



Guide Book 2018

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1. Introduction

Entrepreneurship is not just a business venture, it is a start-up which enriched with creativity and innovation to address the potential gap by identifying the problem or need of the market/society/environment or/and technology trends. Entrepreneurship is a tricky journey and not all start-ups will last long. The challenge is the strategies used to retain the sustainability of the business model. On the other hand, Engineering is a continuous mechanism of designing, structuring, building to implement some invention, product or service. Engineering Entrepreneurship is an enhanced version of Entrepreneurship which is a fulfillment of expertise design to address the market gap using Engineering insight.

The Engineering Entrepreneurship Boot-camp (EEB) is a first step of a long journey initiated by the institution of Engineers Sri Lanka (IESL) with parallel to the Enterprise Sri Lanka programme. We, as Engineers must align the vision of forming and creating more Entrepreneurs just because, it is the only way to develop our country. Therefore, IESL has taken this initiative to produce more Engineering Entrepreneurs by providing ecosystem needed to form and create the sustainable business model to get funded to initiate the start-ups using the Enterprise Sri Lanka programme.

Objective:

Provide comprehensive result driven Entrepreneurship curriculum for the Engineers to develop a start-up ideas/proposal and goal driven training to pitch their start-up for the investors/ P-P-P and Enterprise Sri Lanka programme facilitated financial institutions.

Outcome:

We expect to produce at least 10 Engineering Entrepreneurship start-ups for the year 2019.

Method:

A three consecutive day training and development programme will provide the residential facilities, food and beverages. The programme design is a boot-camp where the teams are captivated to complete a mission. During the boot-camp, teams will get mentoring by experts; develop the entrepreneurial skills and strategies to develop sustainable business models. The knowledge sharing environment within teams will create the ecosystem for Entrepreneurial activities. Thus, EEB will facilitate teams to work continuously towards development of the business plans to obtain funds or loans from Enterprise Sri Lanka programme/ investors.

2. EEB Team Formation

Team can be formulated before coming to the boot-camp. However, we have the following criteria for the team formulation.

- I. There must be an IESL member in the team. At least one member or student member can be accepted.
- II. Minimum 2 and maximum 5 members for the teams. The target batch size is 50, there would be 10-25 teams.
- III. Team can have diversified members from different disciplines
- IV. Team should register with a "Team name"
- V. Teams should have different business ideas and need to present at the boot-camp (Maximum 3)
- VI. All team members must stay for the three consecutive days with accomodation
- VII. After team registration made for the boot-camp on 12th - 15th September, no one can change the teams. Therefore, you must concern further before selecting a team.

3. Entry Criteria

After the team formation, you have to apply for the boot-camp. Boot-camp cost per IESL member/non IESL member would be 5,000LKR while 50% off for the student members (2,500LKR). Moreover, IESL EEB evaluation teams will look at the following.

- I. Entry criteria are applicable only for participants through the awareness program, and at least one participant to the awareness session should be included in the team.
- II. Team must be formulated, named and diversified
- III. Team should have one ideation or maximum three
- IV. The ideation should have at least one of these qualities (unique, innovative, Creative, Sustainability) and enriched with strategies.
- V. Team should work on the "Solution Canvas" for the ideation/s and submit with the application

4. Selection Criteria

The Awareness session will have a mentoring session after the Q&A. There are 5 mentors to educate and advise the participants to tune-up their business proposals and matters related start-ups at the EEB boot-camp. At the end of the Awareness session, you will get an application form to register to the EEB three day programme. You have to fill the application form and send your business idea with a 'Solution Canvas' during 12th - 15th September.

Solution Canvas will be given to you at the Awareness session along with the application form to the boot-camp. You need to discuss with the team and come up with the best ideation and complete the solution canvas and send it to EEB organizing team on or before 15th September 2018 at 4pm.

The selection criteria will consider the following.

1. A team can submit one application along with maximum three solution canvas with different ideas.
2. Late submissions will not be accepted
3. Partial completion of application/s or defective Solution canvas/es will not be accepted.

You can send the scanned copy of the application and Solution Canvas to eeb2018iesl@gmail.com or directly handover to the IESL front office and mentioned in the top left hand corner of the envelope (EEB 2018- APPLICATION - TEAM NAME).

