



# AN ISLAND **RISING**

Information Kit

## **DISRUPT ASIA: SRI LANKA'S PREMIER STARTUP CONFERENCE AND INNOVATION FESTIVAL**

Disrupt Asia 2025 is Sri Lanka's Premier Startup Conference and Innovation Festival, where visionaries, investors, and disruptors come together to shape the future. Showcasing Sri Lanka as South Asia's epicentre for cross-border collaboration, the event features industry-defining tracks, exclusive insights into emerging opportunities, and a venture competition showcasing the nation's top startups.

### **HISTORY OF DISRUPT ASIA**

Since its inception in 2016, Disrupt Asia has grown into Sri Lanka's flagship event for tech innovation and entrepreneurship. Starting with just 27 start-ups and 300+ attendees, the event gained momentum in 2017 by drawing 400+ attendees. In 2018, Disrupt Asia expanded its global footprint, attracting over 750 attendees from 11 countries marking a significant leap in international participation. By 2019, Disrupt Asia had become a globally recognized platform, hosting over 1,000 attendees and delivering a world-class experience. Now, in 2025, we return with our boldest vision yet.



## **DISRUPT ASIA 2025**

Event Dates: 17<sup>th</sup> – 20<sup>th</sup> September 2025

Location: Colombo, Sri Lanka & coastal networking venue

### **Venture Engine Competition – 17<sup>th</sup> September 2025**

Sri Lanka's leading startup funding platform returns, connecting high-potential startups with global investors. Venture Engine has vetted and mentored over 1,000 startups and facilitated more than Rs. 2 billion in funding. This year, Venture Engine is set to return bigger and better than ever.

Startup Application Link: [Click Here](#) (Application deadline: 19<sup>th</sup> July)

### **Disrupt Asia Main Conference Day – 18<sup>th</sup> September 2025**

The flagship day of Disrupt Asia 2025, designed to attract international venture capitalists, accelerators, policymakers, and regional ecosystem enablers. This conference positions Sri Lanka as the next emerging innovation hub in South Asia, featuring strategic keynotes and startup showcases.

### **Tickets Go on Sale July 10<sup>th</sup>**

Get ready for Disrupt Asia 2025 – Sri Lanka's Premier Startup Conference and Innovation Festival

Early Bird Discounts – Limited Time Only

For Delegates

- Early Bird: USD 75
- General Admission: USD 100

For Startups

- Early Bird: USD 40
- General Admission: USD 50

Tickets are available from 10<sup>th</sup> of July at [disruptasia.today](https://disruptasia.today).

Pre-register now for early access and to be the first to know when ticket sales go live.

Pre-Register Now: [disruptasia.today](https://disruptasia.today).

If you are interested in showcasing your startup at Disrupt Asia 2025,

Apply Now: [Click Here](#)

Selected startups will receive exclusive opportunities to present their solutions to global investors, industry leaders, and the wider innovation community. **Stall charges may apply.**

### **Innovation Festival – 19<sup>th</sup> September 2025**

A public-facing celebration of creativity, emerging technologies, and innovation culture. The festival features interactive exhibits and demonstrations aimed at bridging the gap between tech and community.

### **Sundown Networking – 20<sup>th</sup> September 2025**

A relaxed, high-value networking event hosted by Sri Lanka's leading co-working spaces in a scenic coastal setting outside Colombo. Designed to facilitate authentic connections between founders, investors, and ecosystem leaders.

VCs and Investors – Invitee Only

## **TARGET AUDIENCE**

- VC Firms (Early-Stage to Series A): Actively investing in high-growth, scalable startups. (High-priority)
- Angel Investors: Individuals providing early capital and strategic guidance to emerging founders.
- Incubators & Accelerators: Institutions that help startups scale through mentorship, funding, and ecosystem access.
- Innovative Startups: Early to growth-stage ventures solving real-world problems through tech or unique business models.

## **THEMATIC FOCUS AREAS**

Disrupt Asia 2025 will focus on high-impact innovation sectors that are shaping the future of economies and societies across the region.

