – as well as ideas that are already being funded (e.g. the EXIST Start-up Grant, Hessen Ideen and other public funding programmes).
- No company founding associated with the idea may have taken place before the prize is awarded.

2. Submission and Deadlines

- Submission is made exclusively via the online form at <https://www.uni-marburg.de/de/transfer/mafex/flash>. A login via the university account is required for this. Submissions made by other means, as well as supplementary documents, cannot be considered.
- The submission takes the form of a short, free-form text, in accordance with the requirements of the above-mentioned form, and should describe: Which problem is being solved, and for whom? What exactly is the problem? And what is your personal connection to it?

- Each person may submit one (1) idea per quarter; for team ideas, one person submits on behalf of the team. Multiple submissions lead to disqualification.
- A re-application is possible each quarter with a new idea. An idea that has already been submitted may only be submitted again if it has been substantially further developed (e.g. a different target group, a changed solution approach, new insights). The decision on the admission of re-submitted ideas rests with MAFEX and the jury composed of MAFEX staff (hereinafter the “Jury”).
- This Jury is composed on an interdisciplinary basis of MAFEX staff who are professionally engaged in start-up support, transfer and innovation topics.
- FLASH is an ongoing competition with four submission deadlines per year: 15 March, 15 May, 15 August and 15 November. Submissions received after a deadline are automatically considered in the following quarter.
- For the time being, FLASH runs indefinitely, but may be discontinued at any time with prior notice. In this case, submissions already in progress will still be evaluated; there is no claim to continuation.
- After a successful submission, you will receive an automatic confirmation by email.

3. Shortlisting, Awarding and Jury

- Each quarter, one (1) idea is awarded €500.
- After the submission deadline, a four- to six-week evaluation phase follows. From this, the Jury selects up to ten (10) particularly promising ideas for a shortlist, which is presented publicly (see Point 4). At the end of this phase, the winning idea is announced; payment is made promptly thereafter.
- The Jury’s evaluation is based on the criteria of feasibility (realisable with reasonable effort), impact potential (benefit to the target group, relevance of the problem) and thematic diversity (contributions from different disciplines are given particular consideration).
- Weighting and the final decision are at the Jury’s discretion; there is no legal entitlement to an award. If serious, prize-worthy contributions are lacking, the award may be withheld.
- The Jury’s composition may vary from cycle to cycle. MAFEX does not disclose who was part of the Jury at any given time.
- During shortlisting, the idea is presented without naming the author (see Point 4). The winning idea is published by name and with reference to the submitting person (e.g. MAFEX/UMR website, social media, press releases, newsletter); the specific form is agreed in advance with the winning person.
- The prize is to be taxed independently by the winning person; neither MAFEX nor UMR pays the taxes incurred for this.

4. Rights of Use and Visual Rendering of the Submitted Ideas

- By submitting the idea, participants grant the University a non-exclusive right of use to the submitted content, unlimited in time and place, for the purposes of the competition and its promotion. The granting of rights is made free of charge.
- The University is expressly entitled to edit the core content of the submitted idea, to translate it creatively or visually (e.g. by creating graphics, illustrations, comics or short videos) and to publish these visual renderings on the University’s and MAFEX’s channels (e.g. website, social media channels, newsletter, print media).

- For the shortlisting phase (Top 10), the visual rendering and publication are carried out exclusively in anonymised form, without naming the participants. For this phase, participants consent to waiving attribution of authorship.
- In the event of an award (a win), the University is entitled to publish the idea and the visual rendering by name (i.e. naming the author). The specific publication of the winning idea is carried out in prior agreement with the winning person.
- Participants warrant that they are the sole authors of the submitted idea and texts and that no third-party rights are infringed.

5. Confidentiality and Data Protection

- Submitted ideas and documents are treated confidentially and used exclusively for conducting the competition and for possible later support by MAFEX. They will not be passed on to third parties without the participants' consent, neither during the competition nor afterwards.
- Access to the submitted ideas and the associated personal and contact data is restricted exclusively to selected MAFEX staff entrusted with the competition. The submission is at no time visible to third parties within the University – for example, teaching staff of one's own department.
- By submitting, participants agree that their idea may be presented for the shortlist without naming the author (see Point 3). AI-generated content (e.g. images, short videos) may be created for the rendering.
- Data storage during the competition round: The data submitted with the entry is stored and used exclusively for conducting the competition — for example, for confirming the submission, follow-up queries, announcing the shortlist and notifying the winning idea.
- Unless an objection is raised, the data remains in the contact database of the MAFEX start-up network. We use it exclusively to contact you in relation to ideas and topics, for example about suitable follow-up offers, events or funding opportunities, never for general advertising or for passing on to third parties.
- The data is deleted no later than five years after submission; MAFEX is responsible for timely deletion. An objection can be raised at any time by email to flash@uni-marburg.de.
- All data is processed and stored exclusively on GDPR-compliant servers in Germany or the EU.

6. Liability

- MAFEX assumes no liability towards participants. Liability for lost profit, as well as claims for damages against MAFEX or the UMR, are excluded.
- Participants indemnify MAFEX and the UMR against all third-party claims that could be derived from any infringement of copyright, industrial property rights, trade secrets or other rights through the submitted documents.
- UMR employees whose idea has arisen in the course of their employment should observe the University's IP policy. Submissions may not contain any confidential or non-disclosure-bound information.

7. Miscellaneous

- Recourse to the courts is excluded.

- Should individual provisions be or become invalid, the validity of the remaining provisions remains unaffected.

Contact:



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