“BREAKTHROUGH” NATIONAL ENTREPRENEUR DEVELOPMENT PROGRAMME

APPLICATION FORM 2026/27

JXG (Janashakthi Group) together with the Ceylon Chamber of Commerce (CCC)

About the Programme

The “Breakthrough” National Entrepreneur Development Programme aims to identify and support innovative, scalable and sustainable businesses across Sri Lanka through funding, mentoring and business capability development.

The programme will follow a structured selection process, identifying 100 eligible applicants, shortlisting 30 entrepreneurs/businesses, and selecting 20 winners through a multi-stage evaluation and final pitching process.

Selected winners will receive funding ranging from LKR 1 million to LKR 5 million, together with a structured 12-month mentoring and monitoring programme to support their business growth and development.

APPLICATION GUIDELINES

How to complete this application
Answer each question clearly and use specific examples, figures and evidence where available. Complete only the section for your applicant category. Keep within the stated word limits and prepare the required supporting documents before submission.

Application journey
1. Check your eligibility and choose one category.
2. Enter applicant and business details.
3. Complete the questions that apply to your category.
4. Explain your innovation, growth plan, impact and funding need.
5. Upload supporting documents, review the declaration and submit.

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01 | ELIGIBILITY & APPLICANT CATEGORY

1.1 Select Your Applicant Category (Choose one applicant category. Read the requirements below before selecting.)

☐ EMERGING SME

Businesses that have an established commercial operation and demonstrate strong potential for innovation, scalability and sustainable growth.

Eligibility requirements:

- Minimum **three (3) years of commercial operation**;
- Ability to demonstrate operating history through **audited financial accounts and/or income tax return filings**; and
- Annual turnover between **LKR 25 million and LKR 500 million**.

The programme's stated turnover threshold applies to both **manufacturing and services** businesses.

☐ **STARTUP**

Early-stage businesses that may not have been operating for three years but can show that their business idea has potential, that there is a need for their product or service, and that the business can grow.

- A business idea that has been tested or an early version of a product or service that has been developed **(Proof of Concept or Minimum Viable Product);**
- Evidence of **market validation, customer traction, pilot implementation or commercial potential**;
- A **scalable and sustainable business model**;
- Applicants who have previously participated in similar startup or entrepreneurship competitions are eligible, provided they have not been declared winners of those competitions.

1.2 Eligibility Confirmation

Please confirm that you meet the requirements of the selected category.

☐ I confirm that I meet the eligibility requirements for the category selected above.

☐ I understand that the information provided may be verified as part of the eligibility and evaluation process.

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02 | APPLICANT PROFILE

2.1 Applicant / Founder Details

Full Name:

Designation / Role in Business:

Email Address:

Mobile Number:

2.2 Founder / Business Owner Information

Please provide details of the founder(s)/promoter(s).

Name	Role	Ownership %	Years of Entrepreneurial Experience	Key Expertise

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03 | BUSINESS PROFILE

3.1 Business Information

Registered Business Name:

Trading / Brand Name:

Business Registration Number:

Date of Business Registration:

Business Address:

Province:

☐ Central Province ☐ Eastern Province ☐ North Central Province

☐ Northern Province ☐ Northwestern Province ☐ Sabaragamuwa Province

☐ Southern Province ☐ Uva Province ☐ Western Province

District:

☐ Ampara	☐ Anuradhapura	☐ Badulla	☐ Batticaloa	☐ Colombo
☐ Galle	☐ Gampaha	☐ Hambantota	☐ Jaffna	☐ Kalutara
☐ Kandy	☐ Kegalle	☐ Kilinochchi	☐ Kurunegala	☐ Mannar
☐ Matale	☐ Matara	☐ Monaragala	☐ Mullaitivu	☐ Nuwara Eliya
☐ Polonnaruwa	☐ Puttalam	☐ Ratnapura	☐ Trincomalee	☐ Vavuniya

Website:

Social Media / Digital Presence:

