

Organized by

AIESEC in University of Moratuwa

creating young

LEADERS TOGETHER

Organized by

AIESEC in University of Moratuwa



# Thinkwave 4.0

## Endeavour to Discover

### PARTNERSHIP PROPOSAL



AIESEC in  
University of Moratuwa

AIESEC in  
University of Moratuwa

# What is Inside ?

- What is **AIESEC**? | 03
- AIESEC Sri Lanka | 04
- AIESEC in University of Moratuwa | 07
- What is **Thinkwave**? | 09
- Event **Timeline** | 14
- Partnership Opportunities | 26



# What is AIESEC?

We are a **global, youth-led organization** that strives to achieve ***Peace and Fulfilment of Humankind's Potential*** by engaging and developing every young person in the world with our unique **Leadership Development Model**.

We develop the leadership potential of youth through,



Team Experiences



Global Internships

Present in

**107+**  
Countries

Experiences delivered to

**3 people/ Hr**

Already Developed

**1M+**  
Since 1948

Active Members

**40,000+**  
Around the world

AIESEC in Sri Lanka was established in **1995**, as a member chapter of **AIESEC International** which has been creating positive impact through international experience centered leadership development to drive this country for the betterment of youth in the future.

In Sri Lanka, we have an active membership of **more than 1600 university students** representing **15 universities**. The organization is entrusted by many national and multinational organizations to help them gain access to youth opinion, approach top-talents for future recruitment, strengthen their image among youth and position themselves as socially responsible businesses by investing in **youth leadership development**.

Present in

Active Members

Exchange Experiences

Social Projects

Social Media Engagement

**15**

Universities

**1.6k+**

Nation Wide

**1.5k+**

Annually

**100+**

Annually

**50k+**

Outreach

# Our Visibility

The channels that reach AIESEC membership and external audiences



45k+ followers



5.9k+ followers



2.3k+ followers



9.3k+ followers

## Benefits Received Through Social Media Platform



Promote  
the Company Brand



Receive insights from a wider youth  
audience and engage with Sri Lankan youth



Showcase  
the Brand Identity

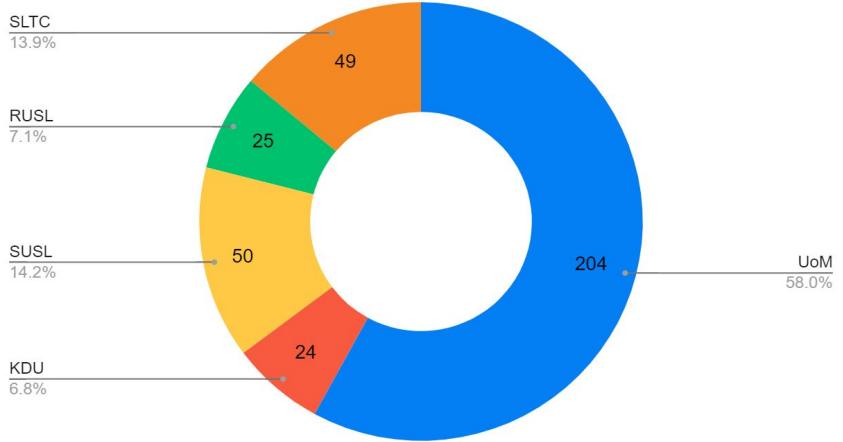


Ensure  
your Brand Presence

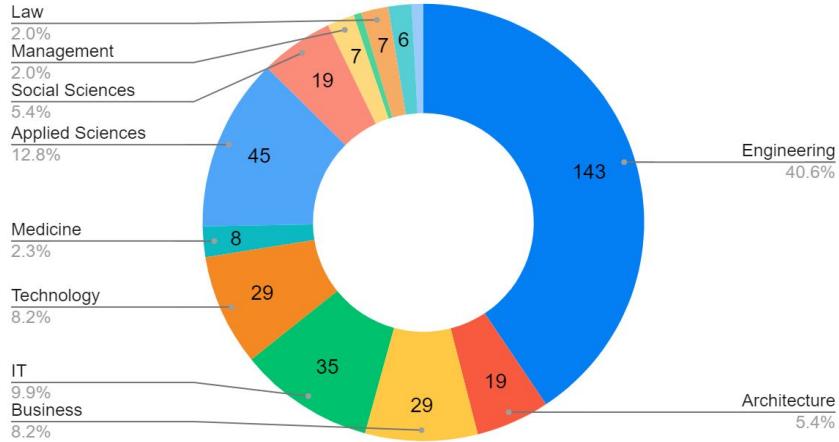
Platform Insights [Click here](#) to know more about our social media reach and engagement.