- FinTech, AgriTech, EdTech, HealthTech, BioTech, GovTech

## **EXPECTED POLICY CHANGES SHAPING SRI LANKAN STARTUP FUTURE**

- Establishment of Fund of Funds: Collaboration with government and financial institutions to create a sustainable funding model for tech startups, with a detailed operational model presented for ministerial approval.
- Development of a VC Tax Structure: Formulation of a favorable tax framework to attract venture capital investments, involving consultation with tax experts and policymakers.
- Exchange Control Relaxation: Streamlining account opening processes for investment accounts, mandating banks to open both Inward and Outward Investment Accounts within one working day, increasing annual investment caps for individuals and institutions, and conducting annual reviews to align with market demands.
- Attract Global Talent: Introducing entrepreneur and working holiday visas, amending the Foreign Exchange Act to allow sweat equity for foreign individuals, and enabling startups to sponsor skilled foreign workers through an efficient online system.
- Investor Residency Program: Establishing residency incentives for foreign investors, including tax benefits, business-friendly policies, and strategic investment incentives.
- Ease of Doing Business: Centralizing approvals under a regulatory body, creating a transparent digital platform for business processes, and providing global market intelligence and go-to-market support.
- Legal Protection for Businesses: Implementing legal frameworks for startups to restructure during financial distress, introducing bankruptcy legislation, and streamlining worker layoff policies for early-stage companies.

## EXPECTED OUTCOMES OF DISRUPT ASIA 2025

Disrupt Asia 2025 aims to catalyze Sri Lanka's innovation and startup ecosystem through meaningful outcomes that extend beyond the event itself. The following key results are targeted:

- Establishment of 1–2 new venture capital funds operating locally to drive early and growth-stage startup investments.
- Showcase of 50 high-potential startups, with startups expected to secure funding opportunities.
- Facilitation of strategic business contracts and partnerships among startups, corporates, and global innovation partners.
- Incorporation of international-standard accelerator programs in Sri Lanka to support long-term startup incubation and scaling.

