



# IEEE INNOVATION NATION SRI LANKA | 2018

DECEMBER 2018



# ABSTRACT

"If I have seen further than others, it is by standing upon the shoulders of giants" ~Sir Isaac Newton.

Not everyone has the luxury of getting inputs and support from the best to execute their million dollar idea. On the other hand, no matter how good your execution is, the outcome will seem inadequate if the idea isn't played right. The Sri Lankan entrepreneurship scene is booming. We need the next Zuckerberg to emerge out of this place for the sake of our country. Imagine a company that produces more GDP than the entire country. If anything, that is where the entrepreneurship boom should head towards.

IEEE Innovation Nation is launched with the goal of providing training, mentoring and financial support to budding entrepreneurs to take their idea to the next level. At the end of the rigorous program, we will be adding at least 50 young people to the Sri Lankan workforce every year who are fully trained in all related areas to start a successful business. The second edition of this event will see the inclusion of school students and an Innovation Expo to showcase the innovations to the general public. We will be tapping into the entire lifecycle of the creative process to inspire and empower Sri Lankan youth at a very early stage. IEEE being the world's largest professional society spearheading standards and most of the research literature in the world; partnering with IEEE will prove to have plenty of benefits.

This proposal outlines the background of IEEE Sri Lanka section, a description about the proposed competition and how we plan to partner with other entities to add value to the initiative.



# CONTENTS

<b>Abstract</b>	2
<b>Contents</b>	3
<b>IEEE – Institute of Electrical and Electronic Engineers</b>	4
IEEE Sri Lanka Section	6
IEEE Student Branches	7
Young Professionals (YP)	8
Women In Engineering Affinity Group	9
Other IEEE Society Chapters	11
<b>IEEE Innovation Nation Sri Lanka 2018</b>	12
Overview	12
Competition Structure	14
<i>1.1 Training</i>	14
<i>1.2 Mentoring</i>	15
<i>1.3 Financial backing</i>	15
Outcomes	16
IEEE Innovation Nation in a Nutshell	17
<b>Achievement of SDGs</b>	18
Decent work and economic growth	19
Reduced Inequality	19



# IEEE – INSTITUTE OF ELECTRICAL AND ELECTRONIC ENGINEERS

IEEE is the world's largest professional association dedicated to advance in technological innovation and excellence for the benefit of humanity. IEEE and its members inspire a global community through its highly cited publications, conferences, technology standards, and professional and educational activities.

## IEEE - A quick view

An infographic on IEEE Region 10 ECIM



more than  
430,000  
members



more than  
160  
countries



more than  
120,000  
student members



334  
sections  
in 10 geographical  
regions worldwide



39  
societies



3005  
societies



more than  
4 million  
documents



over  
1300  
active standards  
More than 600 standards  
under development



2116  
chapters



486  
affinity groups



sponsored more than  
1800  
conferences in 95  
countries

Source: [www.ieee.org](http://www.ieee.org)

Data as of 31 December 2016



# VISION

IEEE will be essential to the global technical community and to technical professionals everywhere, and be universally recognized for the contributions of technology and of technical professionals in improving global conditions.

# MISSION

IEEE's core purpose is to foster technological innovation and excellence for the benefit of humanity.

# IEEE PUBLICATIONS

IEEE publishes nearly a third of the world's technical literature in electrical engineering, computer science, and electronics. This includes approximately 180 transactions, journals, and magazines published annually.

# IEEE CONFERENCES

Each year, over 100,000 technical professionals attend more than 1,600 conferences sponsored by IEEE.

# IEEE STANDARDS

IEEE is a leading developer of international standards that underpin many of today's telecommunications, information technology, and power generation products and services.

