

PAKISTAN'S PREMIUM MAGAZINE ON ENTREPRENEURSHIP

# STARTUP

INSIDER

JUNE 2023

10

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MILLIONS

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# EMBRACING ENTREPRENEURSHIP IS THE SOLE PATH AHEAD



Usman Ahmed

**E**ntrepreneurship can indeed play a significant role in contributing to the growth and development of a country. Entrepreneurs are the driving force behind innovation, new business ventures and job creation. They establish and expand businesses, which leads to economic growth and increased employment opportunities. By starting their own ventures, entrepreneurs create jobs not only for themselves but also for others, stimulating economic activity and ultimately reducing unemployment rates.

It does not really matter whether the new businesses are being successful or not in the short term, but to run a business, founders create opportunities for each other which are highly beneficial for the economy.

Successful entrepreneurs generate wealth through their innovative business models. This wealth creation can have a trickle-down effect on the national economy. They invest their profits, stimulate consumer spending, and pay taxes, contributing to government revenues. In modern economies, government spend back those taxes on the business ecosystem to flourish entrepreneurship all across the country, especially under-developed cities and towns.

Entrepreneurship brings down barriers between

communities and cultures and builds bridges. As a result, people stand up for their rights and push back against corruption. But here is the problem. The guys who rule our country don't want to empower people. It's not in their interest. When nations are aware and educated, people ask questions and demand economic stability, justice, quality education and health facilities.

Additionally, entrepreneurship can create opportunities for marginalized or disadvantaged individuals to improve their socioeconomic status, potentially reducing poverty and income inequality. By creating jobs, entrepreneurs help lift people out of poverty by providing them with income and stability. When more individuals have access to decent employment, the poverty and crime rate decreases. It is a proven fact that entrepreneurship has a positive impact on poverty and crime rates, it is important to recognize that it is not a standalone solution. Governments, policymakers, and society as a whole need to work together to create an enabling environment that supports entrepreneurship, provides access to resources and education, and tackles systemic issues contributing to poverty and crime.

Politicians and rulers of Pakistan will never be able to bring prosperity. Don't waste time for anyone's aid. Help yourself. For a prosperous Pakistan; entrepreneurship is the only way forward.

A handwritten signature in black ink, appearing to read 'Usman'.

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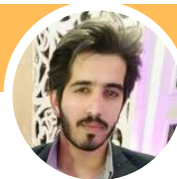


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My mission in  
life is not merely  
to survive, but to  
thrive; and to do  
so with some  
passion, some  
compassion,  
some humor, and  
some style.

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#IamAnEntrepreneur

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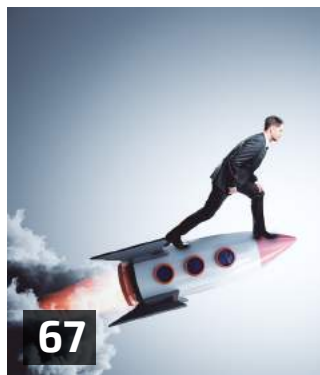
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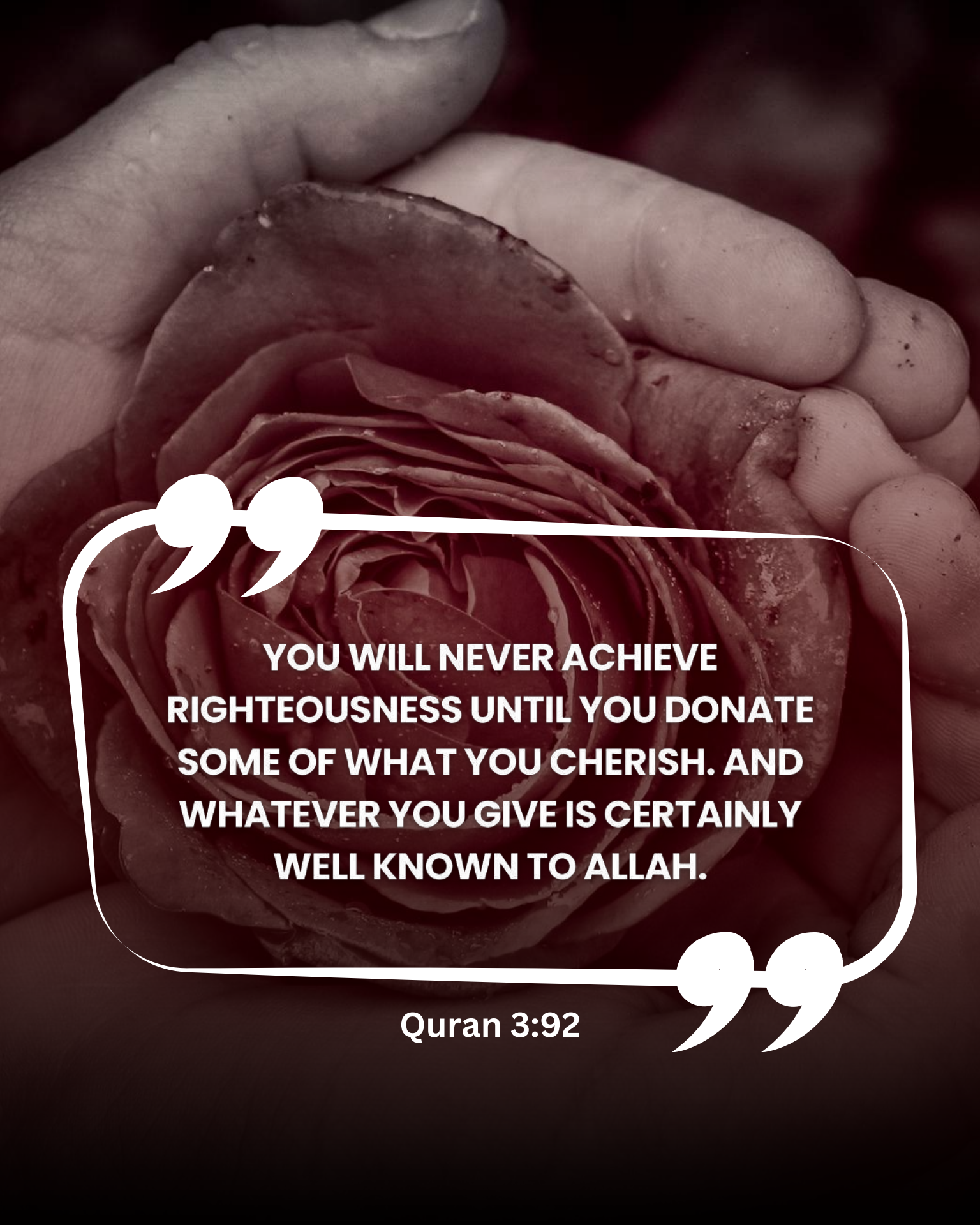
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A close-up photograph of a hand gently holding a rose. The rose is a deep red color with many layers of petals. The hand is light-skinned and the background is dark and out of focus. The entire image has a dark red overlay.

**YOU WILL NEVER ACHIEVE  
RIGHTEOUSNESS UNTIL YOU DONATE  
SOME OF WHAT YOU CHERISH. AND  
WHATEVER YOU GIVE IS CERTAINLY  
WELL KNOWN TO ALLAH.**

**Quran 3:92**

# ENTREPRENEURSHIP IN ISLAM: A TIMELESS LESSON IN BUSINESS ETHICS

By Musa Ikram

**I**slam, as a way of life, covers all aspects of human existence. It provides guidance not only in matters of faith and spirituality but also in everyday life, including economic activities. As such, the principles of

entrepreneurship in Islam are based on ethical conduct and a sense of social responsibility. The Quran and *Ahadees* offer guidance on how to conduct business with honesty, integrity, and compassion.

One of the primary teachings of Islam regarding entrepreneurship is the concept of "*halal*" and "*haram*." *Halal* refers to what is permissible and lawful, while *haram* refers to what is prohibited and unlawful. In the context of business, this means that any commercial activity that involves cheat in weighing, lying, hiding or exploiting others is considered *haram*.

The Quran is replete with references to ethical conduct in business. For example, it states, "O you who believe! Do not consume each other's wealth unjustly, but only in lawful business by mutual consent" (4:29). This verse emphasizes the importance of mutual consent and transparency in business dealings.

The Prophet Muhammad (PBUH) also emphasized the

importance of ethical conduct in business. He said, "The truthful and honest merchant will be with the prophets, the truthful, and the martyrs on the Day of Judgment" (*Tirmidhi*). This hadith highlights the high status of those who conduct their business with honesty and integrity.

Islamic entrepreneurship is not just about making money; it also has a social responsibility aspect. Islam encourages entrepreneurs to give back to society and help those in need. The Prophet Muhammad (PBUH) said, "The best charity is that given by a wealthy person, and start giving first to your dependents" (Bukhari). This hadith emphasizes the importance of taking care of one's family and then extending one's help to the community.

The history of Islamic entrepreneurship goes back to the early days of Islam. During the period from 600 to 700, Muslims were engaged in various economic activities, such as trade, agriculture, and handicrafts. One of the most famous Muslim entrepreneurs of that time was Abdul Rahman Ibn Awf. He was a successful trader who made a fortune in the business industry. He was also known for his generosity and philanthropy.

Another famous Muslim entrepreneur was Abdullah ibn Masud, who was a carpenter by trade. He was known for his excellent workmanship and fair prices. He was also a



close companion of the Prophet Muhammad (PBUH) and played an important role in spreading Islam.

It is worth noting that Islamic entrepreneurship has a unique approach to financing. Islam prohibits interest-based transactions, and therefore, Islamic finance operates on the principles of profit and loss sharing. This approach has gained significant attention and popularity in recent years, with many non-Muslims also adopting it as a more ethical and sustainable form of finance.

Moreover, the concept of "*barakah*" or blessings in one's business is also an essential aspect of Islamic entrepreneurship. Muslims believe that seeking *barakah* in their business is crucial for its success. This is achieved by conducting business with honesty and integrity, giving back to the community, and seeking the blessings of Allah in one's endeavors.

Islamic entrepreneurship has also given rise to the concept of social entrepreneurship, which aims to create positive social change while generating profit. Many Muslim entrepreneurs have been at the forefront of this movement, creating innovative solutions to address social and environmental challenges in their communities.

It is worth mentioning that Islamic entrepreneurship has the potential to play a crucial role in promoting economic development in Muslim countries and beyond. Muslim-majority countries are often characterized by a lack of economic development and high levels of poverty and

*Muslims conquered the world when they were prosperous and they achieved prosperity through trade. In this, there are signs for those who understand entrepreneurship.*

unemployment. By promoting entrepreneurship based on ethical principles, these countries can unlock the potential of their citizens to create sustainable businesses that not only generate profits but also contribute to the social and economic development of their communities.

In conclusion, the principles of entrepreneurship in Islam provide a valuable framework for conducting business in an ethical and socially responsible manner. These principles are rooted in the teachings of the Quran and *Ahadees* and have a rich history that dates back to the early days of Islam. Islamic entrepreneurship emphasizes honesty, integrity, compassion, social responsibility, and the pursuit of blessings in one's business endeavors. It provides valuable lessons and guidance for modern-day entrepreneurs who aspire to succeed while staying true to their values.

Muslims conquered the world when they were prosperous and they achieved prosperity through trade. In this, there are signs for those who understand entrepreneurship.

# 6 Rules of Wealth



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## 1. PUT YOUR TRUST IN ALLAH

AND WHOEVER IS MINDFUL OF ALLAH, HE WILL MAKE A WAY OUT FOR THEM, AND PROVIDE FOR THEM FROM SOURCES THEY COULD NEVER IMAGINE. (17:29)

---

## 2. DO NOT WITHHOLD

SPEND IN THE CAUSE OF ALLAH AND DO NOT LET YOUR OWN HANDS THROW YOU IN DESTRUCTION 'BY WITHHOLDING'. (2:195)

---

## 3. GIVE LOAN TO ALLAH

WHO WILL LEND TO ALLAH A GOOD LOAN WHICH ALLAH WILL MULTIPLY MANY TIMES OVER? IT IS ALLAH 'ALONE' WHO DECREASES AND INCREASES WEALTH. (2:245)

---

## 4. DONATE WHAT YOU CHERISH

YOU WILL NEVER ACHIEVE RIGHTEOUSNESS UNTIL YOU DONATE SOME OF WHAT YOU CHERISH. AND WHATEVER YOU GIVE IS CERTAINLY WELL KNOWN TO ALLAH. (3:92)

---

## 5. BE MODERATE IN SPENDING

DO NOT BE SO TIGHT-FISTED, FOR YOU WILL BE BLAMEWORTHY; NOR SO OPEN-HANDED, FOR YOU WILL END UP IN POVERTY. (17:29)

---

## 6. STAY AWAY FROM INTEREST

O BELIEVERS! DO NOT CONSUME INTEREST, MULTIPLYING IT MANY TIMES OVER. AND BE MINDFUL OF ALLAH, SO YOU MAY PROSPER. (3:130)

# What Experts Say?

**Startup Insider asked the experts:**

*"Remote work is here to stay: How to work-from-home and manage teams successfully?"*

Expert opinions by seasoned entrepreneurs & mentors



# TOP EXPERTS & ENTREPRENEURS ON WORK FROM HOME (WFH)



**Kamran Rizvi**

Inspirational Speaker  
Trainer & Executive  
Coach  
at Carnelian

The recent global pandemic has caused massive disruption in working practices. Prior to this, working mostly from offices was the norm.

The onset of the internet and enabling technologies, a few decades ago, has gradually led to a shift in thinking about how and where we work. This change accelerated when COVID 19 hit and tech became a transformational enabler.

It is now hard to imagine a world without WIFI, augmented by 4G & 5G cellular services, Zoom and Stream Yard. Freelancers, professionals, and startups are flourishing with their use, and traditional businesses have experienced the value and difficulties of remote working.

Every new opportunity brings with it, challenges. Without greater levels of trust, empowerment and accountability, organizations will fail to leverage the immense benefits of remote working.

In-person encounters are vital for a healthy corporate culture. Collaboration tools like Zoom, Google Meet facilitate human connection, but if not managed wisely, can lead to video fatigue and stress due to work overload. In addition, not everyone has a discrete space at home that allows for distraction free work.

To meet some of the challenges of remote working, consider the following suggestions:

1. Focus on results, productivity standards and clear deadlines: Avoid micromanaging. This will only be possible when you have competent and committed people, in given tasks, in your team.
2. Train. Those working from home need far more self-discipline, than traditional work environments need. Therefore, equip your team members in self-management skills.
3. Demonstrate empathy. Limit the frequency of meetings. Just because people can be reached at any time, doesn't mean you violate their private/family time. Set norms for frequency and duration of virtual interactions and keep all communications, whether via email or WhatsApp, within agreed working hours.

Remote working is a convenience, but not a complete substitute for face-to-face interactions. Meet with your team members periodically, whether monthly or quarterly, to catch up and share in social and pleasurable activities.



**Sadaf Usman**

Entrepreneurship  
Researcher

Working from home can be a rewarding and flexible option, but it also requires discipline and effective strategies to stay productive. Here are some tips to help you make the most of your work-from-home experience:

**Set clear boundaries:** Communicate with your family members or roommates about your work hours and let them know when you need uninterrupted time. Establish boundaries to minimize distractions and interruptions during your designated working hours.

**Dress for success:** While you might be tempted to work in your pajamas, getting dressed as if you were going to the office can help shift your mindset into work mode. Dressing professionally can improve your focus and productivity.

**Minimize distractions:** Identify potential distractions in your home environment and take steps to minimize them. This could mean turning off television and notifications on your phone, using website blockers to limit time on social media, or using noise-cancelling headphones to create a quiet work environment.

**Eliminate multitasking:** While it may seem tempting to juggle multiple tasks simultaneously, it can actually hinder your productivity. Focus on one task at a time, complete it, and then move on to the next. This allows you to maintain focus, deliver better results, and minimize errors.



**Hisham Sarwar**

Founder & CEO  
Infomist

Working from home and managing remote teams effectively require careful planning, strong communication, and the right tools and strategies. Here are 11 tips to help you work from home and manage remote teams successfully:

1. **Establish clear expectations:** Clearly define work hours, availability, and expected outcomes. Set specific goals and deadlines to keep everyone accountable. Ensure team members understand their roles and responsibilities.
2. **Communicate regularly:** Foster open and transparent communication. Schedule regular check-ins, team meetings, and one-on-one discussions to stay connected. Use video conferencing tools to enhance virtual interactions and build stronger relationships.
3. **Leverage technology and tools:** Utilize collaboration tools, project management software, and communication platforms to facilitate teamwork and streamline processes. Examples include Slack, Trello, Asana, Microsoft Teams, or Google Workspace.
4. **Set up a dedicated workspace:** Create a designated work area at home that is free from distractions. Ensure team members have the necessary equipment and resources to perform their tasks effectively.
5. **Encourage work-life balance:** Remote work can blur the boundaries between work and personal life. Promote work-life balance by encouraging breaks, setting realistic expectations, and supporting flexible schedules when feasible.
6. **Trust and empower your team:** Focus on outcomes rather than micromanaging. Trust your team members to deliver their work and provide support when needed. Empower them to make decisions and take ownership of their tasks.
7. **Foster a sense of connection and culture:** Create opportunities for virtual team building activities, such as virtual coffee breaks, team lunches, or online games. Encourage informal communication channels for social interactions.
8. **Provide clear guidelines and resources:** Ensure your team has access to clear guidelines, standard operating procedures, and resources to perform their work effectively. Document processes and make them easily accessible to all team members.
9. **Encourage feedback and collaboration:** Foster an environment where team members feel comfortable providing feedback and sharing ideas. Encourage collaboration and create opportunities for cross-functional interactions.
10. **Prioritize well-being and support:** Remote work can be isolating and challenging. Pay attention to your team's well-being and provide support when needed. Offer resources for mental health, promote work-life balance, and recognize accomplishments.
11. **Continuously improve and adapt:** Regularly assess what's working and what can be improved. Seek feedback from your team and make necessary adjustments to optimize remote work processes.

Remember, successful remote work and team management require adaptability, flexibility, and a commitment to continuous improvement. By implementing these strategies and staying connected with your team, you can effectively navigate the remote work landscape.



**Sami Khan**

Founder  
VicVoice

One of the major challenges of working from home is maintaining a proper work-life balance. With no clear separation between work and personal life, it can be difficult to establish boundaries. Solutions to this challenge include setting designated work hours, creating a dedicated workspace, and **taking regular breaks to refresh the mind.**

Communication and collaboration can also be more challenging in a remote work environment. Without face-to-face interactions, miscommunication and feelings of isolation can arise. Employing various communication tools, such as video conferencing and instant messaging platforms, can help bridge the gap and foster effective collaboration.

