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September 2019

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THE FOOD ENTREPRENEURSHIP

By Usman Ahmed

Food businesses are the backbone of every local economy. To deliver food to consumers, a complex food value chain extends from farm producers to food consumers and includes production, processing, packaging, storage, transportation, and retail sales. The food industry sustains a significant proportion of employment and income in many small and medium-sized towns throughout the country. According to a recent report, Europe's food industry provides 46 million jobs in 15 million businesses, accounting for 6% of the EU's GDP. Food sector always contributes in the economic development because food is an important component of the economy at every scale, and every city has a food cluster, even if it only consists of the local grocery store. That means that every city can – and should – consider food as part of its economic development strategy. The new communication technologies and infrastructures, like the Internet, have made numerous jobs, and also open the doors for home-based food businesses.

It is the need of the hour to incorporate food technologies and invest in food businesses. We need entrepreneurs who see the love and passion and humanity in our food – where technology isn't to invent new food, but to more efficiently get food to people – without as much waste.

Editor, Startup Insider
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Where food innovators can find help – and money



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EAT SENSIBLY!

O children of Adam, take your adornment at every *masjid*, and eat and drink, but be not excessive. Indeed, He likes not those who commit excess.

- Prophet Muhammad (PBUH)

No age of mankind has ever seen stress as we face today, especially entrepreneurs. Mainly, because pressures are coming from every facet of their lives. This exposes them to many risks; the time they give to their families gets restricted, dealing with relationship issues and along with the innate challenges faced when beginning a new venture. In dealing with these battles, the worst blow comes to their own health and well-being. The fact that becomes the main contributor to their deteriorating health is bad diet.

These conditions lead them to stress eating and other eating disorders. Taking no breakfast, eating junk food and drinking a lot of caffeine are the key ingredients of stress eating. This binge eating causes rapid obesity leading to irreversible damage to the overall human body system, particularly cardiovascular diseases. This pattern of binge eating has roots in their psychological distress rather than natural human nutrition requirement.

There are number of diet plans and other weight loss solutions available in the market. These plans require a lot of effort and money. However, few of them are actually working with very little success rate. The main focus has

to be to improve the food lifestyle of these high powered individuals with limited time on their hands.

In the unsure waters of entrepreneurship, it is only wise to seek guidance from the beacon of light himself; the Prophet Muhammad (P.B.U.H). From his life, we can draw various solutions of these problems. First, **Keep the diet simple**. Prophet Muhammad (P.B.U.H) used to have one type of food at a time and preferred not to mix the foods – this approach would naturally enable an individual to track the eating behavior. Secondly, **always have breakfast** – the Prophet (P.B.U.H) preferred fruits in the breakfast e.g. dates:

"He who eats seven 'Ajwa dates every morning, will not be affected by poison or magic on the day he eats them." (Bukhari 5445)

Then there is a very strong emphasis on the **consumption of milk** for everyone. In the light of the Holy Quran:

"We give you drink from what is in their bellies – between excretion and blood – pure milk, palatable to drinkers."



Lastly and most importantly, always **eat less than the appetite**. Never full your stomach with food rather always keep some room to breathe and that is the big secret of a healthy life. Prophet Muhammad (P.B.U.H) said:

The son of Adam does not fill any vessel worse than his stomach. It is sufficient for the son of Adam to eat a few mouthfuls, to keep him going. If he must do that (fill his stomach), then let him fill one third with food, one third with drink and one third with air.

And,
“The believer eats in one stomach whilst the kaafir eats in seven.” Narrated by al-Bukhaari (5081) and Muslim (2060)

Like in all matters of life, the life of Prophet Muhammad (P.B.U.H) is an example proven and undisputed in wisdom and prudence. Similarly the stated hadiths are strong references and guidelines for improving daily eating habits. Any individual aspiring to stay healthy needs to understand the importance of eating less and as per the requirement. Overeating is strictly prohibited in Islam:

“O children of Adam, take your adornment at every masjid, and eat and drink, but be not excessive. Indeed, He likes not those who commit excess.”

Good health is the greatest blessing of the Almighty and to live a healthy life, healthy food and prudent eating habits are the key. A strong mind and body require mindful choices of the type, quantity and the timing of consuming food. Some wisdom, understanding and the sunnah of the greatest man who ever lived (P.B.U.H) can do wonders that would last a lifetime.

SHOAIB HASSAN IS VIP CONTRIBUTOR OF STARTUP INSIDER.

USE FAILURE AS INSPIRATION

Entrepreneurial story of the amazing Zeeshan Shafquat Malik

In his own words..



The ideation of 'Khyber Dodai' came about from a very medieval and largely misunderstood concept known as 'failure'. My understanding of 'failure' is different altogether. I believe there is no such thing as failure, only new opportunities. We launched Khyber Dodai in April of 2016 but the journey began in 2012. Khyber Dodai is simply a culmination of experimentation, learning and awareness – and failure.

I along with my brother was running 'Café Rooftop' in the most happening locality of Islamabad. The café scene was rising and we

identified a gap in the market beginning with the location pioneering the concept of Rooftop hospitality. We did a remarkable business with Café Rooftop for three years. The average waiting time to be seated was 45 min+. Those were the good days. And like all stories, nothing lasts forever. Haha! The government banned sheesha and soon we started to lose our customers. Everything started to fall apart. We tried to manage our decreasing footfall but nothing honestly worked. Soon we had to shut down due to pounding expenses.

We put a lock on the door and had to let go off all staff.

All those who celebrated us as winners were now labeling us as 'failures'. We did not quit the lease of our location and kept on paying its rental. Our USP was never sheesha; it was always our rooftop location. Today, you see Islamabad sprawling with rooftop eateries, we pioneered this culture and the customers loved it.

Entrepreneurship is simply about one singular concept: 'identifying a problem and fixing it'. Every little experience that we had gained from Café Rooftop was the foundation of Khyber

Dodai. After almost four months we opened our doors to customers at Khyber Dodai. We identified a market gap. Traditionally, shinwari restaurants do not cater to the large audience segment of 'families'. At least in Islamabad, there was no shinwari restaurant before us which provided a comfortable space for families to dine at.

We remodeled the entire place, sought the best kitchen staff, and traveled all around Khyber Pakhtunkhwa finding specialty resources for our cuisine. We opened to a raving customer response at the same location. It has been three years now, business is great – *Alhamdulillah*. I started my entrepreneurial journey when I was 17 as a freelance content writer. Since then one thing led to another and another to another. I have tasted countless setbacks, but one thing that always kept me going was the ethos that if I can do it once, I can always do it again. Running a restaurant is a hard job, but there is nothing easy in life. Everything demands a certain kind of mindset, dedication and willpower to rise stronger when you fall. I shy away when people tag me as a 'success'. I am still that young boy who is true to himself and loves to follow his heart. And I am just starting. There is a long way to go in life.

Failure is not fatal.

THINK BIG, START SMALL

From a Shell Select Shop to a Capital's Premium Hangout Place; **Burning Brownie**

By Farooq Ahmed



Ammar Mumtaz, the founder was also the drummer for a local rock band. He sold his drum kit and raised the initial investment for his venture 'Burning Brownie'.

Those who grew up in Islamabad from 2008 till 2012 will remember the deliciousness of homemade brownies at Shell Select in F-7. The cult sensation is Burning Brownie. It opened its doors to the devoted followers and beyond, in the form of a warm café in 2013.

What started off as a casual baking experiment is now a full-fledge eatery in the upscale F-11 Markaz.

Ammar Mumtaz, the Owner & Conceptualizer... he's doing it the funky way! Ammar is a connoisseur by nature and an entrepreneur by heart. He was also the drummer for a local rock band (this guy is interesting!). He sold his drum kit and raised the initial investment for his venture.

Initially he researched and baked for his family and friends, who in turn would purchase his goodies on the special occasions. The word

of mouth was slowly and gradually increasing. This motivated him to take some risks. He started working from home, sleeping for only 3-4 hours. Burning Brownie officially launched on Facebook in 2009. Ammar was then approached by Shell Select in F7. The 1st month sale was loss! The 2nd month was crazy loss! But this didn't stop him. He enjoyed his first profit in the 4th month. By the 5th month, he started

customization. And by the end of 8th month, Ammar was finally making good money burning them goodies. During all this time, he was straightening the systems for his business. The café menu is simple and delectable; 4 kinds of cakes, 6 pastries, brownies, cupcakes, éclairs, cookies and coffee. Legend has it, that their cheesecake is the best you'll ever find in the Capital!

Ammar uses imported chocolates such as Belocade, Callebaut and Valrhona, for his cakes.

Interestingly, only 8-10 people work in the kitchen and the good ol' word of mouth is their only marketing tool (and yes, the occasional Facebook). When it comes to customized cakes, Burning Brownie is one of the busiest and best-selling bake shops in the twin cities! Burning Brownie also caters for the American, British and Australian embassies.

Currently, Ammar is all set to scale it up in the multiple locations. With such dedication and passion for his brand, we firmly believe that this young entrepreneur has got a long way to go. Startup Insider wishes Ammar Mumtaz all the best for his future yummy endeavors.

Go ahead, burn them brownies!

**FAROOQ AHMED IS A
STARTUP JOURNALIST & THE
CORRESPONDENT**

JAANGLOOS - AN INSPIRING STORY

Muhammad Ali Subhani is the founder of the concept of rabbit meat in the mainstream market of Pakistan. A start-up that introduced rabbit farming to a new market with the aim to promote healthy living with better food options.

In the hot streets of summers in Pakistan a young child was happily frolicking – he was not playing with toys, but a few kittens trailed along skipping merrily behind him. The child had eyes curious as that of a bird and his senses as sensitive as that of a hare. He was charmed by nature as he charmed the dwellers of nature herself.

That curious child, befriending the baby animals grew up to become a knowledgeable and sensitive man with a keen interest in the wildlife. His inspiration was the great wild and he sought serenity from the concrete jungles in the havens of God's jungles full of wonders and countless blessings. Not only did he enjoy the bounties of nature himself, but possessed an urge to spread this love to others. He sought to pull out throngs of people from the hustle and bustle of cities and to steep in the peace of nature and learn from the animals who have taught many generations lessons of being.

