

STARTUP

JULY 2018

INSIDER

In this issue:

THE ROLE OF

PERSISTENCE IN LIFE

Napoleon Hill quoted Prophet Muhammad (PBUH)'s persistence in his bestselling book

MADE IN SIALKOT

TELSTAR '18

Pakistan remains official football provider in FIFA World Cup 2018

SALIM GHAURI

**A Billionaire!
How he did it,
& how you
can, too**

Rs. 375





LAUNCH YOUR STARTUP IN 6 WEEKS

"Launching Startups" is not just a short course, but a broad platform that helps aspiring entrepreneurs and their teams to develop and launch their small businesses in just six simple steps. This 6-week program in Bahria University, Islamabad Campus, provides a network of mentors & coaches, one-to-one mentoring, and industry connections. Startup founders get passed through a complete business development process that enables their entrepreneurial mindset and spirit.

**6 WEEKS ENTREPRENEURSHIP SHORT COURSE:
BAHRIA UNIVERSITY ISLAMABAD**

August 30 - September 14
3 days in a week (evening sessions)

Application Deadline:
August 20, 2018

Enroll. Create. Transform: courses.startupinsider.info

STARTUP INSIDER IN COLLABORATION WITH BAHRIA UNIVERSITY

IN THIS ISSUE

EDITOR'S NOTE

Trustworthiness, commitment, and integrity made Prophet Muhammad (PBUH), a successful entrepreneur. Just before the prophetic period, he invested time and energy to establish his business and turned out to be a wealthy trader in Arabia within 10 years of operations. Focusing on global linkages, he traveled all across Yemen, Syria, Basra, Iraq, Jordan, Bahrain and a few other countries for making new clients and generating future leads.

It was common practice to be greedy in trade at Mecca. Cheating and exorbitant pricing was happening in the society but Prophet Muhammad (PBUH) through his truthfulness challenged the entire business practices. Being transparent and trustworthy were not only the characteristics of our beloved prophet but his business policies through which he gained the trust of clients and always secured the repeat business. I have interviewed hundreds of successful entrepreneurs during my journalism career. The one thing was common in all. "Repeat clients". And developing a clientele is not an easy job. You always have to win the client's trust and to deliver him, whatever was promised!

Prophet Muhammad (Peace Be Upon Him) said, *"The best of people are those that bring the most benefit to the rest of mankind."*



usman@startupinsider.info

INSPIRATION

Role of persistence	06
Chefling Tales	08
From Sydney to Islamabad	09
Telstar '18 made in Sialkot	10

FEATURED STORY

From nothing to everything - Salim Ghauri	13
--	----

STARTING A BUSINESS

5 ways to overcome failure	17
4 early signs of success	18
Tricks to boost social media	19
Work smarter, not harder	20
6 inspiring movies to watch	22

WHAT'S HAPPENING

Startup India	23
World's 1st fee-free university	25
MBA or PSD?	26

Team

editor in chief Usman Ahmed
managing editor Niaz Hussain
associate editor Sadaf Usman
creative director Rubina Shaheen
assistant editor Sheraz Khan
editorial assistant Hina Mubashir
features editor Abdul Wassay
bureau chief Islamabad Zain Ali
bureau chief Lahore Muhammad Sami
bureau chief Karachi Sajjad Usman
content curator Hamna Qureshi
content writer Abid Hussain
circulation manager Bilal Khan
marketing manager Ayesha Javaid
external relations Zara Mehmood

Startup Insider

Published From Islamabad Pakistan



startupinsider.info



startupinsider.info



startupinsider2



startupinsider.info



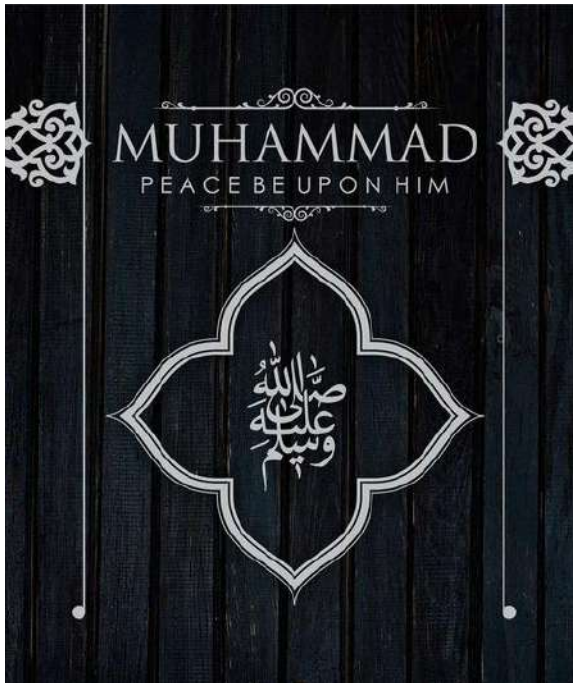
0321-5563828



Tax Amount	Publish	Submission Date	Due Date	Status	Invoice
Rs. 0	Not Published	0000-00-00	2018-06-06 00:00:00	Closed	Download Edit Close
Rs. 0	Not Published	0000-00-00	2018-04-06 00:00:00	Closed	Download Edit Close
Rs. 0	Not Published	0000-00-00	2018-05-06 00:00:00	Closed	Download Edit Close
Rs. 0	Not Published	0000-00-00	2018-05-06 00:00:00	Closed	Download Edit Close
Rs. 0	Published	0000-00-00	2018-07-06 00:00:00	Up Paid	Download Edit Close
Rs. 0	Published	0000-00-00	2018-06-06 00:00:00	Closed (Un Paid)	Download Edit Close
Rs. 0	Published	2018-04-27	2018-05-06 00:00:00	Paid (On Time)	Download Edit Close
Rs. 0	Published	2018-03-28	2018-04-06 00:00:00	Paid (On Time)	Download Edit Close
Rs. 0	Published	2018-04-06	2018-04-06 00:00:00	Paid (On Time)	Download Edit Close
Rs. 0	Published	2018-04-06	2018-04-06 00:00:00	Paid (On Time)	Download Edit Close