# AIESEC in Colombo South Member Base Representation

AIESEC in Colombo South HR Breakdown



HR Breakdown - Faculty Wise



# AIESEC in University of Moratuwa

**AIESEC in University of Moratuwa (AIESEC in Colombo South)** is one of the first two Local Committees in Sri Lanka, formed parallel to the establishment of AIESEC in Sri Lanka in 1995.

AIESEC in University of Moratuwa currently has **300+ members who are actively involved in providing incoming and outgoing exchange opportunities to local and foreign students.** Through, these opportunities they create social awareness on global issues such as climate change, non-communicable diseases as well as provide IT & English Education and internship opportunities at various companies through AIESEC's platform.



# AIESEC in University of Moratuwa



General Sir John Kotelawala  
Defense University



Rajarata  
University of Sri Lanka



Sabaragamuwa  
University of Sri Lanka



Sri Lanka Technological  
Campus

AIESEC in University of Moratuwa as a Local Committee provides the privilege to other university students in becoming young leaders. Currently, under the Local Committee of AIESEC in University of Moratuwa, we have four initiative groups named **General Sir John Kotelawala Defense University, Rajarata University of Sri Lanka, Sabaragamuwa University of Sri Lanka, and Sri Lanka Technological Campus**. They are allowed to participate in various Conferences, Summits, and Leadership Development Programs under AIESEC in University of Moratuwa. AIESEC in University of Moratuwa guides these four universities to initiate and develop AIESEC as an organization within the respective university.



# Thinkwave 4.0

Endeavour to Discover

# What is Thinkwave?

**Thinkwave 4.0** is Sri Lanka's biggest ideathon organized by **AIESEC in Colombo South**, one of the leading entities of AIESEC in Sri Lanka. Our third edition calls for not only **local school students** and **undergraduates** filled with innovative and creative startup ideas.

This competition was launched **in 2019** under the Incoming Global Volunteer project, Project Entrepreneur. Thinkwave has hosted over **120 teams** in its previous phases in 2019 ,2020 and 2021 in facilitating young innovators to demonstrate and develop their innovative business ideas and entrepreneurial talents with the insight of industry experts while amplifying their leadership and entrepreneurship skills. The competition was a breakthrough with the grand finale being judged by a panel of proficient critics in the industry.

The finalists from both university and school categories were conferred cash prizes.

# AIESEC in University of Moratuwa

**AIESEC in University of Moratuwa (AIESEC in Colombo South)** is one of the first two Local Committees in Sri Lanka, formed parallel to the establishment of AIESEC in Sri Lanka in 1995.

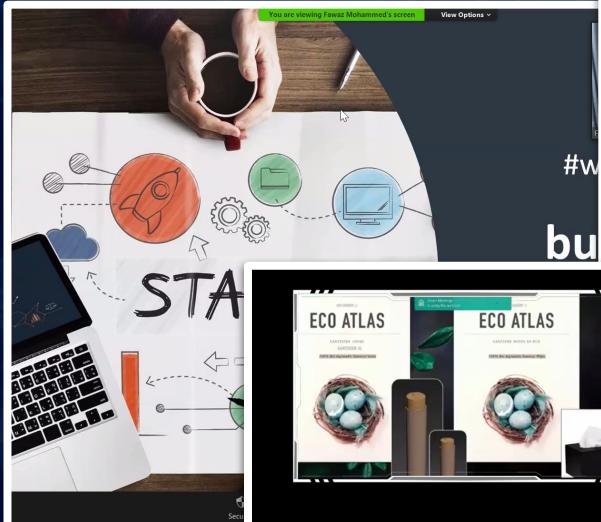
AIESEC in University of Moratuwa currently has **300+ members who are actively involved in providing incoming and outgoing exchange opportunities to local and foreign students.** Through, these opportunities they create social awareness on global issues such as climate change, non-communicable diseases as well as provide IT & English Education and internship opportunities at various companies through AIESEC's platform.