One fine day, as the young man sat in his home sipping a hot cup of evening tea he heard a hue and cry outside. Rushing to the streets he asked a bystander what had happened. The young boy turned with

horror in his eyes said that the men had found a snake in the house up the street and were going to kill it. Without blinking an eye Ali rushed forward and sprinted to the house and yelled "WAIT!" – he panted "Wait – let me see what snake is this." With that he pushed forward and saw the animal awaiting its fate. He quietly approached the snake and sat still for a while. He then turned to the local men and explained that the snake was harmless. He petted the frightened animal and showed everyone how to identify using the marking on the skin of snakes harmless and harmful species.

Stemming from this incident – Muhammad Ali, realized the growing trend of people's interest in these creatures. The animal whisperer possessed an enterprising nature as well. Harnessing his unique core strength of knowledge of animals, he began a small venture of selling these reptiles. However, this cycle did not prove very profitable. Keen to work with animals he shifted to a business of birds breeding and selling birds – unfortunately this risky business was not successful either. Remaining true to his nature of being resilient



– he sought to craft something out for himself holding on to his strength the whole time – his knowledge and interest in the animal world.

He began to research the local markets for what interested people and why. He delved deep into the social norms, habits and health trends of our society and came across a possibility. He realized that people were now becoming conscious of their health as issues of cholesterol and heart disease were spreading like epidemics. An idea hopped into his mind "Rabbits!" Globally, rabbit meat is considered one of the healthiest protein options with very low fat-content and a unique taste with versatility to be prepared and cooked in many ways. He fell into this idea with heart, mind and soul. Researched, studies and planned – so deeply that he studied the anatomy and scientific physiology of rabbits along with the species found locally.

Thus, "Jaangloos" came

into being. A start-up that introduced rabbit meat to a new market with the aim to promote healthy living with better food options. Muhammad Ali Subhani is the founder of the concept of rabbit meat in the mainstream market of Pakistan. Over time, "Baba-e-Khargoush" (Father of Rabbits) had developed his meat venture to an entertainment company where they provide catering, hunting parties and door-to-door provision of unique meat – low-fat meat had now a greater variety in camel, quail, duck and seafood along with their famous rabbit. Muhammad Ali works with a keen sense of responsibility that he must contribute towards the society and has increasing influence in the trend of rabbit farming in Pakistan – thereby creating opportunities for wealth creation for his fellow country-men.

QAISAR IS ASSOCIATE EDITOR AT STARTUP INSIDER.

CAFÉ BUENO - A JOURNEY OF HIGH QUALITY AT IIU ISLAMABAD

Recently with the approval from the IIUI management, an authentic café/food point by the name of Café Bueno has been established by a startup company incubated at IIU Business Incubation Center.

By Engr. Usama Bin Mansoor



Islamic University Business Incubation Center (IIU BIC) prides itself in supporting the development and growth of newly formed and emerging companies by providing budding entrepreneurs with a selection of proactive concentrated guidance, value-added support, and access to critical tools, information, coaching, training, networking opportunities, resources,

and services with the main goal of producing successful firms that will leave the program financially viable and freestanding.

Recently with the approval from the IIUI management, an authentic café/food point by the name of Café Bueno has been established by a startup company incubated at IIU BIC. The main idea for this café is based on providing

students and university personnel with unique food in a hygienic environment and at affordable prices.

The food items being sold here are high end and high quality in one of its kind environments to university staff and students. The business idea focuses on the concept of a kitchen-less café in the university which allows better functionality and operations. It is also a viable

solution as money is saved, space is better utilised and an ambient atmosphere is provided.

The business strongly values corporate social responsibility through developing networks, creating jobs and providing opportunity to talented people who have limited resources, to become visible in the market. The first step Café Bueno has taken is to engage home based food vendors who supply freshly made items on a daily basis. In addition the café aims to provide products based on seasonal changes to ensure the customers convenience and satisfaction according to the weather.

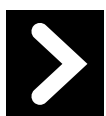
With constant changes in environment and people's lifestyles, the founders of the startup are engaged in raising awareness on environmental conservation and also promoting a better lifestyle. And it doesn't end here; Café Bueno has a long term entrepreneurial vision of developing a sustainable brand through its core values and value added concept which will increase business activity and help people in the community realise their dreams.

ENGR. USAMA BIN MANSOOR
IS ASSISTANT DIRECTOR IIU
BUSINESS INCUBATION
CENTER ISLAMABAD.

FOONA REVIEW APP

foona Review™ caters to all your foodie needs with the best app features for your ease anywhere in Pakistan

By the Founder (Zohare Haider) - In his own words...



Foona aims to become the communication layer between restaurants and consumers by helping them discover one another through intelligent use of technology, marketing, and content.

Imagine if HuffPost and Netflix met, fell in love, and had a baby that could recommend great food and the places to eat using knowledge of your preferences and great content to match.

foona is a content and technology platform that powers eateries, consumers, creators and delivery logistics.

Using high-quality content and predictive analytics, foona serves its users with relevant information to empower better decisions on what to eat and

from where.

People value time the most, even when they don't realize. Studies suggest that we are starved for it and seek to shave every minute from routine to squeeze out quality moments doing things we love.

Eating is not just an essential, it should be savoured as often as humanly possible. Choices shouldn't be limited to the same 3-5 options, or suffocated by multitudes of opinions dominating facebook food groups, or distracted by the many

popular influencers pushing burger brands that pay best, or limited to only the biased preferences of those opinions we trust the most of family and friends.

When you spend so much of your life developing tastes for great food, technology should help by saving that valuable knowledge and providing you with the best of what you already know, when it matters the most.

Storing and sorting that knowledge is difficult with everything that occupies our minds. If only there was a way to capture, store and access that knowledge with intelligent technology.

Our vision is to build a content database of and for eateries that make food discovery not only better but personalized and truly unique to each user, coupled with our original video content that catalyze real user generated content sharing their food experiences, pushed through our vibrant social community.

Milestones:

- Early-stage with an MVP app on iOS, android to follow later in 2019, listing over 2,000 eateries from across Pakistan
- Graduates of NIC Karachi's first cohort
- Recruited Co-founder CTO to join with equity
- Early Revenue through Partnerships + Services for eateries
- ~3 mn people reached through original video content collaborating with

over 40 eateries

- Grown to 106K+ Social Media community
- Winners of 2018 of #UberPitch (provincial - Sindh)
- Ranked Top 12 at Momentum Tech Conference 2019
- Semi-Finalists SheLovesTech 2019
- Paid Collaboration with Eat Mubarak (ongoing)
- Enrolled in Y Combinator Startup School

As an entrepreneur you have to stay focused no matter what and silence the doubts with results. Use the platforms and resources available to you and build a startup that has an impact.





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**one cannot
think well,
live well, love
well, sleep well,
if one has not
dined well.**



- VIRGINIA WOOLF

35 SMALL BUSINESSES YOU CAN RUN FROM YOUR HOME

EDITOR'S CHOICE



In our last month's issue, we gave you 12 business ideas that were quite practical for you to give a shot at, however, if you were not able to find the right resources or expertise or if it just didn't appeal you enough worth taking a risk for, no problem. This time we are back with 12 more ideas and business plans that you can start up from home and it can surely give you a lucrative career if done the right way! Feel excited

already? Yes, me too! Let's see what those ideas are with their lowdown, too!

13 . BUSINESS CONSULTANCY

Have you spent a lot of years in a specific business sector or industry? Well, that might benefit you while you are in between jobs or planning to start working from home. Business consultancy has evolved to a great extent in the past few years, with more

and more people offering their services and experience to new business owners, entrepreneurs, etc.

If you have some sort of experience with a particular job role or industry, you can list yourself as a business consultant and get paid projects to assist organizations or owners regarding a specific task at hand – eventually, adding to your resume with more experience to your field of work.

Pros:

- Your experience can be put at good use
- Helps to build up a strong profile even without a regular 9-5 job
- Helps to develop strong professional relationships and PR
- Business consultants make good money in this modern corporate era

Cons:

- Unreliability factor – at times consultants face issues

with organizations that do not pay on time

- Unlike your previous employer, you won't be getting any fringe benefits, health insurance, etc. For someone who has worked a white-collar 9-5 before, this might be a sign of concern

14 . PHOTOGRAPHY

"Hey man, you know how to take a good picture!" – Ever heard this or a similar compliment from someone in your family or friends circle? Well, guess what, if you are good at photography and find it interesting, you can make actual money! You might have seen a lot of Instagram influencers and bloggers these days with their photography portfolio on their respective profiles. If your work is good, your followers will increase and if it reaches a decent number, you might start to get paid regularly.

Apart from this, you can even get started with a simple Wordpress website of your own with your portfolio listed on it – regardless whether you're a wildlife photographer or someone who likes to cover weddings and other events. If you can advertise yourself through an effective marketing channel, you surely can start getting small gigs and grow over time.

Pros:

- This is more related to art
- if you can get the ball rolling on something relevant to art, remember, at some point it gets priceless
- Easy to start with – you don't need anything more than a DSLR and a social media account to kick-off

Cons:

- Competition is too high – social media platforms have paved way for a lot of photobloggers to portray their work free of cost
- In this modern tech era, people are starting to get access to high-quality cameras even on their mobile phones. At some point, you might need to invest a bit more in your professional equipment to stand out from the rest

15 . LIFE COACHING

Ever watched those motivational speakers giving life coaching sessions on TED Talks videos over YouTube with that many hits? Well, it might take some time and real effort to get to that point, however, getting started with your own YouTube channel with similar life coaching sessions is not that hard. You will see a lot of social media personalities, print and digital media motivational speakers, columnists, anchors, etc., who have earned success in very little time with these mentoring videos.

All of us have gone through experiences in our lives and learned our lessons in our ways. The only real challenge in this field is the fact whether you're ready to share yours with the world or not.

