

MIT AITI  
*sri lanka*  
2012

launch day

3-7

03.08.12

hilton colombo residence

# Schedule of Events

- 3:00 Guests Arrive
- 3:15 Lighting of the Oil Lamp  
*Honored Guests*
- 3:20 AITI and Launch Day Overviews  
*Ali Kamil*
- 3:25 Celebratory Remarks  
*Prof. A.K.W. Jayawardane*
- 3:35 Team Introductions  
*Emily Zhang*
- 3:40 BitWave
- 3:55 FireLimeZ
- 4:10 GlassCUBE
- 4:25 innoWIDE
- 4:40 NIC2 Solutions
- 4:55 Velox
- 5:10 ZoomEx
- 5:25 Transition Remarks  
*Amber Houghstow*
- 5:30 Keynote Speech  
*Honorable Harsha de Silva*
- 5:40 Transition Remarks  
*Wesley Graybill*
- 5:45 Beverages and Snacks/Live Demos
- 6:10 Presentation of Awards  
*Honored Judges*
- 6:25 Conclusion and Thanks
- 6:30 Networking and Reception

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## A message from this year's instructors

On behalf of the Massachusetts Institute of Technology's Accelerating Information Technology Innovation program (MIT AITI), we are honored and thrilled to welcome you to our second annual Launch Day event in Colombo, Sri Lanka.

When we embarked on this journey a short time ago, we set the audacious goal of helping 34 University of Moratuwa students launch seven innovative mobile/web technology startups in seven weeks.

Today, we are happy to announce that we have succeeded. The startups you are about to meet are no longer composed merely of students. The students have transformed into full-fledged entrepreneurs.

This has been a demanding process. Our entrepreneurs have had to master all kinds of skills, from product development, sales and marketing to elevator pitching. Through it all, they have exceeded our wildest expectations.

Make no mistake: these startups are absolutely real. They have real products, real partnerships, and real customers. Unlike other programs that focus only on developing plans, our startup program focuses on action. In the past 7 weeks these startups have developed viable products, created business plans, and pitched to investors.

We are here because we truly believe that any one of these companies has the potential to be Sri Lanka's next major technology enterprise, and by extension, power the nation's growing economy.

You are about to catch a first glimpse of these rising stars. We hope you will join them on their journey, not just as investors but also as partners, mentors, and friends.

Thank you,

Ali Kamil

Wesley Graybill

Amber Houghstow

Emily Zhang



Accelerating Information Technology Innovation (AITI) is a Massachusetts Institute of Technology program that promotes economic development in emerging regions by cultivating a new generation of young technology entrepreneurs.

Since 2000, AITI has conducted 38 programs in 9 countries. In total, over 1800 students have participated in a variety of intensive courses, ranging from web development to mobile technology.

This summer marks AITI's second year in Sri Lanka, in cooperation with the University of Moratuwa (UoM). Through a demanding 7-week program, AITI has guided 7 teams of UoM students in building real mobile/web software startups.

Today at Launch Day, each startup team will publicly pitch their startup. Their goal: to attract a round of funding and ultimately launch a sustainable and profitable enterprise to help power the country's economy.

Previous AITI courses in other nations have been wildly successful, with several startups achieving profitability and serving as job creators in their regions. Given the technical sophistication of UoM, AITI believes that its program in Sri Lanka can break new ground.

This is a unique juncture. Thanks to the revolution in mobile phones and the advent of global app marketplaces, Sri Lanka's young entrepreneurs can truly become an engine of wealth creation for the nation. AITI is committed to helping these future leaders prosper.

For more information about AITI, please visit <http://aiti.mit.edu>.



### Ali Kamil

#### *Entrepreneurship Lead Instructor*

Ali is a graduate student at the MIT Sloan School of Management and Engineering Systems Division with a research focus on markets and entrepreneurial activity in emerging regions. He has founded two companies, one of which won the MIT Clean Energy Prize renewable energy competition. Prior to MIT, he was a strategy consultant advising leading Fortune 100 clients in matters of strategy, business development, and product development.



### Wesley Graybill

#### *Technical Lead Instructor*

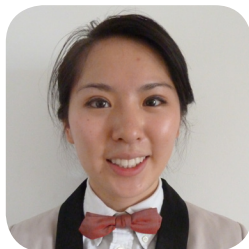
Wesley is a recent alumnus of MIT, receiving a Masters in Computer Science and Bachelors in both Computer Science and Mathematics. His graduate work was focused on advancing the field of computational sustainability. More specifically, he worked on applying planning and control algorithms to the control of a sustainable home and plan recognition techniques to predicting human behavior.