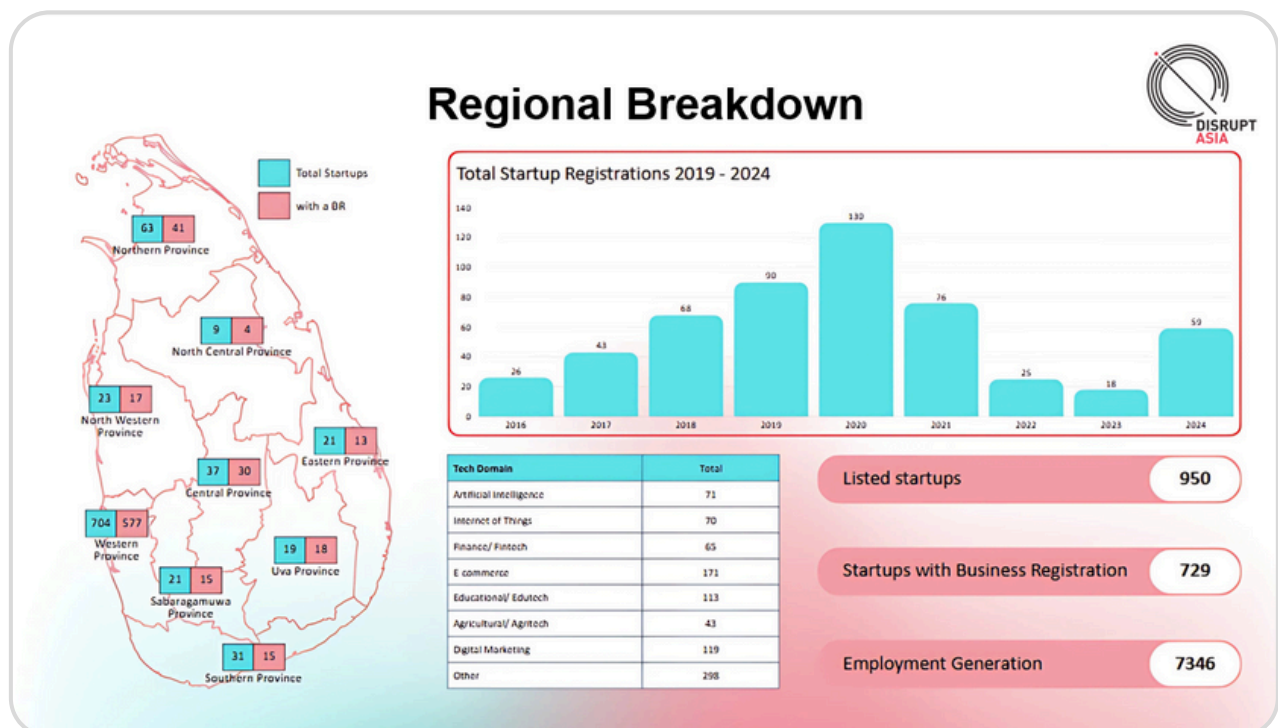
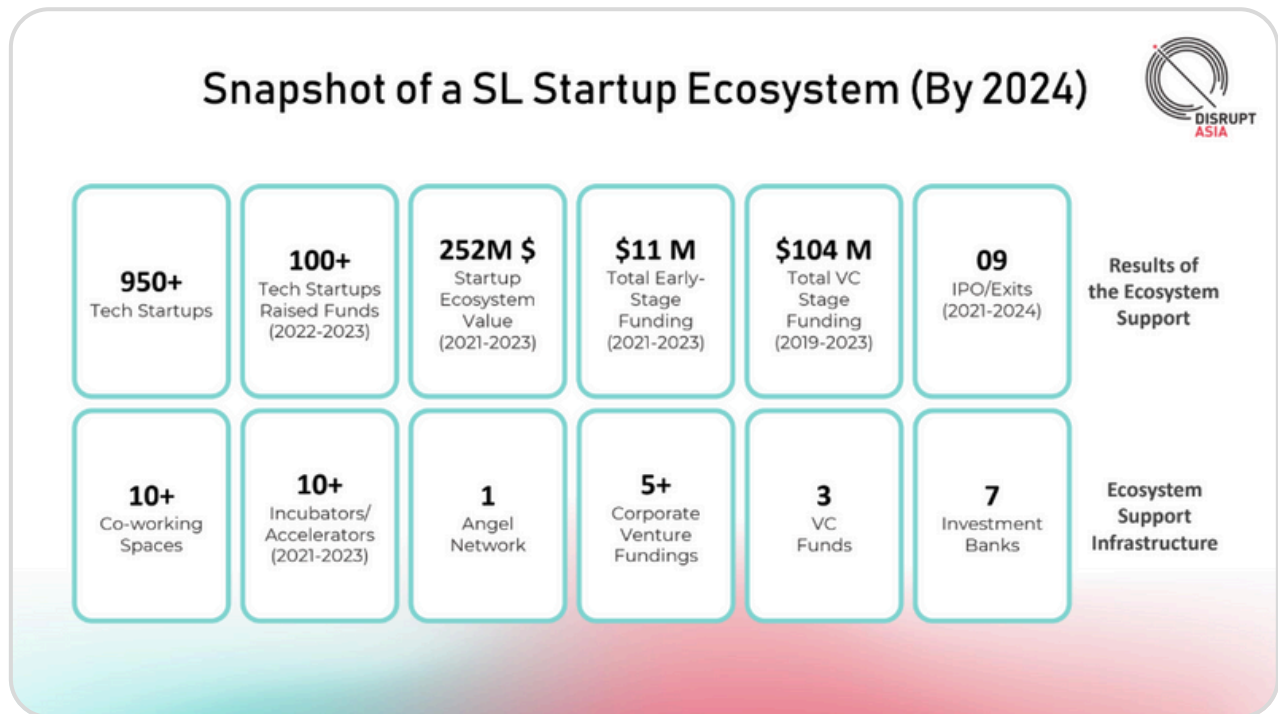
## SRI LANKAN STARTUP ECOSYSTEM

This section provides essential insights and powerful messages to equip our delegates with a clear understanding of the current landscape and the transformative potential of Disrupt Asia 2025. Here, you will find key data points highlighting the rapid growth and dynamic nature of the Sri Lankan startup ecosystem, backed by strong government support and vibrant community engagement.