Pros:

- You do not need anything to get started here – just your life lessons and that's about it!
- Helps you gain immense confidence and exposure once you start interacting with your listeners and students

Cons:

- Not all followers are there to appreciate your sessions – in this line of work, you will get a lot of negative and even hateful comments since everyone might not resonate with your words and at times extract something quite opposite to what you were trying to say
- As compared to other types of bloggers and social media personalities, life coaching speakers tend to get following at a relatively slower pace

16 . VIRTUAL ASSISTANT

So have you been a good administrative employee in your previous job? Or a secretary who knew the whole organization inside out during your entire tenure? Well, good for you as you might now be able to get to be a home-based assistant for your client and get a decent monthly salary as well.

In today's fast-growing freelancing world, a lot of employers want to hire offshore assistants to manage their work and busy schedules – this gives them a peace of mind and also saves unwanted overheads like office space, work station, etc.

Pros:

- Good, regular income that can be fruitful especially when you are in between jobs
- If you do get a couple of clients on a long-term basis, you might not want to go for a 9-5 anymore

Cons:

- These sort of jobs do get monotonous after a certain period with no real

challenges or personal growth

- The opportunity costs involved here might be too great to not pay attention to

17 . INTERNET SECURITY CONSULTING

Time and again we keep hearing about those cyber-attacks in various business sectors globally, causing a lot of financial and non-financial losses to the corporate sector and end-users as well. To deal with these internet threats, recent trends have shown us that firms are investing more and more in making sure their systems are made as secure as possible. As a direct result of this, the demand for internet security experts has gone up.

If you know how to assist an organization with better internet security systems to prevent hackers from penetrating their security networks, you're in for a well-paid home-based work opportunity that can give you a lot of room to grow and help your CV!

Pros:

- If you can get renowned organizations on-board with your consulting services, this is directly going to help your resume!
- Helps you to grow your skills and keeps you up-to-date with all the latest internet threats, spamming, anti-virus software, etc.
- If you prove yourself and your expertise, organizations tend not to let go of people with such skillset

Cons:

- Most IT-related jobs and tasks might require teamwork regularly
- Working as an IT expert

from home might not help you get the necessary technical PR that your career might need at a certain stage

18 . CALL CENTER REP.

Now, this is something you might have heard a lot of people going for! Well, usually it's a 9-5 job that requires you to travel some distance to reach your workplace. In this modern era, you can get your ball rolling by offering your call rep services while staying at home with ease and comfort.

The best part here is the fact that with time you and your client will develop mutual trust and a healthy work relationship, eventually allowing you to get more work magnitude and a slight possibility to hire your team when the workload gets bigger.

Pros:

- Opportunity to establish a remote team that can yield great profits for you in the long run
- Hassle-free setup – you just need a laptop, good internet connection and a headset

Cons:

- At times, home environment might not be too suitable for call center services due to frequent interruptions and noisy atmosphere
- You might not be able to get effective training and refresher programs at home to enhance your call center rep techniques and skills

19 . DIG MEDIA INFLUENCER

Now, this is something that

you hear about every day these days, don't you? In recent times, the trend of being a social media influencer has gone up, with more and more individuals investing their time and effort in getting the necessary attention to be able to increase their profile followers – eventually reaching to a point where they start making good money.

As exciting as it may sound, being a social media influencer is easier said than done. You need to have rich, quality content or be innovative and creative that catches the public eye. However, once you achieve a certain level, then you're in for some serious business!

Pros:

- You can come up with literally 'anything' to be a social media influencer. Your idea just needs to be properly sorted out and executed and you're good to go!
- You can start earning regularly as soon as you start to get a decent amount of following your social media profile
- You can get paid partnerships, brand representation campaigns, advertisement campaigns, etc.
- Once again, quite easy to start up with – you just need to come up with something catchy and make sure it is portrayed in a nice way

Cons:

- Takes a lot of time to reach a level where you're in for serious money
- It requires a lot of time investment as you need to be active more than you might want to

20 . AMAZON/E-BAY SELLER

These days a lot of people are getting into the online reselling business by investing a very little amount of money in platforms such as eBay and Amazon. The game is quite simple here – purchase products from manufacturers and resell them at a low or a high price, depending upon the competition levels and overall demand of that specific product.

Although you might not get those good deals in the initial stage – since you will be new to the whole mechanism of online buying and selling over such platforms, you might have to play it safe during the early days. For example, buying items having low competition and reselling them at better prices.

Pros:

- Online reselling business is something that can expand to a well-established setup in the long-run
- The setup might require very little investment

Cons:

- Little investment is still an investment
- Reselling items that have somewhat good competition might not give you good results in the initial stage
- You need to stay updated about the products that are being listed by the sellers all the time, to be able to find the products that can be resold at good prices

21 . CLOTHING DESIGN

Keeping in view the South Asian societies and countries like Pakistan, India, Sri Lanka

Bangladesh, etc., where a good number of women are housewives with not as much work opportunities as men have, the clothing business can work. From designing to adding the cultural flavors of embroidery, this can be set up at home with offshore tailors who are usually keen to work with you regularly.

Depending on your local socializing and networking skills, you can generate good revenues if you know the tricks of the trade and cost-saving techniques. Later on, this business can be expanded to a retail outlet or an online e-store where your sales volume can rapidly increase.

Pros:

- Horizons are great here, only if you decide to work smart instead of working hard
- A good option for women of eastern countries
- Profit margins are good

Cons:

- Not recommended for introverts – if you do not have a nice social network in your area, selling clothes from home can be a challenge
- Might need some sort of investment initially

22 . PERFORMING ARTS INSTRUCTOR

So you think you can dance? Sing? Play an instrument? – Cool! Now you can make a decent living out of it. Create your own YouTube channel and start giving out tips or even basic lessons to help youngsters out there who are relatively new in it.

Initially, you might not be getting anything out of it.

However, if you are regular with your account and your followers are getting regular, quality content via your channel, you'll be soon making money over something that you love doing! Does it get any better than this?

Pros:

- You can make a decent earning over something that interests you
- If your channel gets good hits, your talent might be put at better use when someone important notices your channel and might make you an offer you can't refuse!
- You can set up online classes and at some point, start charging for these lessons or sessions

Cons:

- You need to have a special skill to be able to do this
- Mediocrity might not get you anywhere as there are a lot of performing arts instructors and coaches out there already

23 . HEALTH AND FITNESS BLOGGER

Are you a health and fitness freak? Have been hitting the gym for quite some time now and know the tips to have a perfectly shaped body? Forget about the boring 9-5 you've been looking for... Next time you go for your training session, just make a video and upload it to your Insta account or any other social media platform.

There has been an increasing trend of health and fitness bloggers in recent times, with paid partnerships and sponsored advertisements being offered to the ones

with good following to their respective accounts. Just share your workout routine with your followers and in some time you might be able to get good hits on your posts and videos.

Pros:

- Creating your own fitness blog can be physically beneficial for you as it gives a lot of motivation for you to stay in shape
- Fitness bloggers get paid advertisements and sponsorships more frequently than other types of bloggers do
- With no extra resources needed to start up, you can start with it right away!

Cons:

- Requires time and active participation as your followers might have a lot of technical questions that need to be answered frequently
- High competition
- Conservative or religious societies might not encourage women to get into this

24 . DAYCARE

Finally, something for the cool moms and housewives who find it hard to get into the mainstream line of work or startup with a home-based business with all the household activities they need to take care of. Home daycare services have seen rapid growth in the past few years, with more and more women offering daycare to children and making a decent income.

The best part is that once you start having a good number of kids, you can expand and may hire a nice

little place for this with added staff to take care of the workload. Eventually, this can be done on a bigger level with a more steady income.

Pros:

- A good option for stay-at-home women and housewives, specifically in countries like Pakistan, India, etc.
- Easy to start with - No advertisement or marketing expenses needed. Neighborhoods, relatives and close friends can help you kick off with a few kids heading to your daycare each day

Cons:

- Limit to professional growth and the opportunities these women might miss out on due to managing kids every day
- Even if you love kids, this job might get monotonous and boring at some stage
- Low-income generation in the initial stage

CONCLUSION

Where there's a will, there's a way - That's what you need to tell yourself when you're in between jobs and contemplating about how to put good use to your skills and experience that you have gained in your career so far. You need to know that there is always a lot of things that you can do, with zero or little resources needed. Just do what you love, and do not rush into anything. We gave you 12 ideas last month, we gave you 12 more in this issue. Still, if you're unsure, that is all right. Do not force yourself into something that you are not interested in. We will be back with 11 more next month... Stay tuned and keep shining!

To be continued...