### Amber Houghstow

#### *Entrepreneurship Assistant Instructor*

An MIT alumna in MechE, Amber studied product design for emerging markets. She competed with two MIT 100K prize-winning startups, heading design research. Since graduation, she has helped expand another early-stage company while teaching mathematics. After AITI, she plans to create an education-related startup geared toward emerging markets.



### Emily Zhang

#### *Technical Assistant Instructor*

Emily is presently pursuing an undergraduate degree in Computer Science and Molecular Biology at MIT. She has worked in telecommunications and completed research in music technology and home automation. Ultimately, she hopes to go into computational biology while enjoying her pastimes of making music, reading books and nutritional labels, working out, and binge thinking.

**Harsha de Silva***Consultant Lead Economist*

2011 Eisenhower Fellow Harsha de Silva is a development economist and a member of the current Parliament of Sri Lanka. Besides legislating, Harsha's primary interest is in creating efficiencies in rural agricultural and financial markets in emerging Asia via the use of ICTs; particularly mobile phones. He has been the intellectual lead in LIRNEasia's Teleuse@BOP studies for the last several years and also in its research on ICT in agriculture. He is the founding director of Govi Gnana Seva, a non-profit mobile phone based agriculture market price service, as well as the co-founder of what is today the nation's largest market research company; Nielsen Lanka. Harsha holds a Ph.D from the University of Missouri, Columbia and executive training at MIT.

**Prof. A.K.W. Jayawardane***Vice Chancellor of University of Moratuwa*

Prof. Ananda Jayawardane is currently the Vice Chancellor of the University of Moratuwa. He is a Chartered Engineer, International Professional Engineer and a Fellow of the Institution of Engineers, Sri Lanka. He is also a Senior Professor in Civil Engineering, immediate past NDB Bank Endowed Professor in Entrepreneurship at the University of Moratuwa and immediate Past President of the Institution of Engineers, Sri Lanka. He has served as the first Head of Department of Management of Technology, Head, Department of Civil Engineering and the immediate past Dean of the Faculty of Engineering, University of Moratuwa.



He served in many governing boards including National Institute of Education, Institute for Construction Training and Development, State Engineering Corporation, Post-graduate Institute of Management. Currently, he is a member of the Board of Management of the National Science Foundation, Sir Arthur C Clarke Institute for Modern Technologies. He has served in many other national committees such as the committee for the development of Science and Technology Policy, Science and Technology Strategy and University & Tertiary Education Policy.

He has co-authored a textbook on "Construction Productivity Management" published by Addison Welsley Longman, UK, contributed to three other textbooks and has published and presented over 60 research papers both locally and internationally in the areas of technology management, technology transfer, project management, education, social management systems and construction management. He has received several awards for his research publications including Manaperi Award, Prof Varghese Award for his undergraduate research and thrice the IESL Award for the best paper published in the Engineer Journal. He is also a Commonwealth Scholar and a Fellow.

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[www.customizerlk.com](http://www.customizerlk.com)



**Vision:** Bitwave focuses on revolutionizing the customized t-shirt printing industry in Sri Lanka via an interactive online designing platform. Their ultimate product, *Customizerlk*, is Sri Lanka's first online t-shirt customizing web site. Bitwave has a huge potential to access the local market since it approaches an industry which currently has a rapidly increasing demand. In fact, the company can leverage the local manufacturers' order taking process via its automated order placement system.

**Problem/Opportunity:** Printing t-shirts in bulk has never been easy for event organizers because manufacturers are scattered everywhere across the country. Most customers often go for manufacturers through previous contacts, but this has been a barrier for the upcoming t-shirt manufacturers to gain enough popularity. Describing the design to the manufacturer is a tedious and error-prone task. Customers without knowledge of design software must also go through another step of outsourcing the design process.

**Solution:** *Customizerlk's* easy-to-use design studio provides anybody with the ability to design his own t-shirt online with just a few mouse clicks. Users can upload clip art, add text, and resize or position the design as they wish on a wide range of colored t-shirts, either on the front or back. T-shirt designs can also be stored for later reuse. *Customizerlk* allows users to place individual and bulk orders. The product will be ready within 14 days of making the advance payment.



