**The 4th Applied Sciences Undergraduate Research Symposium**

**(APSURS – 2025) – 14th August 2025**

**“Idea Ignition”**

The Sabaragamuwa University “Idea Ignition” Pitch Competition is an event for undergraduate students to expose their innovative products, technologies, services, prototypes or business ideas to an expert panel of investors, venture capitalists and academics which will be held parallel to the 4th Applied Sciences Undergraduate Research Symposium organized by the Faculty of Applied Sciences of the Sabaragamuwa University of Sri Lanka (SUSL).

**Eligibility**

1. The competition is open to all undergraduate students from universities and higher education institutes recognized by the University Grants Commission (UGC).
2. Participants must have active enrollments as undergraduates at one of the institutions stated in (a) and can take part in this event as individuals or teams. A team shall comprise a maximum of three members.

Participating individual and team are hereinafter collectively referred to as participant(s).

**Terms and Conditions**

1. The concepts, products or services, which are hereinafter collectively referred to as products , proposed and presented by the participants in the competition should be new and original. If it is a product or technology that is presented, it must have been originated in year 2023 or later.
2. If there is already a business or company associated with the product proposed in the competition, it should be at its early stages of equity financing (“pre-seed” or “seed”).
3. The sum of equity shares of all third-party investors involved should not exceed 25% at the time of the pitch.
4. Participant may include information on any patents or scientific publications relevant to the pitch in the application.
5. By submitting the application for the competition, all participants agree to comply with the Code of Ethics developed by the University Business Linkage Cell (UBLC) of SUSL on intellectual property rights. Those who breach this contract will be immediately disqualified from the competition
6. The Sabaragamuwa University of Sri Lanka reserves the right to eliminate the participant from the competition at any stage of the competition if the conditions (a), (b) or (c) above are not met by the participant.

**Application Process**

1. Prospective participants of the event should submit their application online available at <https://www.sab.ac.lk/app/apsurs/pitch.php> to gain preliminary access to the competition.
2. Visit <https://www.sab.ac.lk/app/apsurs/pitch.php> to view a list of documents and information that are needed at the time of filling the application.
3. Duly completed applications will be reviewed by a panel of experts and the applicants will be notified of acceptance into the competition.

* **Faculty Mentor:** Optional
* **Final Submission Deadline:** 31st July 2025 (Annex 02)
* **Submit the Final Submission with concept paper (Annex 01) via:** <https://forms.gle/xK6roB63z1kvwxGp8>
* **Shortlisting Notification:** 4th August 2025
* **Final Presentation:** 14th August 2025 (APSURS)
* For queries, contact [pramesh@appsc.sab.ac.lk](mailto:pramesh@appsc.sab.ac.lk)

**Competition**

1. Those who progress further in the competition then will get an opportunity to work with our communications expert to improve the intended pitch.
2. Successful pitch decks may be offered funding opportunities by investors in the panel to move ahead with the startup, and mentoring and guidance from UBLC to develop and further the business ideas.
3. Other selected pitch decks will be recognized with certificates awarded by the Sabaragamuwa University of Sri Lanka.

**ANNEX 01 - Guide for Concept Paper Submission**

All applicants are required to submit a concept paper as part of their application. Your concept paper should clearly communicate your idea, its relevance, and potential impact.

Concept Paper Structure:

1. Title of the Project
2. Team Details (university, names, year of study, contact number and email)
3. What challenge / issue are you addressing? (max 100 words)
4. Briefly explain your idea or innovation. (max 100 words)
5. Who benefits and how? (max 50 words)

## **Declaration**

I/We hereby declare that the information provided in this application is true and accurate to the best of our knowledge. We understand that shortlisted teams must be available to present their innovation in person on **14th August 2025**, during Day of the  **APSURS 2025.**

Signature of Team Leader: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Format:

* 1–2 pages (A4)
* Font: Times New Roman, size 12
* File format: PDF

Submission:

Upload via Google Form by 31st July 2025

# **ANNEX 02 – Final Submission Guideline**

Your final submission must include the following:

1. Project Title- Provide a clear and concise title that reflects your innovation.
2. Team Details

Include:  
• University name

* Full name of each team member
* Registration number
* Contact number and email address

1. Executive Summary (Max 250 words)- Summarize your innovation: Background, Objective, Method, Expected Outcomes.
2. Problem Statement & Relevance (Max 100 words)- Clearly describe the issue your innovation addresses and its significance in the Sri Lankan or global context.
3. Proposed Solution (Max 100 words)- Explain what your concept or product does and how it works.
4. Expected Impact (Max 100 words)- Identify target beneficiaries and the potential positive outcomes of your innovation on products, technologies, services, prototypes or business ideas.
5. Feasibility & Sustainability (50–100 words)- Comment on how practical your idea is, including cost-effectiveness, technical needs, and long-term sustainability.
6. Visuals / Prototypes- Attach or insert diagrams, sketches, photos, screenshots, or models of your concept/product (if available).
7. PowerPoint Presentation & Video Pitch- Record a 5-minute pitch video (can be voice-over slides or team presentation).  
   Provide a YouTube or Google Drive link to your video.

Relevance to products, technologies, services, prototypes or business ideas

* Uniqueness and innovation
* Target group/beneficiaries
* Implementation plan
* Use of technology
* Cost and eco-friendliness
* Commercial or social value
* Include a short video clip demonstrating the practical application of your innovation (e.g., prototype in use, simulation, or concept demonstration). This can be embedded in your pitch video

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Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Upload via Google Form by 31st July 2025

**Evaluation and Assessment**

The panel of judges may consider, but not limited to, how the following factors and issues relevant to the proposed startup are discussed, presented, clarified and defended during the pitch for evaluation and assessment of the startup.

1. The product description and the intended problem to solve
2. Availability of patent or publication relevant to the product
3. Market research statistics
4. Competing products and companies, and product comparison.
5. Business model of the startup
6. Current product development stage
7. Live demonstration of product or proof of product functionality
8. Prospective developments to the product
9. Current distribution of equity among current investors if any
10. Prospective product unit price and anticipated profit margin
11. Reliability of the product and revenue model, and risks involved
12. Timeline of key stages of the business
13. Authenticity of the product, participant and pitch
14. Overall efficiency and effectiveness of the pitch

The panel of judges will make decisions on the evaluation and assessment criteria employed and results of the competition.

**Copyright Ownership**

Sabaragamuwa University of Sri Lanka will own the copyright to all audio and visual media, and creative work of the event. It also reserves the right to record such media of the participants subjected to verbal consent by the participants and publish them in its sole discretion.