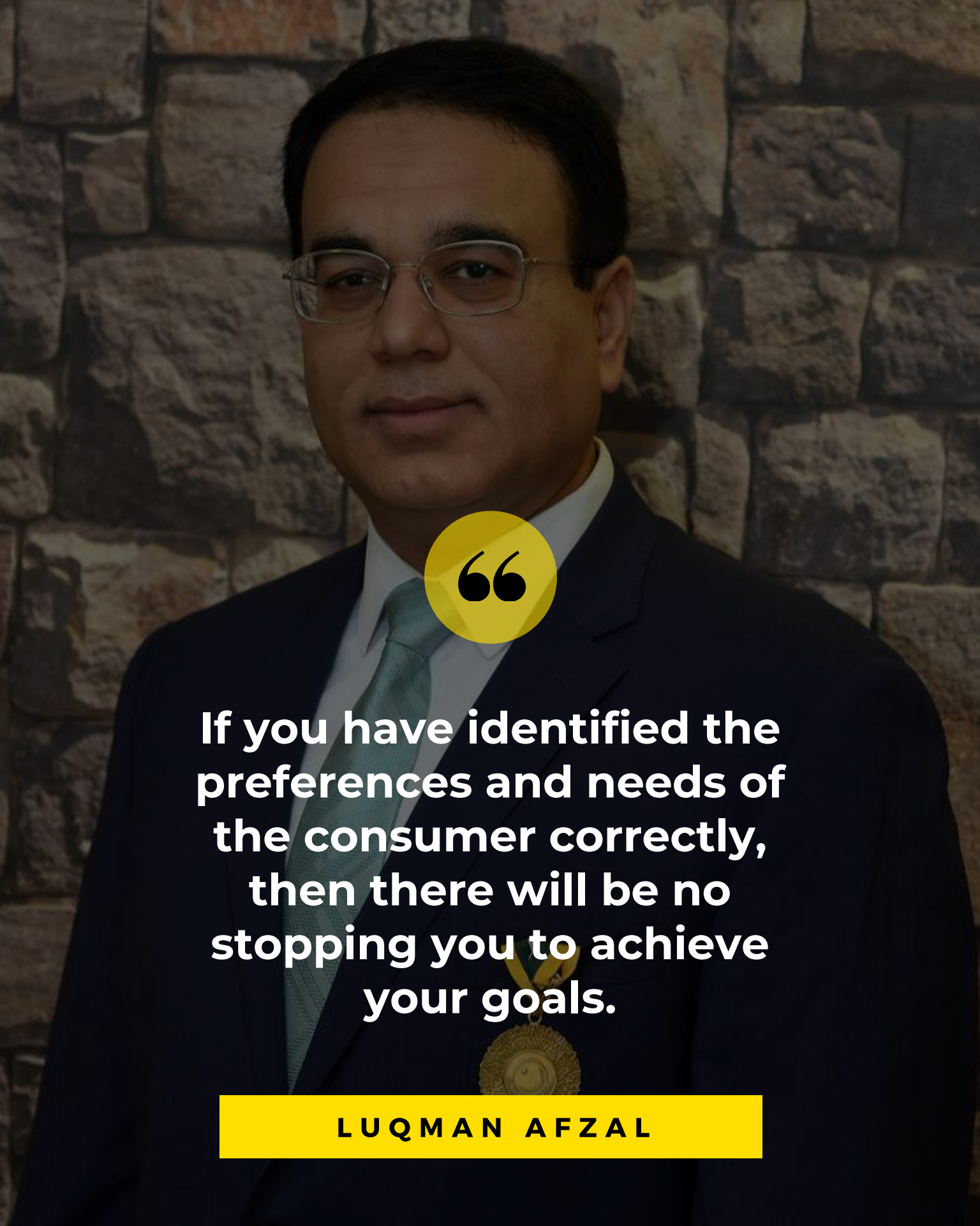




Since 1969

*Enjoy the top
flavor of Fru Top*



A portrait of a man with dark hair and glasses, wearing a dark suit, white shirt, and light blue tie. He is standing in front of a stone wall. A yellow circular graphic with a quote symbol is positioned over his chest.

“

If you have identified the preferences and needs of the consumer correctly, then there will be no stopping you to achieve your goals.

LUQMAN AFZAL



Luqman Afzal is a LUMS graduate from the BSc class of 2002. He graduated with a major in Economics and minor in Social Sciences. During his time at LUMS, his entrepreneurial spirit was nurtured and to date he has continued to cultivate his zest for entrepreneurship. He is the founder and CEO of The Monal Restaurant in Islamabad which has become an iconic tourist attraction. In this exclusive interview he talks about his journey, from managing a student convenience store at LUMS to establishing a fastest growing fine dining restaurant in Pakistan. As a result, he became the first Pakistani to be awarded a Pride of Performance award for 'entrepreneurship' in 2019.

You may think that the success of established companies is the most vital factor in the economic development. However, you should not underestimate the importance of entrepreneurs in the economic growth. They start up fast-growing businesses that create around twice as many jobs as established companies. Luqman Ali Afzal is one of those entrepreneurs in Pakistan who created more than 3000 jobs in a very short span of time. His first entrepreneurial venture launched almost two decades ago when he borrowed money from his father to buy the shares of LUMS Khoka (student convenience store) and scaled it up to one of the fastest growing restaurant brands in Pakistan - **The Monal**.

As the popular saying goes, "Food brings people together on many different levels. It's the nourishment of the soul and body." How well you contribute to the nourishment is the whole essence of it.

According to a private media in 2015, Luqman Afzal said, "It still seems like yesterday, though it has been 14 years, when I asked my father for money to buy the LUMS Khokha Inc shares. Buying shares of this facility and operating it for 18 months provided me with my first practical exposure to the real world of business, very early in life." In June 2005, Luqman decided to bid for a project in Islamabad which ultimately changed the course of his life.

Entrepreneurship is not just about famous faces though; here is the entrepreneurial success story that has not hit the headlines yet but is no less impressive as a result.

LUQMAN AFZAL: BEATING THE ODDS

By Usman Ahmed



“ I have always preached that listening to your customer and doing exactly in accordance with the demands of the customer should be the most important job for a business owner. As such, I kept my eyes & ears wide open for “customer feedback”.

This story belongs to an entrepreneur, an influencer, a teacher and most importantly a Pakistani.

It was fall of 2000, when a young undergraduate from Lahore started his entrepreneurial journey by acquiring the maximum number of shares of a student-run convenience store in LUMS. At that point, he was an amateur but was willing to learn anything and everything about the business. So, he ran the venture for the next 1.5 years and in the process gleaned hands-on knowledge and laid a foundation for a great story. Little did he know, he would

be changing the course of the Pakistani restaurant industry – and soon would be celebrated as one of the few modern honored and homegrown entrepreneurs of the country.

The founder of MONAL tells his stellar tale of success, shrewdness and finesse...

It was the end of my second year of B.Sc. in LUMS, when I acquired that much sought-after student run convenience store – aided by an angel investor – my father. The inspiration was to have an on-ground experience of

entrepreneurship and credit goes to my university for providing such an opportunity. It was my first venture and till date, whatever I have learnt, the credit goes to the “Khokha Inc.” The main USP of the store was to provide variety of food items tailored to the need of the students. I grabbed the opportunity to learn several lessons for life and I applied them wherever I went and now I am running a chain of restaurants in Pakistan. The foundation of my success rests in the lessons I learnt through that time of pure grunt work. My first lesson: **“Understand consumer behavior and harness customer preferences”**. Today, MNCs

are spending billions of dollars to understand the consumer preferences and monitor their attitudes towards products and services. This essential tool, I learnt long time back when I used to go out with my friends and actively identified the motivations for selecting a particular brand or a product. This purposeful observation of those value generating motivations, I used to replicate in the store. I provided the best products out there in the market along with the concept of customization. This gave the customers liberty to design their own burgers and customize their own shakes! Me and my team always believed that the customer was the center point to success. Bottom-line: if you have identified the preferen-

ces and needs of the consumer correctly, then there will be no stopping you to achieve your goals.

I charged my consumers with a margin of not more than 15% with a promise of fresh products. Next thing, customers were flowing! Keeping the principle of **“Good Quality at a reasonable price”** upheld, after 2 years when I sold that store, its goodwill had increased by five times. This principle, in my opinion, is the best marketing concept out there because nobody wants to pay more than the value that they are perceiving. Be it convenience, quality or cost-effectiveness – it is all in the perception held by the customer. The model where we provided guaranteed fresh food from the hottest brands in the local markets at the convenience of purchase from within the campus kept the customers rolling in. A little higher price was perceived as value equated with convenience – the core purpose of the store! This lesson I have replicated at the Asian Wok. There, you will be served with bottomless mint margaritas followed by complementary crackers and then at the end of the meal a cup of fresh green tea – all on the house within the price of the meal. Thus, the perception created when you offer, you offer something extra to delight the customer, you exceed the value in the mind of the customer. This automatically

creates a word of mouth – the best advertising tool there is!

I have always preached that listening to your customer and doing exactly in accordance with the demands of the customer should be the most important job for a business owner. As such, I kept my eyes and ears wide open for **“customer feedback”**. Like any university, we at LUMS had our roll numbers as our email addresses. I was always available for the students on the email constantly even if I could not be reached on my phone. They shared constant feedback about hygiene, quality and service of the store; this helped me to improve a lot. Expanding on this very concept, now we have a formal program of ‘Mystery Shopper Program’. There are more than 800 families registered in this program. It helps us to receive the first-hand feedback from our respondents to enhance the quality of the products and services.

Tides have changed and now I am teaching where I learned it all. At LUMS in a course that I am teaching, I always tell my students about what I call the **“6 months back-up plan”**. It is very important to note that businesses do not bring money right away as soon as you are done with the inaugural ceremony. It takes time to establish a good name in the market. So, if someone is starting a new business then they need to be mindful of having a working capital of at least six months to meet any kind of the unforeseen circumstances. It is a cluttered world and to cut through all that key is to be focused on the strengths and **“keep it simple as much as you can”**. We can see it

happening in the Islamabad eatery scene. Today, people are coming up with unique selling ideas to sell their products and offering only specialties at reasonable prices. People are realizing that it will save them money, big kitchens, huge teams along with other logistics and supply chain dramas if they remain minimalistic and focus on the

and solely focus on providing the best experience to the consumers.

Business Excellence is an ongoing process and consistency is the key to grow. One very important thing for all the new entrants in the food service market is to “never indulge in any controversial or anti-health activity”. It is not advisable to gauge succe-

provides meals to various schools. Its essential to share what we gain from the society with the masses who are far less fortunate.

To conclude, the last thought that I would like to share is that research is very important before starting any type of business. Aspiring individuals must know the rules and laws, Government



I HAVE ALWAYS BEEN OF THE VIEW TO DEVELOP IN-HOUSE LEADERS RATHER TO BRINGING SOMEBODY OUT OF THE COMPANY AND SUPER-IMPOSE THEM ON THE TEAM. I HAD A TEAM OF 4 PEOPLE IN LUMS AND TODAY THESE GUYS ARE THE GENERAL MANAGERS IN MY COMPANY.

strengths. I have always supported developing in-house leaders rather than bringing somebody out of the company and super-imposing them on the team. I had a team of 4 people in LUMS and today these guys are the General Managers in my company. One of them was a dishwasher and now, he is heading a team of 450 individuals. As there is a saying that you keep your employees happy and they will take care of your customers. So, **“financial growth of the team”** is very important for the business to sustain properly. They will not be satisfied unless and until they feel comfortable with their financial growth when the business is booming, let it be monetary or in any form of any other benefit.

“Department Segmentation” should be clear and responsibilities should be mutually exclusive. Specifically, in the restaurant industry, operations department holds the main responsibility to serve the customers as they are directly involved with them. So, they should not be worried about any other responsibility of the business

ss with money because at the end of the day if you have a lot of money and not a single drop of peace then what is the good in it?