Maintaining mental and physical well-being can be tougher when working from home. The lack of physical activity and social interactions can lead to increased stress and decreased productivity. To address this, individuals should prioritize regular exercise, practice self-care, and seek opportunities for social interaction, whether through virtual gatherings or outdoor activities.



**Dr. Abdul Wahab**

Assistant Professor  
at School of  
Management  
FAST-NUCES  
Islamabad

In the past few years, the idea of remote work has gone from being a niche concept to becoming the norm. Although it was primarily considered a temporary measure, many corporations have realized that remote work is here to stay.

There are many merits to working remotely, however, it's not without its challenges. Here are some recommendations for working from home and managing teams successfully.

#### **Set a routine**

One of the challenges of working from home is the lack of structure. To combat this, it's important to set a routine. This will support you stay productive and focused.

#### **Remain organized**

Set up a dedicated workspace that's free from distractions. Keep your workspace organized and tidy, and make sure you have everything you need to do your job efficiently.

#### **Establish clear goals**

When managing remote teams, it's vital to set clear goals with deadlines. Make sure your team knows their objectives, and how their work will be measured.

#### **Communicate effectively**

Communication is key when working remotely. To stay connected use video conferencing tools to hold meetings. Use email, chat apps, or project management tools to keep everyone on the same page.

#### **Maintain a work-life balance**

Establish clear boundaries between work and home, and make sure you're taking time for yourself. Schedule breaks throughout the day, and make sure you're logging off at the end of the day.

In conclusion, With the right mindset and tools, remote work can be just as productive and rewarding as working in an office.



**Ayub Ghauri**

Founder HospitAll

Fortunately like many things in life Remote Working isn't one size fits all either. My personal experience is a mix bag, so we have to be extremely judicious in our approach as to what's most relevant to your work environment.

No doubt Remote Working is here to stay but then it's not only due to COVID or post COVID that we keep trying to find the best work regime but many organizations especially within Europe tried experimenting most efficient work output models. And the reasons for those were less pollution in the air, and most effective way to optimize energy and other resources.

Even outsourcing to offshore and freelancing is mostly WFH and that model has been practiced for decades. Thanks to work outsourced to Indian shores during 90's. Precision tech tools were custom developed initially, and now many industry-recognized ones such as Slack to measure efficiency and syncing of shared work are available on pay as you go. For virtual meetings; Teams, Zoom and other tools are available.

The biggest challenge for getting optimum output with WFH is the absence of competitiveness and the spirit of collaboration. Human beings have been so used to waking up at the right time, getting ready to go out to work and thinking while commuting, and finally working with real team spirit at the place of work.

Human beings are social animals, you can't replace the feeling of getting up in the morning with a purpose in mind and then returning at the end of day with sense of achievement.

On the other hand relationships within couples ended up in all kinds of psychological problems of constantly seeing your partner around you 24/7 with no sense of break from the normal.

My take is break down teams in various groups and constantly shuffle them with one group on at WFO one week, and the other WFH, and keep repeating the opposite only if you must send people to WFH.



***Successfully working from home is a skill, just like programming, designing or writing. It takes time and commitment to develop that skill, and the traditional office culture doesn't give us any reason to do that. – Alex Turnbull***

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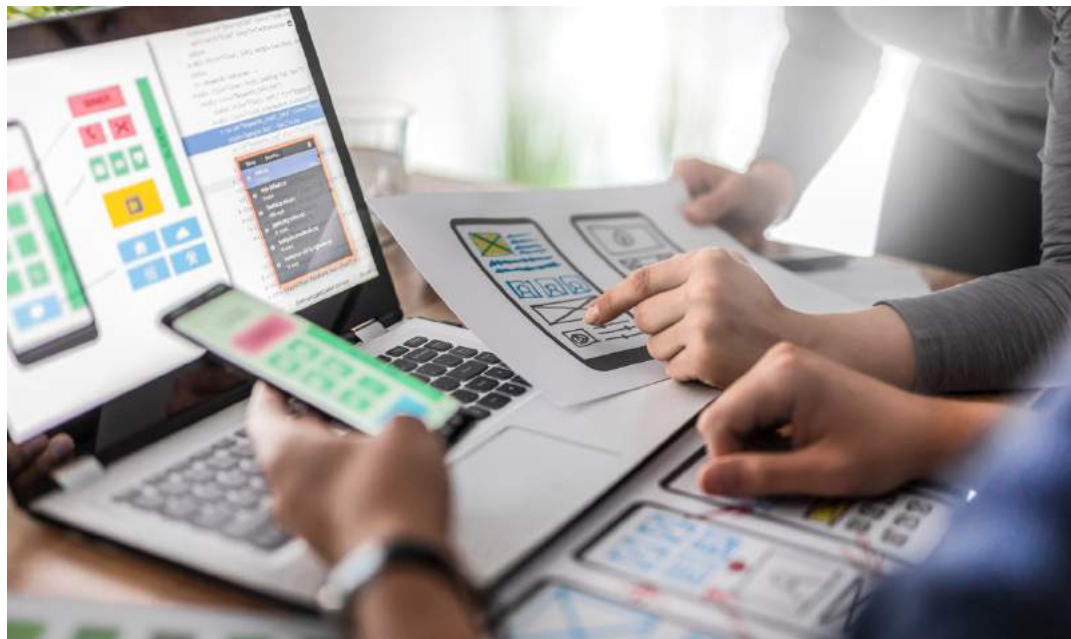
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# THE BUSINESS OF APPS - HOW YOU TOO CAN BUILD ONE AND MAKE MILLIONS

BY ABDULLAH HANI



“

*The mobile app industry has grown exponentially in recent years and is showing no signs of slowing down. According to Statista, total revenue in the app market is projected to reach \$475bn in 2023, with an annual growth rate of 8.58% expected to result in a projected market volume of \$755.50bn by 2027.*

In the past decade, the app market has exploded, and with it, the potential to earn millions of dollars. From social media apps to gaming apps, businesses of all sizes are getting in on the action. The question is, can you too build an app and make millions? The short answer is yes, but it's not an easy path. In this article, we'll explore the business of apps, the potential for success, and what it takes to get there.

## THE POTENTIAL FOR SUCCESS

The mobile application industry has grown exponentially in recent years and is showing

no signs of slowing down. In fact, according to Statista, total revenue in the app market is projected to reach USD 475.90bn in 2023, with an annual growth rate of 8.58% expected to result in a projected market volume of USD 755.50bn by 2027. These figures are staggering and highlight the massive potential for entrepreneurs and developers to build profitable apps and create a sustainable businesses. Pakistan is no exception to this trend, as the country's app market continues to flourish, providing lucrative opportunities for those with a passion for technology and

innovation. Google has recognized this potential and is actively supporting local app developers in Pakistan through initiatives like the App Growth Lab. This 4-month program is designed to identify high-potential app developers, studios, and companies that are looking to accelerate and grow their businesses. By providing guidance, mentorship, and resources, Google is helping to support the development of the app industry in Pakistan, both locally and globally. Of course, not all apps are created equal, and not every app will achieve success.

However, with the right idea, strategy, and execution, there is certainly the potential to make millions of dollars. Consider the success of apps like Uber, Instagram, and TikTok, which have all generated billions of dollars in revenue.

So, how can you too build an app and potentially make millions in the process? Here are some essential steps to consider:

## IDENTIFY A NEED OR A GAP IN THE MARKET

The first step to building a successful app is to identify a need or a gap in the market that your app can fulfill. This requires research and analysis of the current trends and demands in the app market. By identifying a niche area that is underserved or overlooked, you can create an app that stands out from the competition and provides real value to users.

## DEVELOP A CLEAR STRATEGY

Before you start building your app, it's important to develop a clear strategy that defines your goals, target audience, and revenue model. This will help you stay focused throughout the development process and ensure that your app meets the needs of your target audience.

One important consideration when developing your strategy is how you plan to monetize your app. Google AdMob is a mobile advertising

platform that allows you to earn revenue by displaying ads in your app. AdMob provides a variety of ad formats, including banner, interstitial, and native ads, which can be customized to match your app's design and user experience. With AdMob, you can earn money each time a user clicks on an ad or views it.

Another revenue model to consider is in-app purchases, which allow users to buy virtual goods or premium features within your app. This model can be effective for apps that provide a unique and valuable user experience. It's also important to define your target audience and understand their needs and preferences. This will help you design an app that meets their needs and provides a positive user experience. You can use tools like Google Analytics to track user behavior and gather insights about your audience. Once you have a clear strategy in place, you can start building your app. It's important to focus on creating a user-friendly design and optimizing your app's performance to ensure a smooth user experience.

### DESIGN AND DEVELOP YOUR APP

The next step is to design and develop your app. This requires a team of skilled developers, designers, and testers who can bring your vision to life. It's essential to ensure that your app is user-friendly, intuitive, and engaging, with a clean and attractive design that appeals to your target audience.

### TEST AND REFINE YOUR APP

Once your app is developed, it's important to test and refine it before launching it in the market. This includes beta testing, user feedback, and

ongoing optimization to ensure that your app is bug-free and meets the needs of your target audience.

### LAUNCH AND MARKET YOUR APP

Finally, it's time to launch and market your app. To make your app successful, it's not enough to just launch it in the app store; you need to create a buzz around it and reach your target audience. One of the most effective ways to do this is through marketing. Google Ads is a powerful advertising platform that allows you to reach your target audience through paid search, display, and

video ads. With Google Ads, you can create highly targeted campaigns that reach users who are most likely to be interested in your app. You can also track the performance of your ads and optimize them for better results. To market your app effectively, it's important to have a strong brand identity and a clear value proposition. You should also optimize your app's listing in the app store, using keywords and descriptions that are relevant to your target audience. Social media marketing and influencer outreach can also be effective strategies to reach your audience and create

buzz around your app. The mobile application industry presents a wealth of opportunities for entrepreneurs and developers in Pakistan and around the world. By following these essential steps and leveraging the support and resources provided by Google and other industry players, you can build a successful app and potentially make millions in the process.

So, if you have a passion for technology and innovation, there has never been a better time to enter the app market and build your own profitable business.

\*\*\*



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# 10 BUSINESS IDEAS THAT COULD BE WORTH MILLIONS

EDITOR'S CHOICE



Are you looking for a business idea? But you want to make sure it's profitable first? You can learn from these 10 businesses to ensure your startup launches on the right foot. Some of these business ideas take more experience or credentials than others, of course. For instance, it takes less money to launch a startup than it does to become a traditional businessman. We put together a list of the best, most profitable business ideas for entrepreneurs to pursue in 2023.

## JEWELRY-MAKING BUSINESS

A jewelry-making business can be a creative and lucrative venture. Identify a specific target market or niche to cater to. This could be personalized jewelry, traditional style, minimalist designs, bridal jewelry, or any other specific segment you believe has untapped potential. Set up an online store to showcase your jewelry creations. Create an appealing website with high-quality

images, detailed product descriptions, and an easy-to-use ecommerce platform.

Develop a strong brand identity that reflects your unique style and values. Create a memorable logo, choose an eye-catching color scheme, and design packaging that aligns with the overall aesthetic of your jewelry. High-quality packaging adds value and enhances the customer's unboxing experience.

Host jewelry events or participate in local craft fairs and artisan markets to showcase

your creations. These events provide opportunities for immediate sales and valuable customer feedback.

Leverage the power of social media platforms to showcase your jewelry and engage with your target audience. Establish a strong presence on platforms like Instagram and Facebook, regularly posting product images, live streaming, and engaging captions. Collaborate with influencers in the fashion or jewelry niche to promote your brand and reach a wider audience.

## GIFT BASKET BUSINESS

To start a gift basket business from home or a storefront you need a carefully crafted business plan, a flair for creativity, and as little as a few hundreds of thousands of rupees.

Study existing gift basket businesses in Pakistan to understand their offerings, pricing, and marketing strategies. Determine what sets your gift baskets apart from the competition. It could be a specific theme, specialty items, or unique packaging.

Define your products and services; the types of gift baskets you will offer, considering various themes, price points, and customization options. Calculate the costs of materials, labor, and overhead, and establish competitive yet profitable pricing for your gift baskets.

Identify how you will reach your target audience, such as through online platforms, social media, partnerships with local businesses, or attending trade shows and conferences. Blending this business with the corporate souvenirs can add a massive revenue stream into your business but you may face cash flow issues while working with local companies in Pakistan. Develop customized gift programs for businesses looking to provide employee incentives, client appreciation gifts, or promotional items.

Research and establish relationships with suppliers who offer quality products for your gift baskets. Consider local wholesalers, and specialty vendors. Develop a professional, colorful and user-friendly website to showcase your gift basket offerings, pricing, 'customize

your gift box' option and ordering information. Seek partnerships with local retailers, event planners, corporate clients, and wedding venues to expand your customer base.

Online platforms have made it easier for people to browse through various options and place orders from the comfort of their homes. The gift basket culture in Pakistan has seen significant growth and popularity in recent years. Gift baskets are a convenient and versatile option for various occasions, including weddings, birthdays, anniversaries, corporate events, and festivals like Eid.

## DAYCARE BUSINESS

The daycare industry in Pakistan has been growing steadily in recent years. As more women enter the workforce and families recognize the importance of early childhood education and care, the demand for daycare services has increased.

There are hundreds of traditional daycare centers in the major cities of Pakistan. But you can create a daycare center with a specific theme or focus, such as a nature-inspired daycare, an arts and crafts-focused center, or a science and discovery-oriented facility.

This theme will help differentiate your daycare from others in the area and attract parents who are interested in a specific educational approach for their children.

Consider offering flexible hours to accommodate parents' varying schedules. Provide options for full-time, part-time, and drop-in care. Additionally, offer extended hours for parents who may

need early morning or late evening care. This flexibility can attract working parents who require reliable and convenient daycare services.

## LOCAL COURIER BUSINESS

With the increasing popularity of online shopping, there is a growing demand for efficient and reliable delivery services. The courier industry in Pakistan has experienced significant growth and development in recent years. In the country of 22 million people, there are still only a few players in the market. The huge gap exists in intracity movement of goods and documents across the city.

Starting a courier business requires a lot of dedication, hard work, and adaptability. Study the local market and assess the demand for low-cost courier services in your area. Identify your target customers, collaborate with small businesses, and reach to specific retailers to make them outsource their delivery of products and services. Don't forget to obtain necessary permits, licenses, and insurance required to operate a courier service in your area.

Set competitive pricing that covers your costs and generates profit. Consider factors like distance, package weight, delivery urgency, and any additional services you provide. Acquire suitable vehicles for your courier operations, such as vans, bikes, or motorcycles, depending on your budget and initial capital. Provide excellent customer service, ensuring timely deliveries and set up a clear external and internal communications to increase future sales.

## CAKE AND CUPCAKE BAKERY

By carefully planning and executing your cupcake business idea, you can create a sweet and successful venture.

First of all, create a diverse and appealing menu featuring a variety of flavors, frostings, and decorations.

Invest in high-quality baking equipment, including mixers, ovens, baking pans, decorating tools, and packaging supplies. Baking equipment has a high liquidity as compared to other commercial kitchen equipment.

Find reliable suppliers for fresh and high-quality ingredients. Consider local farmers' markets, wholesalers, or specialty food stores. Determine the cost of producing each cupcake, factoring in ingredients, labor, overhead expenses, and packaging. Set competitive yet profitable prices that consider market demand and your target customers' willingness to pay.

Develop an online presence through a website and social media platforms to showcase your cupcakes and engage with customers.

Explore multiple sales channels, such as a physical storefront, online ordering with delivery (your website and Food Panda etc.) or pickup options, and catering services for events.

Prioritize exceptional customer service, ensuring that customers feel valued and satisfied with their cupcake purchases. Listen to customer feedback and adapt your offerings to meet their preferences for the consistent growth. Always experiment with new flavors, designs, or seasonal specials to keep customers excited.

## FASHION ACCESSORIES

If you are truly interested in this business idea then you have to think very creatively because this industry is already saturated in Pakistan. Create a line of fashion accessories that seamlessly integrate technology and style. You can offer smart jewelry, customizable smartwatches, tech-enabled handbags, smart glasses, hair accessories, customized phone cases and a lot more.

Along with social media paid advertisements partner with fashion influencers and tech enthusiasts to promote your products. Offer them customized accessories to showcase on their platforms and provide unique discount codes to drive sales.

To win the game, emphasize the customization aspect of your products in your marketing efforts. Highlight the ability for customers to create one-of-a-kind accessories that reflect their personal style.

Your major target audience of this business will be educated youth. Organize campus ambassador program all across Pakistan and offer high sales incentives to the student ambassadors. Not only your business will flourish, you will also be promoting entrepreneurial spirit among the students. They will organize brand activation activities within the campus and they will also participate in university's annual events.

Empower campus ambassadors through industrial sales trainings and offer great profit margins.

Ultimately, they will learn how to sell in their campuses online and offline throughout the year.

## FURNITURE REFURBISHING

A furniture repair business can be a self-sustainable business, especially considering the growing demand for sustainable and cost-effective alternatives to buying new furniture.

The investment in this is business will be slightly higher as compared to other business ideas discussed in this article.

Establish a well-equipped workshop where you can perform repairs and restoration work. Ensure you have appropriate tools, machinery, and supplies for different repair tasks.

Acquire the necessary skills and knowledge in furniture repair, restoration, and upholstery. Remember to adapt your business model to local market conditions and customer preferences. By offering high-quality repairs, exceptional service, and promoting sustainability, your furniture repair business can thrive and become a trusted resource for customers seeking to extend the lifespan of their furniture. Don't forget to tap the business-to-business sales.

## VIDEO PRODUCTION

In today's digital era, the demand for high-quality visual content has skyrocketed, with businesses and individuals seeking captivating videos to engage and connect with their target audience. This increasing demand presents an excellent opportunity for entrepreneurial minds to venture into the world of video production.

The video production business idea revolves around establishing a cutting-edge video production studio that

combines creativity, technology, and efficiency.

The studio should be equipped with advanced technologies, including high resolution cameras, professional lighting setups, green screens, and the modern post-production editing software. This will ensure the production of visually stunning and immersive videos.

The team is the backbone of this business, responsible for delivering creative concepts and executing them flawlessly. Your team should include talented professionals, including videographers, cinematographers, scriptwriters, editors, and graphic designers.

