



**PRIVATE EDUCATIONAL INSTITUTION OF HIGHER EDUCATION
«RUSSIAN INTERNATIONAL ACADEMY OF TOURISM»**

PROVISION

**ABOUT THE ORGANIZATION AND HOLDING
INTERNATIONAL STUDENT PROJECT COMPETITION**

«STARTUP RIAT - 2025»

**«Russia–Asia: projects of international youth
initiatives as new horizons of cooperation»**

Khimki-2024

1. General provisions.

1.1. These Provision define the procedure for organizing and holding the International Student Project Competition "STARTUP RIAT" (then - Competition).

1.2. The organizer of the Competition is the Center for Science and Innovation of the RIAT.

1.3. The participants of the Competition may be students of the basic educational programs of higher education implemented by RIAT and branches of the RIAT, as well as participants from external educational organizations (determined by the decree of the Rector).

1.4. Participation in the Competition is voluntary and free of charge.

1.5. The Competition is funded by the RIAT.

1.6. The theme of the Competition is approved annually by the Rector's decree. The focus of the STARTUP RIAT - 2025 project competition is "Russia–Asia: projects of international youth initiatives as new horizons of cooperation".

2. Objectives of the Competition.

2.1. Increasing the activity of students of the RIAT and branches of the RIAT in educational, scientific and project activities.

2.2. Development of interpersonal interaction, group forms of work of students, including in various fundamental educational programs.

2.3. Creation of an original, competitive and demanded product (project) by students.

3. Requirements for the Competition participants.

3.1. A team of students from 3 to 5 people is allowed to participate in the Competition.

3.2. The team may include students studying in different educational programs.

3.3. If the team has an academic advisor — a scientific and pedagogical worker of the RIAT (branches of the RIAT), university - he can be applied by the team to participate in the Competition.

3.4. It is possible to participate in the Competition only as part of one team.

4. Requirements for the team captain (project manager).

4.1. The team captain (project manager) is chosen by the team from among the team members (students).

4.2. The team captain forms and sends an application for participation in the Competition in accordance with the requirements specified in these Provision.

4.3. The team captain acts on behalf of the team; receives and transmits to the team members the information received from the organizers of the Competition.

4.4. The interaction of the Organizing Committee with the team is carried out only through the captain of the team.

4.5. The team captain manages the work on the project, distributes responsibilities and organizes the work of the team.

5. Requirements for the academic advisor of the team.

5.1. The academic advisor of the team announced for participation in the competition may be a scientific and pedagogical employee of the university.

5.2. The academic advisor, within of his competence, provides consultative assistance to the team during the Competition period.

5.3. The academic advisor must be present at the final of the Competition.

6. The Organizing Committee.

6.1. To organize and conduct the Competition, the Organizing Committee of the Competition is formed, which includes: an employee of the Center for Science and Innovation of the Russian International Academy of Tourism, the chairman of the student scientific society, the Deputy dean of the Faculty of Tourism Management, and a representative from the branches.

6.2. The Organizing Committee of the Competition is authorized:

- advise the captains of the participating teams on all questions related to the Competition
- interact with the team captains on all issues related to the Competition
- accept and register applications for participation in the Competition
- organize the work of the Expert Council of the Competition
- carry out other activities related to the organization and conduct of the Competition.

7. The Expert Council of the Competition.

7.1. The Structure of the Expert Council consists of persons with undoubted authority and high professional competencies in the field of science, innovation, business, and administrative work.

7.2. Representatives of business and government agencies may additionally be invited to serve on the Expert Council (in the final of the Competition).

7.3. The list of participants of the Expert Council is approved by the Rector of RIAT and published on the website of the RIAT 7 calendar days before the first stage of the Competition.

7.4. Authority of the Expert Council:

- Selection of startup projects for participation in the Competition
- Assess startup projects in the final of the competition and determine the winners.
- Making key decisions within the framework of the Competition.