At the back end, *Customizerlk* is dealing with a rich manufacturer base. The network will consist of well-reputed high-end manufacturers as well as individual manufacturers. *Customizerlk* will select the lowest priced manufacturer for a particular design. Quality of the product is a primary concern of *Customizerlk*.

**Business Model:** Since this is an e-commerce application, manufacturer advertisements will be one of the major revenue models of *Customizerlk*. Additionally, the company will receive a predetermined commission from the manufacturer for each t-shirt customized.

**Market Opportunity:** Bitwave will initially target a few key communities to launch their product, including university undergraduates, school children, and corporations. As it grows, *Customizerlk* will launch a separate user profile system for corporations.

**Marketing Strategy:** *Customizerlk* is implementing a three component marketing strategy to capture its customer base. Initially it will have an introductory video to help guide new users. Next, a series of promotional videos will be shared using social networks. Lastly, *Customizerlk* will organize occasional design contests for users. The winner will be decided by user ratings on the design. Thus the designers are encouraged to share their designs on the Internet.

**Competition:** Currently *Customizerlk* has no competitor in the Sri Lankan context.

**Our Team:** We are five enthusiastic and goal-oriented entrepreneurs from the University of Moratuwa. We have the right mix of business and technical skills to make our startup a success.

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[www.senehasa.org](http://www.senehasa.org)

සෙනෙහසා  
 ( Senehasa )

**Vision:** We aim to become the pioneer in child health mobile solutions, providing healthcare features to concerned, loving parents. *Senehasa* will become popular among mothers who want their children to be brought up with high standards of health, informing them of proper vaccination times, locations of medical consultants, and current updates about health related issues.

**Problem:** With the busy lifestyles in this fast-paced world, parents cannot manage the schedules of vaccinations for their infants. Parents may also not be aware of all the medical consulting centers all over the country in the event a health problem arises in an area unknown to parents. Parents who have small kids are especially concerned with child health care, but there currently is no proper way to track information on health tips, vaccination information, and medical procedures.

**Solution:** *Senehasa* is a mobile application focused on providing a reminder system for parents regarding child health care. Our application has two key features: a vaccination timetable and a height-to-weight ratio chart. Additionally, *Senehasa* provides information about nearby medical centers, a necessary feature for parents, in case of illness to their child. Furthermore, it promotes awareness of child health by providing current pediatric updates and news articles.

**Business Model:** The *Senehasa* application will be freely available for users. It earns revenue through subscription from users for more features, news alerts, and health tips, charging Rs. 30 per month for smartphone users and Rs.20 for feature phone users. We also plan to earn money from advertisements for kids' food, milk items, and pharmaceuticals on our website.

**Marketing Strategy:** *Senehasa's* freely availability among smartphone users can be cited as the application's strongest marketing strategy. We are planning to conduct promotional campaigns through social media such as Facebook and Twitter. Through recommendations from the Health Ministry in Sri Lanka, Government hospitals, and private hospitals, we will gain added value to the brand image.

**Competition:** There exist no competitors in Sri Lanka. While Baby Tracker, Baby Connect, and my Baby's navi are global competitors who have come up with similar smartphone mobile applications. Most of these application are used to advise the parents. However, *Senehasa* provides many unique features not found in its competitors and is localized to the Sri Lankan market.

**Our Team:** FireLimeZ consists of five passionate undergrads from Faculty of Information Technology, University of Moratuwa. We have a keen interest in solving problems through social entrepreneurship. FireLimeZ is determined to acquire a large portion of the e-health marketshare with mobile technologies.

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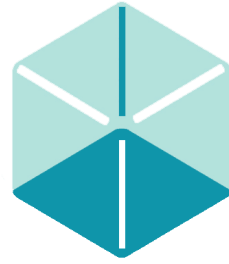
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**GlassCUBE**

[www.glasscubehub.com](http://www.glasscubehub.com)



**Problem:** *You are driving home after work and your phone starts to ring. It's from home. You take the phone in your left hand, hold the wheel with your right, and check for signs of police. You don't want to keep your loved one worried, but you also fear that the police will be right around the corner. You are distracted looking out for police and end the call quickly. This is a common scenario in our busy lives.*