5. Acceptance Criteria

The teams should have a ground work and ideas related to entrepreneurial activity and have performed the market research and identify the requirements prior to the boot-camp. Team will get an application form along with a solution canvas and a briefing what should do at the awareness session. The earlier you start thinking through all these details, the more likely you are to successfully integrate them into your solution.

What would the team should present at 'Ideation' in the application: A Solution Canvas
Then, Selection/acceptance panel would consider.

Pitch your idea concepts into the Solution Canvas where the Selection/Acceptance panel could complete the assessment within 5 min by observing the segments in the Solution Canvas. You have to discuss with the team and improve your Solution Canvas.

The goal of the Solution Canvas is to help to think through and record all the points that would need to be included in a written business plan or slide deck.

The elements of the Solution Canvas are:

1. Insights: What insight led you to this particular problem framing?
2. Problem framing: What is the problem that you want to solve?

3. Motivation: Why do you personally care about this problem?
4. Solution: What is the nature of the experience you wish to provide? What activities, programs, or operations does it involve?
5. User / customer relationships: Who are your users / customers? How do you build and support them?
6. Value to user / customer: What is your value proposition? What other value are you creating for stakeholders?
7. Resources: What do you need to execute these elements?
8. Partners: What partners are needed to implement your solution?
9. Implementation approach: How will your users access your solution? What are your marketing and distribution channels?
10. Cost structure: How much does your solution cost to execute?
11. Revenue streams: How will you pay for your solution?
12. Societal impact: What is the social impact that you are creating?
13. SDG Indicators: How do you measure your impact on the SDGs? (Optional)

*SDG - Sustainable Development Goals (UNDP)

The score will be given from 1-12 segments in the Solution Canvas. Each segment get maximum 1 score if it is worthful and described to the point. Else zero mark will be given to the segment. The team should get at least 8 marks for the Solution Canvas in order to get acceptance to the EEB, a three day programme.

6. Selection and Acceptance Panel

The Selection and acceptance panel will assess your application and solution canvas from 12th September 2018, 6 pm onward to 15th September 2018, 4pm will enable online registration to EEB.

Selection and Acceptance Panel members:

1. Prof. Niranjani Ratnayake - President, IESL
2. Eng. Arjuna Manamperi - Vice President, IESL
3. Mr. Rukmal weerasinghe - Head, Dept. of Entrepreneurship, University of Sri Jayewardenepura

Notification to the teams if they have selected for the boot-camp will be informing via email on or before 17th September 2018. The payments for the residential facilities and the boot-camp must be paid on or before 18th September.

IESL member: Rs. 5,000/-

IESL student member: 2,500/-

7. Boot-camp

Selected and accepted teams can make the payments online or given instructions by the IESL and register for the boot-camp and stay with the teams for a three day programme. No team members can leave the programme during the period of boot-camp. The teams must follow the sessions given in the boot-camp agenda and participate in all activities.

8. Evaluation Criteria

Evaluation of the project proposal has two sections.

1. Innovation process of the project evaluated by scoring system for the following five phases;
Problem Framing, Ideation, Prototyping, Testing, and Implementing.
2. Banking criteria followed by Enterprise's Sri Lanka concessionary loan scheme

The scoring system is introduced for measurable inputs and evaluated at the final pitching based on Problem Framing, Ideation, Prototyping, Testing, and Implementing as given in the final evaluation form.

Final Evaluation form - EEB	
Section 1 (50%)	Innovation process of the proposed project
Problem Framing 5%	Develop a well-defined problem statement based on user / customer wants and actionable insights. Market research and evidence if any
Ideation 5%	Come up with a multitude of ideas that address your problem framing. Down select ideas and choose one to focus on
Prototyping strategy 10%	Explain the ways and strategic plan to design a prototype, how to create a tangible prototype of your idea, so that a potential user / customer can experience your proposed solution.
Testing strategy 10%	Explain the strategy to get user / customer feedback on your prototype. Make changes to your solution. Evaluate if you need to go back to an earlier phase.
Implementing strategy 20%	Explain how to produce, disseminate, distribute, sell, or market your solution to actual users and customers.
Section 2 (50%)	Banking Criteria - Enterprise Sri Lanka loan scheme
Report format 20%	BOC, People's Bank and RDB has a required outline of the report format and essential details at the final submission
Selected Loan Scheme related documents 15%	Different loan scheme has several documents at the process and need to get details at the 'Awareness session" after focusing your project and suitable scheme.
Evidence for Financial documents if any 15%	Banks need a guarantee to several schemes and need to submit the evidence and related documents with the final submission.

