

# STARTUP

JUNE 2018

INSIDER



*EMPOWERING  
THE YOUTH*

**FOUNDER STORIES**

PROPHET MUHAMMAD  
(PBUH) AS AN  
ENTREPRENEUR

**7 BUSINESSES**

YOU CAN LAUNCH  
WITH LITTLE OR NO MONEY!

RS. 375



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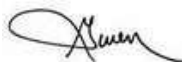
## EDITOR'S NOTE

Honesty & truthfulness were 2 characteristics of Prophet Muhammad (PBUH) that enabled him to revolutionize the people of Arabia. He was not only a statesman, a reformer, a strategist but also a very rich and respected trader. He never talked about the business plan or the idea but always emphasized on how to develop certain traits to succeed in any kind of business & industry.

Prophet Muhammad (PBUH) not only guided the Muslims on how to fulfill their religious responsibilities, but also guided them to efficiently & immaculately perform their everyday business operations. *"God will show compassion to those who show kindness while buying, selling & recovering debts."* (Sahih Bukhari). On another occasion, he said, *"It is required for the vendor to tell the buyer of any defects of which he is aware."* We simply cannot imagine a situation where he did not guide us. We just have to focus on our dealings with people and less on the business idea.

Prophet Muhammad (PBUH) also laid down the golden principles of entrepreneurship & socioeconomic growth at a societal level. He said, *"9 out of 10 ways of Rizq can be found in business."* He knew that this is the only solution to generate & circulate wealth deep down to the grass root level in order to achieve prosperity. In another quote, he said, *"Giving in charity does not deplete wealth."* He also sought refuge from poverty, as he believed that it might take you to the level of *shirk!*

For a prosperous Pakistan, we do not need to reinvent the wheel. Golden principles of our beloved Prophet are openly available for anyone & everyone who want to succeed in any course of life.



usman@startupinsider.info

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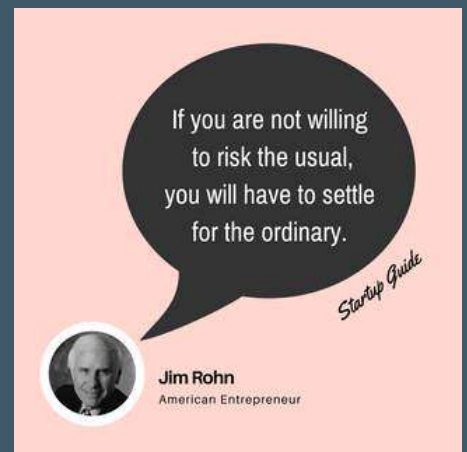
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## Startup Insider

Published From Islamabad Pakistan



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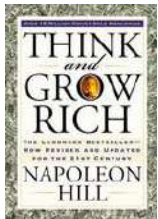
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## THREE BEST BOOKS EVERY STARTUP FOUNDER SHOULD READ

### ➔ Think & Grow Rich



13 success secrets laid down in 1937 by Napoleon Hill are still relevant and transforming millions of lives all across the world. Before writing this book, he studied

500 millionaires including Henry Ford, Edison & spent time with American presidents to analyze their successes.

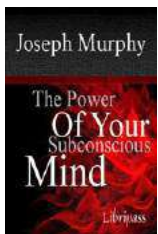
### ➔ Win Friends & Influence People



A self-help book written by Dale Carnegie, published in 1936. Over 30 million copies have been sold world-wide, making it one of the best-selling books of all time. Endorsing six ways to

make people like you, he will also empower you in making human connections that last forever.

### ➔ Power of Sub-Conscious Mind



A reprint of a book which appeals to those seeking self-development, peace of mind, love and happiness or a new inner strength. Throughout this book, the author has

emphasized on a God gifted tool (subconscious mind) that can perform miracles if you use it wisely.



# STARTUP FEST 2019

11 May 2019, Brisbane Australia

Startup Fest is an initiative of Startups Development Institute. This was scheduled on 8th September 2018 at Pak-China Friendship Center Islamabad, but due to international VCs engagement, the event is now scaled up and shifted in Brisbane, Australia.

Startup Fest 2019 will be the largest gathering of Startup founders, Innovators, Investors, Educators, Business leaders & Policymakers in the Pacific region. These stakeholders will come under one roof to collaborate; where they will have tangible opportunities for networking! Startup Fest '19 also features a grand national startup conference, an extravagant small business expo, engaging breakout sessions, exclusive investor meetups, thought-provoking predictions and a small food festival for all those who will be part of this legacy.