SCHOOL MANAGEMENT ON THE GO

The schools do not pay anything, but get to enjoy the complete feature set of OSUM. Book a demo today by visiting our website or emailing us



TOLD BY A NON- MUSLIM

NAPOLEON HILL (1883-1970)

The secret weapon of every entrepreneur is persistence. Building a successful business is like climbing the mountain & persistence plays a vital role in developing you as a successful entrepreneur because the view from the top is spectacular.

In 1900s, a famous author & journalist, Napoleon Hill investigated the biographies of 500 high achievers of that time including Andrew Carnegie, Thomas Edison, Henry Ford and former US President Franklin Roosevelt. During his research he found that persistence was the common factor among all the 500 successful people. In his bestselling book "Think & Grow Rich", he laid down 13 principles for generating wealth. He dedicated a full chapter on persistence and revealed the methodology on developing persistence and then using it as weapon to achieve success.

We are quoting & reproducing his few lines about our beloved Prophet Muhammad (PBUH) and the use of his power of persistence in the book.

When Mohammad announced that he was the Messenger of God, bringing word of the true religion, he was ridiculed and labeled a lunatic. Children tripped him and women threw filth upon him. He was banished from his native city, Mecca, and his followers were stripped of their worldly goods and sent into the desert after him. When he had been preaching ten years he had nothing to show for it but banishment, poverty, and ridicule.



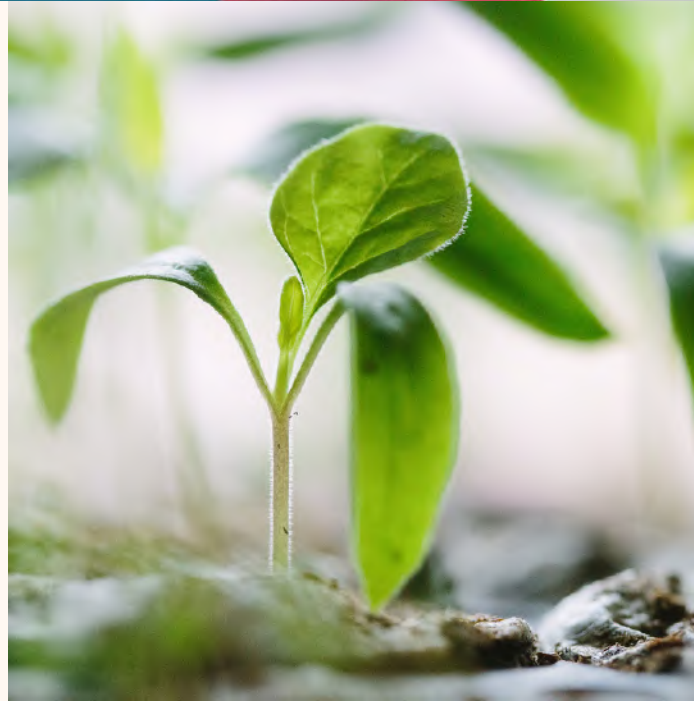
HIS: PERSISTENCE

AMERICAN AUTHOR

Yet before another ten years had passed, he was dictator of all Arabia and ruler of Mecca. His career never made sense. He tended sheep and soon hired out to a rich widow.

He traveled to all parts of the Eastern World, talked with many men of diverse beliefs and observed the decline of Christianity into warring sects. For the next twelve years, Mohammed lived as a rich and respected trader of Arabia. He was a very smart political leader and destroyed all the 360 idols in the courtyard of the Caaba, which brought about his banishment. The idols brought the desert tribes to Mecca, and that meant to trade. So the business men of Mecca, the capitalists, of which he had been one, set upon Mohammed. Then he retreated to the desert and demanded sovereignty over the world.

The rise of Islam began. Out of the desert came a flame which would not be extinguished—a democratic army fighting as a unit and prepared to die without wincing. Mohammed had invited the Jews and Christians to join him; for he was not building a new religion. If the Jews and Christians had accepted his invitation Islam would have conquered the world. They didn't. They would not even accept Mohammed's innovation of humane warfare. When the armies of the prophet entered Jerusalem not a single person was killed because of his faith. When the crusaders entered the city, centuries later, not a Moslem man, woman, or child was spared.



But the Christians did accept one Moslem idea—the place of learning, the university.

It was our Prophet Muhammad (PBUH)'s persistence which kept him going and he achieved what he wanted to achieve, we just have to adopt his golden principles in order to succeed in business and life.