9. Evaluation Panel

Mentors will be presented and shared their knowledge and guidance related to different domains. There will be three to five panelists for the evaluation panel. Two panelists are mentors representing domain and one panelist from the selected financial institute. Other panelists are Entrepreneurs/ Investors and creative designer/s. The following domain are identified at the initial stage, however after screening the project ideas at the first day of the EEB, there may be new domains introduced based on the selection and acceptance criteria.

- Agriculture and Agri Engineering
- Chemical Engineering
- IT and Software Development
- Civil and Construction
- Technology Trends (AI, IoT, Big Data, Data Science etc..)
- Mechanical & Automobile
- Computer Science
- Electrical & Electronics
- HR and Management
- Legal and Auditing
- Accounts and Finance
- Textile/ Apparel and Fashion design
- Education/ Research and development
- Entertainment & creative industry
- Marketing, Business consultancy
- Supply Chain Management
- Export and Import developments
- Health care and Medical
- Social Science and social well-being
- Economics and Politics

10. EEB programme Agenda

Awareness Program - 12th September 2018 [3 pm – 6 pm]

- 1) Introduction to EEB – 3:00pm -3:15 pm [15 min]
- 2) Our guidance to EEB –3:15pm- 3:45 pm [30 min]
 - Selection Criteria
 - Progress review and mentoring sessions
 - Evaluation Criteria
 - Acceptance Criteria and finalizing Business proposals
 - Further mentoring and follow up evaluation:
- 3) Enterprises Sri Lanka Session –3:45 pm-5:00pm [1hr & 15 min]
- 4) Mentoring panel and Q &A session –5:00 pm – 6:00pm [1hr]

EEB - Day 1

- 1) Registration 7:30 am – 8:00 am
- 2) Opening ceremony / Welcome program 8:00 am – 9:30 am
- 3) Presenting team ideation
(five min for each team & including tea break) – 9:30 am – 12:00am
- 4) General Feedback – 12:00 pm – 12:30 pm
- 5) Lunch – 12:30 pm -1:30 pm
- 6) Session 1 Mentoring & Educating – 1:30 pm – 3:45 pm
- 7) Session 2 Mentoring & Educating – 3:45 pm- 6:00 pm
- 8) Session 3 Mentoring & Educating- 6:00 pm – 8:15 pm
- 9) Session 4 Mentoring & Educating- 8:15 pm - 10.30 pm

EEB - Day 2

- 1) Program review session – 8:00 am – 9:00 am
- 2) Remaining feedback session – 9:15 min -10:00 am
- 3) Tea Break – 10:00 am – 10:30 am
- 4) Few Mentors presentation to improvements (15 min. each)

- 5) Work on improvements / Fine-tuning proposal/ Pitch (2 hours)
- 6) Practice pitch / Feedback starting from 9 pm till 11 pm

EEB - Day 3: (Last day) from 8 am to 8 pm

- 1) Pitching
- 2) Submitting proposals
- 3) Certificate to all participants
- 4) Token of appreciations to all participants, mentors, panelists
- 5) Further follow-up
 - Mentoring
 - Monitoring & evaluation

11. Rules and Copyright

Only one project can be presented at the final pitch

No changes can be made to the project idea after submission of the final draft.

Further documentations and financial evidence/s related to startup should be provided by the individual teams

12. Notifications of the final draft proposal for the Enterprise Sri Lanka

The EEB team members will be given maximum of 1-2 weeks of period to submit project proposals to IESL if any improvements needed.

IESL will be responsible to recommend the EEB project proposals to the Enterprise Sri Lanka programme facilitating financial institutions. Notification of acceptance or further documentation process will be handled by the relevant financial institution.

13. Mentoring and further monitoring, Evaluation

The EEB organizing team will appoint a subcommittee to follow up and mentoring the team progress towards startups. Furthermore, EEB organizing team will arrange continuous development programs under Entrepreneurship forum.

The teams participated for the EEB, must be functional and participate for the activities organized by the Entrepreneurship forum.

Further Contact:

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