Boasting a world-class lineup of speakers, mentors and trainers that are all geared towards providing guidance to startup founders & aspiring entrepreneurs, this festival is a source of specialized knowledge when it comes to getting a business off the ground.

Over 30 zones focused on showcasing different industries, geographic locations, and facilitating real time connections. The most exciting part of this festival is the investment corner, where startups can reserve a demo table to showcase their products.



## SHEPHERD'S PIE GUJRAT 2018

Shepherd's Pie Season 4 was successfully conducted in University of Gujrat on May 10th, 2018. There were a total of 12 startup pitches. Pak Anglo Fodders, Milk Adulteration and Micronets scored 1st, 2nd and 3rd positions respectively.

These three winners are now officially inducted in the JumpStart Network. The speakers of the event were

Abid Iqbal Khari (President Positive Pakistan), Haider Miraj (Manager BIC University of Gujrat), Dr. Qaiser Durrani (Dean Gift UOG) and Farrukh Mahmood (CEO 11 Values). The Shepherds of the Gujrat Episode were Salman Farooq (Chairman Honz Group USA), Malik Mudassir (CEO Appsgenni) and Muhammad Bilal (CEO Connvent). The judging panel consisted of Atiq ur Rehman (CEO SA Consulting), Dr. Tayyab (HOD Pias University) and Altaf Hussain (Founder - Officer Products), while the panelists were Asad Ijaz (CEO Gujranwala 2.0), Ambreen Jabeen (Manager Innovation & Incubation Center, University of Lahore), Waqas Khan (Lecturer UCP) and Rohail Mahmood (CEO VentureCop).



"More than 237 teams from eminent public and private universities, from across Pakistan, took part in the event. From this long list of participating institutions 31 teams were shortlisted for the Grand Finale. This selection was made on the basis of their executive summaries."

## PRESTON ENTREPRENEURIAL CHALLENGE

Preston University Islamabad organized an All Pakistan Inter University Business Plan Competition titled Preston Entrepreneurial Challenge "PEC18" with the slogan, "Jahaan wo chayay mujh ko k ho abhi Nokhaiz". PEC-18 kicked off in Islamabad on May 11, 2018. The mega inter-university Business Plan Competition was the 6th in the series of competitions organized by Preston University every year. The winner of the competition was University of Management Technology Lahore, who won a cash prize of Rs. 100,000/.



## ENGAGING THE YOUTH

Member National Assembly and CEO Murree Brewery Co. said that sports need to be promoted more in Pakistan so the youngsters can be kept away from ills like terrorism, drug addiction and other negative activities. National and Multinational Companies should play their role in the establishment of a healthy society. He expressed his view while talking to the journalists after the Prize Distribution

Ceremony of the final match of **M.P.Bhandara Memorial Polo Cup 2018**. Ambassador of Bulgaria, Mr. Roumen was the chief guest of the ceremony, which ended the tournament in which a total of 6 teams participated.

The team of Kalabagh Asean won the finals by 5 goals and scored a total of 8 goals against the team of Security 2000. Ms. Sumera Malik was present to support Kalabagh Asean, whereas Justice (R) Ali Nawaz Chauhan specially participated in the ceremony. He mentioned that Murree Brewery's historical polo tournament started in 1904.



"Prime Minister of Pakistan, Shahid Khaqan Abbasi has inaugurated the National Incubation Center Quetta at the launch ceremony held at Balochistan University of Information Technology, Engineering & Management Sciences on 30th May. Federal Minister for IT & Telecom Anusha Rahman was also present as the Guest of Honor."

## PRIME MINISTER INAUGURATES NIC QUETTA

A project worth PKR 560 million, NIC Quetta has been designed and funded by Ministry of Information Technology & Telecom (MoITT) and Ignite - National Technology Fund. The project is a collaboration between Lahore University of Management Sciences (LUMS) and BUITEMS. After NIC Lahore, this is the second project that LUMS has been involved as a lead bidder. NIC Lahore's team led the design and curriculum for NIC Quetta, while BUITEMS is the implementing partner. The grant provided by Ignite will span five years, during which NIC Quetta will support hundreds of new startups.