You should establish strong relationships with other industry professionals, including actors, models, voice-over artists, and musicians. This network will ensure access to a diverse pool of talent, enabling the creation of engaging and impactful videos.

The video production business presents an exciting opportunity to enter a thriving industry and provide high-quality visual content to diverse clients. By combining state-of-the-art production facilities, a creative team, customization, technological advancements, and effective marketing strategies, the business can position itself as a leader in the field.

To stay ahead of the curve, your video production business should embrace emerging technologies, such as virtual reality (VR), augmented reality (AR), and 360-degree video production. By leveraging these innovations, the business will offer immersive and interactive experiences that captivate audiences and provide a competitive edge in the market. But this business has a very low liquidity.

## CAR WASH &amp; DETAILING

In the modern world, where cars are not just a means of transportation but also a symbol of status and style, the importance of maintaining their pristine appearance cannot be overstated. Here you can make a lot of money by providing mobile car wash and detailing services.

Identify the specific demographics you want to cater to, such as busy professionals, luxury car owners, or local residents. This will help you tailor your services and marketing efforts effectively. Decide on the range of services you want to provide. This can include exterior and interior car wash, hand wash, waxing, vacuuming, upholstery cleaning, window tinting, paint correction, and more. Offering a variety of packages and add-on services allows customers to choose based on their needs and budget.

Create a marketing strategy to promote your business. Utilize both online and offline channels, including social media, local advertisements, flyers, and partnerships with local businesses or car dealerships. Develop a user-friendly website or mobile app where customers can book appointments and choose services. Implement a scheduling system to manage appointments efficiently and reduce wait times.

Remember to conduct market research, develop a comprehensive business plan, and comply with any local regulations and permits required for operating a car wash and detailing business. Invest on high quality equipment and trained staff because they have to carry out the onsite activities.

## DIGITAL EVENT PLANNING

The digital age has transformed the way events are planned and executed. To capitalize on this growing trend, you should develop a comprehensive digital event planning platform. This platform should serve as a one-stop solution for event organizers, providing them with the tools and resources they need to plan, promote, and manage successful events of all types and sizes. By leveraging technology and offering a user-friendly interface, your platform should aim to streamline the event planning process, save time and resources, and enhance overall event experiences.

A platform offering a centralized dashboard to manage all aspects of event planning, including budgeting, scheduling, vendor management, and attendee registration. Your solution should act as an integrated marketplace where event organizers can discover and connect with a wide range of vendors, including caterers, photographers, decorators, audiovisual specialists, and more. There could be four major revenue streams.

**Subscription model:** Offer different subscription tiers providing access to various features and support levels.

**Commissions:** Charge a small commission fee for successful bookings made through the vendor marketplace.

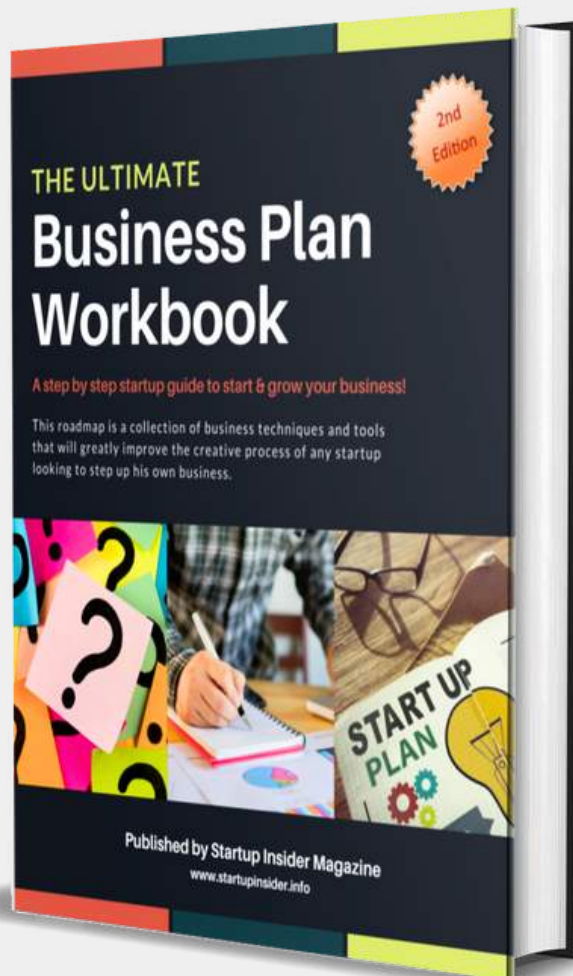
**Advertising:** Partner with relevant brands and vendors to display targeted advertisements within the platform.

**Post event reports:** Offer premium analytics and data insights packages to event organizers seeking in-depth reports and strategic recommendations.



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# HOW RESILIENCE LED ME TO SUCCESS

*No one loves to hit dead ends, but the resilient among us know how to uncover possibilities!*

By Muhammad Saad Khan



**> Its easy to write CEO with your name but its equally tough to achieve this title on the ground!**

We can fail time and again standing up stronger than before, use defeats as stepping stones to victories because temporary losses can never predict future gains.

Born and raised by a single mother, I owe my entire success to my mother, without her dedication and sincere efforts I would not have been what I am today. My journey started with odd jobs which I pursued along with my graduation from Paktel (Nowadays Zong) where I worked on new connection forms getting Rs. 1.5 per form. These were the days of the early 2000s while I was residing in Abbottabad and unfortunately, Pakistan

got hit by a tragic earthquake in 2005 back then. I had joined an NGO by that time and was pursuing various roles ranging from humanitarian assistance, coordination to food supply and what not. However, the insane drive in me to succeed profoundly in my career, brought me to the banking industry after years of hard work and dedication. It was 2008 when the economic slump had hit the global economy severely and my dream of working with a multi-national bank got a huge upset and I had to move forward. I joined Saif Group of Companies and

remained there for a couple of years in different roles from admin positions to marketing till Kulsum International Hospital was launched in Islamabad and I switched my job.

Life changes at every step and teaches you a lot of lessons. You realize it's not a bed of roses and every step ahead is tougher than the previous one. I had to move to Islamabad leaving my mother back alone for better job opportunities as there were almost none in Abbottabad. I had to travel between the cities as her health was deteriorating and she was not as active as she used to be throughout her working life as a school principal.

My entrepreneurial journey started with a small shop at a local public spot in Abbottabad, which I scaled up gradually with good numbers. I was selling top ups, mobile accessories, cigarettes, and confectionery items, and starting with Rs. 20,000, monthly income, I sold that shop later on for Rs. 800,000 in a span of 2 years. Subsequently, in 2012, I entered the startup world and launched WiOne with a local cable operator and aimed to make Abbottabad a Wifi-enabled city. Luckily, within six months we had about 300 users with monthly packages, however, unfortunately I suffered a major setback and had to shut down my business due to intervention by the local authorities.

An entrepreneur is no stranger to blows and risks in the business world but they can

also be incredibly motivating and enticing at the same time. Henceforth, I did not give up and after a few weeks of self-reflection and contemplation, I decided to start again because "Where there is a will, there is a way".

I moved on trying to catch up with the fast paced world and got a paid project with an NGO, sadly it ended within three months.

Nonetheless, I was unstoppable as I saw the entrepreneur in me aspiring to start something of my own soon. I continued my search and one day my mother asked me to arrange white wash for the house for a family event. I was severely depressed and destitute in those days as there was no work at all and all I could afford was the paint material but not the labour cost whatsoever. So I decided to paint my house myself, learning it all from DIY and from that point till late 2013 I did labour work as a paint guy for different shops and houses in my vicinity. I was earning Rs. 400-500 per day to meet the basic kitchen expenses and it was really hard especially after working for multinationals and big industry giants.

Nevertheless, my mother's prayers paid off and out of the blue I got a chance to join a Telecom VAS company in Islamabad. Thinking of it as a last chance, I worked more than 14 hours a day and learnt what VAS was all about, how it worked etc. I simply loved the concept,

and never knew that it was going to change my life forever. I was traveling to Dubai and other gulf states for work every after 10-15 days, yet in the back of my mind I was saving regularly and continuously thinking about starting something of my own. Therefore one fine day I decided to leave my 400K per month job along with my car and some other lucrative incentives and delve into the entrepreneurial world.

I started another startup named 'Industrus', and that too transformed my life 360 degrees. In 2019 I made a VAS product of my own, an IVR Based radio station and launched it with Telenor and here I would call out a huge industry name Sardar Abubakar who saw the strength in me and my product and helped me kick it off successfully.

Through the program "Radio Zamindar", I explored the Agri-Tech world extensively. Although I had no knowledge regarding this field at all, my previous failures and experiences helped me learn it fast. Radio Zamindar did wonders, working with leading telecom operators of Pakistan, however unfortunately during COVID it was slow but this time I was prepared for all sorts of outcomes and situations. Henceforth, I acted proactively and started meeting industry experts and leaders through a mutual connection. I met Nadeem Hussian, co-founder of the Planet N Group and started working under his mentorship. Radio Zamindar did wonders in his presence and here I got another chance to learn about the Fintech industry which fascinated me a lot and I yearned to start a small Fintech startup after

the future-proof sustainability of Radio Zamindar.

In 2022, I launched Quwat, a small Fintech startup offering a retail network based Fintech service provider that aims to bank the unbanked population. The initial partnership with Mobilink Micro-finance Bank helped a lot and once again Sardar Abubakar was behind its success believing in me and my product. Currently, Quwat has a wide network of retailers with all sorts of banking services provision for the consumers. Our leading partners are Mobilink Bank, JS Bank Zindigi and Bank Alfalah.

Its easy to write CEO with your name I believe, but its equally tough to achieve this title on the practical ground. I am blessed to have a strong mother and wife (Tooba Saad Khan) also an entrepreneur who always believed in me and pushed me always to make my dreams a reality. I believe adversities and misfortunes are bound to happen at one time or another, making you take risks time and again, nonetheless they also present a powerful opportunity to bounce back stronger, with newfound perspective and wisdom.

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# SECRETS THAT WILL HELP YOUR HAIR SALON BUSINESS SUCCEED

By Neelam Naz



***I faced skepticism from friends and family who doubted my abilities. Despite setbacks, I remained steadfast in my pursuit of success. I drew inspiration from other successful women entrepreneurs, & I was motivated by the desire to create a better life for myself and my family.***

My journey to becoming a successful salon owner in Islamabad began with a passion for beauty and fashion, and a dream to own my own salon. Despite the challenges that lay ahead, I was determined to turn my dream into a reality. I knew that starting a salon business in Islamabad would not be easy, as the market was already saturated with well-established salons. However, I believed that my unique approach to beauty and customer service would set me apart from the competition.

In the early days of my business, I faced numerous challenges. I struggled to find a

suitable location for my salon, and I had to learn the ins and outs of running a business from scratch. Additionally, I faced skepticism from friends and family who doubted my ability to succeed in such a competitive market. Despite these setbacks, I remained steadfast in my pursuit of success. I drew inspiration from other successful women entrepreneurs, and I was motivated by the desire to create a better life for myself and my family. I attribute my success to my unwavering faith in Allah and the support of my dedicated team. I believe that my trust in Allah's plan and

guidance has been the main pillar of my success. I also acknowledge the hard work and commitment of my team, who have been instrumental in helping my salon, Coco's, thrive.

In the world of business, unforeseen circumstances can arise at any time. I have learned to handle these situations with grace and resilience. For instance, the current times have been very tough on us all, economically speaking. Due to inflation, the cost of products had a significant impact on our business. Having to maintain the prices along with our exceptional customer services

while leaving profit margins certainly taught us how to adapt, improvise and overcome such a detrimental situation. This ability to adapt and find solutions in the face of adversity has been a key factor in my success.

Today, Coco's is a thriving salon that serves as a testament to my unwavering determination, entrepreneurial spirit, and faith in Allah. My story serves as an inspiration to other women who dream of starting their own businesses.

In conclusion, my journey teaches us that success is not achieved overnight, and it often requires overcoming numerous challenges and setbacks. My story is a reminder that with hard work, determination, faith, and a supportive team, anything is possible. My experience also highlights the importance of tenaciousness and adaptability in the face of adversity, both in business and in life. Women are capable and powerful change agents and great role models for future generations. Recognize and embrace your unique skills, talents, and accomplishments. How would you like to help your salon make extra money with very little effort? To begin with, you must consider your hours of operation carefully so you can accommodate the maximum number of clients during the business day. Salon owners who manage their time in a way that enhances their money-making ability will find their business will grow and prosper faster.

# THE INSPIRING TALE OF WAQAR JAVED AND HIS PATH TO STARTUP SUCCESS

By Munazza Qureshi



***Waqar made the difficult decision to leave the security of his corporate position behind and go on an unknown path as a startup developer. With no guarantees, he psychologically and financially prepared himself for the trials that were ahead.***

Transitioning from a steady corporate career to the uncertain world of startups can be a frightening endeavor in the fast-paced world of software development. Waqar Javed, on the other hand, saw this leap of faith as a crucial step towards realizing his aspirations and unleashing his true potential. This is the riveting story of Waqar's roller coaster ride in the startup ecosystem, packed with obstacles, hardships, and ultimately triumph.

He is a graduate with bachelor's degree in computer science from the Virtual University of Pakistan. He has worked for a famous software

development firm for almost a decade, contently wrapped in the cocoon of stability and predictability. He was good at his profession, yet he had a nagging sense of unfulfillment. His innovative enthusiasm was hindered by the tight hierarchy and lack of creative flexibility. He desired a setting in which he could test new ideas and push limits.

Waqar's life was transformed by chance, meeting with a group of motivated entrepreneurs at a tech conference. Their contagious excitement and stories of startup success inspired him. The idea of starting from scratch

and working in a collaborative and dynamic setting piqued his interest in a new journey. He began working on his startup in 2021 and launch it in 2022 with domain Waqarmart.pk. He used his savings to bootstrap his startup. He did jobs to generate money and sponsored his startup firm.

Waqar made the difficult decision to leave the security of his corporate position behind and go on an unknown path as a startup developer. With no guarantees, he psychologically and financially prepared himself for the trials that were ahead. Family members were encouraging but

cautious, emphasizing him about the risks involved. Despite this, Waqar was determined to persevere and showed that he could make a difference.

He rapidly realized the harsh reality of this intensely competitive landscape as he immersed himself in the startup industry. Long work hours, limited resources, and continual pressure to generate results all took their toll on his physical and emotional health. The early euphoria was followed by uncertainty and sadness. His resilience and undying passion for his work, on the other hand, kept him going even through the darkest times.

Waqar gained essential lessons from his trials that would define his path to success. He recognised the value of adaptation, accepting failure as a learning experience, and cultivating strong ties within the startup ecosystem. Waqar's capacity to learn fast and pivot when necessary set him apart from others, and every setback became an opportunity for advancement.

Waqar's efforts ultimately paid off after months of hard work, endurance, and unwavering determination. His startup, an innovative app that transformed online learning, gained traction and received significant funding. Waqar's passion project had grown into a scalable firm, and his transformation from corporate to startup became an inspiring success story.

# HOW THIS ENTREPRENEUR SCALED UP BY DEVELOPING A HIGH-PERFORMANCE TEAM

By Abdullah Khan



**> Entrepreneurship is a creative endeavour executed with discipline.**

Umer Nawab is a resilient and visionary leader, co-founder, and Chief Technology Officer of Intelligenes, a global software solutions provider. With a passion for technology and marketing, Umer has worked hard to establish Intelligenes as a reputable and trustworthy provider in the competitive software solutions' global market. The brand ventured into Fin-Tech, where it aims to establish itself as a leading provider of remittance management, internet banking, e-statements, and corporate cash management solutions for banks. His hard work, determination and the innovative problem-

solving mindset have marked his journey in the industry. He faced numerous challenges and developed effective solutions to overcome them. Working with banks presented its challenges as it was not aligned with the company's values. Umer devised a plan to exit the banking sector within two years. He spearheaded this pivot and elevated Intelligenes tech teams adopt cloud-based tech stacks & cutting-edge low-code and no-code app development platforms. Today, Intelligenes is steadily growing its footprint in the North American market and breaking

new records. One significant challenge Umer encountered was the high turnover of human resources due to intense competition in the market. While addressing this issue his business scaled up rapidly. He introduced multiple learning pathways that enabled junior-level resources to progress and helped them prepare for the next phase. This investment in his team's growth and development paved the way for a more stable and skilled workforce.

Another challenge Umer identified was the absence of a clear career path projection for the tech team. He recognized the importance of providing guidance and mentoring. He developed a comprehensive career ladder and evaluation mechanism. This framework provided the team with a clear career path, fostering higher job satisfaction and commitment levels.

In today's world, you can not scale up your business without innovation. So the next problem in line was the fixed mindset of his team.

He launched the "Accelerate" program for his in-house team which ultimately created an environment of learning and collaboration. He encouraged them to explore new technologies and discuss innovative solutions in the regular company's brainstorming sessions and discussions. This approach ignited creativity among employees, ensuring that Intelligenes remained at the forefront of innovation. Intelligenes has

also faced bankruptcy after an acquisition attempt failed, resulting in excessive cash outflows due to the induction of new resources. He did what other entrepreneurs don't do and he survived. He did not fire anyone but implemented other measures to reduce costs and figured out the steps needed to increase the organizational productivity. To take control on the cashflows, the next logical step was to add multiple revenue streams into the system. Umer started teaching API testing courses at Udemy, and currently 11,000 students are enrolled in his course.

**Great teams produce great results.** Teams provide answers; teams provide the cheapest solutions available to the entrepreneur. And the process starts by assuming that the requisite knowledge, skill and competence is already in place and it just needs to be mobilized and harnessed in an effective direction. A blend of innovation and team work can transform any startup into a global company. We just have to think out of the box. As we continue to adopt collaborative technologies, we can build teams and work across geographies. Umer's entrepreneurial journey is a story of resilience, innovation, and team work. His ability to overcome challenges and building a strong team underscores his remarkable contributions to the industry. If you too want to scale up; innovate and build a high-performance team.

# THIS WOMAN ENTREPRENEUR IS HELPING STARTUPS SCALE THROUGH CO-WORKING

By Tooba Saad Khan (In her own words)



With a background in the field of HR and content writing primarily, I wanted to start off with something of my own after my son was born. The concept of entrepreneurship always excited me as it allows you to execute new ideas, break barriers, and explore new avenues. Being a woman and a mother, I soon realized it was not easy to run a startup in these hard times, especially when launching off.

