

## **Executive Summary**

PIM Genesis – The Business Incubator a startup itself, continuously thrives to be the master flow of new businesses to support the national economic development. Entrepreneurs passing out from PIM under the MBA programme in Sri Lanka and UAE are increasing year by year. It is a common feature that the business startups facing through numerous odds in its progressions. The business incubation has become an important management tool in providing conclusions, hence the business incubator is the place to nurture such startups providing assistance to proceed with their projects.

The PIM genesis commenced its operations in the year 2015, is the body represents as the facilitator molding the entrepreneurs from PIM to move in to competitive business field, and continues with proper guidance and monitoring to date.

Additionally the long term objective of PIM incubator is to strengthen its vision and create strong entrepreneurship skills projects. PIM Genesis work out events in association with the PIM Alumni, which is the key strength of PIM encouraging students to continue to be together with the passed students association a strong arm of PIM with professionals engaged as active members in the association. As startups via Entrepreneurship skills projects, the coordinators (Authors) implemented the link between the teams of startups for the year 2017, PIM Faculty and the PIMA, which highlighted the relationship of three party positively in the event of Entrepreneurs' LIVE event, training and advisory session to the team and the ESP project Launch event Innobiz 2017. These executions are admired as value additions setting examples and encouragement to the upcoming entrepreneurs from PIM Genesis with a positive mindset creating mile stones at PIM Genesis – The Business incubator Journey.