



**INVEST LANKA**<sup>TM</sup>  
INVESTMENT PORTAL OF SRILANKA

## **Project Proposal**

A Project by **CreativeLab**

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## Table of Contents

<b>1. Stakeholders</b>	<b>2</b>
1.1 Project Owner & Sponsor	2
1.2 Project Manager	2
1.3 Project / Business Analyst	2
<b>2. Project Overview</b>	<b>2</b>
2.1 Summary	2
2.2 Objectives	3
2.3 Business Justification	3
<b>3. Website Content (Tentative Plan)</b>	<b>4</b>
<b>6. STARTUPLANKA.LK</b>	<b>4</b>
6.1 Summary	4
6.2 Website Content (Tentative Plan)	4
6.3 To be noted..!	5

## 1. Stakeholders

### 1.1 Project Owner & Sponsor

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## 2. Project Overview

### 2.1 Summary

The concept of Investlanka.lk was initiated with the intention of supporting the economy of Sri Lanka through a centralized platform that will connect different parties that will be contributing to the upliftment of the economy in Sri Lanka through different means and channels. The stakeholders will mainly consist of;

- Foreign / Local Investors
- SMEs in Sri Lanka in Construction, IT, Manufacturing, Exporting & other industries.
- Local entrepreneurs, idea owners, and entrepreneurial ventures
- Professionals of different industries
- Employees in all the sectors of the economy

The platform Invest Lanka will be providing opportunities for the local and foreign investors to get a clear understanding of the current Sri Lankan economy and investment opportunities through a centralized governed and trusted source of data in order to decide on different aspects of investment risks and rewards to make better decisions.

You can visit the beta version of the website through the link, 'investlanka.lk' which was launched on 8th August 2019 by MP Champika Ranawaka and PM Ranil Wickramasinghe.

## **2.2 Objectives**

We have identified that a major problem in Sri Lanka when it comes to the problems faced by both the investors and businesses is the lack or the unavailability of a platform for investors, businesses and ideas owners who will benefit from each other to get to know and meet each other. Such parties tend to struggle a lot in finding suitable matches for them resulting in huge wastage of time and money. By developing this platform where those parties can express and share their interests towards businesses, our intention was to address this exact problem.

Using this platform, investors will be able to find and decide on the best investment opportunities for them. The businesses and idea owners that are in search of investors could find suitable investors with the proper know-how and the resources, both monetary and otherwise.

Not only that, through a connected and sub-platform named *startoplanka.lk* we would be able to help the idea-owners and entrepreneurs in Sri Lanka to get necessary advice from the industry experts and business communities not only in Sri Lanka but also all around the world. Also, it will provide a full-fledged solution for an idea owner to start up a business and grow that business into a high income-generating venture. (More information available later)

## **2.3 Business Justification**

This platform will not only create a unified place for all the interested parties to meet, but it also is a web-based platform, so that all the parties don't have to meet physically to get the necessary networking and service contacts in place. Although this is the first initiative of its kind in Sri Lanka, many of the developing countries like India have such systems in place, so that the country as a whole can benefit from the clear communication of the investment opportunities in the country.

By pooling together different points of views from contributors covering all the above-mentioned stakeholder levels, our goal is to design a platform that can benefit many parties as possible in different ways so that in turn, this will be a major gamechanger for all the interested parties to develop their businesses and thereby contribute to the entire economy in their own scales and means.

### 3. Website Content (Tentative Plan)

- The visitors will be able to visit the website and find the following interesting;
  - Factors for local and foreign investors to decide upon investing in Sri Lanka. (Market Statistics, Geographical and demographical statistics, employee statistics, economic statistics, suppliers and rates)
  - Macro and micro environment analytical information for all major industries.
  - Domain experts advice for local investors and entrepreneurs.
  - Suppliers of all types of products and services under each industry category.
  - Best ideas screened from *Startuplanka.lk* that are listed under the 'Best Ideas' area.
- Conference and networking event information - These events will give a physical connecting opportunity for different parties and also a way to hear from experts from all around Sri Lanka and even abroad.
- Question and answer forum (community and experts)

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## 6. STARTUPLANKA.LK

(Adahasa / Erambuma)

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### 6.1 Summary

- This is a web-based platform which helps entrepreneurs and new idea owners to turn their idea into a business. Startuplanka.lk gives a fully-fledged solution and a resource pool for beginners to build up their company from the ground up. The company (which operates as a subpart of the mother company, 'Invest Lanka') is a one-stop solution for any person who has an idea to start his/her own company and reach its full potential.
- Idea-owners when registered with startuplanka.lk, will get:
  - Free support; (Based on contractual obligations)
    - Business knowledge
    - Legal support
    - Reaching and contacting investors
    - Marketing solutions
  - Security for investments (to make sure the large scale transactions are safe)
  - Life-long free advisory support (\*If the contract includes fractional ownership for Invest Lanka)

### 6.2 Website Content (Tentative Plan)

- Registration area for idea owners
- Conferences and Networking Events information
- Channels:

- Social media - Facebook, YouTube, Instagram
- Content - interviews with investors, success stories, business experts
- Business-related questions forum, Blog and FAQs
- News & Newsletter

### **6.3 To be noted..!**

- Selected ideas will be appeared in the 'Best idea' section in Investlanka.lk and are presented at conferences.