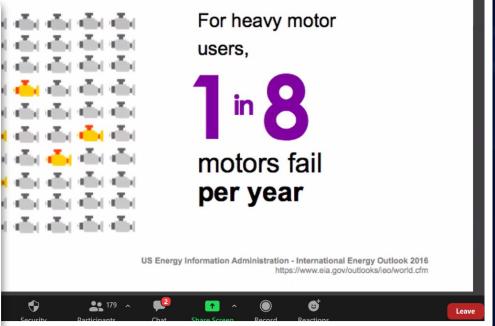
# Glimpse from the Past - Thinkwave 1.0



# Glimpse from the Past - Thinkwave 2.0



A collage of images. At the top, there is a presentation slide titled "ECO ATLAS" featuring a nest with blue eggs. Below it is a video player interface showing a man speaking, with a timer at 1:10. At the bottom, there is a "PANEL OF JUDGES" section with five video feeds of judges, each with a name tag: "Ms. RISHIKA MANDALI".



# Glimpse from the Past - Thinkwave 3.0



# Impact of Thinkwave 3.0



**20+**

WEEKS



**21**

PARTNERS



**38600+**

SOCIAL MEDIA REACH



**380+**

INDIVIDUALS  
IMPACTED

**317**

COMPETITORS

76 Teams | 3-5 per team

**137**

PARTICIPANTS

School Category

**180**

PARTICIPANTS

University Category

**25**

RESOURCE PERSONNEL

Judges | Mentors | Speakers

**30**

SEMI-FINALIST TEAMS

15 School | 15 University

**10**

FINALIST TEAMS

5 School | 5 University



[Impact Report of Thinkwave 2.0](#)

# Success of Thinkwave 4.0



**500+**

INDIVIDUALS

**500+**

COMPETITORS

160 Teams | 3-5 per team

**180+**

PARTICIPANTS

School Category

**310+**

PARTICIPANTS

University Category

**5**

KNOWLEDGE SESSIONS

**13**

MENTORING SESSIONS

For finalists

**13**

FINALIST TEAMS

5 School | 5 University | 3 International

# Thinkwave Overview



# Analytical Championship



- All the applicants can participate.
- Each team will be given 24 hours to complete the case study.
- The best solution for the case study will be awarded.
- ONLY ONE winner will be selected among all the categories.
- Company will be given the opportunity to conduct the case study on their own and to select the winner.
- Company will be given the opportunity to name the award according to their preference.

500+

**COMPETITORS**

160 Teams | 3-5 per team

# Event Timeline

**"The Groundbreaker"**  
Opening Ceremony &  
Registration Opening

**"Green Magic"**  
Knowledge Session on Product  
Sustainability

Registration Closing

**"Raise the Profile"**  
Knowledge Session on Marketing & Branding

**Semi Finals**  
Live Pitching round of  
Semi Finalists

**"Grab the Patent"**  
Knowledge Session on Ethical Concern and  
Legal Aspects

21st Aug-10th Sept

27th Sept-10th Oct

15th Oct-30th Oct

11th Sept-25th Sept

**"Calling for Conition"**  
Design Thinking Session  
& Proposal Submission Opening

**Proposal Submission**  
Shortlisting proposals  
by a panel of judges

**"Arteculate to Pitch It"**  
Knowledge Session on Project Pitching

Field Visit  
  
Mentoring Sessions  
  
**Grand Finale**  
Thinkwave 4.0 Grand  
Finale



# Thinkwave 1.0 | AIESEC X CODEGEN

We are much obliged for your endowment as our gold partner in Thinkwave 1.0 to elevate it to the highest accomplishment. It is exceptionally praiseworthy being such a reinforcement at our maiden voyage. Therefore we are looking forward to having that alliance with much expectancy for Thinkwave 4.0 this term to acquire a remarkable triumph.