From paying bills to catering to small business essentials, a huge chunk of your time, money and energy are taken away. I always wanted to reduce the burden for the young startups

as they still face a lot of difficulties through their startup journey, specifically women who are dependent and lack financial support.

I had no startup experience at all, but my husband who is also an entrepreneur remained at the forefront guiding me throughout my journey at every step and motivated me to perform better.

Keeping in view the market dynamics and the economic situation, I came up with the idea of a co-working space that would not only be commercially affordable but also cater to your business needs while you focus on your

startup efficiently.

My mother-in-law, a single mother and a resilient lady was my prime motivation behind this venture along with my husband and partner Muhammad Saad Khan, who made this venture “Workshack” sustainable with his managerial expertise and industry experiences.

Workshack has been designed to suit the needs of different startup sizes and business requirements, however we are not limited to entrepreneurs, our workspace is open to professionals and freelancers. The prime motivation of a shared workspace is exchange of ideas and networking that helps explore new business opportunities and develop professional linkages. With a strong word of mouth in the initial stages, we later on took the help of social media to spread the word. We tried to be as thoughtful as we could in providing amenities which could provide maximum business solutions. The top most of them are medical coverage of up to Rs. 500K, head hunting services, taxation, cloud services and much more.

Limited research in the product is one of the biggest struggles startups face today. Even if the idea is good enough, they usually fail in the execution stage. I believe that one needs to have the nerves to bear risks and have the aptitude to be a successful startup founder. It's not a piece of cake for every-

one. The biggest challenge I faced initially was rising costs of materials when we started to revamp the warehouse we acquired to build Workshack. We had to cut down on a lot of things and create the best possible masterpiece with available resources. There was a time when quitting was an easy option, things were getting out of control and not being possible in the given circumstances. However, we held our heads and faith high and kept going. You just need to believe in yourself and not leave the playing field.

I think a successful business person is not the one who is able to generate maximum profits but someone who is able to provide solutions to existing problems and this has always been Workshack's aim, to provide affordable access to business solutions.

There is no secret ingredient behind making a business venture successful, smart goals, leadership and positivity take you a long way plus never underestimate luck.

Nonetheless, know that luck also favors only those who stand tall like a rock. The best thing that keeps you motivated and going is believing in yourself, putting in your best and leaving the rest to Allah. You simply can't control everything, you will lose control and have to let go of a lot of things and that's OK, be prepared for downfalls, failures and dips.

It's part of the plan, but it does pay off eventually, you just have to stay focused, work hard and determined.

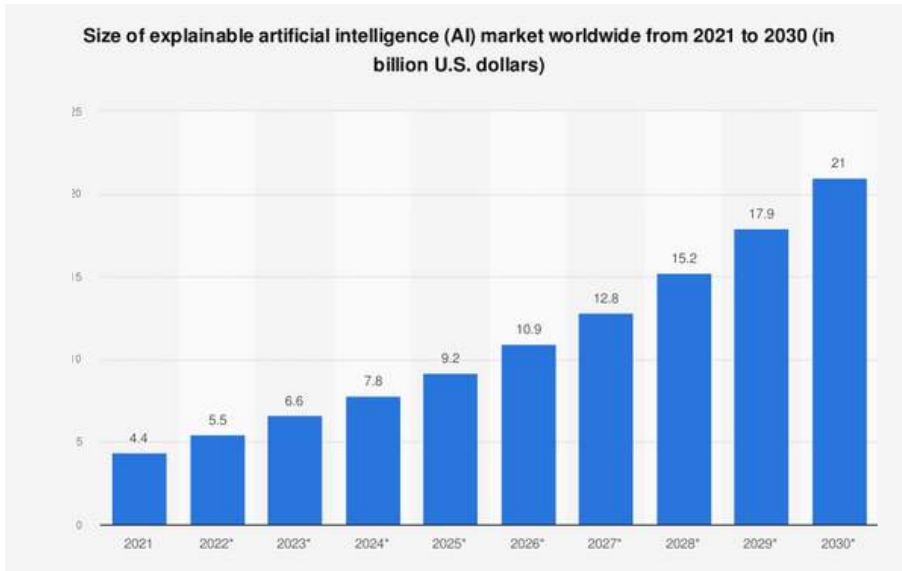
**Unlock New  
Levels of  
Operational  
Efficiency  
Through**

**AI**

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How to Enhance  
Business  
Automation?





In today's digitally modernized and highly competitive world, businesses need to be on top of their game to survive and make profits in the longer run. There is absolutely no room for individuals or organizations that have failed or are still reluctant to adapt the realities of artificial intelligence (AI) and the impact it has already made on countless business sectors and industries.

Statista reports that the AI industry will witness an increasingly upward trend in the next decade. In 2021, the industry was valued at nearly \$100bn, and by 2030, it is expected to surpass \$2tn. That is a twentyfold increase - a growth magnitude that hasn't been projected for a lot of industries out there.

The aforementioned AI market trend gives a very clear picture of how artificial intelligence is going to have an impact in the near future. But first, we will dive more into the concept of AI itself, what it is all about and how will it impact businesses in a broader perspective?

Artificial Intelligence or simply AI, is a collection of machine processes and patterns that stimulate human-like behavior. The common traits or characteristics it may include are learning, problem-solving, rational decision-making, forecasting through mathematical and logical reasons with the data available. Based on three cognitive skills

-learning, reasoning and self-correction, AI programs and algorithms work in cohesion using data that has been turned into actionable information to perform tasks, resolve problems and make forecasts.

During the past few years, artificial intelligence has evolved in a quite a number of technologies and solutions. Each branch of AI that we see today has its own logical concepts, uses and applications.

**Machine learning (ML)** is a branch of AI that primarily focuses on using available data or algorithms in a way that makes it capable to learn, just the way humans do. This results in improved and more accurate results over the passage of time. Some prime examples of machine learning concept are the YouTube recommendations that we see on our mobile devices these days.

**Deep learning** is one of the subsets of machine learning that involves neural networks and it is based on imitating the behavior of human brain in order to learn from big data sets. Deep learning assists in a number of AI applications nowadays, such as predictive analysis, fraud detection tools, digital assistants, etc.

**NLP** is the branch of AI that assists computers understand and interpret the language of humans. Over the years, human-to-machine communication have paved way for a number of other AI-

based applications and uses in different business sectors worldwide. NLP has remained a major component of it.

**Robotics** is a concept that is based on operation of machines that have the ability to perform physical tasks for or on behalf of a human. In recent years, artificial intelligence and machine learning - in combination with robotics - have made it possible for big manufacturing sectors to carry out tasks of large magnitude with zero or minimal human intervention.

In today's world where we hear a lot about the impact of AI in our everyday lives - the term '**automation**' is one that is most commonly used. In layman's terms, automation is a concept that talks about eliminating or minimizing human intervention in tasks and applications that can be carried out by a physical robot, a programmed software.

A relatively newer addition in the field of AI, facial recognition is a machine's ability to identify a person's identity using their face. This technology is based on 2D and 3D images - transforming analog data into digital data, eventually using multiple mathematical formulae and codes to recognize a person's face.

**Facial recognition** technology is widely used in mobile devices and security cameras these days to identify people quickly and accurately.

Another commonly used AI technology in the modern-day world is **speech recognition** that involves a machine's ability to convert human speech into machine-readable format. This can help people with disabilities to interact with a computer and get desired outputs, that might seem fairly difficult otherwise.

A **chatbot** is a program that imitates human conversation to interact with a user and resolve their problems in real-time. These days, chatbots are widely used by businesses to ensure 24/7 availability to their potential or existing customers through various digital touchpoints such as websites, apps, phone support, etc. Chatbot improves customer service, increases efficiency, and enhances lead generation.

## WAYS OF USING AI EFFECTIVELY

Let us now have a look at how businesses today can effectively use AI-based systems to improve various aspects of their processes and mechanisms.

**Cyber Security:** Over the years, businesses have been able to protect themselves from spam, malware and other types of cyberattacks through increased role of AI in the field of cybersecurity.

Since AI has the ability to handle large sets of data, and in many cases without human intervention, companies and organizations are able to implement security screening mechanisms for far lower costs in comparison to employing multiple human resources for the same job. Common examples are incident response applications, CCTV crime prevention systems, AI-powered biometrics technology, home security systems, etc.

**Customer Service:** According to a 2020 McKinsey research, AI technologies could be adding more than \$1tn of value each year - enhanced customer service being a big part of it. During the pandemic, we saw a massive increase in AI-based customer service innovations and implementations of which, chatbots and digital assistants were the most prominent.

Today, there are a number of business sectors, industries and organizations that are effectively using a hybrid model in customer service, meaning that during a customer's journey, they might go through various touch points where they will be interacting either solely with an AI-powered system, a human or a combination of both.

In fact, another report suggests that 75% of customers use multiple touch-points in their experience. This means having AI-powered mechanisms not only benefits the customers, it can actually benefit employees as well through real-time suggestions and recommendations to deliver accurate information.

**Digital Automation:** We do hear a lot about the Application Programme Interfaces (APIs) - that is what digital automation is all about!

Digital automation is defined as the ability of technology systems to access user interface of other internal or external applications in order to execute both simple or complex business processes to achieve desired results.

In today's world, the use of APIs has made our lives a whole lot easier, where our mobile apps or software can easily fetch data from other applications using this concept.

**Sales & Marketing:** In recent years, AI has played a vital role in sales & marketing in the corporate sector. According to a Salesforce report, sales managers and leaders label choose AI as the technology that they are expected to adopt faster than any other that are introduced to.

Another study found out that successful sales professionals are almost 5 times more likely to be using various AI tools and methodologies to assist them in their sales journey, as compared to the ones who have been underperforming. AI-based systems can make valuable sales predictions, give recommendations and identify specific target groups that can make the lives of salespeople a whole lot easier.

Marketers enjoy similar benefits from modern-day AI-powered marketing solutions, processes and methodologies. With tools like SurferSEO, smartly.io and Jasper.ai, marketers are now able to create marketing copies, content and automation processes that enable them to reach the right customer more quickly and cost effectively.

## FUTURE OF AI & AUTOMATION - IN A NUTSHELL

There is not a lot of doubt when it comes to recognizing and accepting the role that AI has already played, and the impact it will have on every industry in the years to come. Taking into consideration all the big investments being made in different fields of AI, it won't be a surprise anymore if we start seeing AI taking over major business sectors sooner than we might have perceived. Businesses need to identify and imple-



***Statista reports that the AI industry will witness an increasingly upward trend in the next decade. In 2021, the industry was valued at nearly \$100bn, and by 2030, it is expected to surpass \$2tn. That is a twentyfold increase - a growth magnitude that hasn't been projected for a lot of industries out there.***

ent relevant AI technologies and tools into their systems in order to deal with the ever-changing needs and trends of their customers, competitors and everything else that will determine their profit maximisation in the longer run. And for some, it could be very well their survival.



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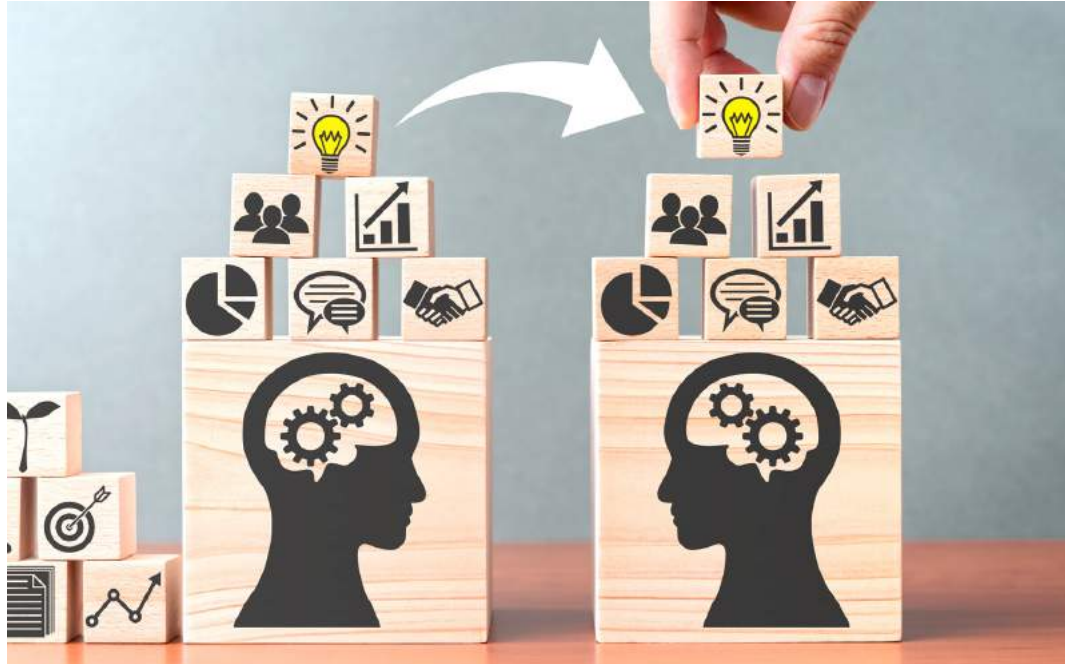
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# LEARN THE ART OF PEOPLE MANAGEMENT

HOW TO ATTAIN IMMEDIATE WINS AND HOW TO BOUNCE BACK QUICKLY IN 2023

By Fahad Zaidi



## TIME MANAGEMENT SKILLS

Managing your time and planning ahead of time not only helps in saving time but also aids in managing each task effectively. This will help in potentially reducing the errors along with a systematic flow of work. Managing your employees also becomes easier. Going ahead without a plan always increases the amount of setbacks and would more than often backfire.

### PLAN YOUR DAY AND WORK

Planning your day is the first step in your time management. Plan your day out. make sure it's a little flexible to manage any setbacks that may happen. Set your goal for that particular day. Keep in mind the importance of that specific goal you choose.

### PRIORITIZE

In accordance with your plan and set goal, make a list of priorities. Check and confirm for anything you might have missed. Redo your checklist. Verify whether every member of your team is on board while ensuring you are not missing out on anything important.

### POINT OUT DOs & DONTs

After you are done with making your checklist, highlight the do's and don'ts for everyone so as to avoid any setbacks which may disrupt

“

***Building great teams is a crucial factor in the success of any business. The art of people management involves various skills, strategies, and techniques aimed at maximizing employee performance, satisfaction, and development while ensuring the overall success of the organization.***

What would be the best creative environment for working in an organization?

What would you be willing to look forward to? How can you enhance your work and mood at the same time? What would help your colleagues to improve their work and leave while being satisfied?

Being aware of what is going around you is a key point to strategize using the resources you have. A manager has quite an effect on his subordinates. Creating a stress-free environment, making sure the employees are motivated and as a manager or an entrepreneur you, yourself are satisfied with the result of your efforts are

the factors that affect the flow of your work.

## CREATING A POSITIVE WORK ENVIRONMENT

### LEADERS EFFECT ON EMPLOYEES

As previously stated, leaders have a fair effect on their employees. The way they take the ups and downs during work has a major effect on the working environment of the company.

They need to maintain their cool most of the time. This helps improve the surrounding mood as well hence

playing the role in uplifting the moods of the employees due to which better results would be generated.

### THE EFFECT OF WORK ENVIRONMENT

If a leader creates a positive work environment, the employees would be able to work more efficiently than before. This increases their creativity, productivity and satisfaction. Due to this, the efficiency of work skyrockets. The employees, when ending work on a positive note, would be highly motivated to start a new day with the same energy. Learn how you can provide a good facility.

the flow of work. Specify the methods for everyone in detail to enhance the productivity of the tasks.

#### REACH THE SET GOAL

Ascertain that you reached your goal at the end of the day. This would give you a sense of fulfillment and satisfaction. After the day is over, confirm that you have reached the goal you set out to complete for a flawless execution of your day's plan.

#### EVALUATE WHAT YOU'VE DONE

Now after you're done with your plan, run-through what you've done so far. Evaluate your and your team's work. This will help in pointing out any errors that were overlooked before hence ensuring the work is done perfectly.

#### SEE WHETHER YOU FOLLOWED THE SET PLAN

After you're done with everything, discern if you have followed your plan accordingly. What you left, how many errors or setbacks there were; see if your team followed your lead as designed; if there were any deficiencies or if the plan was insufficient in keeping with the amount of work or the size of the project.

## BECOME ONE WITH YOUR WORKFORCE

Getting in the zone is the key to a flawless execution of plan. You are so focused on the task at hand that you disregard everything else. As you become more involved, you start enjoying your work, the rate of setbacks decreases and the productivity of the task improves. Another name for being in

the zone is flow state. So what exactly is flow state? It's that incredible notion of deeply enjoying yourself. Time and surroundings have little to no effect on you whatsoever.

#### STEPS TO ACHIEVE FLOW STATE

To get in the flow, the task should just be challenging



*If a leader creates a positive work environment, the employees would be able to work more efficiently than before. This increases their creativity, productivity and satisfaction. The employees, when ending work on a positive note, would be highly motivated to start a new day with the same energy.*

enough to keep you working. It should not cause too much of a stress for you, and it should not be easy enough for you to start getting bored.

Working towards a set goal helps you get your work done at a tremendous pace. So, pointing out your project goals help you stay in the loop and it keeps you focused on the assignment at hand.

In order to achieve flow state, the reduction in distractions plays a key role. When there are no distractions, you would solely be working on the project at hand without stopping.

#### GET IN THE ZONE AS A TEAM

Working with your team will help you take off the excess work you are working on. By working together, you are able to work more with more finesse and accuracy. Making sure your whole team is in by following the steps mentioned before, you not only increase the work done, but it also improves the creativity and productivity of the work.

#### OPERATING IN GROUPS

Working in groups will help you reduce the work time. Divide your team into pairs or groups of 3-4 and have

them work on one task while other groups work on the tasks of their own. This would help in getting more work done in the same amount of time while ensuring every member's involvement. Being able to work creatively, while being motivated and ending the day on a happy note helps attain positive results and boost morale.

factors that they would need to consider once they are on the course of achieving a specific goal. Furthermore, employees need to feel respected and valued at work. Once entrepreneurs start bossing them around, it adversely affects their self-confidence, motivation, creativity and productivity. People need to have a sense of

## WORK WITH PEOPLE, NOT BOSS THEM AROUND

It is a very thin line that separates 'managing people' from 'controlling them'. Not everyone in a group, a department or an organization would like to be managed on the same level or with a same set of expectations. It is imperative for entrepreneurs and managers to acknowledge this fact rather quickly, or they might end up losing good, productive human resources from their organization. Also, effective people management is always better than spending resources on employee retention.

