

NLC "Karaganda Technical University"	Methodological Guidelines of holding a youth competition of the business projects	KTU MG IV-12-2021 Version 02 Dated 2021.09.23 Page 1 of 12
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Approved by
Quality Management Representative

Zhetessova G.S.

"01" 10 2021

METHODOLOGICAL GUIDELINES

OF HOLDING A YOUTH COMPETITION OF THE BUSINESS PROJECTS

KTU MG IV-12-2021

Developed by: A.K. Rakishev

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Karaganda

NLC “Karaganda Technical University”	Methodological Guidelines of holding a youth competition of the business projects	KTU MG IV-12-2021 Version 02 Dated 2021.09.23 Page 2 of 12
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Table of contents

1 Field of application	3
2 Terms, definitions and abbreviations	3
3 Goals and tasks of the competition	3
4 Organizers and working bodies of the competition	4
5 Submission of the materials for competition and specified requirements	4
6 Timeframes of holding the competition	5
7 Criterion of the works assessment	5
8 Winners rewarding	6
9 Making modifications in the document	6
10 Agreement and introduction	6
11 Replication and document sending	6
12 Keeping	7
Appendix A Application for participation in the competition of the business projects among young people of KTU	8
Appendix B Structure of the business projects presentation	9
Appendix C Coordination sheet	11
Appendix D Familiarization sheet	12

NLC "Karaganda Technical University"	Methodological Guidelines of holding a youth competition of the business projects	KTU MG IV-12-2021 Version 02 Dated 2021.09.23 Page 3 of 12
--------------------------------------	--	---

Effective date 2021.10.01
(year, month, day)

1 Field of application

This Methodological guidelines of the youth competition of the business projects (hereinafter referred to as Competition) defines goals and tasks of the competition, a procedure of organizing and holding this competition among students, graduate students and doctoral students of the Karaganda Technical University (hereinafter referred to as KTU), requirements for participants of the competition, rules of the competition committee work, criteria of the competitive selection of authors of the best business projects.

2 Terms, definitions and abbreviations

This guide uses the following abbreviations:

- Competition - youth competition of the business projects;
- KTU - Karaganda Technical University;
- EC - Expert Council;
- MG – Methodological guidelines;
- QMR – Quality management representative;
- CQM&A –Center of quality management and accreditation;
- QMS – Quality management system;
- CO – Commercialization office;
- DSI – Department of Science and Innovation

3 Goals and tasks of the competition

3.1. The main goal of the competition is to contribute to development of the entrepreneurial activity of students, graduate students and doctoral students, studying at the KTU, to create conditions for realization of the entrepreneurial initiative among young people.

3.2. Tasks of the competition:

- determination and support of the most promising business projects;
- popularization of the entrepreneurial activity;
- creating a reserve of the creative and economically thinking young people with a high level of the professional competence and mobility, who are capable of realizing innovative projects in the highly competitive environment;
- support of youth initiatives of the development and realization of the promising business projects that ensure the social and economic development of the country;
- assistance in the practical realization of the best business projects;
- enabling the young people to develop their own entrepreneurial initiatives.

NLC “Karaganda Technical University”	Methodological Guidelines of holding a youth competition of the business projects	KTU MG IV-12-2021 Version 02 Dated 2021.09.23 Page 4 of 12
--------------------------------------	--	---

4 Organizers and working bodies of the competition

4.1 An organizer and an operator of the competition is the Entrepreneurial Activity Department (hereinafter - DAD).

4.2. The Vice-Rector of Strategic Development takes control of holding the competition. The date of holding the competition is determined by the order of the rector of KTU.

4.3 The Entrepreneurial Activity Department collects applications, selects them preliminarily and provides methodological and practical assistance in preparation of the extended applications for submission to the Expert Council of KTU.

4.4 Evaluation of the submitted applications to the competition and making a decision on winners of the competition are carried out by the Expert Council of KTU.