3.2 Business Sector

Primary Sector:

☐ Agriculture, Forestry and Fishing ☐ Food and Beverage Production

☐ Manufacturing and Processing ☐ Textiles, Apparel and Fashion

☐ Handicrafts and Creative Industries ☐ Construction and Building Services

☐ Wholesale and Retail Trade ☐ Accommodation, Tourism and Hospitality

☐ Food and Beverage Services ☐ Transportation and Logistics

☐ Information Technology and Digital Services ☐ Telecommunications and Communication

☐ Financial and Insurance Services ☐ Professional, Scientific and Technical Services

☐ Education and Training ☐ Healthcare and Social Services

☐ Personal and Other Services ☐ Environmental Services and Renewable Energy

☐ Real Estate and Property Services ☐ Arts, Entertainment and Recreation

☐ Other (Please specify): _____

Primary Business Activity:

Other relevant sectors/business activities: – optional

3.3 Business Description

Briefly describe your business. Explain what you sell or provide, who your main customers are, and where you currently sell. Include your main location or service area. [Maximum 500 words]

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04 | BUSINESS MODEL & MARKET

4.1 Problem / Opportunity

What customer problem or market need does your business solve? Explain who experiences the problem, why it matters, and the opportunity for your business. [Maximum 500 words]

4.2 Products & Services

What are your main products or services? Briefly describe each one and the value it provides to customers. [Maximum 500 words]

4.3 Target Customers

Who are your main customers or users? Describe the groups you serve and their most important needs. [Maximum 500 words]

4.4 Current Markets

Which markets does your business currently serve?

☐ Local / District ☐ Provincial ☐ National ☐ Regional ☐ International / Export

4.5 Revenue Model

How does your business earn revenue? Describe what customers pay for, how prices are set, and the main sources of income. [Maximum 500 words]

4.6 Competitive Landscape

Who are your main competitors, and what makes your business different? Compare your product, service, price, quality, customer experience or delivery model. [Maximum 400 words]

4.7 – Marketing Strategy

How do you currently promote and sell your products or services? Describe how you reach your customers, attract new customers and generate sales. Also, explain how you plan to reach new customers or enter new markets. [Maximum 400 words]

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05 | CATEGORY-SPECIFIC INFORMATION

5A | EMERGING SME

Complete this section only if you selected Emerging SME.

5A.1 Commercial History

Date commercial operations commenced:

Number of completed years in operation:

5A.2 Annual Turnover

Please provide turnover for the most recent three financial years.

Financial Year	Annual Turnover (LKR)
Most recent financial year (2025/2026)	
Previous financial year (2024/2025)	
Two years prior (2023/2024)	

5A.3 Financial Evidence

Please upload:

☐ Audited Financial Statements

☐ Income Tax Return / relevant tax filing documentation

☐ Other supporting financial evidence

5A.4 Employment

Current number of employees:

Number of employees recruited during the past three years:

5A.5 Business Growth

How has your business grown during the past three years? Describe the most important changes in revenue, customers, products, markets, employees or operations, and include figures where available. [Maximum 500 words]

5A.6 Certifications, Approvals & Licences

Does your business have any certifications, licences or approvals? Have you applied for any new ones?

If yes, please provide the names of the certifications, licences or approvals, the issuing organisations and their current status (obtained or applied).

Please upload copies of the relevant documents, where available.

5B | STARTUP

Complete this section only if you selected Startup.

5B.1 Startup Information

Date founded:

Date product/service development commenced:

Date of commercial launch, if applicable:

5B.2 Current Development Stage

☐ Idea Tested – You have tested your business idea to see if it can work.

☐ Early Product or Service Developed – You have developed an early version of your product or service.

☐ Pilot Testing – You are testing your product or service with a small group of customers.

☐ Launched – You have officially introduced your product or service to the market.

☐ Earning Income – Your business is currently earning income through the sale of its products or services.