In addition to this, setting clear and achievable goals is very important for any organization and any tier of management. Entrepreneurs or superiors are expected to use realistic and practical approaches such as a technique that is generally known as SMART (Specific, Measurable, Achievable, Relevant, Time-bound). Using this model, team members are aware of what is needed, how it can be achieved and what are the

autonomy to some extent, so that they can bring out the best in them.

Setting goals and subdividing the work among groups to achieve those goals helps in the execution of a plan with little to no setbacks.

Last but not the least, effective entrepreneurs are those who maintain a fine balance in their work relationship with the team members. Achievements need to be celebrated, as much as failures need to be addressed, in order to keep the employees motivated, driven and focused towards achieving a certain goal.

In today's highly competitive, digitally advanced business environment, effective people management can be a deal-breaker at a higher level. It can be the deciding factor when it comes to company's survival or future growth. The art of people management requires a combination of interpersonal skills, emotional intelligence, and a deep understanding of human behavior. By effectively managing people, startups can foster a positive work culture, enhance employee engagement and productivity.

# FREELANCERS CAN NOW GET A UAE VISA ONLINE

COURTESY: BEING GURU



Are you a freelancer looking for a UAE Visa? Those seeking virtual work residence visas will greatly benefit from the announcement made by the Federal Authority for Identity, Citizenship, Customs, and Port Security (ICP) in the UAE. Freelancers who are interested in applying for the visa will no longer be required to be physically present in the UAE during the application process. They can easily apply online on their portal.

With this new change, those who wish to work remotely from the UAE can now complete the application process

process from their current location. This visa (virtual work residence) is only valid for one year (365 days) and can be renewed further under the revised terms and conditions of the visa by the UAE Government.

For visa applications, individuals can use the ICP's website or the smart application (UAE-ICP).

After the visa is approved, the applicant must enter the UAE within 60 days to complete the residence visa application process. In case of failure to enter UAE within the permitted timeframe, the permit will

become invalid.

The virtual work residence visa is only available to applicants who hold a passport with a minimum validity of six months, have a recent photograph, and have a valid health insurance policy.

However, to be eligible, the freelancer needs to provide a bank statement showing an earning of a minimum of 360,000 Dirhams for the last two years or the equivalent amount earned in any other currency. An applicant must also provide a salary slip from the previous month and three months' worth of bank

statements.

If an applicant does not meet the requirements, their application will be declined automatically online after 30 days. It is important to note that the fee and financial guarantees are refundable if the request is declined by the ICP, in case the application is returned thrice for the same reason. The fee for the virtual working program is AED350 per person.

The UAE, particularly Dubai and Abu Dhabi, has emerged as a thriving hub for freelancers and entrepreneurs in recent years.



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**IF YOU  
CAN  
DREAM IT  
YOU CAN  
DO IT.**



**Build to Win:** It is widely believed and said that if you want to win then build yourself and to build yourself, you must trust yourself. Through this publication, we always aim to present those people who trust themselves and with this trust, they did what people could only think of! Indeed, many of you would like to know how this happened. For this quarter's edition of 2023, we interviewed Tamjid Aijazi and Sumaira Ishaq, the co-founders of **Bela Corp.**

Bela Corp helps companies grow their businesses through innovative software solutions and digital transformation using the latest technological approaches. The founders of this company had not thought that Bela Corp would grow at such an exponential rate and it would be fair to say that its growth rate is 100% which is a great feat for Pakistan, where entrepreneurial ecosystem is thriving.

# BUILD TO WIN

**HOW TAMJID AIJAZI & SUMAIRA ISHAQ BUILT A TECH BUSINESS TO ACHIEVE UP TO 100% YEAR-ON-YEAR GROWTH!**

*Exclusive Interview by Dr. Sana Ghori*



abroad and embedded in their society leading to a far superior average output as compared to ours. Resources from Pakistan, India, and Bangladesh are strong in technical skills whereas people from other regions are experts in management skills. For this reason, when we built up a team using technical resources from Pakistan and management resources from abroad, this combination delivered great output. And the same HR model is being used in India and they are producing great results.

**Sumaira:** As Tamjid explained earlier that we literally had to mix up different resources to develop the right team. We approached and hired the required resources from where it was available either locally or abroad.

Customer satisfaction is the key to success. If services are not perfectly aligned then the clients will not be satisfied. Therefore we try to appoint the best resource with the right skill set from wherever it is available either locally or from abroad.

**Please explain some basic guidelines for people who want to startup.**

**Tamjid:** My first piece of advice to Pakistani startup founders is, 'to be honest', because a lot of startups fail in Pakistan only due to incorrect financial projections. Primarily, they are operating on the basis of assumed

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**Resources from Pakistan, India, and Bangladesh are strong in technical skills whereas people from other regions are experts in management skills. For this reason, when we built up a team using technical resources from Pakistan and management resources from abroad, and this combination delivered great output.**

**What is your story and from where this idea was generated and how is it going?**

**Tamjid:** There is not much in my personal story as I'm just an ordinary person who has been living in Karachi and graduated from FAST University. Later on, I was able to do some work internationally specifically Dubai and the Middle East. This exposure led me to enter the Australian market which was growing rapidly. Soon I was able to secure a small portion of this scale which was a

huge thing for IT exports in Pakistan but we are still a very small player in the Global IT industry.

**Sumaira:** I've grown up in Karachi and worked in different fields. I'm an MBA graduate with diversified experience in Media, the IT industry, and the Education field. However, I was exploring the Digital Marketing for the last many years which eventually ended up in the IT sector.

**What issues and challenges you had to face for this start-**

**up? Also, here I would like to tell you that Tamjid works in Pakistan and simultaneously abroad as well. So, please explain what issues you face while working parallel at two different places.**

**Tamjid:** In my analysis, there are pros and cons of both places. Pakistan is great in technical skills whereas we have very poor resources in management skills. Pakistanis simply lack management skills, leadership skills, and professionalism whereas, these are found abundantly in

financial projections without any market validation. So if you do not validate your product or service through due diligence, you can not develop a workable solution and as a result you will not be able to quote the right numbers. Pakistani startups received around \$400 Million investment since 2021. VC firms trusted and invested in Pakistani startup ecosystem but they did not receive the return as it was expected to be.

98% startups fail worldwide but there are financial projections and a comprehensive due diligence process is followed with proper groundwork. If young entrepreneurs from Pakistan are thinking to launch a new startup, they must plan with extensive homework and only then they should expect it to be a sustainable business model. And if your motive is just to secure investment and have fun for the next few years then it has already been done by many startup founders and they ultimately defamed Pakistan.

**Sumaira:** There are no shortcuts. Simple as that. Youngsters are going for shortcuts as they are looking for easy money and fame, which in my opinion cannot sustain in long-term. If you are looking for a strategic planning then it cannot be done with shortcuts.

**Currently which countries are you providing your services to? And which country are you focusing as your next target market?**

**Tamjid:** We still haven't been able to fully capture the market in these three existing countries. The new product we are developing is focused

on the Middle East market as it is an Arabic product, so our initial target market is Middle East. After sustainability, we plan to target the Australian market. If we have to expand further then it would be the U.S. market. Mainly these are the countries where there are avenues of good profitability margins. While other regions of the world

economic condition and the attitude of people is not positive for us to help grow any business professionally. So if we can bring in more business using less energy then obviously it is from abroad. It has two benefits, one is peace of mind and secondly, as most of our development team is Pakistan based therefore the revenue we are

these issues aside which is quite difficult to make them understand.

**Tamjid:** we have worked it out this way that the product testing will be conducted in Pakistan but we will be selling it abroad. As you know that Pakistanis are experts in criticism and pointing out bugs in products, therefore, it's a



***If young entrepreneurs from Pakistan are thinking to launch a new startup, they must plan with extensive homework and only then they should expect it to be a sustainable business model. And if your motive is just to secure investment and have fun for the next few years then it has already been done by many startups and they ultimately defamed Pakistan.***

have different dynamics where you have to work in an entirely different way and currently we are not in the position to take that risk. So, we are currently focusing on the existing revenue streams and customer base to further capitalize on them.

**How do you attract the customers and clients?**

**Sumaira:** It depends on the customer's requirements but your solution needs to be innovative so that their business grows with it and they should feel satisfied as far as their return on investment is concerned. Also, an IT company must educate the clients with new ways of doing things. A task can be performed in multiple ways. Customer satisfaction is an important factor that motivates us to innovate new ideas and smart ways to perform tasks effectively.

**A satisfied customer will also definitely create a new customer for the company. I would like to ask you that why you have not targeted the Pakistani market.**

**Tamjid:** Pakistan's current

generating is contributing to the IT exports revenue of the country. If we target the local companies then the revenue generated would be locally shifted and secondly, it is difficult to work with local companies with respect to work ethics, project delivery sign off etc. are almost impossible to conclude.

**Please explain your take on why the Pakistani market was not tapped as Mr. Tamjid explained that it's difficult to work with local companies but the people who are reading this must benefit from the technology as we are not less than the world. So would you like to give these people a message that why they are clinging to old practices and should come to experience new methodologies.**

**Sumaira:** Actually new things exist and a lot of new work is being done in the advancement of technology. As explained by Tamjid that we have very good technical resources but as far as management is concerned, people are not ready to step out of their bubble. So, a lot of lame issues surface but if you have to work then one has to set

better ground for product quality, testing and feedback. It's a great place for development, however if you are thinking that you will be able to capture a multi-million dollar business from Pakistani market then it is not possible at the moment.

**How do you manage the compliances and taxation while operating in two or more countries?**

**Tamjid:** There is another side to this as many other industries do not believe in taxes but if your documentation is properly aligned with the FBR (Federal Board of Revenue) then you will not face any tax issues. The FBR appreciates you and it's our record since 2014 that all of our taxes are up-to-date and we have never bribed anyone and if any issue arises then we sit and negotiate the solution with them. In the end, if the money is coming to Pakistan and the taxes are being filed then it's a win-win situation for everyone. It has never happened that if you have paid all your taxes and even then the FBR comes up with any notice.

**Did you think of starting a**



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*There are no shortcuts. Youngsters are looking for easy money and fame, which in my opinion, cannot sustain in long-term. If you are looking for a startup success then it cannot be done with shortcuts.*

**job or have you always wanted to start a business? What was your first thought?**

**Sumaira:** I've done many jobs and while working I got the idea of starting my own business which lead to this. Jobs help you understand the basic office culture as you cannot understand this while sitting at home. I know a few women in my surroundings who never went to work and they ask me how it feels to run your own business.

**Tamjid:** You shouldn't quit your job to start a business. Rather than taking the plunge, consider dipping your toe in first. Devote time to your side hustle while keeping your regular paycheck. Businesses aren't born overnight, and having a source of income while getting your business off the ground can be a key to success.

*I've asked this question specifically from Sumaira as it is extremely difficult for a salaried person to switch to business as a steady income is coming contrary to a business.*

**Sumaira:** Yes it is a tough decision, however not impossible. But if you have a supportive family and the type of business you are doing then it is quite possible. Yes, some people who are adamant to start a business also do not settle in their jobs from day one. If you are on a job and also have a mindset for business then gradually you can move onto the business side.

*One has to have a clear mindset for a business to start. How important is finance in this field?*

**Tamjid:** I have always been

emphasizing that finance and legal are the two most important things in a business. If the finances of your company are not organized and the legal team is not strong then any business would end up failing. So, we have learned this the hard way and therefore made finance and legal the strongest divisions of our company, resulting in improvement and sustainable growth. Skilled key resources in the finance division including the CFO (Chief Financial Officer) and the accountant matters a lot.

*What advice would you like to give to Pakistani youngsters on choosing the right field or industry?*

**Tamjid:** Working in the Pakistani IT industry is not difficult at all because the youngsters somehow get a chance to tap in the international market. The second option is trading. Capturing the Middle East market through trading is a great and easy opportunity. One can import different goods from China and export in Dubai & Middle East.

I think that IT is the easiest to start from where you make money and then invest in such a business which is non-IT as the IT sector requires 100% involvement. If you start giving 4 hours instead of 8 hours then your work will get disturbed whereas trading is the kind of business which can be automated and you can earn more profit by investing less time.

*So you recommend trading, and is it reliable as we have seen a lot of fraudulent activities over the internet?*

**Tamjid:** Fraud can happen

anywhere if someone is not careful. If you properly research the international market and then engage in trading activities; you can enjoy an additional revenue stream. Likewise, if you start trading in the local market, the challenges are entirely different.

Don't rush into anything. Research, analyze and then implement.

**How important is teamwork and selection of the team?**

**Tamjid:** Teamwork is make or break as we have spent a lot of time building our team. We have devised criteria to filter out the individuals who do not fit into our culture. We have gradually improved the team selection process because in a startup phase, you don't have so many choices due to limited resources. Founders have to be very careful while selecting team players.

First, you have to analyze if the new employee is culturally fit in the team or not. During initial screening, we also had to loose some very talented individuals who were not culturally fit. We give weightage to this while formulating a team. We engage new hires in team-building activities to evaluate them whether they would fit in the team or not. How productive they will be once they are comfortable. This is a complete process ranging from three months to six months resulting in a new hire getting comfortable and productive. We also make sure that the resource is retained for the long term.

*You stated a while ago that the critical review is done by a Pakistani resource. Who culturally fits in your team?*

## A local or a foreigner?

**Tamjid:** We find both resources culturally fit, either local or foreigner. Every person has his own mindset. We have members of our team who want to go to the US for further studies and growth. We have no issues with it as long as they are upfront and know their pathway. We also know that the new resource is with us for two or three years and after that we will be giving them an exit. As an employer, we should respect their decisions. Even it is an international practice. Employer has to maintain a balance between the team to fit new employees culturally and technically. We also have a competitive advantage; more than 80% of our employees are working with us for the past 8 years since the start of the company. They are still working with us and haven't left the company. We value them greatly as we believe in the ideology of relationship over profits. This benefits us immensely because as a company whether we are earning 1 million dollars or 5 million dollars in profit or even more, it will not be having any effect on the values. Therefore, we focus on team and that's the reason people are attracted to us and in return, builds a good team culture. So, this is something one should really focus on as we did it.

## Where do you see Bela Corp. in the coming years?

**Sumaira:** I see it operating in many countries in the coming years. We are leading Bela Corp., and along with that we are also developing a new product and we are putting in great efforts to take it further along with

Bela Corp.

## If a startup company follows your way; do you think that it would also excel like your company?

**Tamjid:** Yes, definitely!

Whoever works in Pakistan in a good and organized manner while maintaining the values will grow. I believe that the IT industry is the only industry that is booming and it was even more booming under Imran Khan's government. Globally, it will continue to grow. Here, I would like to say that "only if we correct our principles and ethical values then there is no reason for the world to deny us for any work". Our brand should be positioned as, 'if it is a Pakistani company then it would deliver the quality work'.

It is unfortunate that the current positioning of Pakistani companies and freelancers is not so good. In a global economy, only those will survive who do not compromise on the basic values and principles.

## Let's talk about freelancers. Are they not being mentored correctly? Still a lot of freelancers are away from the right platforms probably due to the absence of proper guidance as they lack basic skills as compared to international freelancers.

**Sumaira:** No I don't think that we lack professional and skilled freelancers. We often find them here in many different categories but there are some who believe in the shortcut mindset. They are ruining the entire ecosystem. They think that everything is easy but they do not learn the hard skills and as a result, they are unable to



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**Think big and come out of the fact that Pakistan is under an economic crisis, because if you think big and structure your business strategically then you can deliver without any doubt.**

deliver. And when you are unable to deliver a paid task, this creates a negative impact on international clients regarding Pakistani freelancers. As they've had so many bad experiences and they do not work with freelancers from that country. One should not start working until he has learned the process completely; the technical skills and the management skills.

## What is your message for the newcomers and what do they should to be careful about?

**Tamjid:** My first message is to think big and come out of the fact that Pakistan is under an economic crisis because if you think big and structure your business then you can deliver without any doubt. Pakistan has immense talent that only needs exposure to run an organization according to international standards.

If you are trying to attract global clients then it will not just benefit the country but also the people associated with the organization. Remember that the IT industry has great potential and huge profit margins.

## What are your suggestions to the Government of Pakistan with regard to the IT industry?

**Tamjid:** Pakistani Government should first get serious regarding the IT industry. In the last budget, we saw that a lot of taxes were imposed on IT exports. This was really counterproductive because many companies have now opened parallel companies in Dubai and they are receiving their international payments there rather than receiving them in Pakistan which is ultimately damaging the economy.



The last government was on the right track and as a result, the IT exports increased from 2.6 to 2.8 Billion USD. If the government is serious then it should accept the recommendations of the organizational bodies like P@sha and PSEB (Pakistan Software Export Board). Government's positive intervention would guaranteed that Pakistani IT exports will rise to 5 or

may be 10 Billion USD in the coming years.

**What message would you like to give to the women who want to start their own business.**

**Sumaira:** In the current digital age, women are working in many different fields at the moment and a lot of them are working from home as well. My advice is to start and grow your businesses with proper research and just not jump into any instant money-making programs advertised everywhere nowadays. There is no shortcut, therefore, do your homework and research because if you are on the right track then you will definitely succeed.

## Sumaira Ishaq

### My favorite book:

The Innovator's Dilemma" by Clayton Christensen. It has greatly influenced my approach to innovation and leadership.

### My favorite quote:

"Verily, Allah does not look at your appearance or wealth, but rather He looks at your hearts and actions." This quote reminds me of the importance of sincerity, character, and integrity in all aspects of life.