# PITB Continues to Contribute



A Project of  
Punjab Information  
Technology Board

## Plan9 Startup Takes the First Spot at 4th Kazan Summit 2018

With over 500 applications, 28 startups got a chance to pitch at Kazan Summit 2018 held in Russia. Finalists included startups from USA, India, Norway, Russia, Jordan, Palestine, Tunisia, Kazakhstan, Turkey, Azerbaijan and Pakistan. 2 Plan9 startups were among the shortlisted including **Studentary**, represented by Laraib Ali and **AIAdverts** represented by Hafee Atyub.

Studentary was declared the best of 2018 by the team of investors and coaches at OIC Kazan and received a prize money of \$3,000 from the organization. Studentary is a market place for the books both new and second hand. The basic idea behind the initiative devised is to provide the books readily to consumers and at a cheaper cost to the needy. "With a 25% increase in the prices of books annually, we certainly believe that books are the barrier between people and education in Pakistan, so we decided to create a platform for people where they can sell and buy old books much effortlessly", said Laraib Ali, the Startup team leader.

## PITB Conducts a Meetup of The Startup Space xPOSITION9

The Entrepreneurial Wing of Punjab Information Technology Board put together an entrepreneurial event called XPosition9, powered by Telenor Velocity on 5th May, 2018. It was a gathering and 'Expo' of the current startup landscape of Pakistan, the successes and failures that this space has seen and the great things that are expected to come.

The event had 80+ tech companies show-casing their products in the Startup Demo segment. Running parallel to the Demo, was Pakistan's first ever IoT based Hackathon by Telenor Velocity. 20 Hardware companies were selected to participate and the mentoring and pitching of the Hackathon spread over 2 days culminated at XPosition9. The winning team received PKR 125,000 from Telenor Pakistan, PKR 50,000 for the runner up and PKR 25,000 for the team that came in third.

The first panel talk was about the future of IoT in Pakistan. The panelists discussed the problems and opportunities working in the Hardware space & what investors look for.



## FOUNDER STORIES EPISODE 4: RAMADAN SPECIAL

**Founder Stories is a monthly networking event series featuring the success stories of change makers, startup founders & national leaders from all across Pakistan.**

The event provides an opportunity for the participants to get personal mentorship from the guest of the month. The invited featured entrepreneur narrates his/her life struggles and provides lifelong lessons to the budding entrepreneurs.

### PROPHET MUHAMMAD (PBUH) AS AN ENTREPRENEUR

Startups Development Institute hosted the 4th episode of Founder Stories at the National Incubation Center Islamabad. It was a special episode in the Holy Month of Ramadan. The topic was "Prophet Muhammad (PBUH) as an Entrepreneur". The honorable featured guests were Orya Maqbool Jaan (nationally renowned columnist & analyst),

Kamran Rizvi (Co-Founder School of Leadership), Furqan Shamsi (Senior Trainer & Consultant) and Dr. Basharat Ali (Educationist & Researcher).

Around 50 startup founders attended the special episode. The event started with the keynote address of Mr. Orya. This was followed by a motivational speech by Kamran Rizvi. An invigorating panel discussion took place after this, with all the four respected guests as the panelists. Everyone and everything revolved around the topic of Holy Prophet Muhammad (PBUH) as an exemplary trader, businessman and an entrepreneur.

At the sound of the Maghrib Prayers, Iftar buffet was served. After the prayers, scrumptious networking dinner was served, where the participants exclusively networked with the guests.

# Business Incubation Practices

BY USMAN AHMED



I have personally visited more than 25 leading business incubation centers all across Pakistan; State-of-the-art, fully equipped & technologically advanced! Most of them had spent millions of rupees on the interior designing & outlook of the center, which is not a bad thing but are they fulfilling their true purpose? Have they produced any single breakthrough national success story like Pak-Wheels, Daraz.pk or Zameen.com? The answer is a BIG NO!

I have been in contact with hundreds of startups incubated at BICs since 2012. Most of them don't have proper road map, from where to start & how to secure initial sales. A lot of them just enjoy the air conditioned co-working spaces and after 4-6 months they are asked to vacate the space as they graduate. These founders can't even produce a good business plan in the designated time, then how BICs can successfully graduate them? I personally know a lot of founders are now doing jobs or looking for one.

It is not a Silicon Valley or a Y Combinator, where groomed founders will come & accelerate within 4 months. These are incubation's



western business incubation concepts and it does not mean that this model will work in our culture. If we want to produce success stories, we have to alter this model according to our local people and their needs. Like we alter western clothes bought from thrift shops. Ground realities are different. Here founders do not have to sit in air-conditioned offices all the time. The business exists in the market, not in the comfort zones.