**"But the
Christians did
accept one
Muslim idea—
the place of
learning, the
University."**



'chefling tales': Connecting the foodies

by Sadaf Usman

In Pakistan, female entrepreneurship is at the lowest. In such setting, some women, being a homemaker with children still push their limits and make their entrepreneurial dreams come true.

It is highly impressive because the empowerment spread by these women contributes to a positive image of Pakistan in international scenario, as well as inspiration to the other women who possess skills. In this perspective the founder of 'chefling tales' **Madiha Hamid**'s name cannot be unnoticed. She is a NUST graduate making her name in digital media marketing. This female entrepreneur is a DMM Consultant,

trainer, and founder of Chefling Tales. A food blog which has a collection of traditional recipes that have been recognized from generation to generation and contributed by home cooks around the country.

Vision behind such an innovative initiative is to introduce the world with various provincial cuisines of Pakistan. For Madiha food brings everyone together and helps in respecting each other's differences. It is a great advantage for those women belonging to remote areas to earn some money by bringing their unique food recipes to the content for the blog 'chefling tales'.

Madiha's mission is to bring together skilled home-based chefs, and to help these talented Women to achieve economic empowerment through their cooking skills or recipes passed over generations through this digital platform known as Chefling Kitchen. It is an app that will connect to an enormous market of food lovers who look for delicious and hygienic food.

Chefling Tales is going to take a great initiative, where women will be empowered by earning from their cooking expertise. Currently they have 17 home chefs in Pakistan & they helped them in increasing their incomes to about Rs. 30,000 per month.

FROM SYDNEY TO ISLAMABAD

BY HAMNAH QURESHI

In this growing and expanding world, communication and technology made it permissible for businesses to grow. A few patriotic entrepreneurs rely on their own education and experience and let their magic happen in scaling up their businesses. Especially, when a successful foreign graduate entrepreneur helps to expand business in his own developing country. Such people are not only hard to find but the work they do for the growth of the country is spectacular.

NASIR AYUB, AN AUSTRALIAN NATIONAL, IS ONE OF THOSE FEW ENTREPRENEURS WHO BELIEVE IN SERVING THE COUNTRY & MAKING PROGRESSION FOR PAKISTAN'S ECONOMY.

Nasir holds three foreign degrees from leading universities of UK and Australia in engineering, business management, and business systems. Spectra Engineering Solutions Pvt Ltd (SES) was founded by him in 2012. It is a resourceful research and consultancy firm in Pakistan with over 80 employees and having 8 site offices in Pakistan. The head office is in Islamabad and branch workplaces in Peshawar and different sub-branches includes KP and FATA. It has some expertise in development and supervision of streets, railroads, spans, water supply plans, water channels, road asphalts and so forth. SES has a reputation for overseeing complex, multi-million dollar, shared and multilateral ventures in Pakistan for both national and worldwide customers.

Furthermore, Nasir joined hands with a wide system of field specialists and information authorities to activate resources rapidly inside Pakistan. Under SES, he has taken initiatives at various Infrastructure improvement ventures with some international associations including World Bank, Asian Development Bank (ADB), Japan International Cooperation Agency (JICA), United Nation Development Program (UNDP) and neighborhood government specialists like Communication and Works division (C&W) and KP Highway Authority (KPHA). Nasir has also worked on different ventures all across Pakistan & has effectively executed developments in most grievous locales of the country.



SES is among very few organizations that is permitted to work in FATA for its operations in Khyber, Kurram, Bajaur, Orakzai, Mohmand, North and South Waziristan. Within three years, Nasir fully equipped the company in giving complete engineering arrangements with the motivation to finish successful projects time to time. However, SES is not only constrained to expressway and basic building development administration, but also in the fields of topographic studies, geography, hydrology envisions, ecological effect evaluations and venture booking.

Forward Sports

Forward Sports toward the start of its voyage in 1990 was a hand sewed soccer ball organization founded by **Khawaja Masood Akhtar**, who had an enthusiasm for the sports industry.

From the beginning of Forward Sports, this was his ultimate dream to make the World Cup ball and it took twenty years to make this possible for Khawaja Masood. The company started the business with Adidas in 1994 with the production capacity of just 450 balls per day. Now after 24 years of operations,

Forward Sports is the biggest soccer ball supplier from Pakistan having the capacity of 36,000 balls per day. When Adidas needed extra manufacturing help due to a Chinese supplier's lack of capacity to produce the optimal amount of stock, they looked for an alternate supply source. A Pakistani ball manufacturing company, Forward Sports who has made balls for the German Bundesliga, French league, and the Champions League, stepped in and won the contract.

Since Forward Sports was fabricating official balls for other leagues to be specific a couple, Champion league, London Olympics, Euro Cup, MLS for quite a long time and because of this long connection & quality deliverance, Forward was among the dependable source in Pakistan for the official World Cup ball. It normally takes six months to set up the production line for this innovative product. Making a line from the beginning was the hardest task. But after just 33 days, the company not only set up the production line but also delivered.



FORWARD SPORTS,
MAKING PAKISTAN PROUD!



Global Recognition

PAKISTAN REMAINS THE OFFICIAL FOOTBALL PROVIDER FOR FIFA 2018

Pakistan ranks 201 on FIFA ranking table in football. Although, unqualified for the tournament, Pakistan is still present as a central part of every football match, because of Telstar '18; the official match ball of the Russia 2018 FIFA World Cup. It was proudly manufactured in Sialkot, Pakistan. The city is the world's biggest maker of hand-sewed footballs, with local factories producing 40-60 million footballs per year. It takes a lot of preparation, brain-work, ingenuity and hard work to be an international icon.