4.5 The competition is held in three stages:

4.5.1 The first stage is acceptance and selection of the preliminary applications. The applications are accepted from the date of the publication of information about the start of accepting the applications for participation in the competition;

4.5.2 The second stage is preparation of the business plans and presentations (Appendix B) with the participation of employees of the Entrepreneurial Activity Department;

4.5.3 The third stage is the presentation of the best business projects at the meeting of the Expert Council and determination of the winners.

5 Submission of the materials for competition and specified requirements

5.1. The students, graduate students, doctoral students of KTU, who have sent their applications (projects) for consideration in accordance with the requirements of this guide, are allowed to participate in the competition.

5.2. A team and individual form of the participation is included in the competition. One application is accepted from one participant (team of participants).

5.3. To participate in the competition, the participant (team) must submit an application, drawn up in accordance with the Appendix A of this guide;

5.4. The application is submitted in printed and electronic forms (technical requirements for drawing up: Word for Windows - 2000-2007 / XP, Times New Roman font, font size: 14, line spacing: 1. Figures, tables are allowed in the text).

5.5. The application must include the following sections:

- project name;
- description of the idea underlying the business (field of activity, scientific component);

5.6 The received applications are subjected to an initial selection. Selected applications are prepared for the next stage with the support of the Entrepreneurial Activity Department, i.e., the business plans and the presentations are prepared.

5.7 Competition works must not infringe the current legislation of the Republic of Kazakhstan. The following business projects are not considered in the competition:

NLC “Karaganda Technical University”	Methodological Guidelines of holding a youth competition of the business projects	KTU MG IV-12-2021 Version 02 Dated 2021.09.23 Page 5 of 12
--------------------------------------	--	---

- carrying out an activity, prohibited by the legislation of the Republic of Kazakhstan;
- carrying out the activity, requiring a special permission from the authorized bodies of the Republic of Kazakhstan (such as activity, related to production and (or) sale of alcoholic and alcohol-containing products, beer and drinks, made on its basis, as well as tobacco, tobacco products, smoking accessories, etc.).

6 Timeframes of holding the competition

The date of the competition is determined by the order of the rector of the university.

- First stage - the preparation and submission of the applications to the Entrepreneurial Activity Department is carried out within 30 calendar days from the date of publication of the information about the start of accepting the applications for participation in the competition;
- Second stage – the preparation of the business plan and presentation with the participation of specialists of the Department of Innovative Entrepreneurial Activity is carried out within 15 calendar days;
- Third stage - defense of the best competitive works in the form of a presentation at the meeting of the Expert Council, expert evaluation of the competitive works, determination of the winners of the competition.

7 Criterion of the works assessment

7.1 The Entrepreneurial Activity Department considers the received applications within a period not exceeding 30 calendar days and selects them according to the following criteria:

- feasibility of the project, its economic expediency, relevance, sense and substantiation of the raised problems, compliance with the tasks of social and economic development of the Republic of Kazakhstan;
- innovative orientation of the project to increase competitiveness or create a new type of products or services;
- profitability of the project.

7.2 An expert assessment of the business projects is carried out by awarding points for all competitive selection criteria based on the data, provided in the application. The Expert Council has a right to request additional information from the applicant for reliability and objectivity of the assessment.

When considering the business project, experts evaluate it on a ten-point scale according to the following criteria:

No.	Criteria of the business project evaluation	Scores
1	Perspective. How promising a business idea is, in the period of 3-5 years, how profitable a business can be.	0-10

NLC “Karaganda Technical University”	Methodological Guidelines of holding a youth competition of the business projects	KTU MG IV-12-2021 Version 02 Dated 2021.09.23 Page 6 of 12
--------------------------------------	--	---

2	The novelty of an idea or modern, innovative approaches to solving a stated problem.	0-10
3	Relevance of the stated topic: how highly-demanded this proposal will be in the modern society.	0-10
4	Social significance of the business project (creating new jobs, involving the young people in the labor activity process, providing goods of prime necessity or focusing on socially vulnerable groups).	0-10
5	A possibility of realizing the business project, if support is obtained for realization of the project.	0-10
Final grade		0-50

7.3 The Expert Council determines the winner and publishes the final minutes of the competition on the KTU website, based on the results of the scores.