The solution is to increase the incubation period from 4 months to at least 20 months, where these centers do not just have to focus on the business idea but they also have to work on the human development aspect. Educating them, motivating them & mobilizing them should be their mission & priority.



# THE SUCCESS STORY

Javed Afridi is one of the youngest & well experienced CEOs in Pakistan, leading the multinational brand Haier's operations in the country. Afridi is also the youngest sports franchise owner in Pakistan Super League. Peshawar Zalmi was crowned as the Champions of PSL 2017. He is also the Chairman of Peshawar Zalmi Foundation, which vows to bring back smiles on the faces of people in the region.

“

Peshawar and KP are close to my heart, & I want to develop the infrastructure around the game in my homeland.

Javed Afridi

# Promoting Sports Entrepreneurship

## ***Investing in the Ecosystem***

Javed owned the cricket franchise Peshawar Zalmi of PSL for Rs. 1.6 billion for a ten-year duration. Zalmi was established on December 3, 2015. Haier has also sponsored various cricket tournaments under his supervision, including Haier Super 8 T20 Cup and Pakistan Super League. Peshawar Zalmi is the Champion of HBL PSL Season 2.

## ***Zalmi School League***

PSL Champion Peshawar Zalmi will carry out this league in the province to promote cricket at grass root level. Javed said that the Zalmi School League will be dedicated to the name of the APS Peshawar martyrs. Phase 1 matches will be played in Haripur and the final matches will be played in Peshawar. The Army Public School Peshawar team will also be invited to see the final of phase one.

## ***Igniting the Passion***

In a country whose youth represent 60% (i.e 104 million) of the population, Javed believes that it is quintessential to enable youth with life skills and channel their energy into productive and progressive arenas. Peshawar Zalmi is rapidly emerging as a platform for conscious youth to take up causes that they are passionate about and become social activists in their fields of interest.





## Achievements & Awards

*Born on 14th August 1985, Javed Afridi studied at Edwards College Peshawar. He did his master's degree in Global Management from London School of Economics from 2007-2009. He also went to Regent Business School. He is currently doing his PhD from the University of Oxford's Saïd Business School. He was also honored with President's Businessman of the Year Gold Medal Award in 2016. And in 2018, he was also nominated for presidential award by KP Government.*

He joined Haier Pakistan as Marketing Manager and is now its Chief Executive Officer. His business career began in the year 2005 and still going well. He is also the owner of the major shares in the company. Haier is one of the biggest companies in Pakistan's home appliances market in terms of sales and revenues generated. Haier is manufacturer of refrigerators, air conditioners, washing machines, freezers, microwaves, audio and visual products. It has many global partnerships, most notably with China. In such a short span of time Haier has become a trusted household name in the country.

Javed Afridi told in his interview that the driving force left sponsoring cricket a few years back and international cricket was not played in Pakistan. Pakistan cricket was facing problems and there were also no sponsorships for the team. So at that time, he gave his brand for the positive change of cricket but he acknowledged that the initiative can also make sound business sense. His business skills have inspired thousands of Pakistani young businessmen. His Foundation received Youth Empowerment Award 2017 in Dubai. Zalmi Foundation also received Shaukat Khanum Social Responsibility Award in 2017.



# As a Social Entrepreneur

*Javed Afridi has also started the most important effort to spearhead **Peshawar Zalmi Foundation** which is based on almost the same goals as the Manchester United Foundation. Their idea is that whatever income is earned from the activities of Peshawar Zalmi or through the help of strategic partners, a part of that will be used to promote and increase more cricket in the area; to run events like the talent hunt plans and provide coaching, training, kits, and necessary equipment to play cricket at school level.*

## RESHAPING LIVES

Peshawar Zalmi Foundation has made a pledge to help reshape lives of the underprivileged with this opportunity that has an incredibly vast scope. His mission is to transform underprivileged communities through cricket. He believes in the power of sports; to inculcate in today's youth, life's most crucial lessons of hard work, persistence and above all, a burning passion to achieve greatness in all walks of life.