☐ Growing and Expanding – Your business is reaching more customers or expanding its operations.

5B.3 Business Idea or Product Development

Describe your business idea or product/service and the progress made so far. Explain how you developed or tested it, what you learned, and what evidence shows that it can work. [Maximum 500 words]

Attach supporting evidence:

Product / Demo / Prototype Link:

5B.4 Patents, Certifications & Approvals

Does your startup have any patents, trademarks, copyrights, product certifications or other approvals? Have you applied for any of these?

If yes, please provide details and indicate whether they have been obtained or are still under application.

Please attach copies of the relevant documents, where available.

5B.5 Market Validation

How do you know that customers need or want your product or service? Summarise the evidence from customer interviews, surveys, pilot tests, pre-orders, market research, partnerships, sales or user feedback. [Maximum 500 words]

5B.6 Customers and Sales

Please provide the following details about your business:

- **Number of Current Customers or Users:** How many customers or users does your business currently have?
- **Number of Paying Customers:** How many customers currently pay for your product or service?
- **Current Revenue (if applicable):** How much revenue does your business currently earn from sales?

What progress has your startup made so far? Include customers or users, sales, pilot projects, partnerships, product development, awards or other evidence of interest. [Maximum 500 words]

5B.8 Scalability

How will your startup grow beyond its current customers or market? Explain which customers, locations, products, channels or partnerships you will add, and how the business can handle increased demand. [Maximum 500 words]

5B.9 Previous Competitions

Applicants may have previously participated in or pitched at similar startup or entrepreneurship competitions. However, applicants who have won any such competition are not eligible to apply.

Has the startup previously pitched to or entered another similar startup or entrepreneurship competition?

☐ No

☐ Yes

If yes, please provide the following details:

Name of competition/programme:

Year of participation:

Stage/reached: ☐ Participated ☐ Shortlisted/Finalist ☐ Winner/Award Recipient

☐ Other: _____

If yes, what was the result? Briefly state the stage reached, award received or other outcome.

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06 | INNOVATION & ORIGINALITY

Innovation & Originality carries the highest weighting in the programme's evaluation framework.

6.1 Innovation

What is innovative about your business? Describe the new or improved product, service, technology, process, business model or market approach, and explain the benefit it creates. [Maximum 500 words]

6.2 Innovation Type

Select all applicable:

☐ Product Innovation ☐ Service Innovation

☐ Technology Innovation ☐ Process Innovation

☐ Business Model Innovation ☐ Market Innovation

☐ Other: _____

6.3 Differentiation

How is your product or service different from existing alternatives? Focus on clear benefits for customers and support your answer with evidence where possible. [Maximum 300 words]

6.4 Competitive Advantage

What will help your business remain competitive as it grows? Describe your strongest advantages, such as expertise, technology, intellectual property, partnerships, customer loyalty, cost efficiency or access to markets. [Maximum 250 words]

6.5 Evidence of Innovation

Please attach supporting evidence where applicable.

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07 | ENTREPRENEURIAL CAPABILITY

7.1 Leadership & Management

Why are you and your team well placed to grow this business? Summarise the most relevant skills, experience, responsibilities and strengths of the founder(s) and key team members. [Maximum 250 words]

7.2 Key Achievements

What are your three most significant business achievements to date?

Achievement 1:

Achievement 2:

Achievement 3:

7.3 Business Challenge

Describe one major business challenge and how you handled it. Explain the action you took, the result, and what you learned. [Maximum 300 words]

7.4 Capability Gaps

Which skills or capabilities does your business most need to strengthen? Explain how improving these areas will help you achieve your growth plans. [Maximum 300 words]

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08 | BUSINESS SCALABILITY & GROWTH

8.1 Business Growth Objectives

What do you want the business to achieve during the next three years? Give measurable targets for revenue, customers, jobs, products, markets or production capacity. [Maximum 500 words]

8.2 Expansion Areas

In which areas do you plan to expand your business over the next three years? Select all applicable:

☐ New domestic markets ☐ New customer segments

☐ New products/services ☐ Regional expansion

☐ Export expansion ☐ Digital expansion

☐ Production/capacity expansion ☐ Other: _____

8.3 Growth Strategy

How will you achieve these three-year goals? Describe the main actions, resources, partnerships and timeline you will use to grow sales, customers, markets or operations. [Maximum 500 words]

8.4 Revenue Projection

Year	Projected Revenue (LKR)
Year 1	
Year 2	
Year 3	

8.5 Export Potential

Does your business currently export or have potential to export?