My main motivation behind my work is not money but the 3000 families who are getting their livelihood from the business. It gives me great happiness when I add some value to the customers’ experience on their special days and occasions. It satisfies me when I see my people developing and growing. The pinnacle of success is that my staff takes pride in being part of **MONAL**.

The last lesson that I would like to share is the most important **“Give back to the society”**. We are planning to open a charity hospitality school. It will function as a full-fledged boarding school including both meals and accommodation – we will accommodate 100-150 students in the first phase. The main aim is on capacity building through coursework as well as practical training. I do not advertise it but we have a fixed percentage of sales that goes to a charity hospital that we run back in our village. We are also running a foundation that

departments and other stakeholders that are involved. Knowing as much as possible is key to a stable beginning.

In these times, it is not just about the food. It is a whole experience that we are selling. So, it is a set of services including every touch-point where a consumer will experience your business and its offering – so being in the food business is so much more than just the plate that comes in front of the customer.

On Team Building

The company presently employs 3000 people, which I consider my biggest achievement. The most interesting fact is that the Monal Lahore’s team is being headed by the same person who used to warm pizza slices, and Islamabad’s team is being headed by the person who used to be the cashier at the Khokha at LUMS. I am proud to have groomed people to hold higher positions.



Lighter Side..

My favourite quote is:

"We are what we repeatedly do. Excellence, then is not an act, but a habit" *Aristotle*

My favourite movie is:

The Game

I am energized by:

Spreading knowledge and skills keep me motivated.

I recommend reading:

"The Prince" by *Machiavelli*

“

IN MY HEARTS OF HEARTS, I DON'T CONSIDER THIS PRIDE OF PERFORMANCE AWARD MY OWN. THIS IT IS MEANT FOR MY PARENTS. SPECIALLY, FOR MY FATHER AND MY TEACHERS. IT IS FOR THEM. MINE WOULD BE WHEN MY KIDS WILL COME TO ME WITH SOMETHING THAT I CAN BE PROUD OF. THAT WILL BE MY '**PRIDE OF PERFORMANCE**'.

6 Months Formula

Tides have changed and now I am teaching where I learned it all. At LUMS in a course that I am teaching, I always tell my students about what I call the "6 months back-up plan". It is very important to note that businesses do not bring money right away as soon as you are done with the inaugu-ral ceremony. It takes time to establish a good name in the market. So, if someone is starting a new business then they need to be mindful of having a working capital of at least six months to meet any kind of the unforeseen circumstances.

Entrepreneurs are frequently thought of as national assets to be cultivated, motivated, and remunerated to the greatest possible extent. Great entrepreneurs have the ability to take risks and change the way we live and work. An entrepreneur is an individual who sets up and grows a business. A child who sells lemonade in front of his house for a profit is an entrepreneur just like a wealthy businessman who decides to invest millions into a new venture or a small startup company. Entrepreneurs also affect the economy positively by inspiring others to achieve.

In tough economic times, entrepreneurship and innovation are more important than ever as companies and businesses continue to battle in an ever-

crowded market place. It is encouraging to see Government of Pakistan added 'entrepreneurship' category in its highest civil awards, 'Pride of Performance' that honors and celebrates the annual achievements of successful entrepreneurs of Pakistan.

At Startup Insider magazine, our team members work with many young, dynamic and growing businesses and sponsoring these success stories is our way of showing support for the entrepreneurs who push their businesses through adversity to succeed.

USMAN AHMED IS FOUNDER OF ENTREPRENEURSHIP DEVELOPMENT INSTITUTE AND STARTUP INSIDER. HE SERVES AS THE CONTRIBUTOR AND EDITOR IN CHIEF.

راولپنڈی (2019ء) میں ہونے والے قرآن کورسز

ONE-YEAR COURSE

EVENING

STARTS 24 JUNE

MONDAY-FRIDAY

5:45 TO 9:15 PM

تعلیم یافتہ خواتین و حضرات کیلئے قرآن کی سمجھ حاصل کرنے اور اس سے متعلق اساسی علوم (جیسے عربی گرامر، اصول حدیث، سیرت النبی، تجوید) سیکھنے کیلئے ایک جامع کورس

2 فیض آباد کیمپس

Faizabad Campus, H # 31/1 Faizabad
Housing Scheme, I-8/4, Islamabad
Contact # 0333-5354500

1 گلزار قائد کیمپس

Quran Academy, House 1, Street 1,
Main Airport Rd, Mangral Town, RWP
Contact # 0311-5354500

MODULAR COURSE

EVENING

STARTS 24 JUNE

MONDAY-FRIDAY

3 MONTHS

ایک سالہ فہم القرآن کورس کے نصاب اور مضامین کو تین ماڈیولز میں تقسیم کر کے پڑھایا جاتا ہے۔

3 راولپنڈی کینٹ

Al-Huda Masjid, St # 24A,
Allama Iqbal Colony
(Peoples Colony)

Contact # 0300-5050295

2 اڈیالہ روڈ

2nd Floor, Mumtaz Plaza
Khawaja Corporation
Chowk (Opposite
Cake Kitchen Bakers)

Contact # 0321-5159579

1 بحریہ ٹاؤن

Civic Center, Bahria Phase 4
Flat # 5, 4th Floor,
Building 44-A
(Besides KHIVA Restaurant)

Contact # 0335-4402686

5:45 TO 9:30 PM

6:30 TO 9:00 PM

6:00 TO 9:30 PM

WEEKEND COURSE

MORNING

STARTS 22 JUNE

SATURDAY-SUNDAY

9:00 AM TO 12:00

تفسیر القرآن قرآن حکیم کا متفرق کتب تفاسیر کی روشنی میں مطالعہ

2 فیض آباد کیمپس

Faizabad Campus, H # 31/1 Faizabad
Housing Scheme, I-8/4, Islamabad

1 گلزار قائد کیمپس

Quran Academy, House 1, Street 1,
Main Airport Rd, Mangral Town, RWP



تنظیم اسلامی

READING LIST

➔ Run a Coffee Bar



By Tom Matzen & Harrison

A comprehensive guide on what to expect when owning and operating this type of business, this book includes everything from choosing a unique identity to roasting, making, and serving coffee, espresso, and tea. The book includes sections on organic and Fair Trade coffee, recipes for specialty coffees, and forms to help you with the day-to-day logistics of running a coffee bar.

.....

➔ Starting a Part-time Food Business



By Jennifer Lewis

Written for anyone who wants to start a small part-time or full-time food business on a limited budget, this comprehensive book provides the road-map to help you realize your dream. This book also chronicles the stories of seven entrepreneurs who started their own small food businesses in their free time using limited resources.

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➔ Start Your Own Restaurant (and Five Other Food Businesses)



By Jacquelyn Lynn

In this book you will find everything you need to consider when starting your own restaurant, pizzeria, coffeehouse, delicatessen, bakery, or catering business. Interesting interviews with successful eatery owners show how others have made their food businesses successful.

.....

FOOD THAT HELPS YOUR BRAIN

By Dr. Rubina Shaheen



As a scientific fact, our brain contributes to only 2% of our body weight but it absorbs 20% of our total calorie intake. To function properly, it needs a constant supply of glucose and fat. The one mistake we make is eating fast food and foods rich in sugar, which releases glucose instantly which results in a sugar high and increase in productivity but then but then the sugar level drops just as suddenly as it occurred causing a slump. To keep your brain active throughout the day and to increase your productivity, consider eating healthier.

Breakfast:

For breakfast try eating:

- Yogurt, as it contains probiotics, proteins, minerals which improves the digestive system and hydration.

- Blueberries, which are jam-packed with antioxidants and help improve memory and motor functions and help fight stress.

- Bananas, as they have the perfect amount of glucose, i.e. 25 grams in each, as it is the exact amount that the brain needs.

- Eggs, which contain choline which increases the size of neurons, boosting memory.

Lunch:

Having lunch at the office doesn't have to mean fast food. Try packing



lunch which includes:

- Leafy Greens, as they are filled with minerals, phytonutrients, and vitamins.
- Almonds, which have phenylalanine which is amazing for mental health – it helps increase the amounts of mood-boosting neurotransmitters; dopamine, adrenaline, and noradrenaline.
- Olive Oil, which contains monosaturated fat which slows down the aging of brain cells.
- Salad, in which you can combine all the above ingredients, plus a few more of your favorite vegetables.
- Whole Wheat Bread, to accompany your salad – and pair it with meat, eggs or some other protein.

Dinner:

For dinner, opt for a well-balanced meal.

- Fish, as it will provide you with Omega-3 fatty acids, iron, and vitamins.
- Brown Rice, or some other whole grains, which contain vitamins.
- Eggplant, which enhances communication between brain cells and other molecules.

Reprint: sdi/e3449

DR. RUBINA SHAHEEN IS A MEDICAL DOCTOR AND A REGULAR CONTRIBUTOR AT STARTUP INSIDER.

MOVIES TO WATCH



➞ Chef (2014)



By Jon Favreau

Chef is a perfect little film in its own right, but for restaurateurs it's even more special. Food truck entrepreneur Chef Carl (Jon Favreau) is a character who starts his own business, stands up for himself, surprises and satisfies customers with his cooking, does what he's good at, and ignores the words of spiteful critics.

.....

➞ Bridesmaids (2011)



By Paul Feig

Throughout the movie, she struggles to accept this failure and lets it control other aspects of her life. The reality is that many restaurants fail, but watching this movie inspires us that your life isn't over even if your restaurant's doors close for good.

.....

➞ Burnt (2015)



By John Wells

Adam Jones (Bradley Cooper) is a chef who destroyed his career with drugs and diva behavior. He cleans up and returns to London, determined to redeem himself by spearheading a top restaurant. As a result of his improved attitude and teamwork, the restaurant receives its third Michelin star. At the end, he sits down to eat the meal with the kitchen crew, who are his new family.

.....

ECONOMY IS LIKE CULINARY ART



Mir Mohammad Alikhan

A

friend of mine in Karachi, whose son is just 14 years old and loves to cook, or is learning to love to cook rather, asked me about the economy of Pakistan. I tried explaining everything to him as simply as I can but I failed to

attract his understanding completely until I gave an example of creating a dish that all of those whom eat, would love. But few would be interested in knowing the recipe of. Because none of them are interested in cooking it for themselves, they are interested in eating and paying the bill. Because a country is like a restaurant and the people who pay taxes are the diners who just want a tasteful meal in return for paying the bill (taxes) that the restaurant is demanding.