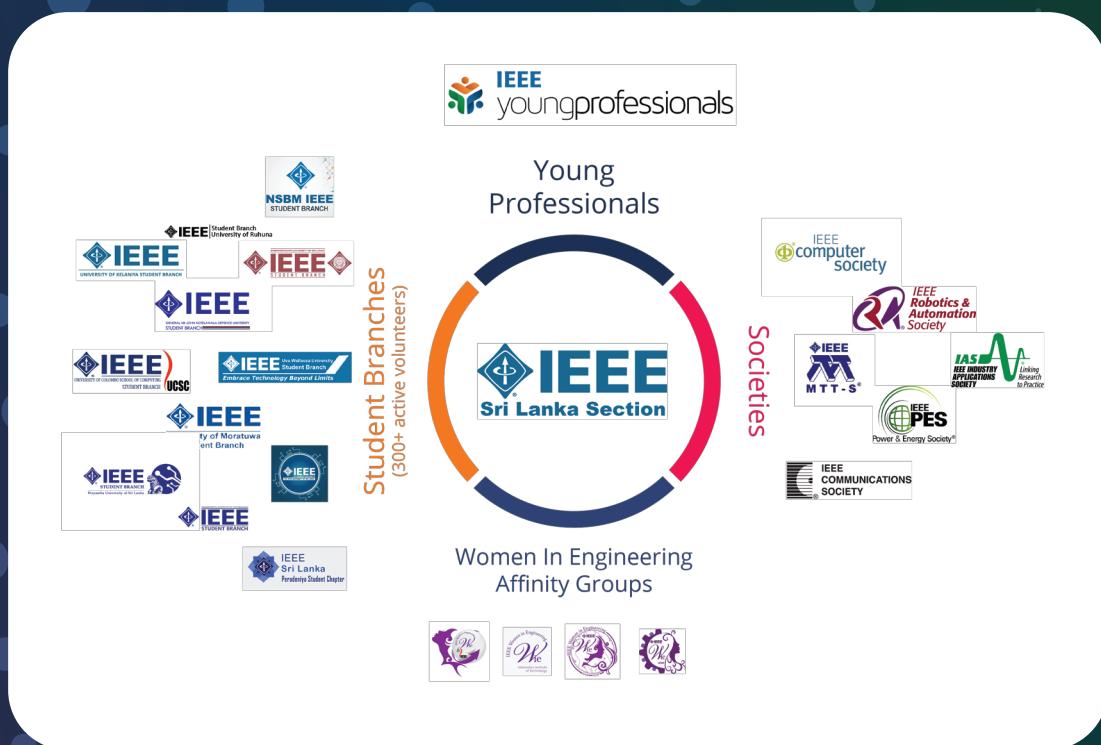


# IEEE SRI LANKA SECTION

IEEE Sri Lanka section was endorsed 12 years ago on 14th November 2003 under IEEE Region 10. Expanding membership ever since, the Section has now grown the number of members to over 2000 with an equal distribution of Students and Young Professionals. Enthusiastic young members and passionate volunteers have escalated the section into a strong position over the past decade. The strength of the section lies in the diversified membership which spans from University academic staff to students to Industrial professionals.

IEEE Sri Lanka Section is chaired by Dr. Kithsiri Liyanage for the year 2018 and the Secretary is Mrs. Dilrukshi Gamage.

- Youth Membership of the organization is divided into two streams as Students and Young Professionals.



# IEEE STUDENT BRANCHES

Starting from a mere 3 student branches, IEEE Sri Lanka has expanded to more than 15 universities covering all the state and private technical colleges in the country. Technological enthusiasts in these universities have got together to form student branches to enhance their technical skills and knowledge, and work toward the betterment of humanity by employing technological solutions in the community to the extent of their capabilities.

Currently;

- University of Peradeniya (UOP)
- University of Moratuwa (UOM)
- University of Ruhuna (UOR)
- University of Colombo School of Computing (UCSC)
- Sri Lanka Institute of Information Technology (SLIIT)
- General Sir John Kotelawala Defence University (KDU)
- Wayamba University of Sri Lanka (WUSL)
- Informatics Institute of Technology (IIT)
- Uva Wellassa University (UWU)
- Sabaragamuwa University of Sri Lanka (SUSL)
- Open University of Sri Lanka (OUSL)
- University of Kelaniya (UOK)
- National School of Business Management (NSBM)
- University of Sri Jayewardenepura and
- Sri Lanka Technological Campus

have formed student branches in the section, while many more potential universities are taking steps to form their own branches.



# YOUNG PROFESSIONALS (YP)

Fresh graduates with their first degree are recognised as Young Professionals in IEEE. Empowering the leadership qualities and opening up career opportunities for the members are the main objectives of the affinity group. The YP group plays a vital role in exposing university students to the career ahead of them by providing much required guidance throughout their time in university.

