



INDIAN SCHOOL BOUSHER

(Affiliated to the Central Board of Secondary Education, New Delhi)

(Affiliation No: 6630203 and School No: 90252)

P.O. Box: 2886, Postal Code: 130, Al Awabi, Al Ansab, Sultanate of Oman

ACADEMIC YEAR 2025 - 2026



CIRCULAR TO PARENTS (GRADES IX – XII)

ISB/CR/ADM/2025-2026/045

29.07.2025

DEPARTMENT OF COMMERCE ISB STARTUP WARS – The Entrepreneurial Showdown

Dear Parents and Students,

Greetings from Indian School Bousher!

The Business Builders Club (Entrepreneurship cell) of the **Department of Commerce & Humanities** invites you to an event crafted to fuel creativity, strategy, and innovation.

ISB STARTUP WARS, an initiative designed to inspire, challenge, and empower the next generation of Business Leaders, Innovators, and Entrepreneurs. This intellectually stimulating event aims to foster an Entrepreneurial mindset, financial literacy and market awareness.

Date of the competition: 18th August 2025 (Monday)

Time and venue: 8:30 a.m. to 12:00 noon, Multi-Purpose Hall (MPH) – Indian School Bousher

Eligibility Criteria: Open to students from Grades IX to XII

Form a team of 5 members from Grades IX to XII. Each team must present an original product idea they have created.

Startup Presentation Format:

- **Problem Details:** Define the real-world problem your product addresses.
- **Finance Aspect:** Present a budget, pricing model, and cost plan.
- **Marketing Strategy:** Create an advertisement video (max 2 minutes) to promote your product.
- **Final Pitch:** Deliver a dynamic business pitch to a panel of judges.

Judging Criteria:

Originality and innovation, feasibility and financial planning, marketing creativity, teamwork, communication and overall business potential.

Google Form Link to register: <https://forms.gle/abjKcA6US2izpSr16>

Registration Deadline: 3rd August 2025

Important Instructions:

Registration must be completed by the team leader only. The team leader is responsible for submitting the Google Form on behalf of the entire team, ensuring that all team members' details are accurately provided in the form.

Don't miss this exciting opportunity to ideate, innovate, and pitch your way into the entrepreneurial spotlight!

For further queries, contact: Ms. Chitra HoD Commerce & Humanities, chitra@isboman.com

Let the entrepreneurial journey begin!

Warm regards



P. Prabakaran

Principal

Indian School Bousher