Neither they are interested in what the recipes are, how the temperature of the oven is kept, what should be the degree of heat at which a steak should be cooked to keep it medium rare nor do they care to know how many people are working behind the scenes to keep a kitchen going. The suppliers, the farmers, the cattle herder, the driver

who delivers the groceries, the spice factory that collects the herbs from the farmers and turns them into cooking ready stage, the dishwasher, the table arranger, the launderer that keeps the table cloths or the napkins clean—nothing is the concern of the diner. If the food is bad, the diner calls the waiter, the waiter approaches the manager and the manager informs the Chef, and at any decent restaurant around the world, the Chef steps out of the kitchen to listen to the complaining customer. The bill payer.

Well, the Chef in the economy is The Finance Minister. And the Chef is also the head of the kitchen (economy). Thus it is the Chef, like it or not, where the buck stops at. If the Chef is feeding you unhygienic meat like some restaurants did way back in Lahore-no pun intended-by hiding it in the garb of taste and aesthetics-like developmental schemes and roads-then it is the Chef who is to be held responsible. Period. Nobody else. And if the restaurant is not Chef owned, like a country is not owned by the finance minister, then the owner of the restaurant or in the case of an economy, the elected PM of the



country, has to fire the Chef, immediately. But if the owner of the restaurant and the Chef are both in bed together, then the restaurant needs to be shut down. Or in other words, the entire government needs to be replaced.

The customer is king. As we say in the marketing world. In this case, the voter is the King.

Economy and restaurant operations, if we draw a parallel, have many factors that are absolutely interrelated. From the farmer who grows the produce all the way to the kitchen staff that cooks it under the Chef's supervision. An economy is the same. Nothing different here either.

Undo the entire cooking process from the farm to the kitchen, and all the people and the processes involved in between, you will understand the entire cycle very comfortably. The department that produces vegetables, lets call it export. The department that trains the new Chefs or upgrades their knowledge can be called, skill enhancement department. The department that prices the dishes at the restaurant can be named, The State Bank with its monetary policy. The cloth manufacturer and the cutlery producer along with the truck manufacturer that delivers everything to the restaurant can be called the industry. To keep the serving staff at the restaurant vaccinated and healthy can be called the health ministry. I am sure you get the point by now.

Everything is absolutely interrelated. Hands down. You can continue to draw further inferences as intricately as you like. And you should draw a parallel comparison to understand everything more clearly.

So the next time a Chef comes out of the kitchen after you have complained about the dish and tells you that the previous Chef messed up the kitchen, then you should tell him that he should shut down the restaurant (leave the government) or do not run the kitchen and invite customers until it is fixed. Why ? Because customer is King. But the

Economy and restaurant operations, if we draw a parallel, have many factors that are absolutely interrelated. From the farmer who grows the produce all the way to the kitchen staff that cooks it under the Chef's supervision. An economy is the same. Nothing different here either

customer can never be treated as king when the customer himself has such low self-esteem that he thinks, whatever the Chef is serving me, the chef is doing me a favor. Well he is not doing any favor unless he is giving you the food for free. He is giving you a bill at the end, (taxes), and if you are to pay the bill, you have the right to demand quality throughout the entire process. Quality of service and quality of politeness of the Chef while dealing with your concerns.

We have a great restaurant (Pakistan). We have great farmers. Great waiters. Great delivery personnel. Great table manufacturers. Great napkin makers. Great valet staff outside the restaurant. Great security staff outside the restaurant. All we need is an honest and competent Chef, a sincere restaurant owner and also good customers (citizens) who will not dirty up the restaurant while eating.

MIR MOHAMMAD ALI KHAN IS A SEASONED ENTREPRENEUR AND THE YOUNGEST FOUNDER AND CHAIRMAN OF THE FIRST MUSLIM OWNED INVESTMENT BANK ON WALL STREET.

PAKISTAN'S WATER CRISIS



Nabeel A. Qadeer

Pakistan is the third most affected country by an acute water shortage, as ranked in an IMF study. Global warming and climate change have affected the monsoon season and annual rainfall received. The annual water available has reduced from 1,500 cubic meters per capita in 2009 to only 1,017 cubic meters. That's barely above the minimum requirement of a thousand.

If the same trend remains, it will reach absolute scarcity levels of water, with a shortage of 31 million acre feet (MAF), and face a drought by as early as 2025. That's just over five years. An agriculture-based economy will face an irreversible situation of water depletion.

At risk is Pakistan's 20% of GDP, 75% of total exports revenue and 42% of total labour force, which the sector contributes directly. Add issues of sanitation, public health and industrial water supply, and you get why water shortage is a pressing challenge that requires immediate rectification.

In lines with successful global models of water management, multiple ways can be adopted to tackle the issue. These include conservation, desalination, recycling, innovation and governance. Considering the current

situation, Pakistan has space to work in all these areas.

The much politicised debate about construction of new dams is still ongoing, with some progress on Diamer-Bhasha. The two major dams, Tarbela and Mangla, have gathered enormous silt deposits since construction and lost enough storage capacity to be hitting a dead level fast. Of the total 145 MAF that flows annually through Pakistan, up to only 14 MAF can now be stored by the two reservoirs. That's how dangerously low their current capacity is.

Construction of dams is essential but it is a medium- to long-term policy and requires strategic, inclusive and bold decisions to be made in national interest. However, for immediate results, more has to be done on a short-term policy front.

For example, public awareness has to be created about the matter and domestic level sensitisation be developed. Small, basic steps such as adopting a minimal approach towards use of water can save gallons per day.

That's where Pakistan's entrepreneurs have a major role to play. Cost-effective, localised smart solutions need to be made available for use at the domestic level, and by the industrial and agriculture sectors. For example, domestic solutions such as smart monitoring adopted by European countries, including the UK, can keep water usage and leaks



in check. Technology-based filtration at affordable prices can address water-borne diseases and contribute towards public health; startups such as Pak Vitae and Xyla Water are working on scalable models to provide safe drinking water to the poor.

About 95% of Pakistan's total fresh water is utilised for irrigation in the agriculture sector. Yet, the production scale per acre is lower than that of India and China in the region. Therefore, innovative entrepreneurial solutions such as smart irrigation methods, including micro-irrigation that utilises drip technology will not only increase cultivation but reduce water wastage.

Taking into consideration the intensity of the challenge and urgency of the matter, key integral steps have to be taken without delay. Pakistan's National Water Policy was approved in 2018 after much deliberation. A bigger question and concern still remains of its execution and implementation especially with respect to provincial coordination.

As the government takes policy measures for an inclusive strategy, the civil society needs to step up as sensitisation agents and the people need to adopt basic lifestyle changes. We need to do this for the next generation.

About 95% of Pakistan's total fresh water is utilised for irrigation in the agriculture sector. Yet, the production scale per acre is lower than that of India and China in the region. Therefore, innovative entrepreneurial solutions such as smart irrigation methods, including micro-irrigation that utilises drip technology will not only increase cultivation but reduce water wastage.

NABEEL A. QADEER CEO INFINIT LABS; CHAIRMAN/CEO CWY HUB; CHAIR UNCTAD; BOARD MEMBER AT CWY; COFOUNDER ID92; HOST/PRODUCER IDEA CRORON KA.

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BRISBANE – THE NEW FOOD INNOVATION CAPITAL



Cameron Turner

The Western food system is on the precipice of a transformation. It sounds ominous, I know, but a new food paradigm has emerged driven by the knowledge about positive health effects of functional and natural foods together – all broadcast on social media by informed, affluent consumers.

But when we look at the food consumer market nowadays, four primary drivers are combining to create significant opportunities for new and incumbent food manufacturers, retailers and restaurants:

1. Middle and high-income consumers are paying a premium for taste, health and convenience.
2. There is an accelerating public concern about obesity and a movement against sugar.
3. There is an awareness about functional foods and the importance of our gut microbiota.
4. There are rapidly expanding opportunities to export Australian-made health foods to China.
5. Business-to-consumer selling using social media marketing and home delivery is flourishing.

While these socio-economic changes represent a significant opportunity for new entrants to the food industry,

there are headwinds. These have a significant impact on public health, the economy, exports and the long-term viability of the Australian food industry.

1. Australia is losing food manufacturing capacity and the associated food security due to the inability of Australian food manufacturers to compete on price with low-cost producing countries.
2. The Australian population, along with the rest of the First World, is facing unprecedented increases in diet-related chronic health diseases including obesity, diabetes and cardiovascular disease.
3. The dominance of multinational food companies in Australia, which are focused on selling cheap, unhealthy, high-fat and high-sugar foods, and not investing in developing and launching healthy food innovation and products in Australia.
4. There is a disconnect between the Australian food industry and the extensive food science and innovation capacity in Australia's food research and development organisations.
5. The poor rate of commercialisation of new, healthy and innovative foods developed in Australia.
6. The very low level of processed food exports from Australia due to price competitiveness.



So there are competing factors combining to drastically shape the future of the Australian food industry, for better or worse, depending on which side of the health and innovation ledger you are. Of course, we all know about the dairy industry's struggles – both on price and profits.

None of the big companies in the Australian dairy industry is making money, and all seem to be leaving innovation and the task of exciting consumers to the small, niche regional dairy producers such as Gympie Butter, Maleny and Scenic Rim milk, Kennilworth and Maleney cheese, and Barambah organics.

Where Brisbane fits into the innovation equation

The good news is there is an enormous amount of support and a rapidly increasing opportunity for new food innovations to get to market. South East Queensland has perhaps the best support mechanisms of any region in Australia to support the development of innovative new food products.

The University of Queensland at St Lucia has the largest food research capability of any university in Australia and has a number of innovative food technologies it is taking to market through its commercialisation company, UniQuest.

In the past few years, University of Queensland food scientists have developed a range of new and innovative dairy products, including cheese with 10 per cent of the fat of full-

fat cheese but the same texture and mouth feel, and cream cheese and ghee that might lower cholesterol and control blood lipid levels.

