

	Shymkent University	
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Discussed and recommended at the meeting of the scientific and technical council of «Shymkent University»
Protocol № 7 of 12.01.2026 y.

APPROVE
Chairman of the scientific and technical council and vice-rector for research and international relations, doctor of biological sciences, professor
Issayeva A.U. 12.01.2026 y.



REGULATIONS

for the Student Startup Project Competition

1. Subject of the Competition

1.1. These rules define the procedure for conducting the student startup project competition (hereinafter referred to as the Competition) among youth business teams.

1.2. The purpose of the Competition is to intensify innovation by engaging young people in entrepreneurship. The objectives of the Competition are to identify and select innovative projects and promote innovative entrepreneurship in the educational environment.

1.3. Undergraduate and graduate students of the university are eligible to participate in the Competition. Supervisors of student participants are responsible for compliance with these Rules.

1.4. This is a student competition – students and their project supervisors are eligible to participate.

1.4. The organizer and coordinator of the Competition is Shymkent University (hereinafter referred to as the Organizer).

1.5. Representatives of the business community, entrepreneurs, representatives of public organizations, and business associations may be invited as Partners (Co-Organizers) of the Competition.

2. Competition Procedure and Timeframe

2.1. The competition includes semi-finals, project registration and evaluation, a virtual project fair, and the final round.

2.2. The semi-finals will be held at educational institutions to identify relevant projects.

2.3. Projects must be sent to nauka_shu@mail.ru for registration.



2.4. To register a project, the following documents must be attached:

- 1) completed participation requirements (Appendix 1);
- 2) business plan (Appendix 2);
- 3) project passport (Appendix 3);
- 4) project team photo;
- 5) project presentation video (no more than 10-15 minutes long). The video must reflect the project's core business idea, its novelty and relevance, as well as key financial and economic indicators (required start-up capital, payback period, profitability, number of jobs created, etc.);
- 6) For online participants – additional materials (a PDF presentation, an additional video presentation, or other materials that will allow the jury to gain a comprehensive understanding of the project).

2.5. After project registration, projects and submitted materials are reviewed for compliance with the competition terms and conditions.

2.6. Projects that pass the review are admitted to the final round and the audience vote.

2.7. The competition jury is composed of representatives of the business community. The jury also includes representatives of the Organizer, Co-Organizers, and Competition Sponsors. The jury consists of an odd number of participants.

2.8. The competition finals will take place during the annual Science Week in the form of a project fair at Shymkent University. The exact date and location of the finals are determined annually and indicated in an information letter sent to potential competition participants and posted on the official website and social media of Shymkent University.

2.9. During the finals (project fair), competition participants will be provided with exhibition space and equipment for displaying presentations, advertising materials, prototypes, and test samples of products proposed for the implementation of the startup project.

2.10. The finals (project fair) will involve direct communication between competition participants and business representatives, potential investors, and employers, an exchange of ideas, discussion of joint initiatives and projects, consultations, an entertainment program, and charity events.

2.11. At the finals, the Competition jury will determine the winners from among the participants. The winners and runners-up are determined by direct voting by a majority of the jury members.

2.12. The jury evaluates the online participants' projects by reviewing the submitted materials.

2.13. The audience vote results are also tallied, and the winner of the Audience Choice Award is determined.



2.14. The awards ceremony takes place at Shymkent University on the day of the competition finals. The list of winners is posted on the university's official website and social media.

2.15. After the event, materials about the Competition (reports, photographs, videos) are compiled and posted on Shymkent University's official website and social media.

3. Nominations and Prizes

3.1. The competition prize fund is provided by Shymkent University, its partners, and sponsors.

3.2. The following prizes will be awarded based on the results of the competition:

- Grand Prix;
- 1st place;
- 2nd place;
- 3rd place;
- Audience Choice Award.

3.3. The prize amounts are determined annually based on the prize fund.

3.4. The winners and participants will also receive prizes and awards from the competition sponsors, certificates, diplomas, and branded souvenirs from the university, its partners, and its sponsors.



Appendix 1

APPLICATION FOR PARTICIPATION

Project Title _____

Student's Full Name _____

Manager's Full Name _____

Project Relevance _____

Startup Goal _____

Brief Description of the Idea _____

Potential Consumers (Target Audience) _____

Project Scale _____

Advantages of the Startup over Similar Projects _____

Required Funding _____

Deadline _____

Business Plan _____

Project Presentation (10-15 min) _____



Appendix 2

Business Plan

(no more than 30 pages)

General Provisions

Project Goals and Objectives.

Description of the product, service, and enterprise.

Description of Analogs;

Description of Raw Materials and Suppliers;

Available Resources and Equipment;

Necessary Resources and Equipment;

Market Analysis (potential, trends, and development dynamics).

Supply and Demand;

Target Audience and/or Consumers;

Major Competitors.

Major Technical, Financial, and Production Risks.

Business Model (Market Entry, Marketing, Sales).

Project Costs (Payroll, Fixed Assets, Other Costs, Commercial and Management Expenses).

Financial Model (Sales Plan, Cost-Effectiveness Calculation, Profitability).

Conclusions.



Appendix 3

Project Passport

1. Project Title
2. Description of the Project and its Objectives, Novelty, Uniqueness, Specific Application of Project Results, and Prospects
2.1. Highlight:
Project Innovativeness (at least 3 sentences):
Project Competitiveness (at least 3 sentences):
Project Scale (at least 3 sentences):
3. Project Result:
4. Industry:
5. Project Nature (underline as applicable): Creation of a New Product, Service, Technology, Other (specify)
6. Project Completion Date
7. Total Cost of Work