

INVITING TO PARTICIPATE

INFORMATION LETTER

about the city competition of business projects "Startup Turan"

University "Turan" together with the Chamber of Entrepreneurs of the city of Almaty invites students of Kazakhstani universities to take part in the city competition of business projects "Startup Turan".

The **aim** of the competition is to promote entrepreneurship as an effective life strategy among young people.

The **objectives** of the competition are:

- providing information and methodological assistance and financial support to projects proposed by young people in the field of small business and aimed at finding new, effective forms and methods of doing business;
- encouraging young people to create and develop their business;
- dissemination of best practices in the field of small business;
- the formation of a bank of business projects in order to further assist the bidders in their implementation.

The winners of the competition will receive diplomas and certificates from the Chamber of Entrepreneurs "ATAMEKEN" of Almaty; inclusion of projects in the Register of the best startup-projects of students of Kazakhstani universities; service support of the Chamber of Entrepreneurs of Almaty; discounts from 30 to 50% on education at the University "Turan"; start-up capital to promote the most promising project.

The competition will be held from March 18 to April 25, 2019 in three stages.

The first stage is the reception and registration of applications for participation in the competition (March 18–05.04.2019). Competitive bids submitted after the deadline for submission of bids are not subject to consideration. Participants who submitted an application after the specified date are not allowed to the competition.

The second stage is the assessment by the Expert Commission of the business plans of the participants in the form of a presentation and selection of the finalists of the competition (April 8–18.04.2019). According to the results of the examination, on the basis of the obtained points, the top 10 business plans with the maximum number of points will be chosen.

The third stage is the protection of business plans by the finalists of the competition (April 25, 2019) in front of the Expert Council. According to the results of the examination, 3 winning projects will be selected on the basis of the obtained points.

The competition will be held at the University "Turan" at the address: Almaty, st. Satpayev, 16A.

PROJECT REGISTRATION PROCEDURE

The business project should contain:

- **summary** (information about the developer (s) of the business project: name, year of birth, telephone, e-mail, university, specialty and course; brief description of the idea, goals and objectives of the proposed business project, specific actions for their achievement with the timing, arguments in favor of the feasibility of the project with the specified financing; financial indicators: the volume of costs, sales (sales revenue), the number of employees, the required amount of funding, sources of co-financing, the planned profit, profitability;
- **marketing plan**: description of the proposed product (service), market segment, information about competitors, their pricing policies, location, information about suppliers (partners), consumers: who the future buyer is, where (in which area) he lives, why he should buy the product you, etc., describe the competitive advantages of your products, sales forecast;
- **production plan**: description (calculations) of the areas necessary for the organization of the proposed business (production, trade, etc.), their location, description of equipment, the necessary volume and time of supply of raw materials, materials, products, level of overhead costs, technological chain of distribution organization and marketing;
- **organizational plan**: work schedule of the first phase of the project, description (calculations) of the number of employees and their functions, their location in the structure of the enterprise and payment for their labor;
- **financial plan**: assessment of the effectiveness and feasibility of organizing this business with available funding, preparation of cost estimates before receiving the first proceeds from sales of products and preparing a plan for financial performance. All calculations are performed for two years (the first year - in the monthly section, the second - in the quarterly section);
- **technologies** and mechanisms for promoting goods (services);
- **risk** analysis;
- **applications**: tables, graphs, charts, photos, etc.

Applications for participation in the competition in accordance with Appendix No. 1 are received in one of the following ways:

- in electronic version (copy of the project signed by the participant) sent to the email address of the Working Group: turan_nauka@turan-edu.kz;
- in paper version (original project signed by the participant) submitted by the author for registration in the Working Group at the address: Almaty, ul. Satpayev, 16A, Turan University, office 403.

The application is submitted in Kazakh, Russian or English.

The date of submission of the tender application is the date of sending the e-mail or the date of registration of the application by the Working Group.

Requirements for the design of the text.

The text should be typed in the format of Microsoft Word editor, Times New Roman font, line spacing - 1.0, size - 14, paragraph indent - 1.25 cm, margins: left - 3 cm, right - 1.0 cm, upper and bottom - 2 cm.

Submitted by the author business plan for the competition must be developed in order to implement it or describe the existing business and in accordance with the current legislation of the Republic of Kazakhstan.

For more information about the competition procedure, please call: +7 (727) 260 40 17.

The executive secretary is Anna S. Beresneva, coordinator of the business-incubator of the Turan University.

Business Incubator of the University "Turan". Tel. +7701 2100020. E-mail: **a.beresneva@turan-edu.kz**

Technical Secretary - Michitova Halbinur Dilmuratovna, Assistant Vice-Rector for Strategic Development, Science and Innovation.

room 403. phone: 260-40-17. E-mail: turan_nauka@turan-edu.kz

Request

Surname	
Name	
Patronymic name	
Project name	
Department	
Specialty	
Course, group	
Phone	
E-mail	
Date of Birth	
Language skills	
Experience of participation in business / social projects	
Business experience	
Experience and results of participation in similar competitions	
What kind of help do you need	
Name of mentor, consultant (underline the necessary), position, place of work	

Attached to the application project (up to 15 pages, including a business plan) and electronic versions of the questionnaire, application, project

_____,
add if necessary

I hereby confirm that the project complies with the requirements and conditions of admission to participation in the competition and give my consent to the processing of personal data.

Signed _____ / _____