**Solution:** *DriveMODE is an Android-based offline mobile application to help you pick up your calls while driving. It functions solely through voice commands. Users simply have to say "yes" or "no" to answer or reject a call, which is automatically set to loudspeaker mode. Since DriveMODE also announces who is calling, you do not have to look at the phone screen anymore. You can keep your eyes on the road and hands on the wheel at all times, obeying the law and avoiding fines.*

**Business Model:** *DriveMODE will be available on Google Play, so anyone can download the application. The product will be available on a 30-day free trial version, after which users will have to purchase the pro version for \$0.99 to continue using the product. We are also discussing partnership with leading mobile service providers, who will have exclusive sponsorship of our product and the right to brand our product as an exclusive service. We are also working with multi-national companies to use the advertisement space provided in the application.*

**Marketing Strategy:** *DriveMODE* will be promoted primarily through Internet blogs and social media, as our target group is the high tech crowd using innovative software. We have already done a press release and started an innovative campaign on Facebook. Our target market is a whopping 4 million if we just have 5% market penetration. Anyone with an Android phone who drives a vehicle could use our product. With Android dominating the smartphone market share, and with the predicted increase in the growth, we are certain that Android is the smart choice to make. We have also contacted Sri Lanka police and are working on getting police approval on our product as our product helps people to obey the law and minimize road accidents.

**Competitors:** There are many hardware-based solutions that address the above problem. Bluetooth devices are very expensive, need charging, and are debated to have health hazards. Hands-free sets are very clunky. Software solutions such as Apple's Siri need Internet connection to enable voice recognition. With the offline capabilities and the low price of our application, we believe we have the edge to beat our competitors.

**Our Team:** GlassCUBE was founded by six engineering students from University of Moratuwa with the passion and the talent to make a change. We are driven to provide user-friendly mobile applications to help overcome day-to-day problems at a fraction of the cost.

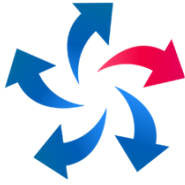
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# innoWIDE

think wide . make innovations

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**Vision:** Every year, 200,000 couples wed in Sri Lanka. We hope to help them to plan their weddings perfectly from beginning to end with the help of *Dehadak*, our mobile and web-based wedding planning solution.

**Problem:** A wedding should be a well-planned occasion because it comes only once in a lifetime. However, planning a wedding can be an extremely difficult process. If a couple lacks knowledge about Sri Lankan wedding customs, has difficulty managing their budget, is unable to find good service providers, or finds they are missing important items on the last day, the whole ceremony may be ruined. Additionally, wedding planning is a step-by-step process which must be collaboratively completed by the bride, groom, family members, and friends. Additionally, there is currently no inexpensive solution for self-managing the wedding planning process in the Sri Lankan market.

**Solution:** We at innoWIDE have created *Dehadak*, a collaborative wedding planning solution which users can access through both our website and mobile application. To aid in planning a wedding from beginning to end, *Dehadak* provides several features, including an interactive and collaborative to-do list complete with a notification system, a budget management tool, and a large business directory with a review system.

**Business Model:** *Dehadak's* primary method of revenue generation consists of advertisements by wedding-related service providers. Service providers will pay to post advertisements in our business directory. The *Dehadak* application is provided totally free of cost to the customers. We believe providing the application free of charge will attract a large number of active users, thus attracting more vendors to advertise through the business directory.

**Marketing Strategy:** In the Sri Lankan market, there are currently no personal solutions for collaborative wedding planning. *Dehadak's* collaborative features will aid its spread in the market. We also hope to capture new customers through partnership with wedding service providers, including top vendors and wedding planners. Collaborating with the existing network of wedding service providers will help us spread *Dehadak's* name in the wedding service industry. We will also hold several marketing campaigns via wedding shows and exhibitions.

**Competition:** We have several indirect competitors, including wedding magazines, wedding portals and wedding planners; however, we believe we can work in collaboration with these other services to add further value to customers. Additionally, we have no direct competitors in the Sri Lankan market.

**Our Team:** Our company consists of five innovative undergraduates in the Faculty of Information Technology, University of Moratuwa. As a team, our mission is to make people's lives more comfortable via innovation and mobility.

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**Summary:** *Katha Puncha* is a smartphone application and website that helps parents improve their kids' awareness of cultural, historical, and literary values while fostering creativity through storytelling.

**Problem:** Sri Lankan parents who live in Sri Lanka and abroad cannot find a proper localized resource to teach cultural, historical, and literary values to their kids. With busy lifestyles, even if they get a chance to do so, they have difficulties recalling or recounting these stories.

