

WINNER

| <Taraz State University> | | <1> |
|---------------------------------------|--|------------------|
| <i>Title of business idea</i> | World on the move | |
| <i>Team members</i> | Adel Krakhmaleva, Igor Titov, Ulbosyn Zhumagulova | |
| <i>General description</i> | There are many different wheelchairs. The high price, the complexity of transportation make them inaccessible to people with disabilities. We offer a gesture rehabilitation device, which is mounted in the handle panel of the wheelchair, allowing you to control it with gestures. | |
| <i>Novelty of the idea</i> | Using new technologies to improve living standards | |
| <i>Customer segment</i> | People with disorders of the musculoskeletal system. Patients in hospitals, in the rehabilitation period. Elderly people | |

FINALISTS

| < Taraz State University > | | <2> |
|---|---|------------------|
| <i>Title of business idea</i> | English and book | |
| <i>Team members</i> | Dinara Erkenkyzy, Aibarsha Bazarbekova, Kuralai Totaeva | |
| <i>General description</i> | The main idea of our business idea is to create suitable conditions for applicants. | |
| <i>Novelty of the idea</i> | A place to discuss the book and the ability to work with language experts. | |
| <i>Customer segment</i> | People who interested in English | |

| < Taraz State University > | | <3> |
|---|---|------------------|
| <i>Title of business idea</i> | My Innovative Building | |
| <i>Team members</i> | Sultanbek Meder, Bigazy Zhunusaliev, Nurila Mederova | |
| <i>General description</i> | Our services hosting targeting and legal services for the preparation of documents and contracts. Actions: collect data from all construction companies; conclude an agreement with them and register on the site personally (subsequent companies will register themselves) we plan to expand the site in megalopolises (Nur-Sultan, Almaty) and in cities of republican significance. | |
| <i>Novelty of the idea</i> | All rights of the client and the construction company will be protected by the law of the Republic of Kazakhstan and specified in the contract concluded between the parties. The ability to determine and compare prices in the market, Quality and safety guarantee, Currently there are no analogues of our site on the market. | |
| <i>Customer segment</i> | start-up construction companies with little or medium experience: private entities and individuals who need the services of these construction companies: young family who want to build their dream home! Through a mortgage loan with level 2 banks | |

| < Taraz State University > | | <4> |
|---|---|------------------|
| <i>Title of business idea</i> | Auto chair with imitation riding | |
| <i>Team members</i> | Alisher Ilyahuniv, Damir Sultanov, Yaroslav Markov | |
| <i>General description</i> | Reduce the risk of diseases in the pelvic area and the load on the spine. The chair will imitate horse riding on a steed. Optimization and savings in production. Interactions: website, email, sales and phone support and online advertising. | |
| <i>Novelty of the idea</i> | The novelty of the idea is in designing the individual device according to the metrics | |
| <i>Customer segment</i> | Car enthusiasts | |

OTHER PARTICIPANTS

| < Taraz State University > | | <5> |
|---|---|------------------|
| <i>Title of business idea</i> | Touchbook | |
| <i>Team members</i> | Kymbat Ilesbai, Akerke Orazbaeva, Zhanerke Sadualy | |
| <i>General description</i> | The main idea of the startup is to create a children's developing tactile book for children aged 2 to 6 years. Developing book – is as close to the original. | |
| <i>Novelty of the idea</i> | Multi-colored book with drawings, which are made of safe textile and haberdashery materials, develops thinking and motor skills of the child, affects the mental and emotional state, brings joy of communication and creativity. Socially vulnerable groups can be engaged in the production of books. | |
| <i>Customer segment</i> | The main segment of consumers will be parents and employees of preschool institutions. | |

| < Taraz State University > | | <6> |
|---|---|------------------|
| <i>Title of business idea</i> | Milagro | |
| <i>Team members</i> | Altynai Kirgizbekova, Gulnur Madimarova, Guldana Rysbaeva | |
| <i>General description</i> | The basic idea of startup: creation of natural handmade soap based on donkey milk. | |
| <i>Novelty of the idea</i> | Milagro is the production of affordable natural soap based on only natural ingredients. Soap has the properties of a cosmetic product – therapeutic and rejuvenating. | |
| <i>Customer segment</i> | A group of consumers with special needs: with sensitive skin; allergic to some cosmetics; mothers for whom the care of the baby's health is in the first place; consumers of "niche perfumery". | |