☐ Currently exporting ☐ Export-ready ☐ Potential for future export ☐ Not applicable

If applicable, what is your export opportunity? State the target countries or customer groups, expected demand, readiness, and the next steps you will take. [Maximum 300 words]

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09 | SUSTAINABILITY & GREEN PRACTICES

9.1 Current Practices

What environmental practices does your business use now? Give specific examples and, where possible, measurable results such as reduced energy, water, waste, emissions or packaging. [Maximum 500 words]

9.2 Green Practices

Select all applicable:

☐ Energy efficiency ☐ Renewable energy ☐ Waste reduction

☐ Recycling / circular economy ☐ Sustainable sourcing ☐ Water efficiency

☐ Low-carbon practices ☐ Environmentally responsible products/services

☐ Other: _____

9.3 Future Plans

What environmental improvements will you introduce as the business grows? State the action, expected result and planned timing. [Maximum 300 words]

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10 | ECONOMIC & SOCIAL IMPACT

10.1 Current Employment

Total employees:

Female employees:

Youth employees:

Number of employees with disabilities (PwDs):

10.2 Future Employment

How many new jobs do you plan to create in your business over the next three years?

10.3 Regional Contribution

How does your business benefit the local economy or community? Give examples such as local jobs, local purchasing, skills development, access to services or support for community groups. [Maximum 300 words]

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11 | SPECIAL RECOGNITION

Eligible applicants from both the Emerging SME and Startup categories may be considered for special recognition categories.

11.1 Women Entrepreneur

Would you like to be considered for Women Entrepreneur recognition?

☐ Yes

☐ No

If yes, please provide relevant information supporting your eligibility.

[Long answer / supporting evidence]

11.2 Youth Entrepreneur

Would you like to be considered for Youth Entrepreneur recognition?

☐ Yes

☐ No

If yes, please attach relevant information supporting your eligibility.

12 | FUNDING REQUIREMENT

The programme proposes funding of **LKR 1 million to LKR 5 million per winner**. The final allocation will be determined based on business requirements, development stage, growth objectives, potential impact, business plan and utilisation requirements.

12.1 Funding Requested

Amount requested:
LKR [_____]

Minimum: LKR 1,000,000
Maximum: LKR 5,000,000

12.2 Proposed Use of Funding

Funding Area	**Amount (LKR)**	**%**
Product / Service Development		
Technology / Equipment		
Market Expansion		
Human Resources		
Working Capital		
Export Development		
Other		
TOTAL		**100%**

12.3 Funding Justification

Why do you need this funding, and how will it help the business grow? Link the requested amount to the activities in the funding table and explain why each cost is necessary. [Maximum 500 words]

12.4 Expected Outcomes

What measurable results will the funding deliver? Include targets such as revenue growth, new customers, jobs, production capacity, market entry, product launch or environmental benefits. [Maximum 500 words]

12.5 Milestone Plan

Milestone	**Expected Completion**	**Expected Outcome**
Milestone 1		
Milestone 2		
Milestone 3		

13 | MENTORING & BUSINESS SUPPORT

The programme proposes a structured 12-month mentoring and monitoring programme, supported by a pool of mentors from JXG and CCC.