It is safe to say that Telstar '18 is the most tested ball that Adidas has ever produced. The name of the ball was uncovered on a year ago at the official introduction in Moscow by Lionel Messi, Argentina's star footballer, forward for Spanish club Barcelona. The name Telstar is from the concept of "star of Television". The black and white ball was made to look sharp during the match.

Telstar '18 represented Pakistan in FIFA World Cup 2018

Forward Sports success story can be summarized by its acknowledgments both in and out of the country. FPCCI has awarded Best Export Performance Award for the last 7 consecutive years. Moreover, within the Adidas sourcing system, Forward Sports has been awarded 16 trophies in different categories. Working strategically for 20 years and supplying for all other major leagues.



EXCLUSIVE TALK

WITH MIR MAK

July 13, 2018
Islamabad Hotel

Reserve your seats at 051-2355201

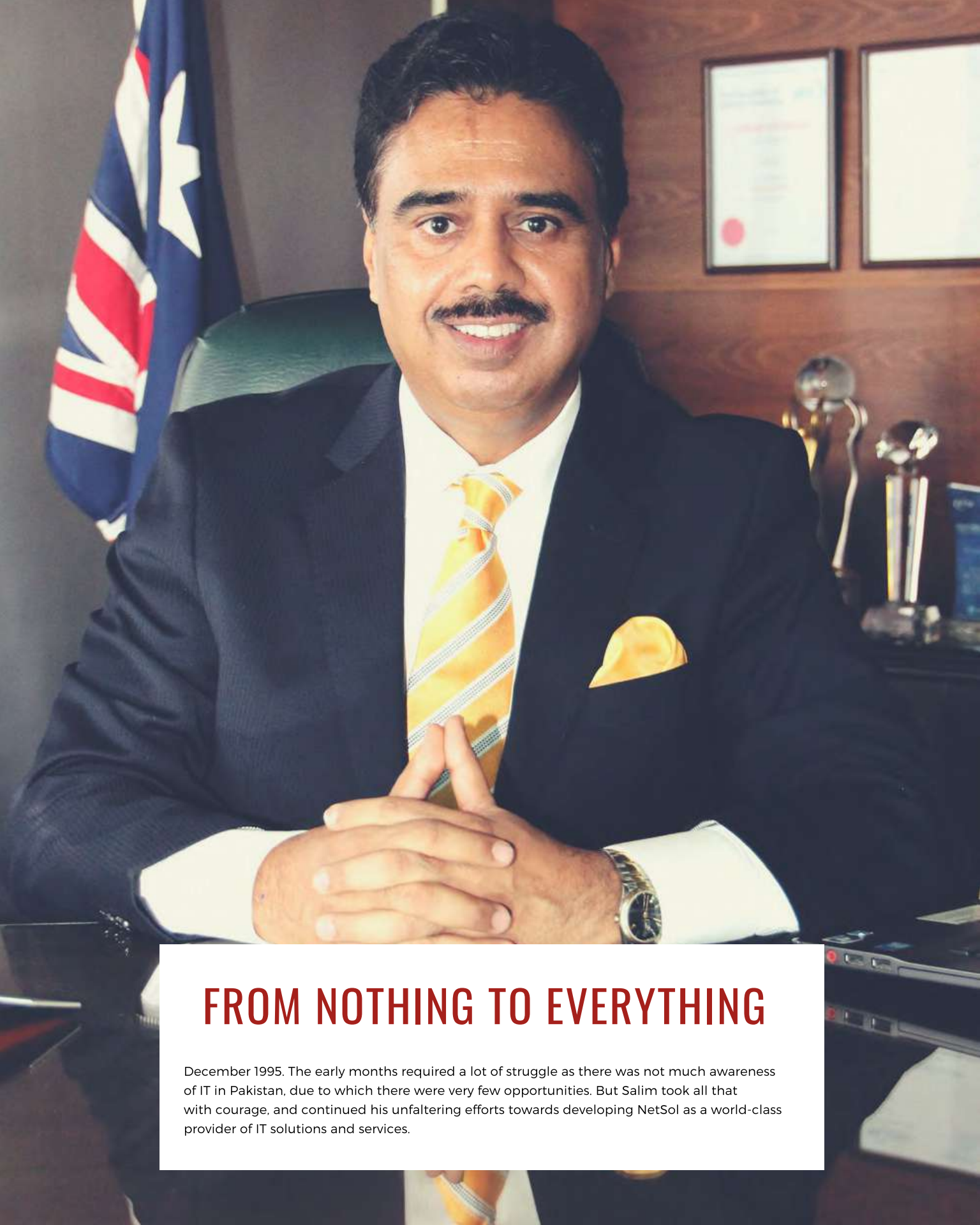


PROMOTIAL

PREMIUM DISCOUNT CARD



<https://www.promotial.co>



FROM NOTHING TO EVERYTHING

December 1995. The early months required a lot of struggle as there was not much awareness of IT in Pakistan, due to which there were very few opportunities. But Salim took all that with courage, and continued his unfaltering efforts towards developing NetSol as a world-class provider of IT solutions and services.



EXCLUSIVE INTERVIEW

SALIM GHAURI - CEO NETSOL TECHNOLOGIES
HOW I DID IT, AND HOW YOU CAN TOO!