50+  
Teams



200+  
Participants



# Thinkwave 2.0 | AIESEC X LSEG

We are much obliged for your endowment as our **platinum partner** in Thinkwave 2.0 to elevate it to the highest accomplishment. It is exceptionally praiseworthy being such a reinforcement at our second voyage. Therefore we are looking forward to having that alliance with much expectancy for Thinkwave 4.0 this term to acquire a remarkable triumph.



**70+**  
Teams



**300+**  
Participants

MAKE YOUR IDEAS HAPPEN WITH **Thinkwave 2.0**

**"RISE TO THE TOP"**

**MR. PRIYANTA COORAY**  
Head of Finance and Planning at LSEG Technology

ON "INVESTING IN YOUR 20s"

**MR. ANISH WIJESINGHE**  
Social Entrepreneur, CEO - Wibble, Founder - Melton Miracles, Global Shaper, TEDx Speaker

ON "ENTREPRENEURSHIP CHALLENGES"

TODAY 6.30 PM Onwards

LSEG IS THE PLATINUM SPONSOR FOR "THINKWAVE"

An all-island competition for school students and undergraduates which calls entries with innovative and creative startup ideas.

Our very own, Koush Devan was given the opportunity to address the audience on the 1<sup>st</sup> November 2022, on the theme "The Innovative Landscape of LSEG Technology."



MAKE YOUR IDEAS HAPPEN WITH **Thinkwave 2.0**

**INTRODUCING THE JUDGING PANEL** For the Finale

**Mr. Wishnath Wijesinha** Assistant Vice President Head of John Keells X - Corporate

**Ms. Sachini Munasinghe** Chief Product Owner (Post Trade) at LSEG Technology

**Mr. Suresh Pathirana** Head of Operations Hatch Works

**Mr. Kishan Nadarajah** Principal at BOV Capital

**Dr. Kalpana Ambepitiya** Senior Lecturer, General Sir John Kotelawala Defence University

Presented by AIESEC in University of Moratuwa

Platinum Partner **London Stock Exchange Group** **BOC** **KTAA** **W** **johnkeellsX** **hatch.** **white code** **OREL** **MarketMilk** **CEYLON** **techouru** **IMPULSE** **IPG** **ONE** **lifeline** **globe**

# Thinkwave 2.0 | AIESEC X BOC

We are much obliged for your endowment as our **banking partner** in Thinkwave 2.0 to elevate it to the highest accomplishment. It is exceptionally praiseworthy being such a reinforcement at our second voyage. Therefore we are looking forward to having that alliance with much expectancy for Thinkwave 4.0 this term to acquire a remarkable triumph.



**70+**  
Teams



**300+**  
Participants



## PARTNERSHIP ANNOUNCEMENT

*Bank of Ceylon has partnered up with AIESEC in University of Moratuwa to deliver more and more Leadership experiences*



creating young  
LEADERS|TOGETHER

# Thinkwave 2.0 | AIESEC X OREL

We are much obliged for your endowment as our **event partner** in Thinkwave 2.0 to elevate it to the highest accomplishment. It is exceptionally praiseworthy being such a reinforcement at our second voyage. Therefore we are looking forward to having that alliance with much expectancy for Thinkwave 4.0 this term to acquire a remarkable triumph.



**70+**  
Teams



**300+**  
Participants



## PARTNERSHIP ANNOUNCEMENT

OREL Corporation has partnered up with AIESEC in University of Moratuwa to deliver more and more Leadership experiences



creating young  
**LEADERS|TOGETHER**

# Why Partner with Us?



**Attract top talented young leaders** by developing a strong brand image. (Talent spotting, HR supply etc..)



**Outreach through campaigns** on Facebook, Twitter, Youtube and Instagram.



**Create a significant impact on society** with the company's presence as a socially responsible and youth oriented entity by partnering with a non-profit youth organization.



**Direct opportunity to promote your product and brand** among a diverse pool of undergraduates through brand positioning by providing the direct opportunity to experience the brand.



**Access to youth opinion** to bring creative solutions with innovative ideas. (Surveys, Product Development)



**Opportunity to sponsor one of the most prominent national inter-university events** and create brand awareness among the future leaders.



