



IDEALIZE 2022

Where Ideas meet Reality

EVENT BOOKLET

Organized by

AIESEC in University of Moratuwa

AIESEC

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

120+
Countries

Experiences delivered to

3 people/ Hr

Already Developed

1M+
Since 1948

Active Members

40,000+
Around the world

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 **200+ 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.



IDEALIZE 2022



IDEALIZE 2022 is an all-island ideathon organized by AIESEC in University of Moratuwa. IDEALIZE is a unique competition in which contestants get the opportunity to combine their exceptional ideas with the development of applications. It is a chance to have an unparalleled experience learning and working under the best IT professionals in the industry. This is the moment to showcase the brilliance of the entrepreneur within you on a technological platform.

Participants are **NOT** required to have extensive knowledge in the field of IT. IDEALIZE welcomes all Sri Lankan youth searching for an opportunity to conceptualize their innovative ideas.



TIMELINE

Weeks
01 & 02

13th -
27th June

Week
03

28th -
5th July

Weeks
03 & 04

30th -
07th July

Weeks
05,06 & 07

07th -
31st July

Week
08,09, 10

01st -
08th August

Week
11

08th -
14th August

Week
12

21st August



Registrations
&
Onboarding

Awareness
Sessions

Ideathon and
Proposal
Submission

App
Development
and
Evaluation

Go to
Market
Period

Semi-Finals

Finals

These dates may slightly change due to unavoidable reasons.

WHY IDEALIZE 2022



Out of classroom
experience



A valuable certificate
to all the participants



Cash prizes for
winners



Soft skill
development



Be mentored by
industry experts



5+ knowledge
sessions



Improve innovative
thinking

PLATFORMS

The following platforms are recommended to be used for app development in the competition. You are **NOT** restricted from using other platforms.

No-code Platforms

Appgyver



Ideamart



Full code Platforms

Flutter



Native Android(Java/
Kotlin)



Swift



React Native



Native IOS (Swift/
Objective C)



HOW TO IDEALIZE



- Each team should pitch their idea as a **proposal with a video presentation** in the ideathon stage.



- Teams with approved proposals will develop their mobile application. Mentoring sessions will be conducted and the teams will get challenges during these sessions.



- Teams **must publish and market their application** during the “Market your app” period and two weeks will be allocated for the marketing period.

REGISTRATIONS CATEGORIES

| SCHOOL CATEGORY

- Candidates should apply as individuals or in teams of 3-5 members.
- Candidates must be students in a government or a private school.
- Age restrictions: **Below 20 before 31st December 2022**
- Students who have sat for A/Level examinations in 2021 can participate in this category as well. All the members of the team don't have to be from the same school.

| OPEN CATEGORY

- Candidates should apply as individuals or as teams of 3-5 members.
- Age restrictions: **below 30 years before 31st December 2022**
- Members can team up without considering their age or their educational qualifications. All the members of the team don't have to be from the same university.

REGISTRATIONS

- Registrations will be available from the 14th of June to the 27th of June 2022.
- Teams can register under 2 categories
 1. **School Category**
 2. **Open Category**
- Registrants can register as individual contestants or team contestants.
- Individual contestants will be assigned to groups for the competition.
- A team should consist of 3 - 5 members and only one person is expected to submit the registration form.
- Registration will not require proposals or projects.

REGISTER NOW !

CLICK HERE



<http://aiesec.lk/idealize2022-reg>



AWARENESS SESSIONS

-ABOUT APP DEVELOPMENT PLATFORMS-

- Awareness sessions will give a brief introduction about the app development platforms, proposal submission, and the event timeline
- Sessions will be conducted at the first week of July via the zoom for the following topics.
 - ❖ Introduction to IDEALIZE and app development - 28th June
 - ❖ Proposal Making and Marketing - 30th June
 - ❖ Using Appgyver in developing apps - 02nd July
 - ❖ Using Flutter in developing apps - 05th July
- Details of the proposal submission and guidelines will be provided after the awareness sessions.

IDEATHON

-SUBMISSION-



- All teams must submit a proposal along with a video presentation to pitch their App & Idea.



- Proposal guidelines and video templates will be provided later.

INFORMATIVE SESSIONS

Mentoring Sessions

- These sessions will guide you to transform your idea into a working prototype.
- Sessions will be conducted by relevant professionals
- The date and time for the sessions will be announced later.

Entrepreneurial Sessions

- These sessions will provide an insight into entrepreneurship in the IT industry.
- Three sessions will be conducted by relevant professionals.
- The date and time for the sessions will be announced later.

Partner Week

- These sessions will be conducted by Partnering Companies of IDEALIZE 2022
- The sessions will provide an insight into the various career opportunities offered and the working environment of the companies.
- The date and time for the sessions will be announced later.

MARKET YOUR APPLICATION



- All teams are given **2 weeks** to promote their product virtually and physically using creative marketing strategies.
- Each team must publish their app to the market
- The **final date to market the application** will be held physically. The date, time, and venue will be announced later.



GRAND FINALE & AWARD CEREMONY



- The award ceremony is planned to be conducted physically.
- Champions will be announced at the grand finale.
- Winners will be rewarded with valuable prizes.
- Contestants will receive certificates for their achievements.
- The venue, date & time will be announced later.

AWARDS



**THE
CONCEPTUALIST**



IDEALIZER



**PEOPLE'S CHOICE
AWARD**



TREND SETTER



**STRATEGY
STAR**

Glimpse of IDEALIZE 2021



A detailed timeline of mentoring sessions. It starts with "Startup your Life" on June 08, followed by sessions on accelerating women tech inclusion, digital storytelling, think & grow rich, and finally "Startup Ace" on June 13. Each session has a speaker, a brief description, and a "From 7.00pm Onwards Via zoom" note. The bottom of the slide says "Organized by AIESEC in University of Moratuwa".



CONTACT DETAILS



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THANKYOU



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