His Interest in IT over years of IT expertise developed in Saudi Arabia and Australia in his previous years urged an entrepreneurial thrust for his motivation. During his foreign experiences, he direly felt a need of his skills for contribution in Pakistani IT sector. This motivation was a sense of patriotism intrinsically found in Salim Ghauri, who envisioned a dream of Pakistan having its own leading IT platform.

Showing the patriotic energy led to the founding of NetSol Technologies which over decades is today the only CMMI Level 5 organization in the country is a major asset of Salim Ghauri. As a result, NetSol Technologies is a fine example of his vision to help Pakistan actualize its potential as a leading global IT destination and Mr. Salim Ghauri as its pioneer.

Startup Insider team paid a visit to Netsol Technologies and had a one-to-one interview session over his successes, achievements & lessons.

Q. Please tell us about your business portfolio and ventures?

We are a much focused organization where our hard work of all these years went into developing our own product of Asset Financing which is NetSol's success. Today, we are the main providers of Asset Financing Software in the world while proudly captured 90% of the Chinese market. It will be pertinent to mention here that Chinese Multinational and Asset Financing are now managing their portfolio on NetSol' software. It is our niche indeed and we are dedicated to continue with this service in coming years.

Q. How do you manage your core team/facilitators and maximum output from them?

It is very important for any business to bring on board the best people. That remains the first criteria. What follows is to give them space to work, to show their skills, listen to them and welcome their ideas. Once a capable team is built, expect healthy discussions and debates before embarking on a new venture. The performance in result, will be outclass.

Q. What is the toughest decision you had to make in the last few months?

I believe toughest decisions are taken everyday. Everyday comes with a challenge where we are required to take steps catering to our customers need. However, the hardest decision making comes when deciding how to react or answer to the customer's extra-ordinary demands and needs.





Q. What drives you? What are the factors that push you forward in life?

When we see we are making a difference, we see we are bringing a change and when it is benefiting others; it gives a push, an oomph, a reason to continue what we are doing along with the desire to do more. We have seen some great results from our work in the last 22 years and we have reached a point where we now think all the work done in these years has brought greatness to the people around us. This in itself is an inspiration to keep going.

Q. What were the difficulties you faced as an entrepreneur in the beginning? And how you overcome difficulties at bad times?

Certainly, no basket of flowers will

land in your hand by itself. It has to be earned. When I began 22 years ago, I left a highly paid job, a good house and a comfortable life to pursue what I had dreamt of. I faced many challenges indeed, a great deal of failures and many dips as well but then if you are truly an entrepreneur, these hurdles will never stop you. I never stopped. I started NetSol here in Pakistan from a very small office, with just 4 people and no client. I made calls, went around introducing myself and kept working on my services. Nothing lucrative came in the initial months when one day, my days and nights did pay off when I signed a heavy deal with my first client; who after 22 years, is still my client! Thereafter, failures gave me another reason to work hard and hard work gave me success. So if you are true entrepreneur, you will not stop no matter what the

challenges are. Keep going to achieve the dream you dreamt and when you succeed, work harder to Win!

Q. What do you think about politics? Do you have any plans for that?

Well, people opt for politics primarily to serve the people and make a difference. But as a businessman, I believe, I am working for the same. I believe I can serve my people and make a difference with what I am good at.

*"Stop Worrying!!
Start Living"*

Salim Ghauri





Bouncing back!

ON FAILURES & HARDSHIPS IN LIFE

“

If you fail, you have learnt the hard way; if you succeed, you have won!

”

Q. We are afraid of losing, afraid of failing. How would you guide the young entrepreneurs to deal with defeats & failures?

"In my life I have been unsuccessful many times; certainly faced many downfalls as well. I've told myself not to stop. I keep going and I do what I believe in disregard of the fact that if it will yield success or not. Many a time, I missed on ideas and things I wanted to work on and now that I look back, I think to myself I should have. Unsuccessfulness means many losses but I have no regrets. So my message to the youngsters is that if you have an idea and if you are willing to try; do so without thinking of the result. If you fail, you have learnt the hard way; if you succeed, you have won."



5 WAYS TO OVERCOME FAILURE

By Hisham Sarwar

When faced with failures, you become your own harshest critic. It feels that there is no one better who can judge you other than yourself. It is because it is not easy for you to accept failures and it feels good to criticize your own efforts and the decisions that you took during the process. But moving forward and adopting a growth mindset you need to be sure that you don't criticize yourself too hard. Here are five ways you can accept failure and try again with the same energy and keep your confidence. Remember, the silver lining here is, accept the failure first.

1. Identify Mistakes by Writing them Down

When you are faced with a failure, start by writing down everything that went wrong. Make two columns on a page. In the first column, jot down everything that has contributed to the setback. And in the other column, write down everything that you could have done better. This will help you to identify the mistakes and how to avoid them the next time.

2. Read it for Once

When you have written down your mistakes than read it for once. You get to see the words in your head and

realize what actually went wrong. Just accept what happened and move on. By writing down to a paper, you have transferred all your negative feelings on a different medium and once it's done, you have to let go of it.

3. Be aware of your efforts

When you are faced with failure, remember it was you who tried to take the risk. Many others were still thinking and did not have the courage to take action. It was you who despite all fears made the effort of doing something

"accept the failure first".

different. Failure does not stop you from moving forward a bit it loads you up with the different form of information which you possibly couldn't have otherwise.