Alongside these facts, we outline strategic messages that emphasize the significance of this event, not only as a platform for innovation and investment but also as a catalyst for policy reforms and regional collaboration. Delegates are encouraged to use these facts and messages to communicate the vision, impact, and opportunities of Disrupt Asia confidently and consistently within their networks.

Snapshot on Sri Lankan startup ecosystem and key highlights from Startup Genome Report





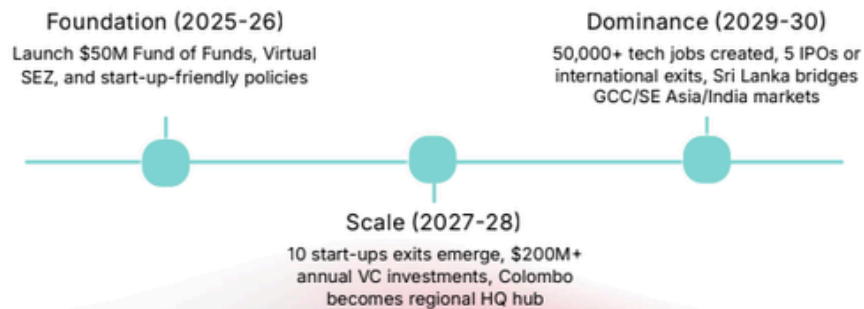
## Based on the Startup Genome Report



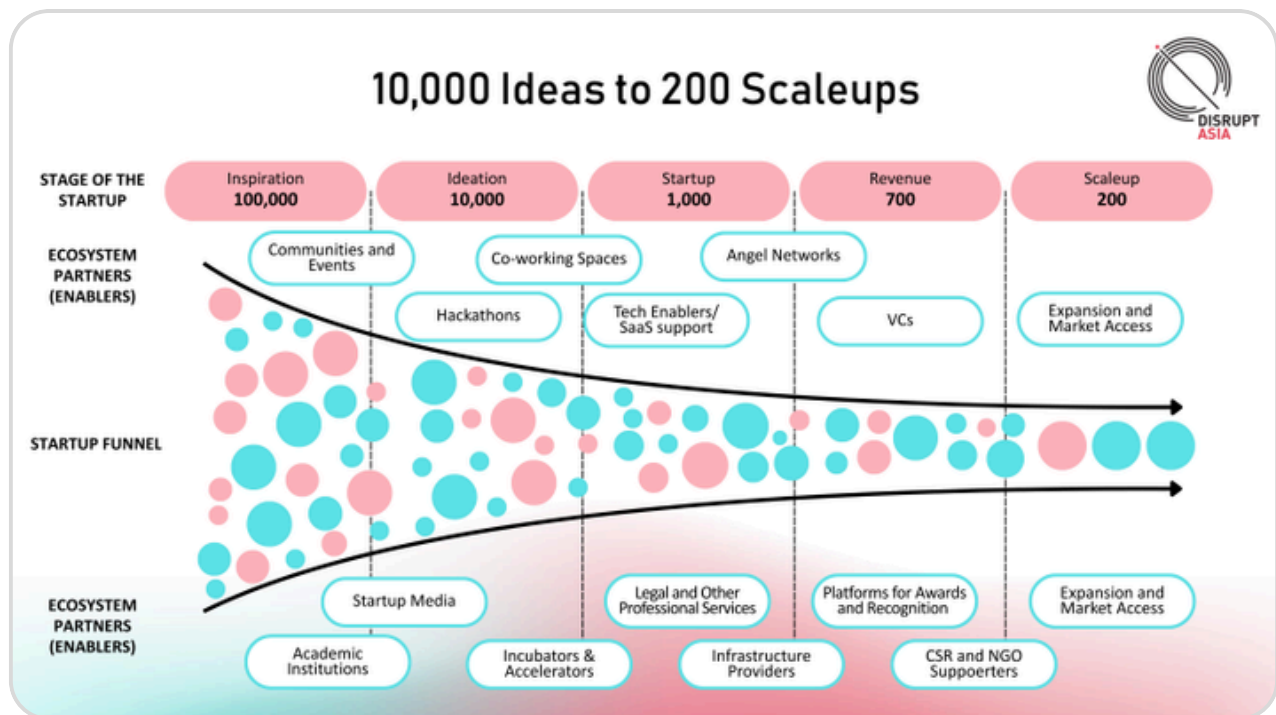
SL Goal towards ecosystem development

## SL Goal Towards Ecosystem Development

From 2025-2030, Disrupt Asia will transform Sri Lanka into South Asia's digital hub through three phases:



A strategy to build 200 scale-up stage startups by leveraging a funnel of inspiration and strategically positioning ecosystem partners at each stage of the startup journey.



### More highlights:

The country is poised to grow into a \$15 billion digital economy by 2030, driven by digital and AI strategies inviting global investors.

Source: <https://startupgenome.com/articles/sri-lankas-tech-ecosystem-by-the-numbers>

Over 950 startups are registered on StartupSL, with a target of 1,000 startups and 10,000 jobs by 2025.

Source: <https://www.startupsl.lk>