## YOUTH ENGAGEMENT

Javed is a staunch believer in striving for greatness with a constant recognition and appreciation of the society we live in. Passion is the driving force behind every idea that becomes reality. He believes that youth is the harbinger of passion. The vision of the founder and CEO of this venture is simple and powerful; to harness the passion of youth to expand cricket beyond boundaries and transform communities for the better with this amazing game.

"If your ship does not come in,  
swim out to meet it."

# STORY BEHIND EDI

ENTREPRENEURSHIP DEVELOPMENT INSTITUTE

## LAUNCH & GROWTH

Entrepreneurship Development Institute (Pvt.) Ltd. was founded by a young couple Usman & Sadaf, graduated from FAST School of Business in 2012. The company gained profit in its very first project in October 2012 and then expanded rapidly from 2 people to a young & energetic team of 22 professionals.

EDI claimed to have brought together the largest gathering of entrepreneurs, innovators, educators & national leaders at one platform with the name of LCL Conference (Learn. Create. Lead) every year in Jinnah Convention Center Islamabad from 2012 to 2016. Chairman HEC inaugurated LCL every year and gave policy & instructed all universities to develop business incubation centers in their respective campuses. EDI also engaged Ignite (Formerly ICT R&D Fund) into entrepreneurship and got funding in 2012 & 2013 for activating the startup ecosystem of Pakistan.

EDI launched Pakistan's first entrepreneurship magazine by the name of "Startup", launched on 28th Feb 2014. It was inaugurated by its Patron-in-Chief, Asad Umar (Former CEO Engro). On this platform, EDI published 11 printed editions and featured successful entrepreneurs & startup founders. The magazine was circulated in all the major cities of Pakistan.

The company launched a monthly networking event with the name of "Startup Grind" to promote and strengthen the local startup ecosystem. The company also designed 10 Startup Bootcamps, organized quarterly for student entrepreneurs who needed the road map in launching & growing a successful startup.

From the same platform, EDI pulled off the biggest startup festival in Pakistan, where 150 startup companies along with the entire startup ecosystem came together & collaborated at Pak China Friendship Center Islamabad with the slogan "Celebrating the Annual Achievements of Pakistani Startups."

## EDI WAS VALUED AT RS. 11 MILLION IN 2016 & THEN ACQUIRED FOR RS. 7.2 MILLION IN JULY 2017

### EXIT

The company faced its first & major loss in April 2016 while organizing its second episode of Startup Expo. The loss was not covered through sponsors and EDI was caught up in liabilities. All the team members also left the company due to its financial crisis.

Directors sold 50% shares of EDI to a leading technology company in Islamabad and paid all the major liabilities and started its operations again. Having a lucrative office in the heart of Islamabad (National Institute of Science & Technical Education), the company was again on the move and restored all its flagship national & regional initiatives.

In July 2017, remaining 50% shares were sold off and EDI was totally acquired after the mutual consent of all the 4 directors against Rs. 7.2 million.

In September 2017, the founders of EDI started their new company, Startups Development Institute (SDI), with a vision of becoming a venture capital firm and creating its own success stories. They launched women entrepreneurial initiatives in collaboration with International Islamic University Islamabad. SDI also owns a monthly magazine by the name of Startup Insider and going to host its first International Startup Fest on 11th May 2019 in Brisbane, Australia. Startup Insider also hosts a monthly networking event "Founder Stories" with the aim to connect aspiring entrepreneurs with the seasoned ones.



# THE LIGHTNING TALKS

By Usman Gulzari (Founder themissingP)

Board rooms & executive meetings  
demand maximum information in the shortest possible time.

My five years old daughter came to me with a yellow balloon in her hand and said "Baba, do you want to see a magic trick?" Upon my nodding, she quickly rubbed the balloon on her hair and stuck it on the wall. Boom, MAGIC of electrostatic charges!

She defines it in simple words "When we rub together two things, then the sleeping electrons wake up and start flying here and there & BIG current flows". Very simple right?

Lightning also works on the same principle, the awe-inspiring flashes we see during thunderstorms are defined as "the occurrence of a natural electrical discharge of very short duration and high voltage between a cloud and the ground or within a cloud"

This is exactly the science behind the Lightning talks .When our words & ideas rub against the minds of our audience & transfer the charge to create the highest impact in a short duration is the art of Lightning Talk.

Very quickly, the phenomenon of Lightning Talks is

establishing its place in the professional world. More & more organizations are gradually shifting from long presentations to the short & effective talks. Board rooms & executive meetings demand maximum information in the shortest possible time.

