



AN ISLAND **RISING**

Information Kit 2025

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 startups 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: 17th – 20th September 2025

Location: Colombo, Sri Lanka & coastal networking venue

Venture Engine Competition – 17 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.

Disrupt Asia Main Conference Day – 18 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 with strategic keynotes, startup showcases.

Innovation Festival – 19 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 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.

Disrupt Asia 2025 is your gateway to Asia's next wave of innovation and investment.

Disrupt Asia 2025 as a premier platform for innovation leadership, we will be extending invitations to a distinguished group of individuals who represent the forefront of government, entrepreneurship, and technology.

For More Information: [About Disrupt Asia](#)

Speaker Highlight



H.E. Hon. Anura Kumara
Dissanayake
President of Sri Lanka



Hon. Eranga Weeraratne
Deputy Minister of Digital Economy



Dr. Hans Wijayasuriya
Chief Advisor to the President
on Digital Economy



Rajan Anandan
Managing Director
Peak XV & Surge



Sanjiva Weerawarana
Founder & CEO, WSO2



Urmila Chandrasekaram
Co-founder & COO MintPay



Bhanuka Harischandra
Founder & CEO, Surge Global



Jiffry Zulfer
Founder & CEO, PickMe

TARGET AUDIENCE

Diplomatic Missions are encouraged to arrange an International Delegation, which consists of VC Firms, angel investors, Incubators and accelerators, exploring partnerships, investments, and innovation opportunities within Sri Lanka and South Asia.

- 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.

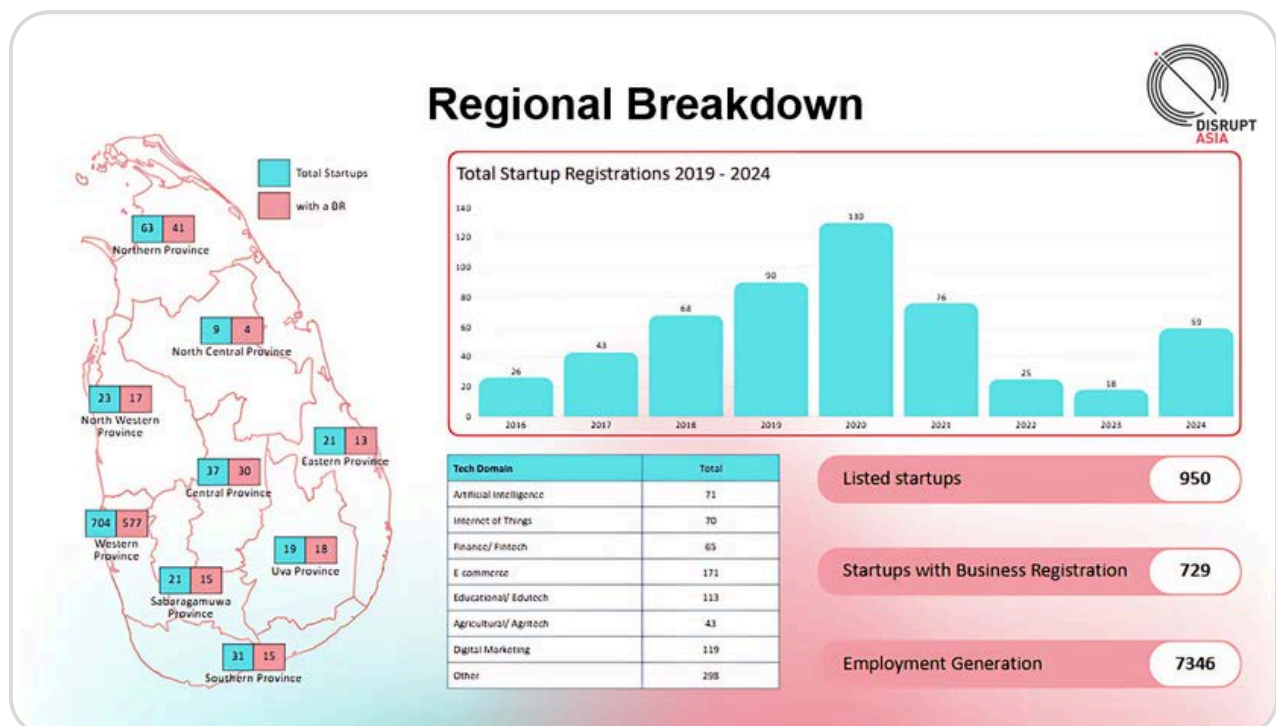
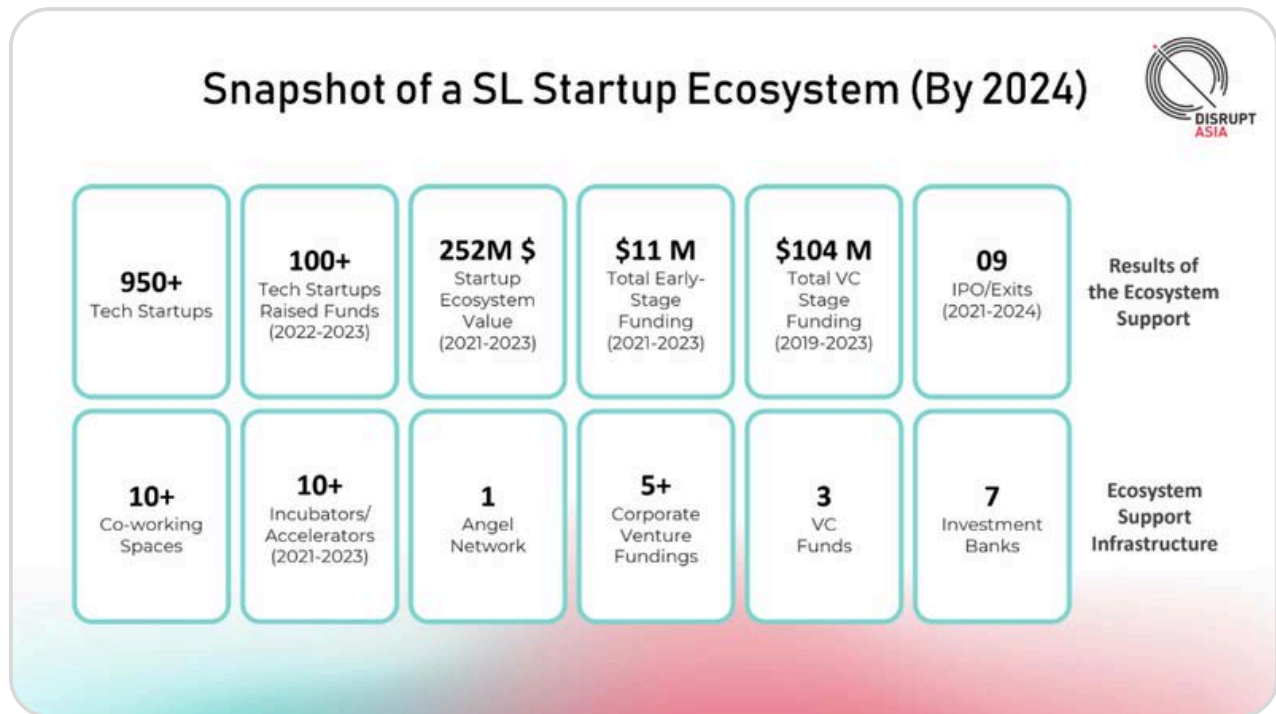
SRI LANKAN STARTUP ECOSYSTEM

