1. INFORMATION LETTER

International Student Tourism Startup Olympiad — Tourism Startup Challenge 2026

Dear Colleagues,

The International University of Tourism and Entrepreneurship of Tajikistan invites students to participate in the International Student Tourism Startup Olympiad — **Tourism Startup Challenge 2026**, which will be held in Dushanbe, Tajikistan, in October 2026.

Each team must consist of two to five students and one supervisor. The Olympiad will take place in person. The working languages are Tajik, Russian and English.

Item	Details
Date and time	"____" October 2026; registration begins at 08:00
Venue	_____
Registration deadline	"____" October 2026
Project submission deadline	"____" October 2026
Format	startup exhibition and public pitch
Pitch duration	7-minute presentation and up to 5 minutes for questions
Registration fee	none / to be specified upon approval
Travel expenses	covered by the sending institution
Accommodation	details to be provided after delegations are confirmed
Contact	Name: _____; email: _____; telephone/WhatsApp: _____

The application form, startup project passport and presentation are required for participation. Admission to the final round shall be confirmed by a separate letter.

Sincerely,
Chair of the Organizing Committee _____

2. APPLICATION FORM

International Student Tourism Startup Olympiad Tourism Startup Challenge 2026

Field	Information
Country	
Full name of educational institution	
Team name	
Startup project title	
Selected competition track	
Working language	
Full name of team supervisor	
Position, email and telephone of supervisor	
Institutional contact person	
Arrival date and mode of transport	
Departure date	
Accommodation requirements	
Dietary or medical requirements	

Team Members

No.	Full name	Year and programme	Email	Telephone
1				
2				
3				
4				
5				

Head of institution _____ /_____/ Official seal
Date: "____" _____ 2026

3. STARTUP PROJECT PASSPORT

International Student Tourism Startup Olympiad Tourism Startup Challenge 2026

Section	Content
Project title and competition track	
Team members and allocation of responsibilities	
Problem and evidence of relevance	
Proposed solution	
Target users	
Tourism product or service	
Unique value proposition	
Competitors and competitive advantages	
Business model and revenue sources	
Initial costs, with currency indicated	
Revenue forecast and payback period	
Implementation plan for 6–12 months	
Digital technologies	
Social and environmental impact	
Risks and mitigation measures	
Readiness level and prototype	
Required support and partners	

Recommended length: 3–5 pages, excluding annexes. Every calculation must state its input data and currency unit.

Signatures of team members: _____

4. PRESENTATION REQUIREMENTS

International Student Tourism Startup Olympiad Tourism Startup Challenge 2026

1. File format: PPTX, with a backup PDF copy; screen ratio 16:9.
2. No more than ten main slides; the title slide is not included in this limit.
3. Minimum font sizes: 28 pt for headings and 20 pt for body text.
4. Slides should present concise statements, diagrams, figures and images rather than long paragraphs.
5. A video of up to two minutes is permitted; it must be tested in advance and stored locally on the presentation computer.
6. The presentation must be submitted by the stated deadline. File replacement after the pitch session begins is not permitted, except in the event of a technical error.
7. The pitch lasts seven minutes, followed by up to five minutes of questions and answers. No more than three team members may speak.
8. Sources must be cited for images, statistics and quoted information.

Recommended Slide Structure

Slide	Content
1	Project title, team and institution
2	Problem and supporting evidence
3	Solution and value for the tourist
4	Target group and market
5	Product, route or prototype
6	Competitors and advantages
7	Business model
8	Financial calculations
9	Implementation plan, risks and partners
10	Expected impact and team request

5. EVALUATION CRITERIA

International Student Tourism Startup Olympiad Tourism Startup Challenge 2026

No.	Criterion	Maximum Score
1	Relevance and substantiation of the problem	10
2	Novelty and innovation of the solution	15
3	Practical feasibility	15
4	Quality of the tourism product	10
5	Business model and revenue sources	15
6	Budget justification and financial forecast	10
7	Market potential and scalability	10
8	Social and environmental impact	5
9	Prototype quality	5
10	Presentation and answers to questions	5
	TOTAL	100

A score of 0 means the element is absent. Performance at 1–39% of the maximum is weak; 40–69% is satisfactory; 70–89% is good; and 90–100% is excellent and supported by evidence.

Penalties: exceeding the time limit by more than 30 seconds—2 points; unverified key information—up to 5 points; plagiarism or substitution of the project—disqualification.