Encapsulating the BIG idea in a short talk can be an uphill task for many. So for those who have understood the science behind the lightning talks & want to give it a try, here are two tips for you today:

1) Know your audience: This might seem like too obvious but as per the observation this is the part ignored too often. Ask yourself, who are the people & what do they care most about? Why would they listen to your idea? What's in it for them? This narrowing down will help you remove clutter from your presentation.

2) Practice Impromptu: Lightning talks are usually well prepared talks but you can thank me later for this golden tip. The more you practice, the better you become at speaking without going blank or numb in front of your audience and the most effective way of practicing is impromptu speeches.



# FOUNDER STORIES

## Episode 5



FRIDAY

JUNE 29, 2018

5:30 PM - 7:30 PM

**Hisham Sarwar**

Founder BeingGuru

[Tea & Networking]

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Manage client's social media pages monthly, Email marketing & SMS marketing

### Resources Required:

Work from home, Laptop, internet, Wordpress site, Free business apps (page 23), business planing software, legal documentation

### Skills Needed:

Canva.com, Free online advertising video tutorials, free e-books on social media, B2B sales process, client support system, media planner, daily operations management & accounting

## WEB/APPS

### Services Offered:

Wordpress websites, Domain & Hosting

### Resources Required:

Work from home, Laptop, internet, Company wordpress site, Free business apps (page 23), business planing software, legal documentation

### Skills Needed:

Free online wordpress video tutorials, free e-books on wordpress design, B2B sales process, operations management, client support system, daily operations management, & basic accounting

## STARTUP SERVICES

### Services Offered:

Company registration, NTN & FBR, Branding, Stationery & Accounting

### Resources Required:

Work from home, Laptop, internet, Company wordpress website, Free business apps (page 23) SECP Consultant as your vendor, business planing software, legal documentation

### Specialized kills:

Quickbooks, SECP proformas & challans, Canva.com for branding, B2B sales process, client support system, daily operations management & basic accounting

## E-COMMERCE

### Services Offered:

Mobile accessories, Cosmetics, Garments etc. (Choose one but choose wisely)

### Resources Required:

Work from home, Laptop, internet, Wordpress e-commerce store, Free business apps (page 23), business planing software, legal documentation, collaborate with a local supplier, COD account

### Skills Needed:

Product shoot using mobile apps, Facebook paid advertising, email marketing, sms marketing, customer support, daily operations & accounting





# *Fail Cheap!*

## **EVENT MANAGEMENT**

### **Services Offered:**

Themed events, family parties/weddings, conferences & exhibitions

### **Resources Required:**

Work from home, laptop, internet, Wordpress site, Free business apps (page 23), List of vendors, Business planing software, Legal documentation

### **Skills Needed:**

Free online event management video tutorials, free e-books, Download event planners & checklists, B2B sales process/proposals, quotations, client support system, daily operations management & accounting

## **LOCAL COURIER SERVICE**

### **Services Offered:**

Same day delivery, Cash on Delivery

### **Resources Required:**

Work from home, laptop, internet, Wordpress site, Free business apps (page 23), Rider, Bike, Business planing software, Legal documentation

### **Skills Needed:**

Facebook paid advertising, Email marketing, SMS marketing, end-to-end delivery process, customer support, daily operations management & accounting

## **LAWN CARE**

### **Services Offered:**

Monthly lawn mowing, seasonal platation

### **Resources Required:**

Work from home, laptop, internet, Wordpress site, Free business apps (page 23), Getting freelance gardeners on board, Legal documentation

### **Skills Needed:**

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# NEVER GIVE UP!

BY FARHAN MASOOD  
FOUNDER SOLOINSIGHT



*Down the memory lane...*

Holidays were around the corner and staff was expecting salaries in advance. Those were the tough days when we ran out of capital while bootstrapping. There was no money for salaries while we just came out with our first algorithm to extract 3D features from a Human Face.

We needed 2 specific cameras to test our development which would have cost 6000 PKR (\$60). We didn't have spare \$60 to buy those cameras. Yes, you heard me right !!! We didn't have \$60... and one part of my brain was suggesting to shut down our operations. I had expired all of my options to get a mere loan from family, friends, anyone. They had already given me enough...

So what should we have done? Beg someone else for money or Give Up? Well I did beg and when the begging didn't help, I asked my colleague Noman (the best salesman I have ever encountered) to give me a lift on a borrowed motorbike to Hall Road (A famous electronics market in Lahore, Pakistan).