YOUNG PROFESSIONALS CELEBRATING  
IEEE DAY 2016



IEEE YOUNG PROFESSIONALS "TRAIL-BLAZERS", 2017



# WOMEN IN ENGINEERING AFFINITY GROUP

While the spirit of the youth is catered by Student Branches and the Young Professional affinity group, there is another major affinity group in the section which represents women; Women in Engineering (WIE).

Today women in the engineering industry of the country account for a minority. WIE affinity group is formed with the intention to empower women in the stream of engineering to move forward to enrich the field of engineering with their strengths.

With the growing enthusiasm of female undergraduates,

- University of Peradeniya (UOP)
- University of Moratuwa (UOM)
- University of Colombo School of Computing (UCSC)
- Sri Lanka Institute of Information Technology (SLIIT)
- Informatics Institute of Technology (IIT)
- Uva wellassa University (UWU) and
- Wayamba University of Sri Lanka (WUSL)

have already formed their own WIE Affinity Groups.



SHAPE YOUR CAREER PHASE III ORGANIZED BY THE WIE AFFINITY GROUP OF SLIIT, 2017





IEEE WIE TECH FORUM 2016



INTERNATIONAL LEADERSHIP SUMMIT 2017 ORGANIZED BY IEEE  
WIE SRI LANKA SECTION



## OTHER IEEE SOCIETY CHAPTERS

Society chapters in IEEE provide more focused resources on particular areas in the vast field of engineering. IEEE Sri Lanka section currently consists of Power and Energy Society, Robotics and Automation Society, Computer Society, Microwave Theory and Techniques Society, Communications Society and Industrial Applications Society.



# IEEE INNOVATION NATION SRI LANKA 2018

## OVERVIEW

The Silicon Valley didn't appear out of nowhere. It's not the case that people in California kept chanting "innovation, entrepreneurship" and suddenly the Valley popped up! They built the proper ecosystem for ideas to prosper. World class universities like Stanford brought out Blue chip companies which began relocating to the Valley. Most importantly, the innovative culture that surrounds the place is another major plus point.

Sri Lanka on the other hand is not the Silicon Valley. Our startup ecosystem faces many challenges:

- Lack of investment
- Small local market
- Global competition from other startups
- Lack of training on critical areas

IEEE Innovation Nation Sri Lanka 2018 is launched to address these specific challenges. IEEE being the world's largest professional society spearheading standards and most of the research literature in the world; partnering with IEEE provide ample opportunities to address the said issues.

IEEE Innovation Nation will provide training, mentoring, financial support and most importantly expose the global market to budding entrepreneurs to take their idea to the next level. At the end of the rigorous program, we will be adding at least 50 young people to the Sri Lankan workforce every year who are fully trained in all related areas to start a successful business.



IEEE Innovation Nation will not be just any random competition dealing with potential startups. It is in itself a collaboration with IEEE; the world's largest professional Engineering society. That itself will make this event stand out amongst the others.

There is no greater stage than IEEE for any future engineer to mark their place amongst the A-list crowd of the Silicon Valleys. Those elite teams who will be chosen to actualize their groundbreaking idea will not only pitch it but stand the chance to witness its magnanimous birth to the world since IEEE and its partners will be funding ideas that impresses them the most. This will be The Startup convention that everyone wants to be a part of.

Moreover, the investors themselves will be meeting the true innovators of the current youth who have not only technical knowledge but the refined qualities of businesspersons that is needed in the industry; this competition ensures every individual participating has all the skills it takes to truly succeed out there; the true investors meet their ideal innovators.

IEEE Innovation Nation Sri Lanka 2018 will be unveiling its grand finale in collaboration with IEEE Sri Lanka Section Student/Young Professional/Women in Engineering Congress 2018. So basically the teams will not only be a part of IEEE Innovation Nation but also the most-awaited event of IEEE Sri Lanka section - IEEE Sri Lanka Section Congress 2018.



# 1. COMPETITION STRUCTURE

- Each eligible team will submit a proposal outlining their idea and their execution plan.
- Following the submission of proposals, ten teams will be chosen to compete in the finale.
- Thereafter, those teams will undergo a rigorous training program which covers all elements of a startup lifecycle. It will help them reshape their initial proposal and come up with a comprehensive business idea addressing all relevant aspects.
- The proposal will then be presented in the final in front of international and local investors for cash prizes from IEEE as well as potential investor funding.
- IEEE will continue to train and support the winners after the competition to get their product to market.