13.1 Priority Support Areas

Select up to five:

☐ Business Strategy	☐ Marketing & Branding	☐ Financial Planning
☐ Human Resources	☐ Information Technology	☐ Investor Readiness
☐ Market Access	☐ Export Development	☐ Banking & Finance
☐ Insurance	☐ Corporate Governance	☐ Sustainability

☐ Other: _____

13.2 Key Mentoring Needs

What are the three most important areas in which you need mentoring or business advice? List one clear need in each space below.

1. _____
2. _____
3. _____

13.3 Strategic Connections

Which partnerships, networks or business connections would help you most? Explain who you need to connect with and how the connection would support your growth. [Maximum 250 words]

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14 | SUPPORTING DOCUMENTS

Please attach the relevant supporting documents.

Required for All Applicants

☐ Founder / Management Profile

☐ Product / Service Information

☐ Other relevant supporting evidence

Additional Documents – Emerging SMEs

☐ Business Registration Certificate

☐ Audited Financial Statements

☐ Income Tax Return / relevant tax documentation

☐ Copies of existing certifications, regulatory approvals and operational licences

☐ Evidence of minimum three years' commercial operation

☐ Evidence of applications submitted for pending certifications, approvals or licences (where applicable)

Additional Documents – Startups

☐ Proof that the idea works (PoC/MVP)

☐ Prototype or product demonstration

☐ Evidence that customers are interested in the product or service

☐ Evidence of existing customers or sales

☐ Copies of patents, trademark registrations, copyrights, product certifications or regulatory approvals (where applicable)

☐ Evidence of applications submitted for pending patents, registrations, certifications or approvals (where applicable)

Optional Supporting Documents

☐ Marketing plans, promotional materials or other evidence of marketing activities

☐ Awards / Recognitions

☐ Customer Testimonials

☐ Partnership Agreements

☐ Export Documentation

☐ Other Supporting Documents

15 | FINAL DECLARATION & CONSENT

Applicant Declaration

By submitting this application, I/we confirm that:

☐ The information provided in this application is **true, accurate and complete** to the best of my/our knowledge.

☐ I/we confirm that the business meets the eligibility requirements applicable to the category selected.

☐ I/we understand that the information and supporting documents submitted may be **verified** for the purpose of determining eligibility and evaluating the application.

☐ I/we consent to the **collection, use and processing** of the information provided in this application for the administration, eligibility assessment, evaluation and delivery of the "Breakthrough" Entrepreneur Development Programme.

☐ I/we understand that the application may be reviewed by **authorised programme personnel, evaluators, judges, mentors and other parties directly involved in the administration and delivery of the programme**, solely for programme-related purposes.

☐ I/we understand that information submitted will be treated as **confidential programme information** and will not be disclosed to unrelated third parties or used for purposes outside the programme without consent, except where disclosure is required or permitted by applicable law.

☐ I/we understand that submission of an application does **not guarantee shortlisting, selection or funding**.

☐ I/we agree to participate in the programme's evaluation, pitching and related activities if shortlisted.

☐ I/we agree to comply with the applicable programme terms and conditions if selected.

☐ I/we understand that selected businesses may be required to provide information for **monitoring, mentoring and programme impact reporting** during the post-award period.

CONSENT TO SUBMIT

I/We have read and understood the above information, eligibility requirements, declaration and consent provisions, and voluntarily consent to the collection, use and processing of the information provided for the purposes of the National Entrepreneur Development Programme.

☐ I AGREE AND CONSENT

Applicant Name:

Business Name:

Designation:

Signature / Confirmation: **Date:**

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16 | APPLICATION SUBMISSION

Final Checklist

Before submitting your application, please confirm:

☐ I have selected the correct applicant category.

☐ I meet the applicable eligibility requirements.

☐ I have completed all mandatory questions.

☐ I have provided accurate business and financial information.

☐ I have uploaded the required supporting documents.

☐ I have completed the innovation, growth, sustainability and impact sections.

☐ I have completed the funding requirement section.

☐ I have reviewed my application and supporting documents.

☐ I have read and accepted the declaration and consent provisions.