| < Taraz State University > | | <7> |
|---|--|------------------|
| <i>Title of business idea</i> | Online store Tapsyris.kz | |
| <i>Team members</i> | Isatai Amirov, Akerke Auelbaeva, Moldir Esmuratova | |
| <i>General description</i> | Key values: Shortage of time, unloading from domestic troubles, Free time can be spent in a more useful way. Key actions: Organization of the workplace for the developer, operators, couriers, Selection of couriers with personal cars, Organize an uninterrupted work system. Key resources: Website www.tapsyris.kz, Vehicle, Operators, couriers. Key partners: Large | |



| | |
|----------------------------|---|
| | supermarkets of the city: (Small, Tasty basket, Arzan). Cost structure: Website creation, Buying a computer, smartphone, printer, salary and Internet |
| <i>Novelty of the idea</i> | The service will purchase products from leading retailers, that is, it is not only convenient to order products, but also 100% safe. |
| <i>Customer segment</i> | Young parents Working population Elderly people People with disabilities |

< Taraz State University >

<8>

| | |
|-------------------------------|--|
| <i>Title of business idea</i> | Eco keudeshe |
| <i>Team members</i> | Lazzat Estebekova, Aliya Usenalieva |
| <i>General description</i> | Interaction channels: Instagram (@eko_keudeshe), gifts to customers, contests, cooperation with stores. Key partners: Individual entrepreneur "Arken", shops, advertising agency (Rysbaeva). The main resources: materials, soap, water, sewing machine. |
| <i>Novelty of the idea</i> | Customers will have the opportunity to jointly create design. There is a delivery in Kazakhstan |
| <i>Customer segment</i> | Women, girls and children |

< Taraz State University >

<9>

| | |
|-------------------------------|--|
| <i>Title of business idea</i> | Robo toys |
| <i>Team members</i> | Adel Krakhmaleva |
| <i>General description</i> | The essence of this business idea is to upgrade soft toys that will help the child in development. Production of soft toys with built-in robotic system (which allows to reproduce various movements of the toy) for the development of cognitive abilities and emotionality of children at age 2 - 5. Production of the designer with elements of robotic system for creation of the hands of a soft toy for development of logical thinking and interest in equipment to children from 5-10 years. |
| <i>Novelty of the idea</i> | Toy with built-in robotic system. |
| <i>Customer segment</i> | Main market - B2C. Parents |

< Taraz State University >

<10>

| | |
|-------------------------------|--|
| <i>Title of business idea</i> | Tarsu-BOX |
| <i>Team members</i> | Valeriy Yashinskiy, Igor Titov |
| <i>General description</i> | The main idea of this startup is to automate attendance at the university. The reason for the emergence of this idea is the problem of student attendance at the university. To verify the visit of students, great human effort and financial costs are fitting. This startup idea will minimize costs and save time. |
| <i>Novelty of the idea</i> | The introduction of this automated attendance system will be the first in the city of Taraz |



Customer segment Customers are any educational institutions (schools, colleges, universities), and other organizations
Based on the perception of the customer, we provide a product that will satisfy his needs. A technical solution to automated attendance monitoring can be a valuable addition to any organization.

< Taraz State University >

<11>

| | |
|-------------------------------|--|
| <i>Title of business idea</i> | Encapsulated Water |
| <i>Team members</i> | Usenalieva Aliya |
| <i>General description</i> | The product "Water Fiber" is intended for use in the baking industry, which allows to significantly reduce the period of "freshness" of bakery products, as well as reduce their calorie content, contains only moisture and food additives, does not contain allergens. |
| <i>Novelty of the idea</i> | Extending the freshness of bakery products, improving the quality of products, that is, increasing the mechanical strength and elasticity of the dough, without affecting the properties of the dough. The constituents are dietary fiber that have a positive effect on human health. |
| <i>Customer segment</i> | Bakeries, food industry |

< Taraz State University >

<12>

| | |
|-------------------------------|--|
| <i>Title of business idea</i> | Handmade decorations |
| <i>Team members</i> | Adilbaeva A. |
| <i>General description</i> | In recent times, girls and women more often pay attention to bead jewelry, finding in them what ordinary jewelry cannot give. In particular, at the moment, there has been an increase in interest in beads at exhibitions and fairs. |
| <i>Novelty of the idea</i> | Today, individuality and the opportunity for self-expression are especially valued, it is very important for people to be different from others. The relevance of this idea is the uniqueness of jewelry - they are made in a single copy. |
| <i>Customer segment</i> | High-quality bead jewelry can solve several eternal problems of women and girls at once. They emphasize their individuality and style, while not lagging behind fashion, jewelry also perfectly emphasizes women's outfits, introducing the missing detail into it. That is why the demand for such products is constantly growing - every day more and more women discover the unique properties of such. |