Events like Disrupt Asia and Global Entrepreneurship Week have helped raise the ecosystem's profile and foster networking (The Morning, Startup Genome).

Sources: <https://www.themorning.lk/articles/IFTwc2nnyrXajytdHa6s>

The ecosystem aims to increase female founders to 100 by end of 2024 and empower women entrepreneurs through programs like AccelerateHER



## ADVANTAGES FOR VC FIRMS, ACCELERATORS AND INCUBATORS FROM DISRUPT ASIA 2025

Disrupt Asia 2025 is being organized through a first-of-its-kind coalition of government agencies, private sector leaders, diplomats, and innovation stakeholders. This collaboration positions Sri Lanka as a rising Innovation Festival in South Asia offering a unified front for investors seeking policy alignment, deal flow, and high-impact partnerships.

Sri Lanka has collaborated with international VC firms and inviting more to partner us.



### For VC firms: Strategic Entry into South Asia's Emerging Market

Disrupt Asia 2025 provides VCs with:

- Direct access to investable startups across key verticals including fintech, healthtech, agri-tech, AI, and edu tech.
- Opportunities to engage with co-investors, opening up collaborative investment prospects.
- Exposure to policy and legal reforms that support investor-friendly regulations (e.g., Fund of Funds, Virtual SEZ, startup incentives).
- Participation in investor roundtables and matchmaking sessions to fast-track partnerships and pipeline development.

