M Factor
Step up. Stand out. Win big.

Engineering
W Booth School of Engineering Practice & Technology

McMaster University

Competition entry instructions | November 23rd, 2026, to January 11th, 2027

Are you ready to take on the M-Factor?

Put your technical knowledge and communication skills to the test! M-Factor brings McMaster Faculty of Engineering undergraduate students together for three days of leadership, teamwork and problem-solving challenges. Compete for $6,000 in cash prizes: $3,000 for first place, $2,000 for second and $1,000 for third.

How to enter:

1. **Complete the entry form.** Enter your applicant details and your video link.
2. **Record a 3-minute presentation.** Explain a technical topic of your choice clearly to a non-technical audience. You must appear on camera and present personally. Slides, props, animations and demonstrations are welcome.
3. **Upload your video to YouTube.** Set the visibility to Unlisted, then copy the direct YouTube video link.
4. **Check access and submit.** Test playback in a signed-out or private browser window before pasting your link into the form.

Mandatory submission requirements:

YOUTUBE LINKS ONLY – NO EXCEPTIONS. Only direct unlisted YouTube video links are accepted. MacDrive, McMaster OneDrive, Google Drive, other file-sharing links and video file uploads **will not be** accepted. External industry judges will not have McMaster access.

YOU ARE RESPONSIBLE FOR ACCESS. Contestants are solely responsible for ensuring that their videos are accessible and playable without special permissions or institutional sign-in. The organizing team will NOT test links, troubleshoot access issues or contact contestants to correct submissions.

PERSONAL ON - CAMERA PRESENTATION REQUIRE. Contestants must appear on camera and deliver their own presentation. AI-generated avatars, digital presenters, synthetic voices and other substitutes for the contestant are not permitted. Supporting slides, animations and visual aids are allowed.

DISQUALIFICATION WITHOUT FURTHER NOTICE: Entries that do not meet the submission requirements, including inaccessible or unplayable video links, missing on-camera presentations, or AI-generated presenters, will be disqualified without further notice. Contestants must review and comply with all instructions before submitting.

Important dates:

Applications accepted	November 23rd, 2026 – January 11, 2027
Video submission deadline	January 11th, 2027,
Selection notifications	By January 18, 2027 (via email)
In-person competition	January 22–24, 2027 | McMaster University

Application form

Required fields: First name. Last name. McMaster email address. Program and year (Faculty of Engineering undergraduate). Unlisted YouTube video URL

Photography and video consent: By entering M-Factor 2027, participants agree to being filmed and photographed during the event, event photos and footage may be used in McMaster Engineering promotional materials.

Good luck — and let the competition begin!

Official event details and submission form: McMaster M-Factor 2027