

Ministry of Education and Science of Ukraine  
State University of Trade and Economics  
Varna University of Economics (Bulgaria)  
Higher School of Socio-Economics in Przeworsk (Poland)  
State University named after Akakia Tsereteli (Georgia)  
University of Helsinki (Finland)  
Academy of Professional Education "Mercur" (Slovakia)

ДЕРЖАВНИЙ  
ТОРГОВЕЛЬНО – ЕКОНОМІЧНИЙ  
УНІВЕРСИТЕТ



STATE UNIVERSITY  
OF TRADE  
AND ECONOMICS

**INFORMATION LETTER**  
**regarding the holding of the International Student startup competition**  
**«TourSystemUkrChallenge»**

**Dear colleagues!**

We invite students of higher education institutions to take part in the **International student start-up competition "TourSystemUkrChallenge"**, which is held in the following areas:

- «Start-up. Tour»;
- «Start-up. Hospitality»;
- «Start-up. Restaurant».

*Terms of the Competition:*

**The first stage - until March 1, 2023**, participants who expressed a desire to participate in the competition submit their startup projects for consideration by the competition committee of the institution where they study. The competition commission of the institution selects no more than two of the best business ideas and submits them to SUTE for participation in the second round of the Competition.

**By March 11**, the Institution of higher education sends the selected **startup projects** (the text part, where data about the author and the scientific supervisor are indicated, the name of the Institution of higher education is replaced by a code (the code is no more than two words) and the application for participation (see the appendix) to the postal address: Ukraine, 02156 , Kyiv, 19 Kyoto St., SUTE and to the competition's email address: **[tourchallenge@knu.edu.ua](mailto:tourchallenge@knu.edu.ua)**.

**The II stage**, which will take place **on March 29**, consists in the evaluation of the startup project by the competition commission (jury) on the basis of the public defense of the Startup Battle (in a remote format, video conference) during the final of the competition at SUTE.

The participant who sent the application confirms that the information given in the startup project does not contain commercial and other secrets and is his own development, gives his consent to providing information to third parties, placing fragments of works on Internet pages, in informational publications, as well as by publication works with a mandatory indication of the author or author's team.

Materials with detected facts of plagiarism, violation of the requirements for registration for participation in the competition will not be accepted.

### **Requirements for registration of a startup project.**

The work is performed in Ukrainian or English. The text is printed on one side of a sheet of A4 paper (210x297mm), TimesNewRoman font, line spacing - 1.5, pin - 14, margins: top - 2 cm, right - 1 cm, left - 3 cm. The volume should not exceed 25 pages excluding applications.

### **The structure of the startup project:**

- Title, content.
- Concept (location, functional characteristics, conceptual style and atmosphere, service concept, brand book).
- Business processes (product/service/technology).
- Project budget (investments, pricing policy, financial results, efficiency).
- Summary.
- References.
- Attachments.

If available, certificates on the implementation of results, copies of patents, authors' articles, etc. are attached to the work. Additional information is contained in the appendices.

### **Criteria for evaluating a startup project:**

1. Relevance, applied value of the work.
2. Independence, originality and validity of the business idea.
3. Systematic, reasoned and complete presentation of materials.
4. Expediency and correctness of applied research methods.
5. Compliance with registration requirements.
6. Availability and expediency of additional material illustrating the main results of the research (multimedia presentation, diagrams, tables, drawings, handouts, etc.).
7. Defense and presentation of the work in the pitching format (comprehensiveness and meaningfulness of the answers, mastery of the material).

**Participating students must have a passport or student card with them.** In the absence of these documents, participation in the competition is impossible.

### **Competition coordinators:**

**Valentina Zhuchenko** - PhD of Economy Sciences, associate professor of the Department of Tourism and Recreation phone: +380 (63) 392 62 23

**Khlopyak Serhiy** - PhD of Economy Sciences, associate professor of the Department of Tourism and Recreation, phone: +380 (50) 381 59 50

**Companets Kateryna** - PhD of Economy Sciences, associate professor of the department of hotel and restaurant business phone: +380 (67) 888 37 91

**Vasylieva Olena** - PhD of technical Sciences, associate professor of the department of technology and organization of the restaurant industry phone: + 380 (50) 473 70 05 - Viber only

**We invite you to participate in the event!**

**STATEMENT**  
**for participation in the International Startup Competition**  
**«TourSystemUkrChallenge»**

« \_\_\_\_\_ »  
 (code)

Author

Supervisor

1. Surname \_\_\_\_\_

1. Surname \_\_\_\_\_

2. Name \_\_\_\_\_

2. Name \_\_\_\_\_

3. Full name and location of the institution  
 where the author studies  
 \_\_\_\_\_

3. Place of work, telephone, e-mail  
 \_\_\_\_\_

4. Faculty \_\_\_\_\_

4. Position \_\_\_\_\_

5. Course (year of study) \_\_\_\_\_

5. Degree \_\_\_\_\_

6. The results of the work have been published

6. Academic status \_\_\_\_\_

\_\_\_\_\_

(year, place, name of publication)

7. The results of the work have been  
 implemented

7. Place of residence, telephone, e-mail  
 \_\_\_\_\_

\_\_\_\_\_

(year, place, form of implementation)

8. Place of residence, telephone, e-mail  
 \_\_\_\_\_

Supervisor

\_\_\_\_\_

(signature)

\_\_\_\_\_

(Name and surname)

The author of the work

\_\_\_\_\_

(signature)

\_\_\_\_\_

(Name and surname)