



Media Release

AIA Accelerator - Making ideas commercially viable in 12 weeks!



Colombo 26th August 2015: Calling all Sri Lanka's hottest entrepreneurs and startups! AIA, Asia's pre-eminent life insurance company and Nest, Hong Kong's leading investment incubator have launched the second phase of the Accelerator Programme. So if you have a new way of helping people improve and maintain health or reward them for embracing a healthier lifestyle - here is an once-in-a-lifetime opportunity for you.

In its first phase, launched last year, the programme saw seven start-ups which can potentially shape the future of insurance and healthcare industries secure funding for their projects. Mark Tucker, Group Chief Executive and President of AIA said, "In only 12 weeks, the start-ups progressed from ideas to prototypes, and from prototypes to products that are commercially viable. They have raised funds, signed partnerships and some have even taken steps to expand internationally. Good ideas need resources to become reality, and the AIA Accelerator programme has provided support to entrepreneurs who have demonstrated passion and expertise towards helping improve peoples' lives, now and into the future."

AIA Accelerator 2.0 will include start-ups that can use the power of data or emerging technology to improve the impact and relevance of customer engagement for companies in the field of healthcare. The 12 week programme which will provide vast access to resources and mentoring will be ideal for innovative solutions and providers who focus on new ways to improve and maintain health, reward people for embracing a healthier lifestyle and help people make informed choices.

AIA Sri Lanka's Head of Marketing Suren Perera pointed out, "Sri Lankan talent has always had what it takes to shine on global platforms and I'm sure that some of our local entrepreneurs will have world class entries. This is a great opportunity for them to access international exposure and expertise, while gaining recognition for their endeavours and honing their skills."

Applications are available at www.aia-accelerator.com and will be open until 09th October 2015. The programme will begin in 16th November 2015. Also visit the accelerator YouTube page to see more of the first phase of the programme: <https://goo.gl/7MJmuR>