4. Stop Comparing Yourself

For accepting failure, it is very important to stop comparing yourself with other people. You just need to realize where you have reached so far. You have to be confident that whatever abilities you have now, these have taken you forward in life this will help you decide whether you want to go forward or push yourself more to achieve your goals.

5. Let Go of the Control

Your life becomes happier and satisfied when you let go of the control of certain things. Instead of forcing yourself to change things you cannot change, focus on improving things that you actually can.



A person is silhouetted against a bright, hazy sky at sunrise or sunset. They are standing on a rocky mountain peak, with their arms raised high in a 'V' shape, signifying triumph or success. The person is wearing a light-colored t-shirt and dark shorts. The background shows a vast, hazy landscape of mountains and valleys.

4 SIGNS YOUR STARTUP IS SUCCEEDING

1. CONSUMERS FOUND YOU FIRST

If customers found you first, then it's a clear indication that you are solving a problem and people need your help.

2. YOU ARE ENTHUSIASTIC ABOUT YOUR BUSINESS

If your enthusiasm is making others feel positive, it means you are inspiring them to believe in you.

4. GREAT TEAM IN PLACE

High turnover is a certain sign that your organization is in a bad position. Identify the committed individuals. Offer them business models & make them stakeholders of the company for a shared vision.

5. YOU ARE WILLING AND ABLE TO ADAPT TO CHANGE

If you embrace the change then you are on the path to success because, change is the only constant in the universe.



Over the past years, it is evident that a lot of consideration has been given to the businesses growing and marketing on social media channels. However, to get success in generating leads on social media, simply posting is not enough. Here are a few ways you can use to grow your small business and to reach the relevant target audience.

1. Use Multi-channel Approach

Do not rely on Facebook only. It is highly important for startups to focus on other platforms including Instagram, Twitter, LinkedIn, Youtube, Pinterest, Snapchat and especially Whatsapp. Business pages are important but groups are still effective for actual engagement of your potential customers.

2. Posting the Organized Content

Don't annoy people. But posting the content consistently and on the schedule is a good strategy for your page's optimization. Interaction is one of the key elements, the more you react faster to posts the more people will get engaged. Develop such a strategy that enunciates a very pure and vibrant exclusivity of your brand through organized content. Timing matters a lot in posting your content, a lot of platforms now give scheduling option. Now you do not have to set alarm for the reminder on a specific time. Take out time and schedule posts for the entire day, week or a month.

3. Local Celebrities Endorsement Videos

It is the most effective and free way to get fans. Make a list of local celebrities and ask them for help. Think to offer some benefits in return, it's not always in the form

5 ORGANIC WAYS FOR YOUR SOCIAL MEDIA PRESENCE

of cash but providing them the good publicity should be enough for them. Don't spend too much on the video productions. Get a smartphone, make videos, install video editing application, add some music, put your logo and post it on your pages.

4. Brand Ambassador Network

Design a google registration form and ask people to become your campus ambassadors. Think about compensation packages for them. For example, sending your company's free souvenirs, t-shirts etc. Link them with any social objective and instruct them to share your every post on their walls. If you have 50 campus ambassadors, then you will have 50 organic shares per post.

5. Content Distribution

Use eye-catching pictures and lots of hashtags in your posts. Visuals always capture attention. Optimize your posts through posting in different social media groups and pages. Always include a call-to-action and drive traffic to your website. Scaling up a business is a perplexing procedure that fluctuates and being unique is the best methodology you can embrace.

5

Productive Ways

to Work Smarter, Not Harder!

1



Goal Setting

The most common cause of procrastination is feeling defeated. Once you are clear about your destination, your ultimate goal will remain visible. Develop a habit of making the yearly, monthly, weekly & daily goals.

3



Networking

Your network is your net-worth. Take the time to create a solid network through social media, attending conferences and talk to everyone about your business, products & services.

4



Prepare For the Day

Instead of running from one task to another, write them down first. Make a daily to-do-list, prioritize and then start execution. Track your daily goals and don't forget to allocate time for each activity.

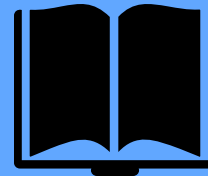


2

Embracing Technology

Embracing technology is one of the most important things to consider. You can't wait for the technology to adapt to your business; you have to adapt to the technology for a significant impact. If you don't do that, you are out of the game. Especially incorporate technology into your marketing channels and try to automate every repetitive process in your company. Always invest in building systems & processes. Learn new technologies and think how they can be inculcated into your small business. This is the only way now a days to outperform your competitors.

5



Reading

This one habit that made Elon Musk an Innovator and a billionaire. Warren Buffet claims to read about 500 pages a day. It is not only the knowledge they get from the books. But they told that reading habit dramatically improved their communication & story-telling skills. Not only in the daily operations but you have to be very productive in your talks, discussions and meetings within the company or with outside stakeholders.



You have been charging your phone all wrong – Here is how you can extend battery life!

COURTESY: BEINGGURU.COM



You are probably not aware of the ways that can help you to keep the battery of your smartphone healthy. In fact, with your charging routine, you are hastening the death of your phone's battery. Most of you think that charging your phone overnight to make it hundred percent charged is the right thing to do. But all these common practices can shorten the actual usable life of your battery.

