

# CILT IDEATHON 21'

Guidelines



The Chartered  
Institute of Logistics  
and Transport

NEXT GENERATION

## CILT Ideathon

**Introduction**

Modern-day businesses are usually playing catch up with fast-evolving consumer preferences and technological advances, mandating continual amelioration of processes and products to retain their competitive advantage. Recently Covid Pandemic has impacted the business environment in a unique yet drastically manner.

CILT Ideathon is an initiative taken by the Chartered Institute of Transport & Logistics reaching out to the community to conceptualize a framework for the future business-ready model. KPMG Sri Lanka is joining with CILT as the Knowledge partner for this year's Ideathon. Ideas related to Logistics & Transport sector which are either commercially viable venture or a serving the society at large will be eligible to the competition & practicality of implementing is considered to select first round of the competition.

**Eligibility**

1. Sri Lankan under\* the age of thirty-five
2. Both individual and team\*\* efforts are accepted

*\*Competitors who born on or before 1<sup>st</sup> of June 1986 are eligible to participate*

*\*\*Maximum number of members per team – 3*

**Procedure of contest**

- Idea submission
- Initial screening (selecting best 20 ideas)
- Coaching sessions
- Selection of finalists (5 finalists)
- Final Coaching sessions
- Grand Finale - Presentations by Finalists
- Selecting winners

## Idea Submission

Ideators (contestants) are required to submit their ideas in the following link,

- [www.cndjcmkdmcod.com](http://www.cndjcmkdmcod.com)

This link contains two questions (idea & addressing issues), and both must be filled to submit the idea.

Word limit for both questions are 300 words.

Idea relativeness to the Logistics and Transport sector should be clearly mentioned in the answer.

Registration and Submission opens on 01<sup>st</sup> of June 2021

Registration closes on 15<sup>th</sup> of June midnight

Submission closes on 16<sup>th</sup> of June midnight

***“Be less curious about people and more curious about ideas.”***

**-Marie Curie-**