8 Winners rewarding

The winners of the competition are awarded with diplomas, letters of gratitude, and valuable prizes. The most promising business projects will be provided with assistance and creation of the conditions for the creation and development of a startup company.

9 Making modifications in the document

The development, drawing up, agreement and approval of this guide, as well as making modifications in it, must be carried out in accordance with the documented procedure of DP KTU II-01.

10 Agreement and introduction

This guide is agreed by the pro-rector of educational work is drawn up in the “Coordination sheet” (Appendix C).

11 Replication and document sending

Replication and sending this guide must be carried out in accordance with the documented procedure of DP KTU II-01.

NLC “Karaganda Technical University”	Methodological Guidelines of holding a youth competition of the business projects	KTU MG IV-12-2021 Version 02 Dated 2021.09.23 Page 7 of 12
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12 Keeping

This guide must be kept in accordance with the documented procedure of DP KTU II-01.

NLC "Karaganda Technical University"	Methodological Guidelines of holding a youth competition of the business projects	KTU MG IV-12-2021 Version 02 Dated 2021.09.23 Page 8 of 12
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Appendix A
(informative)

**Application for participation
in the competition of the business projects
among young people of KTU**

1. Name of the department and faculty

2. Data of the leader (if available)

Full name	Position	Telephone number	e-mail

3. Data of the team

No.	Full name	Group	Speciality	Address	Tele- phone num- ber	e-mail
1						
2						
3						
4						
5						

4. Data of the business project

Name of the business pro- ject	Field of activity	Basic goods\service

5. Description of the business project

- Describe an idea of the project, set a goal, tasks and planned results of the business project.

- What is the relevance of this project?

- What is innovativeness? How does this idea differ from similar, already existing ideas? What is its originality?

Head of the department (signature)

Research advisor (signature)

Student (signature)

NLC “Karaganda Technical University”	Methodological Guidelines of holding a youth competition of the business projects	KTU MG IV-12-2021 Version 02 Dated 2021.09.23 Page 9 of 12
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Appendix B (informative)

Structure of the business projects presentation

1 Title page

Specify a name of the project, full name of the project team leader.

2 Problem (task).

An existing problem is described, for solution of which, the business project is aimed.

3 Solution (description of the benefit of the project)

A variant (method, way, technique) of solving this problem is described. A planned result of the business project realization is specified.

4 Market opportunities (market analysis)

A core market is described: size, its dynamics, main characteristics. End-consumers (buyers), who the business project is focused on, are separately specified. Who is the product or service provided for?

What geographic area does the business project cover: city, region, entire country, etc.?

It is presented an analysis of the competitors in the market, in the field of business ideas.

A separate slide is created to describe each market, where a technology can compete.

5 Competitiveness

The description of analogs of the presented business project, alternative is given. Competitive advantages of the presented business project are clearly described.

6 Development status

It is described a stage, where the business project is, plans for its realization, and readiness for introduction on the market.

7 Business model

It is described a model, where it is planned to make money, as well as variants of selling goods or services.

8 Team status

It is described a team, that will work on the project.

NLC “Karaganda Technical University”	Methodological Guidelines of holding a youth competition of the business projects	KTU MG IV-12-2021 Version 02 Dated 2021.09.23 Page 10 of 12
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9 Brief financial plan

The need for start-up capital, its volume is specified, a preliminary financial model is presented.

10 Conclusion

Contact information of the project team is specified.

Coordination sheet

F.04-2020

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NLC “Karaganda Technical University”	Methodological Guidelines of holding a youth competition of the business projects	KTU MG IV-12-2021 Version 02 Dated 2021.09.23 Page 12 of 12
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Appendix D (mandatory)