**Provision of marketing and promotional activities** by displaying logos on internal and external promotional material.



# Thinkwave 4.0

*Endeavour to Discover*

## PARTNERSHIP OPPORTUNITIES

We believe that Thinkwave 4.0 will be an ideal opportunity for your company to position the brand among 500+ emerging young leaders.

Following are the partnership schemes available for the event. Benefits and sponsorship amounts are negotiable.

## GIFT PARTNER

	<ul style="list-style-type: none"><li>• The company will be recognized as a gift partner of Thinkwave 4.0.</li></ul>
<b>What offer</b>	<ul style="list-style-type: none"><li>• A digital flyer will be shared on social media platforms.</li><li>• A flyer/video/banner will be displayed at all project sessions and Grand Finale.</li><li>• Partnership announcement will be made on the Facebook and LinkedIn event page and by the moderator at virtual sessions.</li><li>• The company name will be mentioned in all written articles of the event published in newspapers and official blog.</li></ul>
<b>What we expect</b>	<ul style="list-style-type: none"><li>• The company will be expected to provide a gift pack or a voucher to be sent to our judges and speakers.</li></ul>

## OFFICIAL T-SHIRT PARTNER

<b>What we offer</b>	<ul style="list-style-type: none"><li>• The company will be recognized as the Official T-shirt Partner of Thinkwave 4.0.</li><li>• A digital flyer will be shared on social media platforms.</li><li>• A flyer/video/banner will be displayed at all project sessions and Grand Finale.</li><li>• Partnership announcement will be made on the Facebook and LinkedIn event page and by the moderator at virtual sessions.</li><li>• The company name will be mentioned in all written articles of the event published in newspapers and official blog.</li></ul>
<b>What we expect</b>	<ul style="list-style-type: none"><li>• Provide T-shirts for the OC members. (Appro. 35)</li></ul>

## OFFICIAL MAGAZINE PARTNER

<b>What we offer</b>	<ul style="list-style-type: none"><li>• The company will be recognized as the magazine partner of Thinkwave 4.0.</li><li>• Partnership announcement will be made on the Facebook and LinkedIn event page and by the moderator at virtual sessions.</li><li>• Company name will be mentioned in all written articles of the event published on newspapers and official blog.</li><li>• A promotional flyer of the company will be shared in the Facebook event page.</li></ul>
<b>What we expect</b>	<ul style="list-style-type: none"><li>• Magazine is expected to publish an article written by a local committee member.</li><li>• Magazine is expected to publish an article about the competition.</li></ul>

## OFFICIAL REFRESHMENT PARTNER

<b>What we offer</b>	<ul style="list-style-type: none"><li>• The company will be recognized as a refreshment partner of Thinkwave 4.0.</li><li>• 1 Digital Flyer will be shared in social media platforms.</li><li>• A flyer/video/banner will be displayed at all project sessions and Grand Finale.</li><li>• Partnership announcement will be made on the Facebook and LinkedIn event page and by the moderator at virtual sessions.</li><li>• The company name will be mentioned in all written articles of the event published in newspapers and official blog.</li><li>• The company logo will be displayed in the souvenirs to be distributed among the winners.</li><li>• The company logo will be displayed in all the photos and videos uploaded in our social media platforms reaching over 45,000+ individuals.</li></ul>
<b>What we expect</b>	<ul style="list-style-type: none"><li>• The company is expected to provide refreshments to the participants at the grand finale.</li></ul>

## OFFICIAL VENUE PARTNER

<b>What we offer</b>	<ul style="list-style-type: none"><li>• The company will be recognized as the venue partner of Thinkwave 4.0</li><li>• A digital flyer will be shared on social media platforms.</li><li>• A flyer/video/banner will be displayed at all project sessions and Grand Finale.</li><li>• Partnership announcement will be made on the Facebook and LinkedIn event page and by the moderator at virtual sessions.</li><li>• The company name will be mentioned in all written articles of the event published in newspapers and official blog.</li><li>• Partnership announcement will be done by the moderator during all the sessions.</li><li>• The company logo will be displayed in all the photos and videos uploaded in our social media platforms reaching over 45,000+ individuals.</li><li>• The company logo will be printed in the official event T shirt.</li><li>• One minute promotional video will be played in the event website.</li></ul>
<b>What we expect</b>	<ul style="list-style-type: none"><li>• The company is expected to provide a suitable venue for the grand finale.</li></ul>