Imagine butter chicken that lowers cholesterol – now that's innovation!

UQ scientists have also developed ways to transport fresh milk via sea freight at 10 per cent of the costs of the currently air freighted fresh milk to China.

The UQ food research program is focused on creating tasty, healthy and innovative food products such as:

- Fresh uncooked foods with special probiotics that are good for you and can be added to kill salmonella and listeria, making them safer and healthier.
- Muffins when consumed every day taste great, are healthy and lower cholesterol.
- 3D-printed sweets that taste fantastic but are more healthy for you.

UQ has also recently established a \$1 million Food Innovation Lab (FIL), which will have 100 food science master's degree students each year developing new innovative products.

Wandering Cooks in Fish Lane, South Brisbane, is a low-cost shared kitchen that helps people with a new food idea develop their formulations and produce small batches for early market testing.

Angela Hirst, a passionate foodie, established this new

business to help small artisan food producers get started with a very small investment. Wandering Cooks has five small kitchens that can be hired out for as little as \$20-\$30 an hour, enabling new and established food producers to concentrate on producing and selling their foods rather than spending a fortune on leasing a new facility and buying equipment.

For those companies wanting to produce much larger volumes, the Queensland Department of Agriculture and Fisheries and the CSIRO have a \$20 million food pilot plant, and research and product development facility at Cooper's Plains.

This facility exists to help food innovators, entrepreneurs and food companies produce prototype products and then scale up production without the need to build their own production facility – until the success of the product is more certain.

Where food innovators can find help – and money

Of course, for a startup or commercial opportunity to develop national and global potential, it needs more than just a new idea or new product.

High-impact startups need technical innovation, clear market insight, a passionate and skilled entrepreneur and access to capital. As you can see, there are an abundance of good ideas coming out of Queensland and loads of facilities, but there is also a lot of capital being made available to new entrepreneurs. For example, the Advance Queensland Ignite Ideas fund helps commercialise new transformational ideas through joint funding.

The Federal Government's Accelerating Commercialisation fund will provide up to \$1 million to help a startup or existing company take a new product or service to market.

Food Innovation Australia Limited is a Federal Government growth centre that can provide up to \$100,000 to help food innovators overcome any technical challenges stopping them from commercialising their new food ideas.



Wandering Cooks at South Brisbane enables food entrepreneurs to get their product to market without spending a fortune in startup phase.



The technology behind probiotic drink PERKii was developed at the University of Queensland while the commercial product was funded by venture capital group Brisbane Angels.

Furthermore, the Federal Government is facilitating hundreds of millions of dollars of equity investment into the startup sector. The \$200 million CSIRO investment fund will start this year, offering investment for Australian startups with innovative ideas to go to market.

There are also more traditional sources of funding from organisations such as the Brisbane Angels, which has invested in a number of food businesses such as Progel, PERKii and Boomerang's Pies. Boomerang's is now one of the largest and fastest-growing sweet and savoury pie companies in the US. Crowd sourcing is an increasingly attractive source of funds for new companies. While there are established companies such as US-based Kickstarter, several Australian crowd-funding sites are helping food companies. For example, two NSW fund-seekers who launched their project on Pozible exceeded their \$10,000 target to fund a brand of Australian-made organic vodka. The reward for funders was bottles of vodka, an invite to the launch party, and an "Australian spirit-tasting and cocktail-making master class", depending on how much you gave (the range was \$20 to \$1000).

Get a taste for the trends

Critically, food innovators need to have an on-trend product that is ahead of the major brand owners. Julian Melenton, who runs the New Nutrition Journal, outlines 10 key trends developing globally and, for the most part, his assessments have been spot on. These are:

1. Digestive Wellness 2.0 (science-based foods that make you feel good in the gut)
2. Plant-based foods (from nut milks to vegetable protein)



Iconic Brisbane coffee brand Di Bella is one of the great Brisbane food innovation stories, and sold for \$47 million in 2014.

3. The “sportification” of food and beverages (foods targeted at athletes or wannabe athletes)
 4. Personalisation (foods designed for an individual’s nutritional needs)
 5. Inflammation (foods that assist joint pain)
 6. Protein (not so much for muscle but for improved satiety)
 7. Snackification (everything including breakfast cereals, cheese, jerky and nuts)
 8. Up with fat, down with sugar (more fat is good and compensates for reducing sugar)
 9. Good carbs, bad carbs (oats and whole grains lower cholesterol, white flour is evil)
 10. Fragmentation (categories are dividing into niches, room for everyone except big food)
 The best news is that there are real rewards for the successful food entrepreneur who gets it all right. Australia has a strong history of creating disruptive food startups and the founders of these successes were greatly rewarded for the efforts.

Brisbane’s Di Bella Coffee sold for \$47 million in 2014 after establishing itself as force in the coffee market. Gourmet Garden, just a short trek to Brisbane’s north at Palmwood, was bought by McCormick & Co for \$150 million in 2016.

Further afield, juice brand Nudie was bought by Monde Nissan for \$80 million 2014, popular franchise business Boost Juice sold for \$185 million in 2014, and baby food maker Rafferty’s Garden was bought by PZ Cussons for \$70 million (12 times earnings) in 2013.

CAMERON TURNER IS CEO AT PROGEL AND ENTREPRENEUR IN RESIDENCE AND LECTURER AT UNIVERSITY OF QUEENSLAND BRISBANE AUSTRALIA.

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MOTIVATION

LIBERATING THE MIND

Individuals can contribute astonishing results in a company once their mind opens. Opportunities for improvement are always there. They just need to be found.



Kamran Rizvi

Companies hire people to add value to their business in a variety of ways. Yet rarely do organizations create a climate that encourages creativity and innovation in people. What are people without their thoughts? Nothing!

To get the best out of people we need to inspire them, listen to their deep felt aspirations and discover to our delight that what they passionately desire is what your company also needs – ideas of value.

To be meaningful in any way, we need to liberate our mind. And to be greater than we are, we need to broaden our mental canvas for entertaining better, bigger and richer thoughts. It sounds so simple, yet why is it that many managers have not attained their self-defined greatness in their lives? Could it be their fixation with status quo and redundant traditions? Could it be them not wanting to leave their zones of comfort? Could it be that they caught up in a conceptual conundrum?

Past experiences and environmental factors have shaped our attitudes, beliefs and perceptions. I call these “in-box” thinking. Some influences on us are harmful and damaging, blinding us to opportunities in our uncertain environment. It

is only through greater self-awareness, confronting our fears, engaging in rigorous self analysis and review of all those things that have influenced us in the past that we can begin to liberate our minds from the shackles of the past.

However, “In-box” and “out-of-box” thinking are both equally important. “in-box” helps us to remain rooted to our core beliefs and identity, while “out-of-box” thinking helps us to reinvent our future with greater confidence.

Our thoughts guide our actions and our actions or inaction lead to outcomes we experience in life. If we don’t like the outcomes we experience at work, or at home, the message is clear: We must change the way we think!

By thinking ‘outside-the-box’ we acquire a new way with which to view our world. An open mind helps us engage in genuine and meaningful conversations with others. We become better able to challenge to challenge status quo.

Study of the lives and times of great minds inspires. Sadly, reading has yet not become a habit for many. As a result we witness the prevalence of mediocrity, apathy, ignorance, arrogance and lack of analytical thinking in our society and in some of our organizations, particularly those in the public sector.

On the flip side, several major companies in Pakistan have achieved significant breakthroughs in recent years by encouraging a sense of ownership and creativity in their people. Organizations like Pakistan Tobacco Company, Ericsson, Unilever, AkzoNobel/ICI, Engro Corp are just a few glaring examples that come to mind.

The good news is that many managers in our country, who were previously trapped by the comfort of customs and traditions, have broken loose of useless paradigms. They have found ways to save costs by reducing wastage; they have enhanced top-lines and bottom-line by improving quality of products and services, and have grown their own capabilities and those of others. Individuals can contribute astonishing results in a company once their mind opens. Opportunities for improvement are always there. They just need to be found.

A variety of learning programs that focus on creativity and innovation in the workplace are being offered in Pakistan since 1991. These programs incorporate relevant and contemporary concepts and tools. The aim is to build capacity in managers through greater awareness that empowers them to add ever greater value in companies they work with.

Managers and employees become useful to organizations by using their unlimited creative potential intelligently, particularly when they are coached and mentored effectively. You care for them, and they will care for you.

Here is a memorable story of the empty soap box, which happened in one of Japan's biggest cosmetics companies. The company received a complaint that a consumer had bought a soap box that was empty. Immediately the authorities isolated the problem to the assembly line, which transported all the packaged boxes of soap to the delivery department.

For some reason, one soap box went through the assembly line empty.

Management asked its engineers to solve the problem. Post-haste, the engineers worked hard to devise an X-ray machine with high-resolution monitors manned by two people to watch all the soap boxes that passed through the line to make sure they were not empty. No doubt, they worked hard and they worked fast but they spent a huge amount to do so.

But when a rank-and-file employee in a small company was posed with the same problem, he did not get into complications of X-rays, etc but instead came out with another solution. He bought a strong industrial electric fan and pointed it at the assembly line. He switched the fan on, and as each soap box passed the fan, it simply blew the empty boxes out of the line!

Dr. Edward de Bono is regarded by many as the leading world authority in the field of creativity. He is the inventor of



the phrase "Lateral Thinking" which is now in the Oxford English Dictionary. Lateral Thinking acts like the laxative of the mind and is based directly on how the brain functions as a self-organizing information system. Dr de Bono has worked for well over thirty years in the field with major corporations all over the world.

Another example of creative thinking comes from NASA. When NASA began the launch of astronauts into space, they found out that the pens wouldn't work at zero gravity (Ink won't flow down to the writing surface). In order to solve this problem, it took them one decade and \$12 million. They developed a pen that worked at zero gravity, upside down, underwater, on practically any surface including crystal and in a temperature range from below freezing to over 300 degrees C. And what did the Russians do....?? They used a Pencil!!!

But how do we enter the future? We need possibility thinking and learnings from our past mistakes. Creativity is about using our imagination, exploring probabilities while dealing with uncertainty! This involves risk. Venturing into the future with risk-averse thinking is madness.