### My favorite movie/season:

The Pursuit of Happyness and its famous dialogue, "Never let anyone tell you, you can't do something. You got a dream... You got to protect it. People can't do something themselves; they want to tell you, you can't do it. If you want something, go get it. Period"

### My favorite personality:

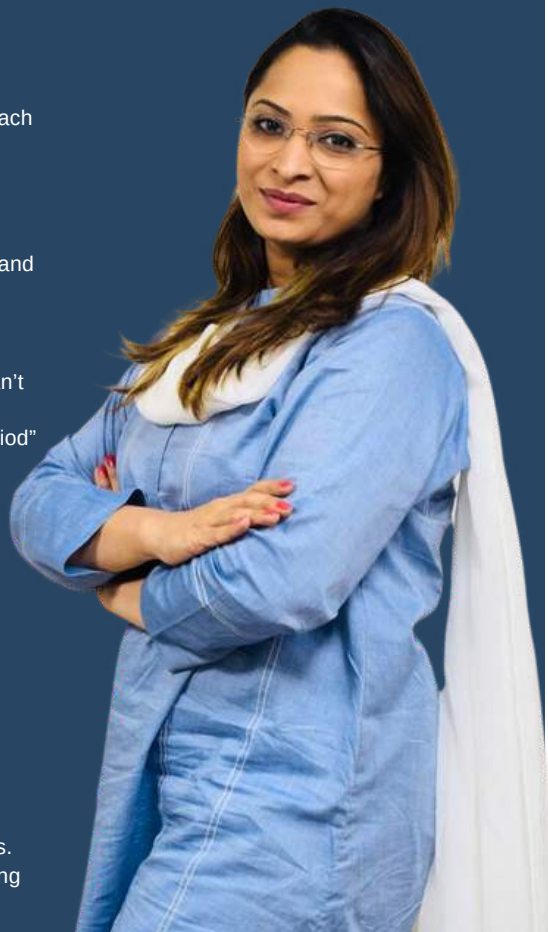
Sheryl Sandberg, for her exceptional leadership skills, advocacy for women in business, and ability to drive growth and innovation in the tech industry.

### I am energized by:

Achievements; both individual and collective, is a driving force for me. Witnessing the growth and success of our team members, as well as achieving milestones as a company, fills me with enthusiasm and motivates me to continuously strive for excellence.

### My disappointments:

The absence of trust and commitment in individuals and business relationships. It is disappointing when individuals or business relationships fail to uphold these principles. Establishing a culture built on trust, reliability, and mutual respect is crucial for nurturing robust partnerships and attaining sustainable success.



## Tamjid Aijazi

### My favorite book:

"Clash of Civilizations" by Samuel P. Huntington. This thought-provoking book has influenced my understanding of global dynamics and the intersection of different cultures and ideologies.

### My favorite quote:

"The only way to do great work is to love what you do" - Steve Jobs. This quote resonates with me as I believe that passion and dedication are key ingredients for success.

### My favorite movie/season:

"The Suits" (series). This season showcases the intricacies of the business world and the importance of relationships and trust in building successful organizations.

### My favorite personality:

James Caan, a renowned entrepreneur and business mogul, has long been a source of inspiration to me. His tenacity, business acumen, and ability to adapt to changing market conditions are qualities I admire.

### I am energized by:

Working with our team to tackle complex challenges and develop innovative solutions that can make a real impact in our industry. Seeing our team members grow and succeed is what drives me as a leader.

### My disappointments:

My biggest disappointment is when people are not committed to what they say they will do. It is crucial for our team to be accountable and reliable in order to deliver on our promises to our clients and partners.



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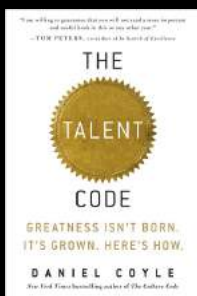
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## 2-MINUTE BOOK SUMMARY BY SAMI KHAN



### ➔ The Talent Code



By Daniel Coyle

In the book 'The Talent Code', Daniel Coyle shares his experience of visiting the 'talent hotbeds'. It is a term he uses for the places which seem to produce an extraordinary amount of talent like the

Spartak tennis club in Moscow that has produced more top-ranked women tennis players as compared to the whole of the United States between the years 2005 – 2007. When he visited these places, Coyle observed that people were operating on the edge of their ability while making frequent mistakes. As humans, frequent failures and mistakes frustrate us. Coyle made observations about why people in talent hotbeds were so enthusiastic about building extraordinary talent. He shared the three talent boosters that talent hotbeds use to fuel the enthusiasm of students:

#### TALENT BOOSTER # 1: REVELATORY MOMENT

At KIPP school, more low-income students go to college than any other school in the United States. The reason is that the kids at KIPP school begin visiting college campuses

# THE SECRET TO THE WORK EFFICIENCY

*In collaboration with Australia Living*



Developing a more streamlined and effective method of managing your work-related responsibilities not only increases your productivity but also gives you more free time to do anything you want with it, whether it's improving yourself or relaxing.

Have you ever felt that you didn't get enough done because you looked up at the clock at the end of the day? Are you working from home or on your commute and still failing to meet your objectives? Why haven't you figured out how to increase your workplace efficiency?

Work productivity and work efficiency are critical components of any workflow. While productivity emphasises the ability to produce a large amount of work in a short amount of time, efficiency emphasises the ability to provide the highest quality of expected output in a fair amount of time. Although a worker may be productive, he or she may not be very efficient. Someone who, for example, completes ten tasks in one hour could be deemed productive. The first worker, on the other hand, cannot be deemed efficient if another person is required to come in and fix any errors in the completed task.

In terms of efficiency, output quality takes precedence over quantity. As a result, if you want to excel at work, you must be both productive and efficient. While you may have read countless resources on productivity, many people still see job efficiency as a top secret. This article delves into key strategies for increasing job efficiency without sacrificing productivity.

**Set Realistic Goals:** Setting goals is essential to achieving success. We can set goals to help us define our routes, which can be a good strategy to boost productivity. Unfortunately, we may not have given those targets reasonable timeframes – or we may have set them too high.

Setting realistic goals allows you to concentrate on the objective and the desired outcome. You can't clarify or properly focus your mind and energy on a goal that is too lofty to achieve or isn't specified. Setting appropriate goals also aids in concentration – both on the goal and the intended outcome. You can't clarify and properly focus your

mind and energy on a goal that is too lofty to achieve or isn't specified.

**Improve Time Management:** You may need to improve your time management abilities if you find yourself buried in work, moving from task to task without a defined approach, or struggle with job efficiency. To feel less stressed and more organized, familiarise yourself with procedures such as chunking, which groups jobs together depending on results. When you enhance your efficiency through time management skills, you lower stress and accomplish more, establishing a cycle that allows you to do even more.

**Utilize Breaks:** Are you having trouble coming up with a good idea? Do you feel as if you have so much work to do that you don't know where to start? Worrying that you have too much to do might be a mental hurdle in and of itself. You'll have spent a day fretting about what to do first or how to get it done before you realise it. That's a quick way to accomplish nothing.

Pause for a moment. Do something that has nothing to do with the task at hand. Take a walk. Practice yoga. Play some music. Energy flows where focus goes, and if your focus is fixated on a project that you can't seem to go forward with, your energy becomes blocked, and your job efficiency suffers. Changing your focus can help you change your state, so you feel rejuvenated and ready to face your assignment with fresh eyes when you return to work. Take frequent breaks throughout your workday to allow yourself time to rest and regroup, and you'll notice that your job productivity improves automatically.

**Enhance your working atmosphere:** The ambient atmosphere at your workspace may have an impact on the quality of your work. If you work in a noisy environment, in an overly hot

or cold office, or if your desk is incredibly crowded, your chances of making costly mistakes in your job are significantly high.

If you have a conventional 9 am-5 pm job, you will spend the majority of your time in the office. Improve that environment to benefit your physical and mental well-being as well as your efficiency. It may be suggested that you vary your working environment and explore new areas at times.

**Improve teamwork:** This permits workers to complement each other's deficiencies while also maximising their strengths. It allows for work division and information sharing, resulting in time savings and high-quality production. Using an employee time clock calculator is another approach to save time and money.

Furthermore, team members motivate one another to improve. Working alone can sometimes create unneeded competition, which reduces company efficiency, even if it can increase productivity. Teamwork also encourages creativity in the workplace and the industry.

**Effective Communication:** It's critical to master the skill of successful communication, whether you're working alone or in a group. You can exchange ideas with co-workers and discuss working difficulties with supervisors through effective communication. If you're the manager, excellent communication allows you to give precise directions to your employees, reducing their possibilities of making mistakes.

Everyone has different work styles and preferences, so it's essential to find what works best for you individually. Implementing these strategies and adapting them to your specific situation can help boost your work efficiency, creativity and productivity.

earlier than the students of other schools. They get to meet KIPP school alumni during their visits where people with a background similar to their own inspired them. Hence, such revelatory experiences in which children get to meet their heroes and find out similarities between them, help in boosting self-confidence and motivation.

## TALENT BOOSTER #2: ENVIRONMENTAL REINFORCEMENT

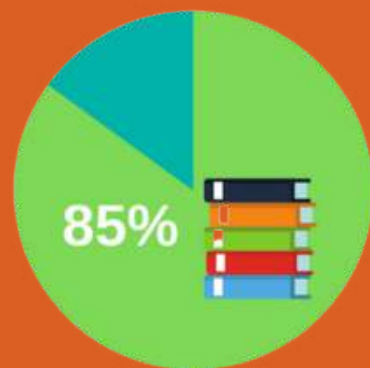
As humans, our motivation and ambitions can fade over time, it is only natural. Hence, we should create an environment around kids which reminds them of what is important and what is possible. We can only achieve what we strive for. We only strive for what we think is possible. If we think that we are not capable of attaining something, we are more likely to give up at a very early stage.

## TALENT BOOSTER #3: PRIMAL CUE TO BELONG

One observation was that the fastest runners in history were either youngest or second youngest in their family. It is because of the primal instinct that 'you are lagging behind, you need to catch up'. The talent hotbeds intentionally inject these primal instincts to fuel students and retain their enthusiasm. Talent boosters help in creating an inner drive in children/students to push themselves to the edge of their abilities on a daily basis. They are intrinsically motivated to put in hours of work and training to constantly improve themselves in order to become the best.

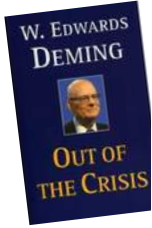
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**DID YOU KNOW?**



*85% of the wealthy read two or more books every month vs. 15% of the poor.*

# Get into the GOOD BOOKS



## Out of the Crisis

**By W. Edwards Deming**

The book "Out of the Crisis" is worth sharing. The book and its contents are critical for the founders. It focuses on processes, respecting employees, and insisting on the collection and analysis of data.



## Lucky or Smart?

**By Bo Peabody**

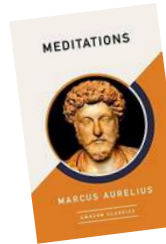
Another great choice is "Lucky or Smart", an insight into some of the unique trials entrepreneurs face. The book will help you how you can put yourself in the right place at the right time for lasting success.



## Switch

**By Chip Heath & Dan Heath**

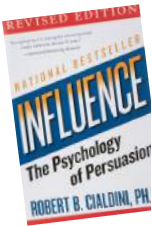
Sean Ellis, founder and CEO of GrowthHackers.com, and other biggies recommend this book to every entrepreneur. The book explores psychology as it tells about why it's so hard to make lasting change and how to do it.



## Meditations

**By Marcus Aurelius**

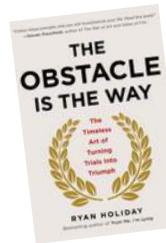
Many billionaires and avid readers are inspired by this collection of philosophical essays. A compilation of personal writing pieces from the Roman Emperor Marcus Aurelius' life'. It's about focusing & accepting things & maintaining your emotions.



## Influence

**By Robert B. Cialdini**

Many inspirational entrepreneurs and the billionaires recommended this book to any aspiring entrepreneur. The book will teach you how to sell anything and how to deal with customers and making them stick.



## The Obstacle Is the Way

**By Ryan Holiday**

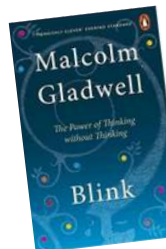
"The Obstacle Is The Way" was published in the year 2014. In it, Marcus Aurelius and Steve Jobs are examined as the successful leaders and entrepreneurs who used the principles of ancient Greek Stoicism.



## Zero to One

**By Peter Thiel**

The "Zero to One" is a top book recommendation for tech entrepreneurs. It focuses on how you can harness tech to establish a business of the future. If you are running a tech startup, then this would be worth reading.

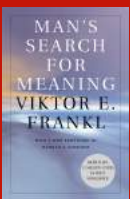


## Blink

**By Malcolm Gladwell**

This book is a compilation of "some great advice on how decisions are made." It's about decision-making and intuition. A good read to many inspiring leaders, entrepreneurs and startup founders.

*A great book about life and human connections...*



## Man's Search For Meaning

**By Viktor E. Frankl**

This powerful and profound book explores the human capacity for finding meaning in life, even in the most difficult circumstances. Viktor Frankl, a psychiatrist and Holocaust survivor, shares his experiences and observations from his time in Nazi concentration camps.

Through his personal story and the stories of others, Frankl delves into the depths of human suffering and resilience, and offers insights into the importance of finding purpose and connection to others.

# 3 MOVIES EVERY ENTREPRENEUR SHOULD WATCH

STAFF PICK



## THE BLIND SIDE 2009

Based on a true story, this film portrays the remarkable journey of Michael Oher, a homeless and underprivileged teenager who becomes an NFL player with the support of a caring family. It highlights the transformative power of compassion and mentorship. Overall, "The Blind Side" is an emotionally engaging and uplifting film that showcases the power of human connection and the potential for individuals to make a difference in each other's lives.



## THE BIG SHORT 2015

This film delves into the 2008 financial crisis, showcasing the individuals who predicted the collapse and profited from it, highlighting the importance of understanding market dynamics and being aware of potential risks. It successfully balances humor with drama, educates the audience about complex financial concepts, and offers a scathing critique of the industry. One of the strengths of the movie lies in its ability to explain complex financial concepts in a way that is accessible to a general audience.

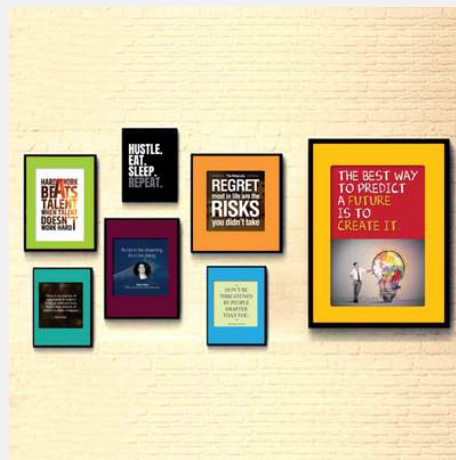
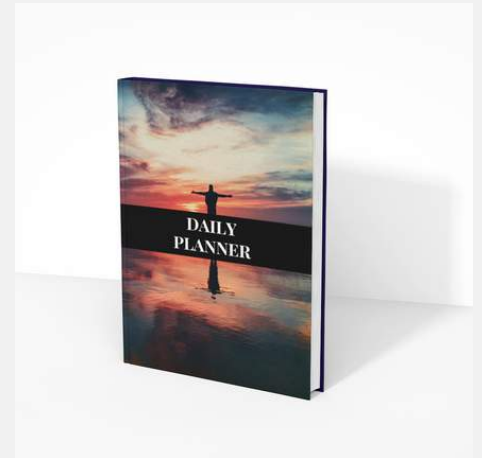
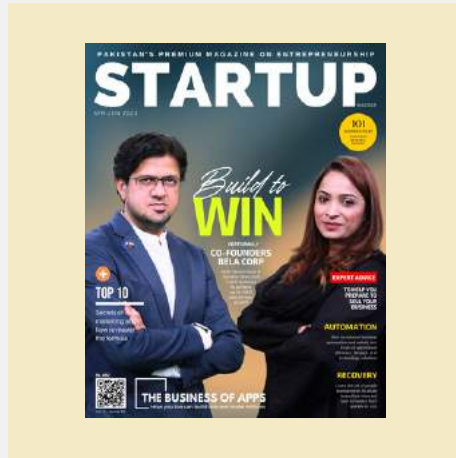


## JERRY MAGUIRE 1996

While not explicitly about entrepreneurship, this film centers around a sports agent who starts his own agency after a moral awakening, highlighting the importance of pursuing one's passion, staying true to one's values, and building meaningful relationships. The film explores themes of integrity, loyalty, and personal growth. It defines the cutthroat world of sports management, shedding light on the pressures, compromises, and moral dilemmas faced by those involved.



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# **ENTREPRENEURSHIP FOR KIDS**



**Entrepreneurship is  
not about age, it's  
about mindset. Kids  
have the power to  
think big, dream big,  
and create big.**



# ENTREPRENEUR VS. EMPLOYEE

Look at this combination of sentences. Some describe the traits of an entrepreneur while others describe the traits of an employee. Make a mark in the block next to each sentence to indicate to whom that statement refers to. Then write a sentence about whether you would like to become an employee or an entrepreneur and why.

| STATEMENT                                     | ENTREPRENEUR | EMPLOYEE |
|-----------------------------------------------|--------------|----------|
| Invests money in his ideas to make them work. |              |          |
| Likes following instructions.                 |              |          |
| Takes risks.                                  |              |          |
| An independent thinker.                       |              |          |
| Does not fear failure.                        |              |          |
| Likes being part of a big organisation.       |              |          |
| Does not worry how the money comes in.        |              |          |
| Shares the same interest as the entrepreneur. |              |          |
| Has creative ideas.                           |              |          |
| Likes to leave the worries to others.         |              |          |
| Enjoys safety and security in a job.          |              |          |
| Ensures sustainability in the business.       |              |          |

I want to become: \_\_\_\_\_

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because: \_\_\_\_\_

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# 6 DREAM BUSINESS IDEAS

## GARDENING

Kids with a green thumb can start a small gardening business. They can help neighbors with planting flowers, maintaining gardens, or even starting a vegetable patch. They can also sell fresh produce or flowers they grow themselves.



## EVENT PLANNING

If your child enjoys organizing and planning, they can offer event planning services for birthday parties or small gatherings. They can help with decorations, games, and party themes.



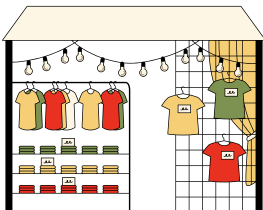
## LEMONADE STAND

Setting up a classic lemonade stand is a great way for kids to learn about sales, customer service, and basic accounting. They can offer various flavors or even sell other refreshments like iced tea or homemade cookies.



## T-SHIRT PRINTING

Kids can explore the world of graphic design and offer custom t-shirt printing services. They can create unique designs or use their artistic skills to bring customers' ideas to life.



## TUTORING

If your child excels in a particular subject or skill, they can offer tutoring services to younger students. They can help them with homework, provide study tips, or teach basic skills like playing an instrument or learning a new language. This will not only give your child a sense of fulfillment but it is also great for their own deep learning into the same subject.



# FUTURE OF DIGITAL MARKETING: WHAT'S COMING NEXT?

By Hajra Naz

**D**igital marketing is extremely valuable for organizations since it permits them to handily converse with their clients and make themselves clear. Conventional promotional techniques are lacking in the rapidly growing universe of today. Digital marketing has a great deal of commitment and can either help an organization flourish or prompt it to battle. Yet, it's provoking for organizations to keep steady over the latest turns of events and changes in digital marketing.