Following are the ways that can help you to extend the life of your battery:

Charge Your Phone throughout the Day:

Most people think that it is better to let the battery of the phone reach the end and then plug it into the charger. But that is not a good thing to do. According to experts, instead of charging your phone during the entire night or for a very long period of time, it is better to charge it frequently.

Don't Charge 100 Percent:

The second important thing to remember while charging your phone is never to charge it full 100 percent. Your phone's battery is considered to behave the best when you take it before it reaches 100 percent. Also, you should never let your phone go to 0 percent which means it is fully drained. Instead, you should always keep the charging of your battery as 50 percent to keep the battery in a healthy state.

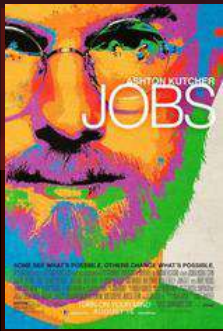
Be Careful to Unplug:

Most people think that even if their phone's battery reaches 100 percent, the extra charging will be stored somewhere and will be good for it. But that is not at all true as it keeps the battery in the state of high-stress and high-tension which can shorten its life much easily. Therefore, never charge your phone for too long and unplug as soon as you get the required charging.

Keep a Moderate Temperature:

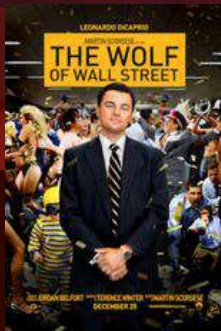
It is also important for your phone to be charged at a moderate temperature. While charging if your charger gets excessively warm or your phone gets hot then unplug it. This will be damaging as the lithium-ion battery gets too warm, so don't let your phone's battery to either get too cold or too hot.

6 INSPIRING MOVIES FOR ENTREPRENEURS



JOBS 2013

If you recently faced a setback & need motivation, then watch Jobs. College dropout Steve Jobs (Ashton Kutcher), together with his friend, technical whiz-kid Steve Wozniak (Josh Gad), sparks a revolution in home computers with the invention of the Apple in 1976.

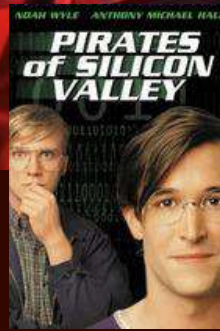


THE WOLF OF WALL STREET

Inspired by a true story: Jordan Belfort takes an entry-level job at a Wall Street brokerage firm. By the early 1990s, while still in his 20s, Belfort founds his own firm, Stratton Oakmont. He made a huge fortune by defrauding wealthy investors out of millions.

CATCH ME IF YOU CAN

Need to gain entrepreneurial skills? Watch Catch Me If You Can. Frank Abagnale, Jr. worked as a doctor, a lawyer, and as a co-pilot for a major airline -- all before his 18th birthday. A master of deception, he was also a brilliant forger, whose skill gave him his first real claim to fame:



PIRATES OF SILICON VALLEY

How innovation & technology changed the course of the history. A biographical look at the men who made the world of technology what it is today, and what it took to build up the global corporate empires of Apple Computer Corporation and Microsoft Inc.



THE SOCIAL NETWORK

Inspirational story of Mark Zuckerberg, how he became a youngest billionaire in only 6 years. In 2003, Harvard undergrad and computer genius begins work on a new concept that eventually turns into the global social network known as Facebook.



PURSUIT OF HAPPYNESS

If you want to actually understand the entrepreneurial process then it's a must watch. Life is a struggle for single father Chris Gardner. At a stage, evicted from their apartment, he and his young son find themselves alone with no place to go.

STARTUP INDIA

Startup India is a flagship initiative of the Government of India, intended to build a strong eco-system for nurturing innovation and Startups in the country, the initiative is driving sustainable economic growth and generating large-scale employment opportunities. Leveraging the benefits, relaxations, learning program and more to gear up the entire startup community. In order to meet the objectives of this program, Government of India implemented the Action Plan that addressed all aspects of the ecosystem.

Giving wings to young entrepreneurs

One of the major purposes of the program was to open the doors for the nation's youth & encouraging them to start their own businesses. Startups don't need to outfit a letter of suggestion from an incubator or industry affiliation to be qualified for the tax reductions and acknowledgment in India.

Invest India - the national investment promotion & facilitation agency of India

A platform for all stakeholders of the startup ecosystem in India, including startups, investors, mentors, incubators, accelerators, aspiring entrepreneurs, service providers and government bodies. The agency also hosts the 'Make in India' campaign and mobilizes people from all across the country.



"ENTREPRENEURSHIP - THE NEED OF THE HOUR."

Entrepreneurship in China

In the course of recent decades, entrepreneurship in China has developed at an exponential rate.

Today in China, we see various youngsters who were born in the 1980's and 1990's with entrepreneurial yearning. They originate from not just the city like Beijing, Shenzhen or Shanghai, yet in addition from second-level or considerably urban communities. Aside from the networking and portable innovation divisions, numerous

business people began showing up in different ventures.

Webpreneurs

Web entrepreneurs' began to rise in the mid to late 1990. Contemporary giants Alibaba, Tencent and Baidu emerged recently. The bursting of the main web bubble took out a reasonable number of Chinese web organizations. Developers from Xiaomi, JD.com and Qihoo 360 are on the whole prime cases of China's web business people that emerged amid this period.