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



**Ecosystem
generated \$252M
(2021 - 2023)**

**Top 30 in Asia
for Talent & Experience**

**ETA visa and free
trade agreements**

**Top 10 Global &
#3 Asia Ranking
in Talent
Affordability**

**Top 35 in Asia
for Startup
Funding**

**Top 35 Asia
Ecosystem in
Bang for Buck**

**Fintech,
Govtech, and
Agtech & New
Food sectors**

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:

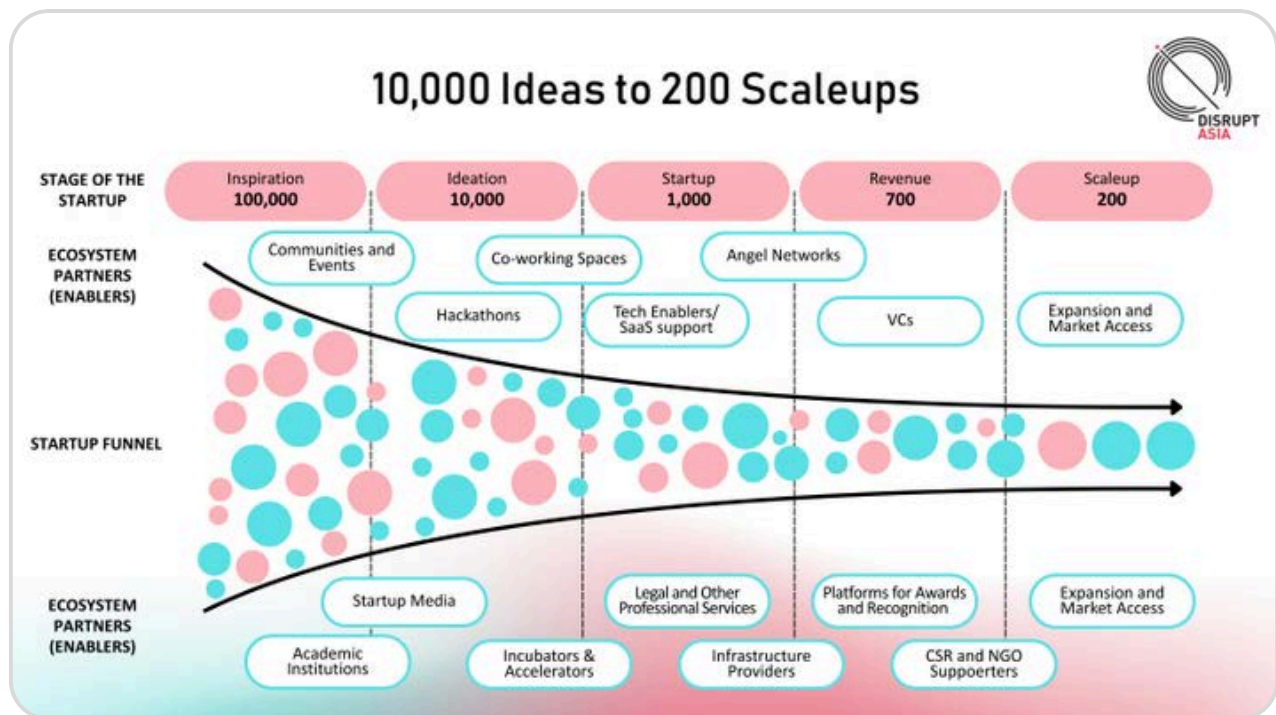


Foundation (2025-26)
Launch \$50M Fund of Funds, Virtual
SEZ, and start-up-friendly policies

Dominance (2029-30)
50,000+ tech jobs created, 5 IPOs or
international exits, Sri Lanka bridges
GCC/SE Asia/India markets

Scale (2027-28)
10 start-ups exits emerge, \$200M+
annual VC investments, Colombo
becomes regional HQ hub

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>

<https://startupgenome.com/ecosystems/sri-lanka>

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

Source: <https://startupgenome.com/ecosystems/sri-lanka>

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.



BRANDING + LOGO

To ensure consistency across all global communications, we are providing the official Disrupt Asia 2025 logo along with the brand color palette and key visual guidelines. You can access and download these assets from the Brand Elements Kit linked below. Please use these elements in all promotional materials, digital assets, and communications related to the event.

Logos: [Click Here](#)

COMMON WHATSAPP MESSAGE CONTENT

Hi!

Excited to share that Disrupt Asia 2025 is happening this September!

It's 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.

17–20 September 2025

Colombo & Southern Coast

Disrupt Asia 2025 – Event Schedule Overview

- Day 1: Wednesday, 17th September 2025 – Venture Engine Competition
- Day 2: Thursday, 18th September 2025 – Conference & Startup Showcase
- Day 3: Friday, 19th September 2025 – Innovation Festival
- Day 4: Saturday, 20th September 2025 – Sundown Networking Event

Pre-register now: [Click Here](#)

Learn more: www.disruptasia.today

#DisruptAsia2025

OFFICIAL EMAIL TEMPLATES

Invitation to Join Disrupt Asia 2025 – Sri Lanka's Premier Startup Conference and Innovation Festival, Colombo, Sri Lanka

Dear Mr/Ms/Miss [Name],

On behalf of [Your Organization], we are delighted to invite you to Disrupt Asia 2025 – Sri Lanka's Premier Startup Conference and Innovation Festival, taking place from September 17th to 20th, 2025, in Colombo. Organized by the Ministry of Digital Economy and the Information and Communication Technology Agency (ICTA), alongside global and national partners, the event is a flagship platform for innovation, investment, and entrepreneurship.

Since 2016, Disrupt Asia has become a cornerstone of Sri Lanka's startup ecosystem, engaging 5,000+ participants, showcasing over 200 startups, and connecting with global experts and policymakers. The 2025 edition will feature Venture Engine, Sri Lanka's leading startup competition; a high-impact conference with global investors and industry pioneers; an innovation festival open to the public; and a sundown networking event designed for strategic conversations and future-forward announcements.