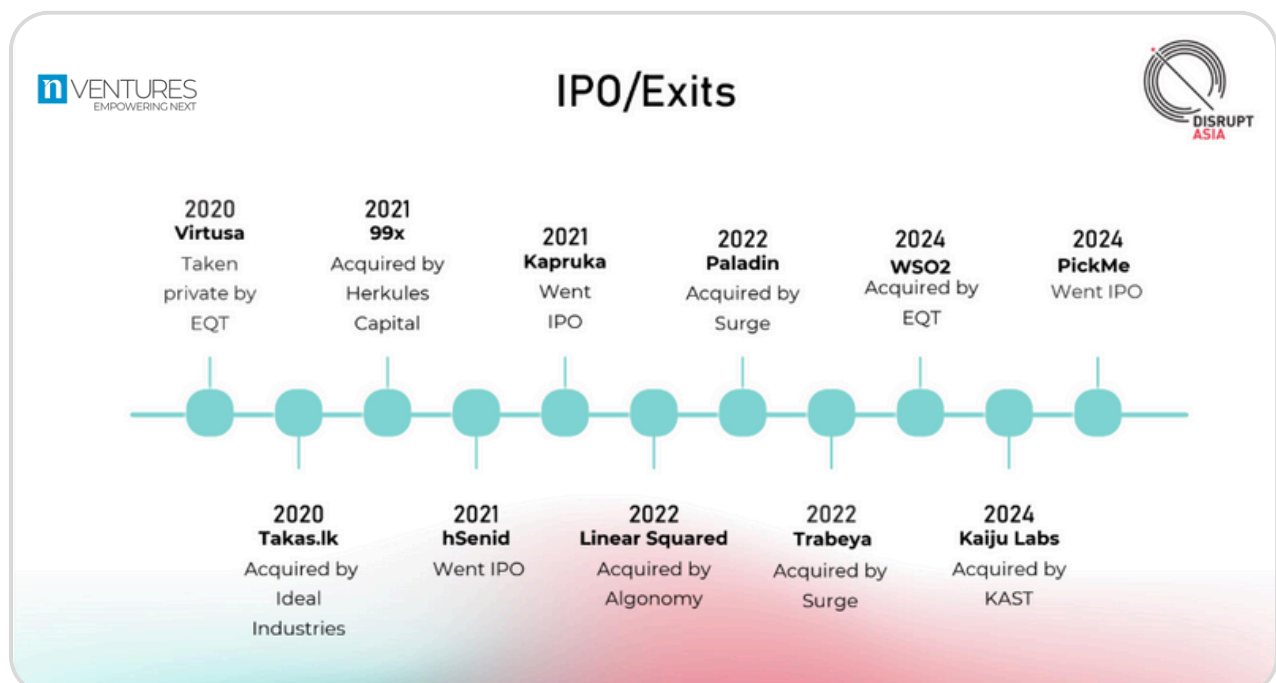
### For Accelerators: Market Insights & Regional Growth

Accelerators attending Disrupt Asia 2025 will gain:

- Opportunities to identify startups ready for acceleration and regional expansion.
- Insights into how the ecosystem supports VC and accelerator collaboration including access to government support, R&D networks, and cross-border entry points.
- A chance to evaluate partnerships with local hubs and incubators, especially with the planned incorporation of one global-standard accelerator in Sri Lanka.

## Demonstrated Track Record

- Several startups have already secured funding, setting the stage for a new wave of promising ventures to emerge and thrive.



## **Delegate Privileges & Travel Assistance**

All participants attending Disrupt Asia 2025 are eligible to receive the following general concessions, regardless of their participation category:

- Srilankan Airlines will offer a promotional code, discounted up to 20% for destinations they fly direct. This promo code will get activated by early August.
- Cinnamon Life, our event venue and hospitality partner, which is the hottest city hotel in Sri Lanka right now, has a promotional offer for all Disrupt Asia guests at LKR 40,000 on B&B (which is about 40% less than what you get online).

### **For Venture Capitalists (VCs):**

We place a strong emphasis on welcoming leading VCs to Disrupt Asia 2025. Kindly share the profiles of interested VCs with us in advance. We will extend a set of exclusive and high-priority concessionary benefits, specifically tailored to ensure a seamless and valuable experience for our investor delegates.

### **For Angel Investors:**

Angel investors are also encouraged to share their profiles in advance to receive concessionary support, subject to availability and alignment with our investment partner criteria.

### **For Startups Showcasing at the Event:**

Startups selected through the formal application and evaluation process for the Startup Conference and Innovation Festival will be entitled to the general concessionaries mentioned above.

Application link: [Click Here](#)

## STAY IN TOUCH WITH US ON

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WhatsApp channel: [Click Here](#)

## CONTACT INFORMATION

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Should I remove it or not

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