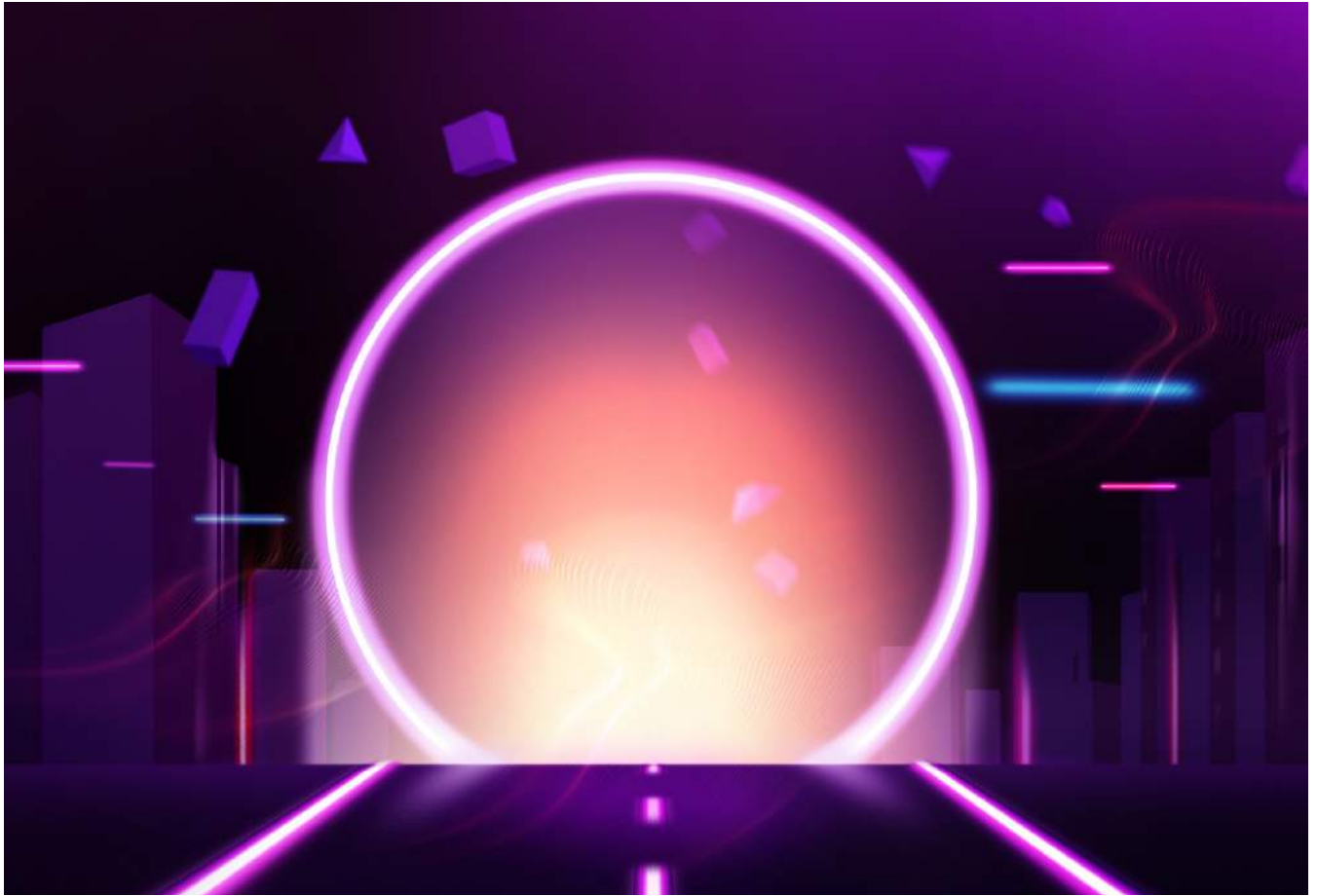
Being proactive and utilizing the latest instruments and approaches are the keys to progress. By doing this, organizations might lay out major areas of strength for a character that individuals can connect with and foster a base of dedicated devotees who have comparable qualities. Internet marketing has no limits and may unite individuals from everywhere in the world, really transforming people. This article talks about how important digital marketing is for businesses to compete in today's world. We'll also discuss the latest trends and strategies that companies can use to keep up with the competition. Let's explore the world of digital marketing together and learn the keys to success.

## EMERGING TRENDS IN DIGITAL MARKETING

With the normal appearance of new innovations and patterns, the universe of digital marketing is continuously evolving. To remain ahead of different organizations, you should be prepared to acknowledge changes and change the manner in which you get things done. A portion of the arising patterns in digital marketing, incorporate voice search, AI, and video marketing.

**Artificial Intelligence:** AI is a truly cool and rapidly developing innovation that is being involved a ton in advanced promoting nowadays. Organizations can secure experiences into the way of behaving and inclinations of their clients by using AI calculations, which empowers them to foster more particular and centered promoting efforts. Artificial intelligence can be utilized to robotize tedious cycles like virtual entertainment posting and email show-casing, giving advertisers additional opportunities to focus on additional essential ventures.

**Voice Search:** Voice search has become more common in the past few years. Businesses must optimize their content to rank well for voice inquiries as more people use voice search to locate information and make purchases. This entails speaking naturally and employing long-tail keywords



that reflect spoken language rather than typed language.

**Video Marketing:** As more companies become aware of the effectiveness of visual storytelling in grabbing their audience's attention, video marketing is also growing. Because many people use social media sites such as YouTube, Instagram, and TikTok, it is now easier than ever to do video marketing. There are countless chances to communicate with customers through the medium of video, from product demos and explainer videos to brand storytelling and influencer partnerships.

There are several other advancements in digital marketing that are noteworthy in addition to these three trends. One way businesses are connecting with customers and creating exciting experiences is by using something called augmented reality (AR). Furthermore, loads of individuals are beginning to like it! As organizations look for ways of offering all-day, everyday client-care without raising staffing costs, chatbot use is likewise on the ascent. Also, personalization keeps on being a vital pattern in digital marketing, with organizations utilizing information and examination to give clients modified encounters across all touchpoints.

## STRATEGIES FOR SUCCESS

Businesses face more competition than ever in the modern digital era. If you want to stay ahead of the curve, a digital marketing plan that can connect you with your target audience and increase conversions is crucial. Now, let's discuss some of the top digital marketing strategies that companies can use to stay ahead of their competitors.

**Personalization:** To grab individuals' eyes and get them intrigued by the thing you're doing, it's truly vital to make things customized for them. Organizations can furnish their clients with custom-fitted encounters across all touchpoints, from websites and email marketing to social media and advertising, by using information and examination. Personalization has been demonstrated to enhance engagement and conversions and can take many forms, from customized product recommendations to individualized email subject lines.

**Content Marketing:** The secret to successful content marketing is creating informational and valuable material that appeals to your target audience. To promote your brand as an authority content marketing is a fantastic method. It includes blog articles, videos, infographics, and more. You

can increase traffic to your website, produce leads, and encourage conversions by producing valuable content for your audience.

**Social Media Advertising:** Organizations can associate with their interest group through social media sites like Facebook, Instagram, and Twitter, which have billions of dynamic clients. You might target explicit socioeconomics, interests, and demographics, which can be an extremely effective way to deal with increment transformations. Social media advertising is an intense strategy that ought not to be ignored, whether you're utilizing powerhouse showcasing or sending off a supported promotion crusade.

**Search Engine Optimization (SEO):** When you try to make your website and content appear higher in search results on search engines like Google, it's called "SEO" (Search Engine Optimization). You may increase your website's exposure and draw in more organic visitors by focusing on relevant keywords, improving your on-page content, and constructing trustworthy backlinks. SEO is a long-term approach that needs constant work but has the potential to be quite successful at bringing in traffic and generating leads.

**Email Marketing:** To connect with the target audience, Email Marketing is still one of the best ways despite the popularity of social media and other digital marketing channels. You can nurture leads, increase conversions, and create enduring relationships with your consumers by creating a high-quality email list and designing personalized, targeted messages.

## CHALLENGES AND OPPORTUNITIES

Digital marketing presents numerous valuable open doors for organizations, yet it additionally has its portion of downsides. The need to continually adjust to changes in the digital landscape is one of the serious issues. Organizations should change and alter their arrangements as per changing patterns and best practices.

To stay aware of the huge measure of information and examination available to them organizations may likewise confront troubles. Illuminating advertising strategies with information can be very helpful, however, it can likewise be overpowering and testing to comprehend.

Yet, associations that are prepared to adjust to these progressions and pursue the latest directions are at an unmistakable benefit. They may all the more effectively arrive at their interest group and keep one stride in front of the opposition by using imaginative innovation and

strategies. Also, firms can see fresh chances and come up with innovative ways to engage their audience by keeping up with the most recent advancements in digital marketing.

So, if you want to succeed in digital marketing you must be prepared to change with the latest trends. To be successful in the online world for a long time, companies need to be open to try new things and keeping up with the creative ideas and new methods of doing things.

## CASE STUDIES

### Coca-Cola

By using personalization to design unique bottles with customers' names on them, Coca-Cola has boosted customer engagement and brand loyalty. They've likewise started utilizing social media platforms to feature their items to a more extensive crowd and acquire consideration.

### Dollar Shave Club

By producing amazing videos and blog articles that appeal to its target demographic, Dollar Shave Club has developed its brand through content marketing. They have expanded their consumer base and established themselves as a prominent force in the grooming sector.

### Sephora

With a viable email marketing technique, Sephora sends clients customized suggestions in light of their past buys and inclinations. They have seen an expansion in client contribution and incomes subsequently.

### HubSpot

HubSpot is a producer of promoting programming that utilizes video marketing to illuminate and offers to its audience. Their use of video content has increased their lead generation and established them as thought leaders in their field.

### Airbnb

To further develop site traffic and memorability, Airbnb has embraced SEO. They have been effective in expanding their customer base and extending their business by upgrading their site for web search tools.

### Nike

Nike has successfully utilized social media to draw in their crowd and make a feeling of the local area around their

*Businesses face more competition than ever in the modern digital era. If you want to stay ahead of the curve, a solid digital marketing plan that can connect you with your target customers and increase conversions is crucial.*

image. They habitually post content highlighting top competitors and urge clients to impart their own accounts and encounters with Nike items. By utilizing social media to construct associations with its crowd, Nike has had the option to drive more deals and increment client dependability.

### The New York Times

The New York Times has utilized content advertising to draw in and hold supporters of its computerized stage. They produce superior grades, connecting with content that offers some benefit to their followers and lays out them as confided in wellsprings of information and data. This has assisted them with expanding their supporter base and driving more income.

### Slack

By empowering clients to prescribe the stage to their associates and companions, Slack has developed its image through verbal exchange promotion. Furthermore, they use email advertising to offer clients redid messages that urge them to move up to paying plans and continue to utilize the stage.

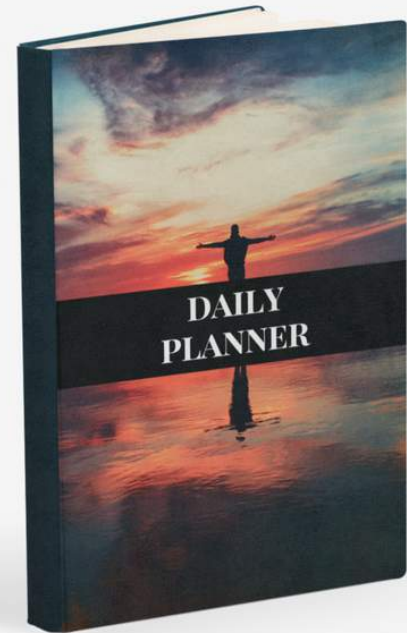
### CONCLUSION

The article discusses how significant it is for organizations to do digital marketing. It additionally discusses a few new things occurring in the digital marketing world, similar to voice search, AI, and video marketing. The article additionally talks about probably the best digital marketing strategies that organizations can use. This incorporates customizing content, creating connections with content, showing items via social media, guaranteeing high web search tool rankings, and conveying messages.

Nonetheless, there are difficulties that associations should defeat to conform to these turns of events, including the need to refresh and work on their arrangements and the staggering measure of information available to them constantly. In spite of these hardships, the outcome of digital marketing relies upon staying current with patterns and strategies.



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# 8 APPS FOR MARKETING AUTOMATION

By Taimoor Akhtar

These apps can assist you in various aspects of marketing, from social media management and email marketing to analytics, design, project management, and communication. Choose the ones that best suit your specific marketing needs and goals.

1

## MAILCHIMP

Mailchimp is an email marketing platform that enables you to create and send professional-looking email campaigns. It provides features like audience segmentation, automation, and analytics to improve your email marketing efforts.

2

## GOOGLE ANALYTICS

Google Analytics is a powerful web analytics tool that helps you track and analyze website traffic. It provides insights into user behavior, traffic sources, and conversions, helping you make data-driven marketing decisions.

3

## HUBSPOT MARKETING HUB

Hubspot is a platform that provides a range of tools for content management, sales and marketing, and social media advertising. Integrations available, but not least Salesforce, G Suite, and Micro-soft Office.

4

## ADOBE SPARK

Adobe Spark is another design app that enables you to create videos, web pages, and social media graphics with ease. It offers a variety of customizable templates and intuitive editing tools.

5

## GOOGLE ADS

Google Ads is an advertising platform that allows you to create and manage online advertising campaigns. It offers various ad formats, targeting options, and detailed analytics to optimize your ad performance.

6

## SEMRUSH

SEMrush is a comprehensive digital marketing tool that provides features like keyword research, competitor analysis, and SEO optimization. It helps you improve your search engine rankings and optimize your overall digital marketing strategy.

7

## TRELLO

Trello is a project management app that helps you stay organized and collaborate with team members. It provides a visual interface for creating task boards, assigning tasks, and tracking progress, making it useful for marketing campaign management.

8

## BUZZSUMO

BuzzSumo is a content marketing tool that allows you to analyze popular content and identify influential content creators in your industry. It helps you discover trending topics, monitor competitor content, and find opportunities to create engaging content that resonates with your target audience.



# ELON MUSK'S TWITTER PURCHASE: A QUESTIONABLE INVESTMENT?

By Madiha Yaqoob

**I**n a new interview with Fox News, Elon Musk, the CEO of Twitter, said that his decision to purchase Twitter for \$44 billion probably won't have been the best financial move, at least for now. Musk acknowledged that his timing was unfortunate, stating that "it remains to be seen whether this was financially smart – currently it is not." He went on to confirm rumors that the company is currently valued at about \$20 billion, or half of what he paid for it.



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Despite his  
admitted  
financial misstep  
with Twitter,  
Musk's overall  
net worth is  
estimated to be  
\$189.2 billion

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Despite this admission, Musk still believes that Twitter is valuable in other ways, such as creating a space for free speech. He has been criticized for arbitrarily suspending users who have criticized or competed with him, but he remains committed to his goal of making Twitter a safe haven for open expression. While he did not express regret about buying the company, he did acknowledge that "some things are priceless." Musk has sent mixed signals about Twitter's financial health in the past, predicting that it could become the world's most valuable company at an investment conference, while privately telling staff that it was on the brink of bankruptcy without increased subscription-based revenue. He has also claimed that the company is

at a "roughly breakeven" point and should have positive cash flow next quarter. However, it's difficult to verify these claims since Musk took the company private.

Musk's main priority now is to add more subscribers to Twitter Blue, a subscription-based service that offers exclusive features like a blue "verified" checkmark. However, only a small percentage of Twitter's daily active users are currently paying subscribers.

Musk has even threatened to strip legacy verified accounts of their checkmarks to encourage users to pay for the service. Despite his admitted financial misstep with Twitter, Musk's overall net worth is estimated to be \$189.2B, making him the world's second-richest person behind French businessman Bernard Arnault.

# CHINESE DEBT TRAP DIPLOMACY – MYTH DEBUNKED



Mir Mohammad Ali Khan

**T**he beautiful thing about history and the more beautiful thing within history are numbers and figures. You cannot twist and turn the historical numbers and label them your opinion. You cannot say that in 1837 the world population was 64 billion inhabitants and the world consisted of 364 countries. No matter who you are, a famous television anchor or a common person, you would be lying. “Freedom of Expression” allows you to render an opinion. It does not allow you to twist numerical facts and call them your opinion. You can say that you do not like the sun. That would be your opinion but you cannot say that the sun is purple and call it a factual statement. And this especially applies to public figures who have a decent followership and who can influence millions with such baseless statements.

Moreover under the guise of “freedom of expression” you can gladly reveal your “opinion” but you cannot under any circumstances deny a fact based on that opinion. Especially a fact embedded in figures.

Never in my decades on international finance and running a Wall Street investment bank and being part of tens if not hundreds of sovereign financial deals had I heard the term

“debt trap diplomacy”. This is neither a term used in economics nor in the financial lingo of the debt markets around the world. Hundreds of years of capital markets history never had such a word until a few years ago when an Indian scholar with a degree in arts, yes arts, and who is also responsible for writing the Indian Nuclear Doctrine as being part of the Indian National Security Advisory Group, coined this term “Chinese debt trap diplomacy”. His name is Brahma Chellaney.

A genius evil and Machiavellian twist of the simple term “debt” turned into “debt trap” and later on added the name “Chinese” into it. Debt has been used by nations and individuals from the time beginning. The total world debt is \$300 trillion dollars as of December 31st, 2022. The total national debt of China is just \$7 trillion dollars as opposed to the total American debt of \$32 trillion dollars. The total amount of money lent by China to other countries is less than \$300 billion dollars. An amount of \$299 trillion 700 billion dollars less than the debt circling around in this world. Or otherwise in percentage, less than just 1% of the global debt.

So the real debt trap which is 99% higher is not being discussed or being called the real debt trap. No term is being used as a global debt trap by 99% of the world to



manipulate those countries into political submission. But just a country that has lent 1% is being singled out and Anchors such as Kamran Khan are publicizing this anomaly as a fact. This is what I was speaking about in my first paragraph that numbers cannot be lied upon and not be challenged. I feel it my national duty to highlight what our friend China has done for us in the past and how it is being punished in the media by the western vested powers who control it, as a monster who in actuality is a loveable Panda.