< Taraz State University >

<13>

| | |
|-------------------------------|--|
| <i>Title of business idea</i> | Basket girls |
| <i>Team members</i> | Abdikaem U. Turaruva A. Bekberdiyeva A. |
| <i>General description</i> | Our project is a basket called "Basket girls" designed for a gift, for a bride's dowry and for interior decoration. This universal thing is suitable for almost all events and celebrations. |



| | |
|----------------------------|--|
| <i>Novelty of the idea</i> | Currently, everyone wants to stand out and surprise each other with extraordinary things. We would also like to offer individual and at the same time universal baskets. |
| <i>Customer segment</i> | Our main consumers are young girls and women. In the dowry, their parents will buy the girls, and as a gift, men buy their girls. |

< Taraz State University >

<14>

| | |
|-------------------------------|---|
| <i>Title of business idea</i> | Cleaning company «Blestit» |
| <i>Team members</i> | Udin Anatoly, Suranyshbekova Lazzat, Zhetibaeva A. |
| <i>General description</i> | Our company performs standard, general cleaning, cleaning after repair and pre-holiday cleaning of houses and apartments. Due to the presence of experienced personnel, modern equipment and high-quality detergents, we carry out thorough cleaning of any complexity. |
| <i>Novelty of the idea</i> | The novelty of our project lies in a wide range of cleaning services and the best price. |
| <i>Customer segment</i> | The main segment of consumers of cleaning services is: owners of large apartments and cottages, one-time customers. The largest consumer segment is made up of families with and without children. This is due to the lack of time for various cleaning activities related to the employment of family members. |

< Taraz State University >

<15>

| | |
|-------------------------------|--|
| <i>Title of business idea</i> | Mobile app “Style me” |
| <i>Team members</i> | Abdikayim U. Kuzmetova S. Ermekbaeva A. |
| <i>General description</i> | The application will help you create your individual style, image. The three main tasks of this application are: order in the closet or wardrobe organizer, online stylist, shopping. Creating an image for the day, the application takes into account weather conditions and the time of year. |
| <i>Novelty of the idea</i> | We would like to create just such an application that will help online, that is, remotely one stylist will be able to create an image for you in the evening, disassemble the wardrobe or create a new style for you that you would like to see. |
| <i>Customer segment</i> | This application can be used by all users of various gadgets, smartphones, phones, tablets. |

< Taraz State University >

<16>

| | |
|-------------------------------|---|
| <i>Title of business idea</i> | luminous speed bump |
| <i>Team members</i> | Amirov Isatai |
| <i>General description</i> | The idea is to install inexpensive luminous artificial bumps on roads with asphalt and reinforced concrete, which are installed in front of educational or sports buildings, on dangerous sections of roads |
| <i>Novelty of the idea</i> | LED wire mounting technology |
| <i>Customer segment</i> | Main market - B2C |

< Taraz State University >

<17>



| | |
|-------------------------------|---|
| <i>Title of business idea</i> | student ES ID card |
| <i>Team members</i> | Shardarbekov Askar, Udin Anatoliy |
| <i>General description</i> | Combining all student documents into a single electronic document for access to the university and in the classes, hostels dormitory, library, portal information. The ES ID card will include a debit card and discounts at some stores. |
| <i>Novelty of the idea</i> | Many analogues of such cards are for access only. Having money on the card is new. this contributes to student responsibility and food discounts |
| <i>Customer segment</i> | educational institutions (colleges, universities), and other organizations |

< Taraz State University >

<18>

| | |
|-------------------------------|--|
| <i>Title of business idea</i> | Mobile app «apteka.kz» |
| <i>Team members</i> | Amantaykyzy Asel, Satin Madina, Dzhunbaeva Gulnur |
| <i>General description</i> | A mobile application for finding drugs in the leading pharmacies of the city, includes the study of the range, annotations for drugs, prices, analogues |
| <i>Novelty of the idea</i> | The mobile application includes new features: search for the cheapest drugs, offer analogues, a city map with the location of pharmacies with automatic location |
| <i>Customer segment</i> | city residents, mainly pensioners |

< Taraz State University >

<19>

| | |
|-------------------------------|--|
| <i>Title of business idea</i> | Healthy goat yogurt |
| <i>Team members</i> | Bekberdieva Akmaral |
| <i>General description</i> | Use of healthy goat milk for baby and diet |
| <i>Novelty of the idea</i> | Cooking Goat Milk Yogurt |
| <i>Customer segment</i> | dairy kitchens, diet food stores |

< Taraz State University >

<20>

| | |
|-------------------------------|---|
| <i>Title of business idea</i> | Chocolate Gent |
| <i>Team members</i> | Kashenova Zhanat |
| <i>General description</i> | The traditional dish of Kazakh national cuisine zhent is prepared from millet and sugar, it is very nutritious and loved by the population, but requires changes in the new time. |
| <i>Novelty of the idea</i> | Adding chocolate chips to the recipe and changing the technology of the gent production significantly improves the taste of the product |
| <i>Customer segment</i> | minimarkets, restaurants and cafes of national cuisine |