**Solution:** *Katha Puncha* smartphone application allows parents to choose stories under a variety of categories, and according to the selection, it gives a brief summary that can be skimmed within 60 seconds. Alternatively, parents can search for birds and animals and the application provides simple descriptions and related stories. Users can switch between the summary, the story with pictures, or they can let the application read the story out loud. In the near future users will also get stories with animations. The web site helps users to download the application and learn about new updates, as well as provide the tools for user-generated stories.



**Business Model:** The *Katha Puncha* will be a free application, which comes as a trial version that can be downloaded from the *Katha Puncha* web site. The trial will include a certain number of stories. For further downloads and activations, the customer must pay. We will allow the users to purchase and download additional stories as bundles. As an additional means of revenue, producers of child products can advertise via our web application. Our application targets parents with young children in the local market, and our projected income for our first year will be Rs. 4.4 million. The foreign expatriate market also represents a large customer base.

**Marketing Strategy:** In association with mobile service providers and Google Play, we will market our product locally in Sri Lanka. Through the Internet, airline magazines, and expatriate communities, we will market the application globally. Additionally we are planning to do a direct marketing campaign through nurseries, day care centers, and shopping complexes.

**Competition:** *Katha Puncha* provides localized content to local and expatriate community. There does not exist a product like ours in the market. We have first mover advantage in this large and so far untapped community.

**Our Team:** Our company consists of four motivated and talented undergraduates who come from the Faculty of Information Technology, University of Moratuwa. Additionally, business experts from the Massachusetts Institute of Technology (MIT) also serve as our advisors. The *Katha Puncha* is the start of NIC2 Solutions with the mission of being the "Helping Hand for the Nation."

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[www.facebook.com/ReachByVelox](http://www.facebook.com/ReachByVelox)



**Summary:** Our company, Velox, has developed a mobile transportation application called *Reach*. *Reach* allows users to find the bus routes necessary to reach their destinations. Our vision is to contribute to our country's economic and social development by adding value to Sri Lanka's public transportation sector.

**Opportunity:** Over sixty percent of all Sri Lankans rely on buses as their primary mode of transportation. Additionally, Sri Lanka is opening up to an increasing number of backpacking, budget-conscious tourists with a high tendency to use public transportation. For both Sri Lankans and tourists using public transport, the lack of a proper guide to the bus network frequently results in wasted time and money.

**Our Product:** *Reach* allows users to find bus routes to their required locations, including both cities and prominent buildings. *Reach* also allows users to evaluate the alternative routes based on ratings by fellow travelers, frequency of buses, and bus fare. At its launch, *Reach* will be targeting the Colombo district. *Reach* will be launched in two flavors—*Reach*, targeting the local market, and *Reach-Explorer*, targeting tourists.

**Business Model:** *Reach* uses three channels of revenue generation: pay-per-download, pay-per-use, and advertising. *Reach* is free to download, but after exceeding a certain number of uses per month, the user will have to pay a small usage fee. *Reach-Explorer* requires payment upon download. Targeted advertisers are taxi companies and shops near popular destinations.

**Marketing Strategy:** The initial phase of our product launch will target the use of social media to generate awareness of our product. Thereafter, we hope to connect with the Sri Lanka Tourist Board and the National Transportation Commission to pursue further marketing opportunities.

**Competition:** Our primary competition is from Google Maps. However, Google Maps at present does not feature bus routes in Sri Lanka. In preparation for such a feature addition by Google Maps in the future, we plan to incorporate many value-adding features to our product. Other competitors include various web and mobile applications that display bus routes but do not include the function of identifying the necessary bus routes to reach a particular place. Therefore, we believe we have both first mover and feature-rich advantages over our competitors.

**Our Team:** Velox is a team born out of a common passion for travel and adventure. We are four motivated undergraduates from the Faculty of Information Technology, University of Moratuwa. Combined, our knowledge and expertise ranges over a broad area of technological and management skills.

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**Vision:** Our grand vision is to become the world's most dynamic waste management company, creating sustainable solutions to create an eco-friendly society in which waste is transformed into a resource.

**Problem:** Waste management is a critical source of lost revenue for most companies due to the lack of a mechanism for waste utilization. Companies are unable to gain profit from waste due to a disconnect with buyers, who are unable to access market opportunities.