7.5. The Chairman of the Expert Council is the Vice-Rector for Scientific and Innovative Activities of the RIAT.

8. The period and stages of the Competition.

8.1. The competition is held from February 10, 2025 to April 11, 2025 and consists of two stages: project selection, project competition (final). Changes can be made by decree of the Rector.

8.2. Sending applications for participation in the Competition is from February 10, 2025 to March 30, 2025.

8.3. The first stage is the selection of projects and the determination of the participants in the Competition. The dates are April 01 – 5.

8.4. The list of selected startup project teams will be published on the Contest page on April 5.

8.5. The second stage, the Final of the Competition, will be held during the RIAT Science Week on April 11 (determined by the Rector's decree).

8.6. The final of the Competition will be held in the format of an open meeting of the Expert Council.

8.7. The teams participate in the Final of the Competition in full. The presence of the academic advisor is required (if any). Online participation is possible for universities from the regions of the Russian Federation and from foreign universities.

8.8. The draw for the order of performances of the teams in the Final of the Competition is held during the final of the competition.

8.9. The startup projects of the finalist teams will be evaluated by each member of the Expert Council according to seven criteria, for each of which the team will be able to receive from 0 to 5 points. The maximum amount of points that a project can receive from each expert is 35.8.11. Баллы, полученные каждой командой, по окончании выступлений будут суммироваться и делиться на количество голосов экспертов, оценивавших проект.

8.12. The results of the project evaluation will be included in the protocol of the Expert Council.

8.13. Based on the results obtained, the projects will be ranked and the winners will be determined.

8.14. The three teams ranked with the highest number of points become the winners of the Competition.

9. Reward to the winners of the Contest.

9.1 The winning teams are rewarded in accordance with the decree of the Rector of the RIAT.

10. Rules of participation in the Competition.

10.1. The teams whose applications have been selected by correspondence are considered to be participants of the Competition.

10.2. During the period of work on startup projects, finalists have the right to access the RIAT resources necessary for conducting research and receive consulting assistance.

10.3. Participation of team captains and participants of startup projects in educational seminars, master classes and other events organized by RIAT within the framework of the Competition is mandatory.

10.4. In case of suspension of the team captain from participation in the Competition, the remaining participants of the startup project choose a new leader.

10.5. If, as a result of the suspension of any of the finalists, the team composition ceases to meet the requirements of the competition in terms of the number of participants of at least 3 people, the team is suspended from participating in the Competition in its entirety.

10.6. The finalist teams develop the concept of startup projects in compliance with the most equal distribution of tasks and responsibilities among all team members.

10.7. Each finalist team undertakes to prepare a video presentation of the startup project lasting at least 3 minutes. The videos should be posted on Internet resources and sent a link to the Organizing Committee of the Contest no later than 10 days before the final of the contest.

10.8. Requirements for the video clip:

- the video should not repeat the presentation of the project;
- All team members should be involved in the video;
- the video report should reflect the essence of the project and the role of each of the team members;

- the video should show the process of discussion, development;
- preferred location for filming: the auditorium, or another place where the team discusses the project;
- the video must contain elements of communication, a story about the project and a product demonstration.

10.9. Finalist teams must provide startup project business plans and final presentations to the Organizing Committee's email address no later than 3 days before the final of the Competition.

10.10. Teams that have not submitted business plans and final presentations on time are not allowed to participate in the finals.

10.11. Lack of feedback, non-fulfillment or late fulfillment of the terms of the Competition, refusal of the finalists of the competition to participate in educational and (or) image events, or other non-compliance with the terms and conditions of participation in the Competition may cause the team to be disqualified.

11. Selection criteria and determination of winners. Rules of performances.

11.1. The performances of the teams before the Expert Council of the Competition are accompanied by mandatory video recording (technical video recording).