## 1.1 TRAINING

The training sessions which would be held to the selected teams throughout the competition will include (not limited to):

- Design thinking
- Professional networking
- Entrepreneurial development
- Business models
- Management and marketing
- Technical training (Depends on ideas presented)

These sessions will be conducted by experts in the respective fields for three to four months right after the team selection, and the selected teams are expected to come up with refined business proposals which should include the technicalities, marketing campaign, budget plan, business model, prototypes etc. as they deem fit for their projects.



## 1.2 TRAINING

- Each team will have their own mentor from the industry during the training process
- The selected elite teams will have the opportunity to do the final touches just before the finale at the World Café.
- This is a workshop where teams will get final inputs on their proposal from advisors from different areas of expertise within a day. Each team will be allocated a time slot to speak to a mentor.

## 1.3 FINANCIAL BACKING

- Every team will pitch their idea with the comprehensive proposal to the panel of judges at the finals.
- Selected winners will receive prize money from IEEE to invest in their ideas.
- The panel of judges which consists of investors who will potentially provide seed funding given that they like the idea and execution plan.



## 2. OUTCOMES

- This competition will act as a **platform where creativity meets its market place**, where young minds get to know their opportunities and unite to learn, innovate, and grow as one.
- It will successfully **integrate students, industry professionals, and academic professionals** into a collaborative space that celebrates the opportunities created by tech entrepreneurship.
- To **provide comprehensive training** focusing on design thinking, market analysis, financial projections, business models, soft skill development, company law, technical aspects relevant to the selected project ideas, etc.
- The judges of the finale may double as investors, and guide the teams to become **noteworthy start-ups** and **successful entrepreneurs** of the future.

IEEE's initiative on this will hopefully pay-off by giving birth to young entrepreneurs who could make a change not only in Sri Lanka, but also on a global stage.



### 3. IEEE INNOVATION NATION IN A NUTSHELL



# ACHIEVEMENT OF SDGS

While contributing towards harnessing youth's potential for innovation, IEEE IN sets agenda for empowerment of youth from different parts of the country whose entrepreneurship will catalyze the achievement of SDGs in Sri Lanka.

The Sustainable Development Goals (SDG's) otherwise known as the Global Goals are a universal call to end poverty, protect the planet and ensure that all people enjoy prosperity.

IEEE Innovation Nation contributes mainly to the following SDGs.

1. Decent work and economic growth
2. Reduced Inequality



## SUSTAINABLE DEVELOPMENT GOALS



## DECENT WORK AND ECONOMIC GROWTH

Decent work and economic growth focuses on employment related goals which focus on jobs and decent work amongst different sectors of society including the youth. In this regard, this is how IEEE Innovation Nation links the issue to the young participants:

### 8 DECENT WORK AND ECONOMIC GROWTH



- The young change-makers are introduced to basic entrepreneurial skills and mentorship will also be provided
- Innovation and creativity are promoted while fostering skills and experience among the participants.
- Creates full, productive and decent employment opportunities for youth including, expanding access to productive assets and financial services to foster youth entrepreneurship and skill-building that can also help spur technological innovation and economic growth.

## REDUCED INEQUALITY

Equality is one of the most common thematic areas tagged in most of the platforms with targets to address the issue cutting across a diverse range of areas. IEEE Innovation Nation contributes towards this in relation to the youth by:

### 10 REDUCED INEQUALITIES



- Ensures that young participants from different parts of the have access to equal opportunities to enable them maximize their potential.
- Promotes the rights and full inclusion of young people.
- Ensures that growth reaches the young participants equitably through a fair system of distribution of opportunities and resources.



# CONTACT US

**IEEE Innovation Nation  
Sri Lanka**

sec@in.ieee.lk

**Chanaka Hettige**  
Chair

chanaka@ieee.org  
(+94)76 853 4067

**Subodha Charles**  
Steering Committee Chair

s.charles@ieee.org  
(+1) 352 216 8940

**Tharushi Perera**  
Secretary

tharushi@ieee.org  
(+94) 77 506 8800

**Yasitha Harshanath**  
Treasurer

yasitha@ieee.org  
(+94) 71 464 7932

**Dhammadika Marasinghe**  
Industry Relations Team  
Lead

dhammadikam@ieee.org  
(+94) 77 077 6737





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