Liberate your mind. Don't be trapped by traditional thinking – thinking which is only logical, sequential and selective. Logic is about hindsight. We can all be wise after the event. Learn to become wise before the event as well! Work on your concepts and perceptions and comprehend the mysterious possibilities that lie ahead!

KAMRAN CURRENTLY SERVES ON THE BOARDS OF SCHOOL OF LEADERSHIP AND IS A SENIOR CONSULTANT AT CARNELIAN.

10 FACTORS TO CONSIDER BEFORE YOU BUY A FRANCHISE

In continuation from the previous edition By Bilal Farooq

TIME YOU NEED TO INVEST

While starting a franchise is different from starting your own business, but it is still a business and need your full attention. However the existing automated systems and SOPs make it easier for you to manage a franchise.

Franchises can be incredibly profitable business ventures, they require a significant amount of time, energy, and output

from the franchisee – especially in the first few years. Make sure you're willing to work hard; otherwise, there are plenty of other places you can invest your time, resources and see a better return on investment.

Some franchises need more time and some don't. You have to evaluate the opportunity with regards to your priorities. If you are doing a 9-5 job and franchise requires your full attention,

don't invest in that franchise. So, make sure you understand what's involved. There are seasonal franchises that require you to work especially hard at certain times of the year; but it's still your business that you're going to be running, and you need to be clear about how much time you will need to invest to make it a success.

Be prepared and know how much time you have to invest and how much time

you're willing to put to keep the business up and running. Just do not rely on the systems, equipment and team. Give proper attention to all the ins and outs of the business to make healthy profits. It's a good mindset to be positive about your franchise, but be aware that not all franchise works. With that, make the necessary feasibility studies. Take time and choose a franchise that is worth your investment and time.

to be continued...



FRANCHISING OPPORTUNITIES IN PAKISTAN

The franchisors in Pakistan have a wide variety of options when it comes to growing their brands from traditional business models to the state of the art automated business units operating in different locations. Many focus on food or apparels, while others offer a broader range of services in other industries. Whatever the franchisee needs, there's a franchise to fill it.

58. AL FAROOJ

Al-Farooj Fresh is a fast-Casual restaurant chain owned by Al- Islami Foods Group.

59. JAPENGO

Own your Japengo Cafe franchise all across Pakistan and be your own boss.

60. CALI-BURGER

CaliBurger franchising provides the opportunity for savvy entrepreneurs to profit from the ultimate burger business

61. BURGER WORLD

Burger World seeks to make cost effective food without sacrificing quality.

62. GRILL IN

Grill Inn is a successful affordable, easy operation business.

63. FRI-CHICKS

The biggest chain of Quick Service Restaurants (QSR) in all over Pakistan, Fri-Chicks aims to open over 100 restaurants in different cities of Pakistan in next two years.

64. YELLOW CHILLI

The Yellow Chilli is a chain of casual dining restaurants with a degree of exclusivity and a touch of simplicity that is as unique as is the name.

Disclaimer: All the above and upcoming franchises are not ranked. It is just a study to determine how many franchising brands exist in Pakistan.

"YOU'RE STRONGER THAN YOU THINK, SMARTER THAN YOU KNOW AND BRAVER THAN YOU BELIEVE"

Farhan Masood

NEVER GIVE UP, AND BE CONFIDENT IN WHAT YOU DO

Success comes in all shapes and colors. You can be successful in your job and career but you can equally be successful in your marriage, at sports or a hobby. Whatever success you are after there is one thing all radically successful people have in common: Their ferocious drive and hunger for success makes them never give up.

Successful people often paint a picture of the perfect ascent to success. In fact, some of the most successful people in business, entertainment and sports have failed. Many have failed numerous times but they have never given up. Successful people are able to pick themselves up, dust themselves off and carry on trying. Wish you all the success. Work hard on whatever you aspire to do and Never Give UP !!!



THE STARTUP ECOSYSTEM OF PAKISTAN

➔ NIC Islamabad



NIC Islamabad's startup Plate101 held their Homepreneurs Meetup at NIC. The event was an attempt to build a strong and thriving community of Homepreneurs and provide them with the tools to become self-sufficient and independent. We hope to see tangible results of the initiative in near future.

➔ NIC Quetta



NIC Quetta welcomes startups in cohort 2. An interactive orientation session took place at the facility where startups

from various industries like Electronics, Instrumentation, Food, Healthcare Services, Marketing, Advertising, STEM Education, Travel, Retailing, Distribution, Media and Entertainment, IT Services, Education, Internet, Web Services, Agriculture, and Fashion participated.

➔ NIC Peshawar



Qissa Khwanan in collaboration with NIC Peshawar hosted these amazing children from Ran'aa Child

Welfare Foundation for a storytelling session. The participants involved in different activities such as interactive games and sketching. Most children end up finding one or two stories that they love, and end up listening to/reading them over and over again.



NIC KARACHI HOSTED CYBER SECURE PAKISTAN CONFERENCE 2019

Karachi Episode of Cyber Secure Pakistan 2019 (CSP19) was recently conducted by Pakistan Information Security Association (PISA) in National Incubation Center, Karachi. The Conference was attended by all stakeholders from government to private sector and from law enforcement to civil society. Theme of this Edition is "Cybercrime vs Cybersecurity – A dialogue to clear the blur." A Panel Discussion was part of the Conference based upon Theme and Panelists were Mr. Mehzad Sahar from Bank Alfalah, Dr. Aftab Rizvi from Risk Associates, Mr. Ali Saqib from State Bank of Pakistan, Mr. Muhammad Ahmad Zaeem from NR3C FIA, Mr. Aun Abbas Bukhari from Telenor Bank and Mr. Muhammad Ehsan from Jameel & Jameel. Discussion was moderated by Mr. Asif Riaz from Digital Arrays. Panelists discussed about advanced threats to the critical infrastructure and solutions to combat those threats, especially banking industry. They stressed the need of national level and sector wise CERTs for better governance. Keynotes Talks were delivered by Dr. Asad Arfeen, PI of Internet Security and Quantum Technology Lab under NCCS, Mr. Anwar Kamal from NIMIS and Dr. Hiranao Takahashi, an InfoSec Scientist from Japan. Chief Guest of the Conference was DIG East Karachi, Mr. Amir Farooqui who stressed the need of latest tools and labs to tackle latest cybercrimes. Mr. Ammar Jaffri, President PISA described the landmark work by Cyber Security Task Force, constituted by Senate Committee for Defense and Defense Production in 2013-14. The Proposed Cyber Security Bill is still pending on the floor of Senate of Pakistan. Mr. Jaffri stressed the need pass those Bill to implement 1st National Cyber Security Policy and to establish 1st Computer/Cyber Emergency Response Team (CERT). In the end Mr. Abbas Ansari, Project Lead thanked all respectable guests, speakers, panelists, partners and participants of CSP19 Karachi Episode and congratulated them for such a successful Episode. Conference was managed by NEMO and partnered by National Incubation Center Karachi.

A STARTUP FOCUSES ON WOMEN AND HELPS THEM BECOME SELF DEPENDENT

Plan 9's innovative startup IamChef is led by Shahzaib Ahmed and Saad Yousaf. Selected from Faisalabad, their motive is to empower and help females who are unable to go out and do jobs, to earn from home by making homemade food which IamChef helps them sell and deliver to offices, hostels, individuals and whoever else orders it. They currently have 12 kitchens on their panel and are expanding quickly. It is great to see an all boys startup work towards the benefit and growth of women and help them become self dependent. IamChef is ready to serve you food in their new merchandise which looks super cool as you can see so get ready to get some fun food boxes!



SIBAES ORGANIZED FLASH MOB ACTIVITY

Sukkur IBA Entrepreneurship Society (SIBAES) and CEL Inc. organized Flash Mob activity for upcoming event DICE VIC19 on 14th September 2019 at Sukkur Institute of Business Administration. Head of Department of Business Administration Prof. Dr. Niaz Ahmed Bhutto along with Director CEL Inc. Mr. Ikhtiar Ahmed Khoso, Prof. Dr. Manzoor Mirani, Dr. Suresh Kumar and Coordinator Entrepreneurship Society Mr. Safiullah Noohani inaugurated event by Cake cutting ceremony. The event was attended by the faculty members, event organizers and the students from different departments.

Before that SIBAES arranged awareness walk for the promotion of entrepreneurial culture within the university.

LEADERSHIP SIG 10 - MANAGING THE BOSS

OPEN Islamabad organized Leadership SIG tenth episode that featured, "Managing the Boss". In this session, participants learnt the difference between a leader, manager and a boss and what are the areas we could look into developing our relationships with the boss.



DURSHAL ORGANIZES BOOTCAMP

Samar Hasan conducted a session on business development and team building in Durshal Swabi where she shed light on the business development plans and the responsibility of a business development professional to foster relationships with potential clients and key decision makers in the market. The startups were trained on preparation of an effective business model.



FRUGAL INNOVATION SESSION BY WECREATE

WECREATE hosted an interactive discussion on Frugal Innovation and low-cost solutions that can enhance the lives of the million. In the session, Dr Yasser Bhatti shared his expertise about frugal innovation and how startups can use it to create good-quality solutions that deliver the greatest value to customers at the lowest cost..



GLOBAL ACCELERATION PROGRAM VISITED INCORTA

Technology Incubation Center's Global Acceleration Program - NUST visited Incorta, a series C stage startup that aggregates complex business data in real-time. CEO Osama Elkady provided valuable fundraising tips and inspired the startups to keep aiming for the stars.



U.S. CONSULATE DELEGATION VISITS IBA CED

Cameron Thomas Cultural Attaché at U.S. Consulate General Karachi visited IBA CED along-with Aamer Shabbir Khan. The program Director IBA CED Dr. Shahid Qureshi welcomed him at the center and briefed him about different exciting entrepreneurial activities taking place at the center. Cameron also met with the incubatees and really appreciated their entrepreneurial efforts.



NEST I/O ORGANIZED STARTUP WEEKEND WOMEN

Startup Weekend Women was a 3-day immersive event organized at Nest I/O where women from different backgrounds came together to pitch their ideas, formulated teams and built their business models. The event inspired women to start their real companies.





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