

# **YGC 15 Senior - Pitch Competition Prospectus**

## **1. Introduction to YGC Senior Pitch Competition**

The YGC Senior Pitch Competition is a flagship initiative designed to identify, nurture, and empower young innovators and aspiring entrepreneurs. This competition provides a dynamic platform for participants to transform their ideas into viable business solutions through structured training, mentorship, and real-world pitching experience.

The YGC Senior Pitch Competition stands as one of the longest-running entrepreneurship pitch competitions in Sri Lanka, now proudly marking its 15th year of impact and excellence. Over the years, the competition has evolved into a premier platform for nurturing entrepreneurial talent, with a strong legacy of supporting innovation and venture creation.

To date, the competition has contributed to the growth of 125+ alumni companies, many of which have gone on to make meaningful contributions to the society. This legacy reflects the strength of the program's structured approach. The YGC Senior Pitch Competition is more than just a contest; it is a launchpad for aspiring entrepreneurs. Participants embark on a guided journey that takes them from ideation to execution, equipping them with the mindset, skills, and networks required to succeed in today's dynamic business environment. By fostering innovation, resilience, and practical business acumen, the competition continues to shape the next generation of entrepreneurial leaders in Sri Lanka.

## **2. Categories**

Participants can submit their business ideas under the following categories:

### **a. Tech Category**

In the context of Yarl Geek Challenge, the "Tech Category" refers to startups that are primarily focused on creating and delivering technology-driven products or solutions. These startups harness technology as a core component of their offerings, aiming to solve specific problems or meet market demands through innovative technological approaches. The "Tech Category" encourages participants to showcase their tech-driven ideas, prototypes, or minimum viable products (MVPs) that have the potential to disrupt industries, improve processes, or enhance user experiences.

### **b. Tech-Enabled Category**

In the context of Yarl Geek Challenge, the "Tech Enabled Category" is specifically focused on startups that utilize technology to empower their business models, create innovative solutions, and provide enhanced experiences for their target users or customers. This category encourages participants to develop technology-enabled products or services that solve real-world problems and drive positive impact.

### 3. Eligibility Criteria

To participate in the YGC Senior Pitch Competition, applicants must meet the following criteria:

- Open to individuals or teams (**maximum team size: 3 members**)
- Participants should be above 18 years of age
- Open to undergraduate students, graduates, and aspiring entrepreneurs
- Each team must submit an original business idea
- Participants should be committed to attending all stages of the competition, including bootcamps and mentoring sessions
- Teams can submit only one idea for the pitch competition

### 4. Evaluation Criteria

Submissions and pitches will be evaluated based on the following criteria:

- Clear understanding of the chosen problem.
- Problem validation
- Demonstrated progress in business development.
- Ability to execute with passion.
- Sustainability and scalability of the business model.
- Innovative approach.

### 5. Competition Structure

The competition will be conducted in multiple stages:

#### Stage 1: Application & Idea Submission

Participants submit their business idea through the official application form.

#### Stage 2: Bootcamp

All applicants will undergo a structured bootcamp covering:

- Business model development
- Market research
- Financial planning
- Pitching skills

#### Stage 3: Submissions

Teams will submit their Problem Validation, Business Model Canvas, Financial Model and Pitch competition

## Stage 4: Mentorship

Teams who successfully did the submissions will receive guidance from seasoned entrepreneurs and mentors to refine their ideas and pitches.

## Stage 5: Qualifier round

Teams present their refined ideas to a panel of judges. Top teams will advance to the finals.

## Stage 6: International Mentorship

Finalist teams will receive guidance from experienced international entrepreneurs and mentors to refine their ideas and strengthen their pitches.

## Stage 7: Grand Finale

Finalists will pitch their business ideas to an expert panel. Winners will be selected based on overall performance.

## 6. Timeline

Activity	Date
Application Open	30th March, 2026
Application Deadline	24th May, 2026
Startup Essential Bootcamp	30th May, 2026
Bootcamp Submissions	5th July, 2026
Mentoring	18th and 19th July, 2026
Qualifier	1st and 2nd August, 2026
International Business Mentoring for finalists	8th and 9th August, 2026
YGC Senior Pitch Competition Finale	21st August, 2026
Networking Session	22nd August, 2026

Participants are expected to answer the question given in annexure A of this document and submit through <<Application link>>.

## 7. Terms and Conditions

- All submitted ideas must be original. Plagiarism will result in disqualification.
- Participants must adhere to all deadlines and competition guidelines.
- One participant can be part of one and only one team.

- The organizers reserve the right to modify the competition structure and timeline if necessary.
- Decisions made by the judging panel will be final and binding.
- Participants are responsible for protecting their own intellectual property.
- Attendance in bootcamps, mentoring sessions, and pitch events is mandatory for teams to advance to the next levels.
- Any form of misconduct or unethical behavior will lead to immediate disqualification.
- Participation implies consent for:
  - Photography and videography
  - Use of project details for promotional and educational purposes

## **8. Competition Rules and Copyright**

Entries and supporting materials must be presented/submitted in English. Content must be suitable for all audiences and respectful of copyright/trademark regulations. Your entry must only include material you own or have permission to use. Copyrighted materials without proper licensing or permissions will result in disqualification.

## **9. Conclusion**

The YGC Senior Pitch Competition is not just a milestone event—it is a powerful ecosystem that has consistently shaped the entrepreneurial landscape in northern Sri Lanka for over a decade. With a proud 15-year legacy and a growing network of 125+ alumni companies, the competition continues to inspire, empower, and transform aspiring entrepreneurs into impactful business leaders.

As participants step into this journey, they are not only competing but also learning, growing, and becoming part of a vibrant entrepreneurial community. The experience gained through mentorship, collaboration, and real-world exposure equips them with the confidence and capability to turn ideas into sustainable ventures.

Join us in the YGC 15 Pitch Competition and embark on a journey of innovation, growth, and entrepreneurial excellence.

## Appendix A - Proposal for Yarl Geek Challenge Season 15

Team Details:

	Name	Email	Mobile Number
Founder/Co-founder			
Co-founder/Team Member			
Co-founder/Team Member			

Affiliated Organization (if applicable):

### Product Details:

Please provide comprehensive answers to the following questions. You may include illustrations or sketches if necessary. The initial evaluation of your proposal will be based on your responses to these questions.

- What problem is your startup aiming to solve?
- Briefly describe your startup.
- Who are the target users or beneficiaries of your product?
- Who are your main competitors, and what sets your startup apart from them?
- How do you plan to generate revenue with your product?
- - Do you already have users for your product?
  - If yes, how many of them are paying customers?
- What is the current stage of development for your product?
- Have you registered a company for your startup?
- Why should YGC Season 15 select your team for participation?

- Do you intend to continue building a startup based on this product beyond YGC?

**Note:** To participate in Yarl Geek Challenge Season 15, teams are required to submit a proposal answering the above questions. Proposals should be named as "TeamName\_ProductName\_Version.pdf" and submitted using the form provided at <https://app.yarlithub.org/competitions/yarl-geek-challenge-ygc-season-15-senior/> in the format specified in Appendix A on or before the application deadline of 24th May, 2026.