## I DIDN'T HAVE \$60, BUT HAD AN AMERICAN DREAM...

We hopped from shop to shop to look for the desired models and lenses until we found one that really fits. Looking at our excitement the shopkeeper enquired what those cameras could do that he didn't think of. Noman gave description of software features that we could have developed for surveillance that the shopkeeper stared at us with excitement mixed with disbelief. He offered us to lend the cameras for 2 weeks to solve a few problems he wanted to solve. Yes!! That was the moment. The turning point of our little boat in the early 2007... Not only we were able to achieve the shopkeeper's demands, we spent days and night improving our algorithm and fixed those cameras in a wooden kiosk to demonstrate the

power of 3D Face Recognition to many prospective customers.

SOLD... in a week... Noman did it again.... He had a big advance cheque in his hand. Not only we paid for the cameras we could not afford, but we also paid advance salaries to our staff... Today the same technology, which has been improved multi folds became the main engine of our flagship product CloudGate, a smart-gate software platform in the cloud making waves in the security world.

Today we are headquartered in Chicago with offices in Lahore and Shenzhen. After winning the MIT Business Acceleration program competition in 2012 we raised our seed round last year valuing us at \$15 M.

When you choose not to give up, God helps those who help themselves... Thank you, Noman, for believing in my dreams... Proud of my team and looking forward to accomplish much bigger American Dream...

**Never Give Up !!!**

# BE FEARLESS. BE LIMITLESS!

*HERE IS HOW YOU CAN DO THAT*

Our mind is a very powerful thing. It can make us do unimaginable, positive things or can hold us stuck in a bad situation. We do not realize the power of our mind; the extent to which it can think and the possibilities that can be achieved in life.

One should never doubt the possibilities in life and underestimate oneself. We can do what we program our mind to do. It all begins and ends in the mind. But the progress is often held back because the mind is not conditioned to take decisions.

We often find ourselves stuck in circumstances and do not force our mind to think out of the box. The body feels incapacitated by the unfortunate course of events that take place in our life and push us back and pull us down to our knees, just because we do not use the power of our mind. We do not realize that actual 'limit' exists in our mind.

To jump out of complex situations and difficult times, we need to train our mind, strengthen it to the point where life becomes fearless. A positive mind can work on higher levels and think big. If we truly want to change our life, we need to change our mind first. It is the first prerequisite of showing up to the challenges around us and face the brutal realities of life.

**REMEMBER, MIND  
AND PARACHUTES  
ONLY WORK, IF  
THEY ARE OPEN!**



*BY HISHAM SARWAR*

# 8 BEST APPS FOR STARTUPS

Advanced technology has changed our work habits, the management of our daily goals and the way we accomplish tasks. Below are some of the apps that do a great job by helping you to accomplish the most out of everyday demands.

by Sadaf Usman

1

## GOOGLE DRIVE

The basic must-have free mobile app for every startup founder. Google Drive helps you manage your folders & documents to navigate your operational work on the phone without any PC or laptop.

2

## TRELLO

Bring your team together in Trello for projects, meetings & tasks management. It is a very productive platform to lead a small team & delegating flawlessly. Automate your company's operations from your phone,

3

## CANVA

You don't need to hire a graphic designer in your small office. A very user friendly & free online tool to design elegant digital designs. It also offers free printable PDF files of your company's brochures, flyers, stationery etc.

4

## HOOTSUITE

Hootsuite is a social media management platform. The system's user interface takes the form of a dashboard, and supports social network integrations for Twitter, Facebook, Instagram, LinkedIn, Google+ and YouTube.

5

## WAVE

From your smartphone to your recipients' mobile wallets! Invoice your customers with style using Wave's free invoicing app available on iPhone & Android.



6

## SMARTSHEET

Stay connected to your work anywhere, anytime with the Smartsheet app for iPhone and iPad. The application also facilitates all the project management processes; from planing to budgeting & from execution to monitoring.

7

## WUNDERLIST

Wunderlist is the easiest way to get stuff done. Whether you're planning a holiday, sharing a shopping list with a partner or managing multiple work projects, this mobile app will do it for you.

8

## CAREEM

Whether you're a customer getting from A to B, or a Captain getting behind the wheel, Careem's mission is to move you towards a better living. Its not just a ride sharing app but it also offers you extra part time cash.