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Key event highlights include:

- Keynote Sessions and Conference: Official commencement featuring government representatives, industry pioneers, and local & international startups.
- Startup & Innovation Showcase: A dedicated exhibition for local and international ventures to showcase their breakthrough innovations and disruptive startups.
- Investor Matchmaking: One-on-one meetups between high-potential startups and investors to streamline the funding process and explore investment opportunities.
- Thematic Discussions: Focused conversations on the latest industry trends including FinTech, HealthTech, Generative AI, AgriTech, GovTech and more.
- Networking: Sessions to foster collaboration and build lasting relationships.

We deeply value your expertise in regional innovation and would be honored to welcome you to Disrupt Asia 2025. Your presence would inspire Sri Lanka's startup ecosystem and help foster meaningful cross-border partnerships. We also welcome introductions to others in your network who may be interested in exploring Sri Lanka's investment landscape.

Please confirm your availability at your earliest convenience, and let us know if you require any further details.

Sincerely,

.....
[Your name and Designation]

Pre-registration link - [Click Here](#)

REGISTRATIONS & MORE INFORMATION

TICKET PRICE - \$100

Partner Directions for Engaging VCs, Angel Investors & Accelerators

Step 1: Identify Relevant Partners

- Diplomatic Mission partners are encouraged to identify relevant VCs, angel investors, accelerators and incubators from their respective countries who would align with the goals of Disrupt Asia 2025.

Step 2: Recommend Firms for Invitation

- Submit a recommended list of VCs, angel investors, or accelerators to the Disrupt Asia team. (info@disruptasia.today)
- For each recommendation, include:
 - Type of attendee
 - Name of the firm or individual
 - Email
 - Phone number
 - Short bio

Step 3: The Disrupt Asia team will also share the key VC firms, accelerators, and incubators in your market. Connect them with the Disrupt Asia team.

Note: To explore additional benefits, kindly submit a request. Each submission will be assessed individually, and we will inform you of the decision.

- Use our pre-approved Disrupt Asia Deck and invitation letter template (provided Above).
- Please coordinate with MODE/ICTA to align messaging and track confirmations.
- When sending invitations, kindly copy the Ministry of Foreign Affairs (MOFA) on all communications.

Letter Signing & Branding

- All official invitation letters issued by the Diplomatic Mission or Embassy must be:
 - On official letterhead
 - Signed by the Head of Diplomatic Mission, Ambassador, or an officially designated representative
- Alternatively, invitations sent through ICTA will be signed by:
 - An officially designated representative of the Ministry

Step 5: Coordinate Introductions & Follow-ups

- Share all confirmations or active conversations with the Disrupt Asia team.
- We will coordinate follow-up details and onboarding of confirmed VCs, angels, and accelerators to ensure a smooth experience.

STARTUP PARTICIPATION GUIDELINES

Registration Process:

- Startups must register separately for the Conference and the Innovation Festival.
- Participation in one does not automatically guarantee participation in the other.

Selection Breakdown:

- 30 startups will be selected to participate in the Conference.
- For the Innovation Festival, 50 startups will be selected:
 - 30 from the Conference participants
 - 20 additional startups through a separate selection process

Booth Fees:

- Startups: USD 200 per booth

TIMELINE & BENEFITS FOR SELECTED VC DELEGATES – DISRUPT ASIA 2025

We kindly request that you stay engaged with us from the official launch. Please refer to the timeline below for key milestones.

June 2025 – Official Launch & Awareness

- Disrupt Asia 2025 Press Launch
Join us as we unveil this year's edition through a live-streamed event.
Streamed live via Disrupt Asia's official Facebook and YouTube channels
Youtube : [Click Here](#)
Facebook : [Click Here](#)
- Social media promotion
After the press launch, we will start Social Media Promotion.

July 2025 - Open for tickets

- General Participation
Registrations for general attendees will open on mid july via our official website:
[disruptasia.today](#)
 - Pre-registration: [Click Here](#)

We will offer support in onboarding & travel support, accommodation arrangements, Visa facilitation

August 2025 – Final Visa Processing

- Dedicated visa facilitation window for confirmed delegates.
- All documents and approvals processed in coordination with relevant authorities.

September 2025 – The Main Event

- An immersive four-day experience featuring startup pitches, global forums, innovation showcases, and high-level networking.

STAY IN TOUCH WITH US ON

Facebook: [Click Here](#)

LinkedIn: [Click Here](#)

X: [Click Here](#)

Instagram: [Click Here](#)

YouTube: [Click Here](#)

WhatsApp channel: [Click Here](#)

CONTACT INFORMATION

For further information or partnership inquiries, please contact:

Should I remove it or not

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