

INVESTORS' DAY 2025

# FINAIVATION

Competition Guidelines



Organized by:  
Students' Association of Finance  
Department of Accountancy and Finance  
Faculty of Management Studies  
Sabaragamuwa University of Sri Lanka



# **FinAIvation 2025**

## **“Finance Shaping up with AI”**

### **GUIDELINES**

#### **Competition Objectives**

In tandem with the prestigious Investor’s Day event, the Department of Accountancy & Finance, Faculty of Management Studies, Sabaragamuwa University of Sri Lanka is thrilled to introduce a national-level competition specially curated for undergraduates. This competition is rooted in the dynamic intersection of finance and artificial intelligence (AI).

Under the theme of **“Finance Shaping up with AI”**, it explores how artificial intelligence is transforming the finance industry through smarter decision-making, automation, fraud detection, and personalized financial services. This theme encourages innovative ideas that merge finance and AI to create efficient, accurate, and future-ready financial solutions.

#### **Objectives:**

- Promote innovative thinking in finance using AI.
- Encourage creative, practical ideas among undergraduates.
- Explore AI applications in the financial sector.
- Support interdisciplinary collaboration.
- Develop future-ready financial innovators.

## 1. GENERAL INFORMATION

### 1.1. Student Eligibility

The competition is open to individual students and teams. Undergraduates from recognized universities and higher education institutions both the government and private sectors, following any academic discipline, can apply to the competition. Participants can apply as individuals or as teams, a team consists maximum of 4 members. There is no team limit for one university.

### 1.2 Competition Procedure

The idea should be innovative (not currently existing), original, ethical, and legal. The competition organizing committee will share the idea submission format with the specific sections to be included. Undergraduates are expected to develop a **finance business concept linked with AI applications according to the given format and submit it by 21<sup>st</sup> October 2025.**

This competition will be conducted in two rounds. All ideas will be evaluated by an expert panel based on innovation, feasibility, relevance, and impact. The qualifying submissions will be invited to an online question and answering session as the second round. On the Investors' Day, the best ideas will be showcased, and the top three positions will be selected and awarded.

### 1.3 Language

All idea-generated proposals must be in English.

## **2. COMPETITION ROUNDS**

### **2.1 Important Dates**

21<sup>st</sup> October 2025 – Submission Deadline

27<sup>th</sup> October 2025 – Second Round: Online Question and Answering Session

31<sup>st</sup> October 2025 – Investors' Day: Three finalists (name of the institution and team name) will be announced.

### **2.2 Written Concept Paper**

The written Concept Paper must be submitted as an MS Word file to the email of [investorsday2025.dfmsusl@gmail.com](mailto:investorsday2025.dfmsusl@gmail.com). The text should be double-spaced using Times New Roman 12-point font; no handwritten material of any sort will be accepted. A margin of 1 inch (2.54 cm) should surround the text. Any team not following the format will be summarily disqualified. Teams should refrain from including identifying information in headers and footers to ensure anonymity.

The Proposal may also include a maximum of five (5) pages of appendices if any, the purpose of which is to provide support for the assertions and conclusions expressed in the body of the proposal. Appendices should be numbered, titled, and appropriately referenced within the body of the document. Although teams may use this space as they see fit, appendices in concept paper commonly include elements such as:

- diagrams / illustrations;
- itemization / categorization of key information;
- implementation timeline.

### **2.3 Evaluation**

Evaluation Criteria for FinAIvation Competition:

1. Innovation and Creativity – Originality of the idea and uniqueness in solving a real-world problem.
2. Relevance to AI and Finance – How well the idea integrates AI into the finance sector.
3. Feasibility – Practicality and possibility of implementing the idea.
4. Impact and Value – Potential of the idea to create positive change in the financial industry.

### **3. PRIZES AND AWARDS**

All the final top three participants will be awarded a certificate acknowledging outstanding achievements and commendable contributions.

Prizes are slated to be conferred during the closing remarks of Investors Day 2025.

#### **Places & Prizes**

First Place: Rs. 35,000

Second Place: Rs. 25,000

Third Place: Rs. 20,000

The top three winners will receive the necessary support and guidance to commercialize the submitted business ideas from the University Business Linkage Cell (UBLC) of the Sabaragamuwa University of Sri Lanka.

For more details, please contact the below-mentioned.

071-3820382

Ms. Miuni Shamika

Lecturer In-charge

Idea Generation Competition

Sabaragamuwa University of Sri Lanka

078-1894512

Mr. Nethmika Munasinghe

Student Coordinator

Idea Generation Competition

Sabaragamuwa University of Sri Lanka