## OFFICIAL PHOTOGRAPHY PARTNER

<b>What we offer</b>	<ul style="list-style-type: none"><li>• The company will be recognized as a photography partner of Thinkwave 4.0</li><li>• A digital flyer will be shared on social media platforms.</li><li>• A flyer/video/banner will be displayed at all project sessions and Grand Finale.</li><li>• Partnership announcement will be made on the Facebook and LinkedIn event page and by the moderator at virtual sessions.</li><li>• The company name will be mentioned in all written articles of the event published in newspapers and official blog.</li></ul>
<b>What we expect</b>	<ul style="list-style-type: none"><li>• The company is expected to cover the grand finale photography.</li></ul>

## OFFICIAL HEALTH & SAFETY PARTNER

### What we offer

- The company will be recognized as a health & safety of Thinkwave 4.0
- A digital flyer will be shared on social media platforms.
- A flyer/video/banner will be displayed at all project sessions and Grand Finale.
- Partnership announcement will be made on the Facebook and LinkedIn event page and by the moderator at virtual sessions.
- The company name will be mentioned in all written articles of the event published in newspapers and official blog.
- The company logo will be displayed on the partnership strip during the virtual events and the Thinkwave website.

### What we expect

- The company is expected to provide masks for the participants at the grand finale.
- Company is expected provide hand sanitizers and hand wash bottles.

## OFFICIAL STATIONARY PARTNER

<b>What we offer</b>	<ul style="list-style-type: none"><li>The company will be recognized as the Stationary partner for Thinkwave 4.0</li><li>A digital flyer will be shared on social media platforms.</li><li>A flyer/video/banner will be displayed at all project sessions and Grand Finale.</li><li>The Partnership announcement will be made on the Facebook and LinkedIn event page and by the moderator at all virtual sessions..</li><li>The company name will be mentioned in all written articles of the event published in newspapers and official blog.</li></ul>
<b>What we expect</b>	<ul style="list-style-type: none"><li>Certificates to facilitate the winners of Thinkwave 4.0</li></ul>

## OFFICIAL KNOWLEDGE PARTNER

<b>What we offer</b>	<ul style="list-style-type: none"><li>• The company will be recognized as the Knowledge partner of Thinkwave 4.0</li><li>• A digital flyer will be shared on social media platforms.</li><li>• A flyer/video/banner will be displayed at all project sessions and Grand Finale.</li><li>• The Partnership announcement will be made on the Facebook and LinkedIn event page and by the moderator at all virtual sessions..</li><li>• The company name will be mentioned in all written articles of the event published in newspapers and official blog.</li></ul>
<b>What we expect</b>	<ul style="list-style-type: none"><li>• The company is expected to conduct a knowledge session to the contestants in Thinkwave 4.0</li></ul>

## OFFICIAL REWARDS PARTNER

<b>What we offer</b>	<ul style="list-style-type: none"><li>• The company will be recognized as the Awards partner for Thinkwave 4.0</li><li>• A digital flyer will be shared on social media platforms.</li><li>• A flyer/video/banner will be displayed at all project sessions and Grand Finale.</li><li>• Partnership announcement will be made on the Facebook and LinkedIn event page and by the moderator at all virtual sessions.</li><li>• The company name will be mentioned in all written articles of the event published in newspapers and official blog.</li></ul>
<b>What we expect</b>	<ul style="list-style-type: none"><li>• Awards to facilitate the winners of Thinkwave 4.0</li></ul>



# In Conclusion

We envision that by virtue of holding hands with Thinkwave 4.0, your company will grab an ideal opportunity to position the brand among the youth globally who are filled with indigenous entrepreneurship insights.

Please note that the benefits and sponsorship amounts mentioned in the above partnership packages are negotiable to your requirements.

# Contact Details



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# Thinkwave 4.0

Endeavour to Discover

## Thank You !

**LOOKING FORWARD FOR A FRUITFUL PARTNERSHIP**