**Solution:** ZoomEx's online business-to-business market place allows companies to buy and sell large volumes of waste including plastics, textiles, paper, metals and other materials.

**Business Model:** Via *Green Mart*, Companies post listings of materials they wish to get rid of. Potential buyers can then make offers via an on-line auction. Through the auction, we earn a 5% commission on each transaction. Additionally, we plan to earn revenue from in-marketplace advertisements, which will cater toward complimentary recycling and waste transport services.

**Competition:** *Green Mart* is Sri Lanka's first IT-based waste management solution. We have no competitors in the waste management sector; however, potential competitors utilizing similar auction models exist in the consumer product market.

**Market Opportunity:** About 6720 tons of waste is collected daily in Sri Lanka. Of this waste, the recyclable portion is worth roughly Rs. 12 billion per year. If 10% of this waste is processed via ZoomEx, our online sales will total Rs. 1.2 billion. A 5% commission on sales alone would earn Rs. 60 million per year.

**Marketing Strategy:** We focus our marketing toward two primary stakeholders: companies disposing of waste and recycling companies. Our marketing strategies include promoting *Green Mart* through information sessions targeting the manufacturing and apparel industries, as well as through promotion campaigns via social networks, product demonstrations, and corporate conferences. We will reach recycling companies by empowering them to enroll in *Green Mart* with support from the Central Environmental Authority. We hope to build value recognition with participation within *Green Mart*; companies who participate will earn a “green” image and thus appeal more to our ever-growing environmentally conscious population.

**Milestones:** We have contacted many registered recycling centers who are excited to become our partners, as well as the CEOs of many manufacturing companies, including Mr. Jeevan Gnanam of St. Anthony’s Group. These customers show great interest in creating an efficient waste management system.

**Our Team:** ZoomEx consists of five motivated and talented entrepreneurs from the University of Moratuwa’s Faculty of IT. ZoomEx is a pioneer in addressing the problem of waste management while nurturing our country toward a greener future.

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### ***To AITI's supporters:***

We thank you for taking time out of your busy schedules to support our program and sharing your skills and knowledge with us and our students. Without your dedication, this program would not have achieved the level of success it has.

Sincerely,

MIT AITI 2012 Instructional Team

Ali, Wesley, Amber, and Emily

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Madu Ratnayake

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Kasturi Wilson

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### ***Companies and Organizations***

STAX  
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Dialog

EtiSalat  
hSenid  
Google Sri Lanka

ICTA  
Anything.lk  
LK Domain Registry

## *To the University of Moratuwa:*

We, the MIT AITI instructors, would like to thank you for your ongoing support of the AITI program at the University of Moratuwa (UoM). Your commitment to excellence and fostering entrepreneurship and innovation at UoM is exemplary. We believe the program's success can in many ways be attributed to the close working relationship with the University, which provides a rich environment for our student entrepreneurs.

Since the inaugural AITI program at UoM last year, the university leadership has continued to think on ways the AITI program could be further improved. Because of scheduling and logistics work from UoM, we were able to add an additional week to the AITI program, allowing students vital time for product ideation and business incorporation. Furthermore, UoM continued to forge contacts and connections with Sri Lanka's growing community of IT entrepreneurship supporters. These connections have been vital to the success of this year's student entrepreneurs serving as mentors, advisors, and guest lecturers.

Upon our arrival in Sri Lanka, we were overwhelmed with the level of support we were provided by the University of Moratuwa. This support, coordinated and championed by Professor Dileeka Dias, ranged from assistance with housing arrangements, to providing essential business contacts, advising on crucial program matters, and providing food and transportation for both us and our students. The support and hospitality we received from the University of Moratuwa extended beyond our expectations to include trips to the doctor and hot soup when we fell ill.

Ultimately, however, our greatest reward and satisfaction, enabled by the University of Moratuwa, has been the success of the AITI program. We look forward to a continued partnership with UoM in creating a thriving university entrepreneurship environment, between-year continuation of the AITI program, and a wealth of ongoing supports for student entrepreneurs.

For all this and more, thank you, University of Moratuwa.

Sincerely,

MIT AITI 2012 Instructional Team  
Ali, Wesley, Amber, and Emily

etisalat 

  
Dialog

Sri Lanka  
Telecom  


*We Care. Always.*

We are incredibly thankful for our mobile operator sponsors for being supporters and champions of AITI. Without them, Launch Day would not have been possible.