"Opportunities lies in the place where the complaints are."

Jack Ma
Founder - Alibaba



THE IMPACT NETWORK

Innovation District 92 (ID92), an innovation hub working to provide entrepreneurs and change-makers a platform to turn their ideas into profitable businesses, signed a Memorandum of Understanding (MoU) with Promotion

of Education in Pakistan (PEP) TRUST. The two parties have agreed to join hands in terms of pooling resources and working together for the establishment of "The Impact Network" with the goal of promoting social entrepreneurship solutions to national development problems. Through this collaboration, ID92 and PEP Trust would collectively strive to build the capacity of entrepreneurs followed by providing ample opportunities contributing to the social innovation ecosystem of Pakistan.



A total of 39 students participated and successfully completed the training. These students were initially trained in technical skills like Artisan (Handi Craft), Dressmaking, Beautician and Early Childhood Education. And in second phase they were trained to launch their own businesses in respective or other chosen fields.

WOMEN EMPOWERMENT AT IBA SUKKUR

Sukkur IBA University in collaboration with Engro Foundation, World Learning & USAID organized training on women Entrepreneurship for the female students of rural areas from Daharki. Beneficiaries were rigorously trained for a period of two months by senior and specialized faculty for making complete business plans in their respectively opted fields and how those plans will be implemented for achieving success of project and business. After training, students were awarded certificates of completion of training and required toolkits to start their businesses.



WORLD'S 1ST FEE-FREE UNIVERSITY

The world's first fee-free university will be inaugurated next month with 600 students enrolled in the first year. Dr Mohammed Amjad Saqib, founder Akhuwat (World's largest interest-free microfinance program) told Khaleej

Times, that the campus will be operational on 14th August 2018 in Kasur, Punjab Pakistan. He said, "First, you get the education and pay after 5, 10 or 20 years, when you are able to return it; because remember that you got the education but didn't pay for it; but now when you have a job you can pay so that somebody else can also benefit". He pointed out that this residential university will be a national institute where 20 percent of students will come from each province of Pakistan. To get admission, a student must obtain 75 percent marks in matriculation exam.



Technology Incubation Centre NUST has launched a new initiative - Global Acceleration Program (GAP) - in May 2018. GAP is a pioneering program sponsored by the US Department of State, aiming to accelerate Pakistan-based startups that require international market access for scaling up by immersing them in Silicon Valley ecosystem.

TIC'S GLOBAL ACCELERATION PROGRAM

The program will select 12 post-revenue product focused startups, provide them office space at Technology Incubation Centre NUST, train them locally, and immerse them in the high tech clusters of Silicon Valley for three months. The objective of the program is to select Pakistan's finest startups at the growth stage, validate their products in the US market. All program expenses, including travel and lodging, will be covered. Support in the form of training, program management, and introductions to investors and potential customers will be provided.

Which One You Need To Succeed In Life, MBA or PSD?

PSD. A Poor, Smart and Dedicated young man

By Mir Mohammad Ali Khan

We are not teaching our youth to become businessmen. We are teaching them to develop business plans, win competitions, get shields. Make your Deans and Professors happy and go home thinking that you are on your way to becoming an Entrepreneur.

Entrepreneurship Competitions everywhere these days. As a matter of fact, I attended one just this past weekend. Great effort by the students in putting it all together. Great entertainment. Amazingly charged crowd. Excellent photo opportunity to be seen or to see, but what is the end result? We are not showing them how many times that entrepreneur failed and how he dealt with the failures to become successful. Rather we are teaching them about how to raise Funding for their ideas. The entire effort is put on raising funds. Nothing else. A team does not matter to them, mental preparation to become a successful businessman has no meaning, paying your dues has no consequences, the only thing that is being taught is the love of money. Being a businessman has more to do with training your mind than to sit in a classroom and think you can conquer the world. No MBA course in this world, may it be Harvard or Yale or Stanford or even LUMS teaches you about how to handle adversity in life while in the process of becoming a businessman.

Entrepreneurship is about making sacrifices in that early part of your life when your other fellow graduates are having fun and enjoying their salaries after graduation. It's about paying the dues and willing to live hand to mouth even after having money in the company account because you have other people's salaries to pay. It's about making yourself count last and everybody and everything else first. So much emphasis is being put on getting good grades that our students are more worried about grades than about actual learning. Straight A's are no guarantee of future success. Even your degree is not a guarantee that you will succeed, for that matter. A long time ago I realized that I would rather work with what I call, a PSD than to work with a bookish MBA and no tenacity of mind. PSD? Yes, a PSD. A Poor, Smart and Dedicated young man.

POOR because it will give him hunger for success and he has seen the difficulties of life already. SMART because he will never go back to his poor life because he will do everything smartly to avoid what he grew up with. DEDICATED because to get away from poverty, smartly, he needs dedication, constantly. I came to this conclusion when I was firing a Harvard MBA from my firm for the first time. Because I was overpaying him, he was under contributing compared to others but he had that attitude that he was better than others because he had graduated from Harvard University.

starting small **GROWING BIG**



SUBSCRIBE

& Get 2 FREE Editions (May & June)



LEARN

To start & grow your
business

PKR 3800

12 Editions at Your
Doorstep!

PKR 1600

3 Editions at Your
Doorstep!

Limited time offer. Subscribe at subscriptions.startupinsider.info