11.2. Criteria of correspondence selection (selection of applications):

- Availability of the project annotation
- Originality/creativity of the idea;
- Substantiation of the importance of the project and its role in solving national and regional strategic tasks

11.3. Criteria for evaluating startup projects:

11.3.1. Evaluation of the project concept (up to 10 pages), which includes:

- theoretical and methodological part of the project,
- a description of the existing practical experience of other organizations, institutions, companies (both Russian and foreign) within the framework of the project focus,

- justification of the developed project: assessment of the relevance and relevance of the product in the market; assessment of the validity and viability of the business model;

11.3.2. The innovative value of the project idea: is there a transfer between science and business; the time required to bring the idea to a minimally viable product;

11.3.3. Social significance of the idea: timeliness of the project idea — is there a need in society, does the project have a socially significant effect;

11.3.4. The quality of the project business plan preparation;

11.3.5. The quality of the final project presentation;

11.3.6. Project readiness for realization;

11.3.7. Evaluation of the performance of the team as a whole.

11.4. At the Competitive meeting of the Expert Council, the teams are present and speak in full. The presence of the academic advisor is mandatory (if any).

11.5. To visualize the results of work on projects, it is allowed to use: a final presentation (up to 30 slides, in PowerPoint format), a video clip of up to 3 minutes, layouts, samples, models, sketches, etc.

11.6. Each team's presentation and questions from experts on the project are given up to 20 minutes.

12. Requirements for registration and submission of applications for participation in the Competition.

12.1. The application for participation in the competition is formed and submitted by the team captain (applicant).

12.2. To submit an application, you must fill out the Application form No. 1 to these Provision and take a group photo of the team. A group photo should be understood as a collective snapshot of all team members, made in good quality. Group photos taken in classrooms are accepted. Applications for participation in the Competition are sent by e-mail with attachments to the address of the Organizing Committee nir@rmat.ru

12.3. The application is considered accepted after the sender receives a reply letter with a confirmation message.

12.4. Each application document is sent as a separate file attached to:

1) The application for participation in the competition (Application No. 1 in WORD format.)

2) A brief description (abstract) of the project (relevance, purpose, objectives, result)

3) Group photo of the team.

12.5. The application number is assigned by the Organizing Committee of the contest.

12.6. Applications submitted after the deadline for admission, as well as those that do not contain all the required information and do not meet the requirements for registration and submission of applications, will not be accepted and will not be considered.

12.7. By submitting an application, the applicant (the applicant's team) confirms its familiarization with the Competition Provision and agrees to the terms, requirements and rules of participation in the Competition.

The title page of the application

APPLICATION

for participation in the competition of student projects

«STARTUP RIAT - 2025»

**«Russia–Asia: projects of international youth
initiatives as new horizons of cooperation»**

Team's project name _____

The project team.

Information about the responsible person of the team — head of the startup project (team captain)

First name/ Middle name/ Last Name	
Date of birth	
Faculty/Branch	
Educational program	
Course and level of study	
Contact phone number	
Email	

Information about students and participants of the startup project

First name/ Middle name/ Last Name	
Date of birth	
Faculty/Branch	
Educational program	
Course and level of study	
Contact phone number	
Email	

**Information about the academic advisor of the startup team —
scientific and pedagogical staff of the (if available):**

First name/ Middle name/ Last Name	
Educational and scientific department	
Post	
Academic degree	
Contact phone number	
Contact phone number	

1. Brief description of the project (up to 3 pages):

*Market research: analysis of supply and demand, study of the target audience and its consumer activity).

*A short financial plan (financial calculations: how much money is needed for the development of the project, advertising, its launch and subsequent promotion, how quickly it will pay for itself and whether it will pay at all).

*Determine the marketing strategy (in which ways the product or service will be promoted).

*Assess the risks (they are always there, they must be mentioned in the business plan).

2. Description of the intellectual property reserve for the project (if available, in free form).

3. Photo of the team.

List of agreements

Post	First name/ Middle name/ Last Name	Signature	Date
Vice-Rector for Research and Innovation	Laguseva N.N.		
First Vice-Rector	Pityukov V.Y.		
Vice-Rector-Dean of the Faculty of Tourism Management	Aliluiko E.A.		

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