< Taraz State University >

<21>

| | |
|-------------------------------|--|
| <i>Title of business idea</i> | Herbal supplements for dairy products |
| <i>Team members</i> | Bikenova K., Dauletbayeva Zh. |
| <i>General description</i> | One of the important links in a balanced diet is the daily consumption of plant and sour-milk products. The solution to the problem of providing the population with biologically valuable |



| | |
|----------------------------|---|
| | environmentally friendly natural food products based on local plant materials and fermented milk products. |
| <i>Novelty of the idea</i> | The novelty of the idea is involved in the development of new formulations and technological solutions that guarantee the preservation of the native physiological value of raw materials, the rationale for the inclusion of substances exhibiting antioxidant and vitamin activity in food products and the optimization of the composition of the created functional products. |
| <i>Customer segment</i> | B2B market: kindergartens, schools, hospitals |

< Taraz State University >

<22>

| | |
|-------------------------------|--|
| <i>Title of business idea</i> | Soap and grape |
| <i>Team members</i> | Nakhipbekov I. |
| <i>General description</i> | This soap is grape seed oil + CO2 grape extract + grape meal. All the power of these components is aimed at accelerating the processes of cell renewal and preventing the breakdown of elastin (one of the main tasks of this protein is to ensure the mechanical strength of the tissue). In addition, it is a wonderful antioxidant, actively fights inflammatory processes, nourishes the skin and saturates with vitamins and macronutrients. It is most effective to use this soap if you have normal or oily skin. |
| <i>Novelty of the idea</i> | The novelty of the idea is to create a recipe and develop a special technology for obtaining the soap base of our own production. |
| <i>Customer segment</i> | B2B and B2C market |

< Taraz State University >

<23>

| | |
|-------------------------------|--|
| <i>Title of business idea</i> | Funny souvenirs |
| <i>Team members</i> | Tasbolat Zh., Saltanova D. |
| <i>General description</i> | Practical people can give a souvenir that will not stand on a shelf, but will be used for its intended purpose. It can be a jewelry box, a cup, an original watch. People with good taste, who are sure that the chosen thing will fit into the interior, choose such souvenirs. This can be a gift version of chess, an original deck of cards, a chest for needlework, a globe, where you can mark the countries where the traveler visited. |
| <i>Novelty of the idea</i> | We suggest a touch glove is a glove with sensors transmitting the angles of the fingers, the orientation of the human palm - the operator in the palm of the hand, the fingers of the robot - the android (manipulator), with one-way force-moment negative feedback. |
| <i>Customer segment</i> | All fans of presents and people who like to do presents |

< Taraz State University >

<24>

| | |
|-------------------------------|--|
| <i>Title of business idea</i> | Learning to eat right |
| <i>Team members</i> | Belgibayeva A., Kuzmenova S., Abiyeva F. |
| <i>General description</i> | Eventually, we all think about our diet: problems with weight, skin, and health in general make us open our refrigerator and skeptically |

| | |
|----------------------------|---|
| | examine its contents. We ask ourselves the questions “what to exclude from the diet?” In addition, “how can I start eating right?” We are looking for our way to a healthy and beautiful body |
| <i>Novelty of the idea</i> | Our idea is to teach you to eat right online and develop diets on the site. |
| <i>Customer segment</i> | People who wants to be healthy |

< Taraz State University >

<25>

| | |
|-------------------------------|---|
| <i>Title of business idea</i> | Special curtains |
| <i>Team members</i> | Suranyshbekova Lyazzat, Zhetibaeva Aigerim |
| <i>General description</i> | Installation of special dimming curtains in large classes with an interactive whiteboard to improve the perception of material |
| <i>Novelty of the idea</i> | The use of special fabrics that are not prone to dust accumulation to avoid allergic reactions and the reproduction of bacteria |
| <i>Customer segment</i> | schools and colleges |

< Taraz State University >

<26>

| | |
|-------------------------------|---|
| <i>Title of business idea</i> | Healthy national fast food |
| <i>Team members</i> | Turarova Aigerim |
| <i>General description</i> | Fast food is in great demand among young people, but does not apply to healthy eating. New products are needed to expand the customer segment. There are consumers who care about healthy eating. Tourists dream to try national food |
| <i>Novelty of the idea</i> | Use of national products (including fruits and vegetables) and national cooking technologies |
| <i>Customer segment</i> | Fast food places |

