

ICAI – Muscat (Oman) Chapter
(under the sponsorship of CBFS)
Entrepreneurs Day Competition 2026
Submission Guidelines & Assessment Framework

Theme: Inspiring Future Business Leaders through Innovation, Ethics & Entrepreneurship

1. Overview

The Entrepreneurs Day Competition is a flagship presentation-based initiative organized by the ICAI – Muscat (Oman) Chapter to encourage entrepreneurial thinking, business innovation, financial literacy, and leadership among members and their families.

The competition is designed to enable participants to apply the learnings in business, accounting, finance, management, and technology to real-world challenges and opportunities.

Through structured analysis, teamwork, and creative problem-solving, participants will develop:

- Entrepreneurial mindset and leadership skills
- Business communication and presentation skills
- Practical financial understanding
- Innovation and decision-making abilities
- Exposure to real-world business environments and career pathways

The initiative also aims to encourage business ideas aligned with Oman Vision 2040, sustainability, digital transformation, and community development.

Competition Structure:

- Project Report – 60 Marks
- Final Presentation – 40 Marks
- Total – 100 Marks

2. Team Composition

The details of team composition are as under:

- Each team should comprise 4 to 5 members.
- Participation is open to members and families of paid members of ICAI – Muscat (Oman) Chapter.
- Each team must include:
 - At least one female (above 18 years) participant
 - At least one child below 18 years of age as on 1 July 2026
- Cross-generational participation and family collaboration are strongly encouraged.

3. Competition Requirements

Each team must present ONE original business idea demonstrating independent thinking, creativity, practicality, and analytical understanding.

The proposal should ideally focus on solving practical problems relevant to Oman, the GCC region, or wider global communities.

Pick any of below themes:

- Sustainability & Green Economy
- Tourism & Hospitality
- Artificial Intelligence & Technology
- Financial Literacy & FinTech
- Healthcare Innovation
- Food Security & Agriculture
- Waste Management & Recycling
- Women Entrepreneurship
- Logistics & Supply Chain
- Education & Skill Development
- Smart Cities & Infrastructure
- Omani Heritage & Cultural Businesses
- SMEs & Community Development

Each proposal should clearly address the following:

i. The Problem

Identify a real-life problem, challenge, or unmet need.

ii. The Solution

Describe the proposed product, service, or innovation.

iii. Target Customer

Clearly define the target market or customer segment.

iv. Revenue Model & Key Costs

- Explain how the business will generate revenue
- Include simple estimated revenue assumptions where relevant
- Identify 2–3 major operating/start-up costs
- Explain basic financial sustainability or scalability

v. Key Strength & Business Challenge

- Highlight one major strength or competitive advantage
- Identify one realistic business challenge and how it may be addressed

vi. Sustainability & Ethical Impact

Teams are encouraged to explain how their business idea:

- Supports ethical business practices
- Promotes sustainability or social impact
- Creates long-term value for society or the economy

4. Project Report Guidelines (60 Marks)

The written report forms the primary component of the assessment and should demonstrate clarity, structure, originality, and practical business thinking.

Format Requirements:

- Word Limit: 1,200 – 1,800 words
- Font Size: 12
- Clear headings and logical structure
- PDF format only
- Submission Deadline: **21 July 2026**

Required Report Structure:

1. Cover Page (Team Name & Team Members)
2. Executive Summary
3. Introduction to Business Idea
4. The Problem
5. Proposed Solution
6. Target Customer
7. Revenue Model
8. Key Costs & Financial Considerations
9. Sustainability & Ethical Impact
10. Strength & Business Challenge
11. Conclusion

The focus should remain on practicality, creativity, and business understanding rather than advanced technical complexity.

5. Presentation Guidelines (40 Marks)

The final presentation round of short-listed teams will be conducted during the official Entrepreneurs Day event.

Time Allocation:

- 7-minute presentation
- Up to 3 minutes for judges' questions
- Total: 10 minutes per team

Presentation Requirements:

- Maximum 5–6 slides
- All team members must actively participate
- Slides should align with the submitted report
- Professional communication and confidence are expected
- Teams may optionally include:
 - Product mock-ups
 - Branding concepts
 - Prototype demonstrations
 - App wireframes
 - Short video presentations

The final round is intended to simulate a real-world investor pitch environment.

6. Assessment Criteria (Total: 100 Marks)

- Originality & Innovation – 15 Marks
- Problem Understanding – 10 Marks
- Practical Feasibility – 15 Marks
- Financial Understanding – 10 Marks
- Oman/GCC Relevance – 10 Marks
- Sustainability & Social Impact – 10 Marks
- Presentation & Communication – 15 Marks
- Team Participation – 5 Marks
- Q&A Handling – 10 Marks

7. Evaluation Procedure

- All submitted project reports will first be reviewed by the evaluation panel.
- Based on report evaluation scores, shortlisted teams will qualify for the final presentation round.
- Final results will be determined based on:
 - Project Report Score (60 Marks)
 - Final Presentation Score (40 Marks)

Projects and presentations will be evaluated by a panel comprising professionals from business, finance, entrepreneurship, academia, and industry.

The assessment will focus on:

- Innovation
- Practical implementation
- Financial logic
- Ethical thinking
- Sustainability
- Business clarity and presentation effectiveness

The highest-scoring team will receive the:
“Best Entrepreneurs Pitch Award” – OMR 100

Additional Special Awards may include (OMR 25):

- Most Innovative Idea
- Best Sustainability Concept
- Best Oman Vision 2040 Alignment
- Best Financial Understanding
- Best Presentation Skills
- Young Entrepreneur Award
- Best Family Team

8. Key Dates to Remember

- Project Submission Deadline: **21 July 2026**
- Shortlisting Announcement: **31 July 2026**
- Final Presentation & Event Day: **15 August 2026**

*Organized by ICAI – Muscat (Oman) Chapter
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