#### **CHINA: A FRIEND OR FOE OF PAKISTAN?**

The problem with a few people in this country is that they buy the western media agenda hook line and sinker. Then they believe that agenda and promote it to get a few likes on social media and enjoy the acceptance of it by other ignorant people. Nobody challenges them and they get encouraged by this fact and next time around they do it even more vehemently and boldly.

My reason for taking time out to challenge Mr. Kamran Khan's tweet was my sheer love for Pakistan and whom I value as friends of Pakistan, China being the top of that list with a proven track record. No other country has helped

*When China prospers and if we play our regional cards correctly then we prosper by default. China rises and we rise along with it. China grows and we can grow side by side.*

as generously in these direly testing economic times for Pakistan as China has.

It recently deposited \$500 million dollars into the State Bank of Pakistan. This new deposit makes it a total of \$1 billion in assistance within one month whereas the western-controlled International Monetary Fund has us chewing on steel balls for just \$1.2 billion for 11 months. This was the much-needed lifeline as our foreign reserves have fallen to the point where it can kill our economy and render us bankrupt. Just in the recent past when floods were wreaking havoc in Pakistan, China had sent quick and swift assistance of \$260 million dollars. Let us not forget the \$200 million in assistance for building the Gwadar airport recently.

A total of \$25.4 billion dollars has already been invested in Pakistan by China. An amount unmatched in 75 years of Pakistani history by any other country and all this without

any political interference and demands. A simple investment that benefitted the people of Pakistan and created 192,000 new jobs. 192,000 new families are being taken care of in other words. This created 8000 megawatts of electricity. 510 kilometers of highways in Pakistan and 868 kilometers of the national core transmission network.

This investment of China brought \$17.5 billion in new revenues to the Pakistani government and \$2.12 billion in additional taxes for our country. 1320 megawatts Shanghai Electric Thar block K-1 coal project providing 85,000 new jobs during its construction and bringing fruits to 42 related construction industry sectors. 12,000 out of these jobs were created just in Thar. A remote area that never saw such an unprecedented job creation in 75 years of Pakistan's history.

I can go on writing another ten paragraphs of factual numbers that are NOT my opinions. They are facts and I challenge Mr. Kamran Khan to deny challenging them. I shall wait for a response from him till the cows come home.

In these dire times for Pakistan we need to make our bonds with friendly countries much stronger rather than shunning them and driving them away. No western country has ever helped Pakistan with such numbers and on top of that without any political demands. China is our friend.

China has always been a friend and China will always BE our friend. God has bestowed us with this geo-location and made China our neighbor. A neighbor who has proven to be a great one historically. When China prospers and if we play our regional cards correctly then we prosper by default. China rises and we rise along with it. China grows and we can grow side by side. But and there is a big but, only if we stop creating false narratives and do what America wants us to do and that is to make China an enemy because America considers it an enemy. Remember one thing, if you have studied American foreign policy then you would know that America has always created an enemy in their own thoughts to create an agenda that only benefits the Americans.

Enemies such as Columbia Venezuela Cuba Iran to Syria to Afghanistan to Libya to Iraq and have always demanded countries like Pakistan to join hands with declaring these countries our enemies as well. We have seen the results of such demands when we got involved in Afghanistan affairs on the behest of the Americans. The result was 90,000 deaths. \$120 billion dollars of economic activity was lost and getting pushed decades behind.

So you decide. You are the real owners of Pakistan: Its people. You want to side with the time-tested friend China or listen to the rumors of some vested interests from within Pakistan and make our friends into foes.

■ ■

**True entrepreneurs focus  
on pursuing business  
opportunities, while  
ordinary entrepreneurs  
focus on chasing money.**

■ ■

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# NEWS & EVENTS

## ECOSYSTEM

### STARTUP FUNDING EXPERIENCES A SIGNIFICANT 40% CONTRACTION, REDUCING TO A TOTAL OF \$104 MILLION

During the April-June quarter, startups in Pakistan witnessed a decrease of nearly 40 percent in funding. A total of \$103.8 million was raised in 22 deals, in contrast to the previous quarter's funding amount of \$173 million.

Startups backed by venture capitalists are facing challenges in securing additional funding for rapid customer acquisition. VCs are no longer eager to provide unlimited financial support to help startups acquire customers at high costs. Instead, investors are now urging entrepreneurs to achieve early break-even points, emphasizing the importance of balancing revenue generation alongside customer mobilization efforts. It is the need of the hour for government institutions to formulate a national entrepreneurship policy to strengthen startup ecosystem.

### ADALFI RAISES \$7.5 MILLION IN SEED FUNDING

AdalFi, an infrastructure provider for digital lending, revealed on Thursday that it successfully secured \$7.5 million in seed funding.

In a press release, the startup stated that the funding round was spearheaded by COTU Ventures, Chimera Ventures, Fatima Gobi Ventures, and Zayn Capital, accompanied by angel investors.

This funding announcement marks the first significant corporate investment of the year amidst Pakistan's escalating economic crisis.

The company's primary objective, as highlighted in the release, is to foster financial inclusion by granting individuals and small to medium enterprises access to credit.



## GLOBAL

### PAKISTAN HAS DROPPED ONE SPOT IN 2022 STARTUP ECOSYSTEM RANKING

In 2022, Pakistan experienced a decline in its global ranking, dropping one spot to 76th place. However, it maintained its position as the second-ranked country in South Asia. Within the Central Asia Regional Economic Cooperation Program (CAREC) business region, Pakistan holds the fourth spot. Karachi, the financial hub of Pakistan, has emerged as the highest-ranked city in the country, surpassing Lahore. Karachi now stands at 10th place in South Asia, after improving by four spots. Notably, it is the only non-Indian city within the top 10 cities in the region globally. However, on a global scale, Karachi experienced a setback, losing five spots and now ranking 291st.

Lahore, unfortunately, faced a significant drop of 48 positions, landing at 305th place. Despite these changes, the ranking of the two cities remains close, similar to the previous year.

Islamabad, the capital city of Pakistan, holds the third rank within the country but dropped one position to 438th globally.

Unfortunately, smaller Pakistani cities faced challenges in their rankings this year. Faisalabad, Rawalpindi, Multan, and Jhelum are no longer among the top 1000 cities globally. This decrease leaves Pakistan with only three ranked cities, compared to the previous year's count of seven.

### A STUDY SUGGESTS THAT ENGAGING IN TALK THERAPY FOR DEPRESSION MAY HAVE POTENTIAL BENEFITS FOR HEART HEALTH

According to a recent research, engaging in talk therapy to treat depression could potentially provide an additional advantage by safeguarding against heart disease. A comprehensive study involving approximately 637,000 individuals who received talk therapy through the United Kingdom's National Health Service (NHS) from 2012 to 2020 discovered that those who experienced an improvement in their depression symptoms had a 12% lower risk of developing cardiovascular conditions, such as coronary heart disease, stroke, and mortality.

Although this study represents the initial connection made between talk therapy and cardiovascular disease, it does not provide conclusive evidence of a cause-and-effect relationship. Further investigation is required to gain a deeper comprehension of the underlying mechanisms, which may be related to biological factors or lifestyle behaviors.

## HOSPITALITY STARTUP 'LOKAL' SECURES \$10 MILLION FUNDING, ATTAINING A VALUATION OF \$10 MILLION

The startup, which asserts itself as the inaugural chain of affordable hotel rooms in the country, recently secured an undisclosed funding amount in a round led by UK-based equity funding platform Wahed X. The funding round also attracted participation from several angel investors hailing from Silicon Valley and the United Arab Emirates.

Co-founder Khurram Kidwai expressed the startup's mission, stating, "We are establishing a network of standardized budget hotels. Whether you find yourself in Karachi, Murree, or Kashmir, our aim is to provide standardized rooms where everything, from the wall paint to the bathroom utensils, adheres to a consistent quality."

## AI CAN PUT AN END TO GOOGLE SEARCH



During a conference in San Francisco, Bill Gates expressed his opinion that if the current pace of advancement in artificial intelligence (AI) technology persists, popular services like Google Search and Amazon will soon become outdated. According to Bill Gates, the development of an advanced AI tool capable of comprehending human thought patterns, needs, and emotions is poised to bring about a significant transformation in human behavior.

Bill Gates confidently stated that once such a tool is realized, the reliance on search engines and platforms like Amazon would become obsolete, forever altering the way we interact with technology.



### GLOBAL PRACTICES

## LEVERAGING DATA WITH TECHNOLOGY FOR PROFITABLE DAIRY OPERATIONS

The advanced utilization of technology on dairy farms has empowered today's dairy farmers with a greater understanding of dairy cows, surpassing the knowledge of generations before them.

Farmers across the industry are harnessing the power of data derived from innovative technologies to gain deeper insights into the biology of their dairy herds, leading to informed decision-making and improved efficiency.

Veridiana Daley, senior researcher of adult dairy cows at Purina Mills, emphasizes the importance of relying on current data rather than relying on outdated information from a decade ago. This shift is vital due to the evolution of both animal genetics and advancements in technologies and nutrition.

In a recent report by the Association of Equipment Manufacturers, it was highlighted that the integration of advanced technology, particularly in dairy cow genetics and automated management systems, has played a crucial role in reducing the carbon footprint of the dairy industry. The impact is equivalent to removing approximately four million cars from the road, representing a significant contribution towards environmental sustainability.

Furthermore, the report reveals that today's dairy herd is four times more productive than the global average, with a remarkable reduction of 16 million cows. This increased efficiency is largely attributed to the adoption of cutting-edge technology by farmers.

Additionally the implementation of these

technological advancements has resulted in substantial water conservation, saving enough water to meet the needs of New York City for two years.

Overall, the integration of innovative technologies and the analysis of data have revolutionized the dairy farming landscape, empowering farmers to make informed decisions, improve productivity, and contribute to sustainable practices.

"Dairy farming can be complex. Farmers are under a lot of stress, time crunches, and tight profit margins. The goal of using technology is to help farmers make better decisions, find the bottlenecks of their operation, and be more profitable at the end of the day," says Alex Tebbe, a dairy technical specialist with Purina.

One of the most transformative applications of technology in today's dairy farms is the implementation of robotic milking systems, fundamentally changing the traditional milking parlor setup. Suzanne Meck, Chief Operations Officer of AMS Galaxy USA, a leading provider of precision dairy farming equipment, highlights the remarkable advantages offered by robotic milking systems. The flexibility provided by these systems allows dairy farmers to allocate their time to other essential tasks like crop work, as they are no longer bound to the milking process. Within a robotic milking system, advanced sensors are employed to detect the presence of cows and automatically clean their teats before and after milking. The system gathers valuable data through a cow's collar tracking mechanism monitors vital milking details such as milking duration and milk production volume.

## MORE THAN 11 COUNTRIES NOW OFFER CHATGPT'S OFFICIAL APP



The official ChatGPT smartphone app is now accessible in more countries, according to a tweet from OpenAI.

The OpenAI mobile app was only accessible in the United States and on iOS when it was first released last December. Now that the program is available on the Store, many people living in Europe, South Korea, New Zealand, and other places will be able to download it. The ChatGPT app is available for free and is ad-free. Since ChatGPT is essentially just a mechanism to communicate with the chatbot, anyone who is already familiar with it will feel out of place.

The complete list of nations where the ChatGPT is now offered are South Korea, the U.K., the U.S., Jamaica, New Zealand, Nicaragua, Nigeria, France, Germany, Ireland, Albania, Croatia, and other countries. The app is now only accessible on iOS. OpenAI also stated in its initial release that an Android app would be "coming soon."

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## ECONOMY

# THE RUPEE IS EXPECTED TO POTENTIALLY WEAKEN TO A RATE OF 350 PER DOLLAR BY END OF JUNE

With the rupee steadily reaching unprecedented highs against the US dollar, stakeholders are increasingly worried about the threshold at which the local currency will stabilize.

Concerns regarding a significant depreciation of the rupee are emerging, as certain analysts predict a potential further decline of up to 20%. Economic experts suggest that if there persists a contentious relationship between Pakistan Tehreek-e-Insaf (PTI) Chairman Imran Khan and the coalition government, coupled with the possibility of the International Monetary Fund (IMF) withholding loans, the rupee's downward trajectory is likely to continue.

Adil Ghaffar, the CEO of Premier Financial Services Pvt in Karachi, informed Bloomberg that if Pakistan fails to secure the loan, the rupee could potentially decline to as low as 350 per dollar in June.

Karachi-based economist Farooq Pasha added that the trajectory of the rupee remains uncertain due to fragile market sentiment, emphasizing that politics will

continue to pose a significant risk until the elections. Stakeholders are concerned that the devaluation of the currency could lead to a new wave of inflation, disproportionately affecting the lower and middle classes.

The sharp depreciation of the local currency, which has already dropped by approximately 20% this year, is expected to impact all sectors of the economy.

While the Pakistani rupee has experienced fluctuations in the past and will likely continue to do so in the future, it has maintained an upward trend for several months now. Economists Ankur Shukla and Abhishek Gupta, in their analysis presented on Bloomberg Economics, have identified the reasons behind the weakened state of Pakistani rupee.

According to the analysts, capital is leaving Pakistan due to the increasing risk that the IMF may not provide the necessary bailout to prevent the country from defaulting. They suspect that political unrest is one of the reasons for the IMF's hesitation, as the aid has been stalled since November.

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# Daily Reminders

## PRAYER

—  
WHOEVER MISSES THE  
ASR PRAYER, IT IS AS IF HE  
HAS LOST HIS FAMILY  
& HIS WEALTH

## PURIFY

—  
AND ALLAH LOVES THOSE  
WHO KEEP THEMSELVES  
CLEAN & PURE

## SMILE

—  
YOUR SMILE TOWARDS  
YOUR FELLOW BROTHER  
IS CHARITY

## BE CONTENT

—  
BE CONTENT WITH WHAT  
ALLAH HAS PORTIONED  
OUT & YOU WILL BE  
THE RICHEST OF  
PEOPLE

## PERSEVERENCE

—  
INDEED, THOSE WHO  
PATIENTLY PRESEVERE  
WILL TRULY RECEIVE A  
REWARD WITHOUT  
MEASURE

## CHARITY

—  
CHARITY WIPES OUT  
SINS LIKE WATER  
EXTINGUISHES  
FIRE

## DISCIPLINE

—  
THERE ARE TWO  
BLESSINGS WHICH MANY  
PEOPLE LOOSE: HEALTH  
& FREE TIME

## FORGIVE

—  
FORGIVE OTHERS IF YOU  
SEEK FORGIVENESS  
FROM ALLAH

## TRUTH

—  
SURELY ALLAH DOES NOT  
GUIDE HIM WHO IS  
EXTRAVAGANT  
AND A LIAR

## LEARN

—  
SEEKING KNOWLEDGE  
IS AN OBLIGATION  
UPON EVERY  
MUSLIM

| OPINION

# BUILDING ENTREPRENEURIAL ECOSYSTEM THROUGH ENTREPRENEURIAL UNIVERSITIES

## A KEY PLAYER IN BOOSTING THE STARTUP CULTURE



**DR. ABDUL WAHAB**

Entrepreneurial universities have been gaining traction in recent years as they play a crucial role in building and developing the entrepreneurial ecosystem. These universities are changing the game by producing innovative graduates who are capable of creating job opportunities. Here are few ways how entrepreneurial universities lead towards the development of the entrepreneurial ecosystem which ultimately leads to the formation of new startups in society.

First of all, by offering programs, courses, and training workshops entrepreneurial universities equip students with the necessary knowledge, skills, and tools they need to start their own venture.

Secondly, entrepreneurial universities create an environment that fosters creativity and innovation. They encourage outside the box thinking for new ideas that can solve real-life problems. This environment is essential for the growth of the entrepreneurial ecosystem as it leads to the formation of new startups.

Thirdly, entrepreneurial universities support startups by providing funding and resources. They have dedicated accelerators and incubators that provide startups with the required resources to develop their businesses.

Fourthly, entrepreneurial universities support to build a robust entrepreneurial network. They can create a community of industry experts and entrepreneurs who can collaborate and share ideas. This network can assist startups to find investors, partners, and customers.

Finally, entrepreneurial universities can contribute to the development of the local economy. They create job opportunities by producing graduates who are capable of starting their own ventures hence contributing to the local economy by generating revenue and taxes.

**"OVERALL, ENTREPRENEURIAL UNIVERSITIES CAN CONTRIBUTE GREATLY IN SHAPING THE FUTURE OF INNOVATION AND ENTREPRENEURSHIP AND IN DEVELOPING THE NEXT GENERATION OF BUSINESS OWNERS AND SUCCESSFUL ENTREPRENEURS."**



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# STARTUP MEMBERS

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# VIBES

## ALI ARSHAD

Founder & CEO

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Vibes is a fashion brand startup that is focused on creating high-quality, innovative clothing that is both stylish and functional. The company's main focus is on producing clothes that are innovative as a collection called factors which is waterproof, stainless, and breathable, which is a novel approach to the fashion industry.

The novelty of Vibes' startup idea lies in its commitment to producing clothing that not only looks good but also performs well under various weather conditions. By using advanced materials and design techniques, Vibes is able to create clothes that are both waterproof and breathable, which is a combination that is not commonly found in traditional fashion brands. Moreover, Vibes' startup idea is also focused on affordability. We aim to make high-quality, functional clothing accessible to everyone at a reasonable price point. This is a unique approach to the fashion industry, which often prioritizes luxury and exclusivity over accessibility. Vibes has the potential to disrupt the fashion industry and create a new market for innovative, high-quality clothing.

Vibes has a positive social impact. By prioritizing affordability and functionality, Vibes has democratized access to high-quality clothing that can withstand different weather conditions, making it more accessible to people from different socio-economic backgrounds. Additionally, by using sustainable materials and promoting durability, Vibes is helping to reduce waste and promote a more sustainable fashion industry. Some of the common challenges we faced:

- 1.Startup Costs
- 2.Competing with Established
- 3.Managing Supply Chain
- 4.Meeting Consumer Expectations
- 5.Sustainability and Ethics

Overall, establishing a fashion company can be challenging due to the competitive nature of the industry, high startup costs, managing supply chain, meeting consumer expectations, and addressing sustainability and ethics. However, with the right approach and a commitment to innovation and sustainability, new fashion companies can overcome these challenges and establish themselves as successful players in the industry.



## JARRAR HASHMI

Founder & CEO

**Year Founded:** 2022

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Ustaadplus is a game-changing startup that is transforming the education industry with its innovative teacher recruitment app. This app simplifies the process of finding qualified and experienced teachers for parents, schools, and students by allowing them to search and filter for teachers based on their specific needs. Teachers can also create profiles highlighting their qualifications and teaching philosophies, allowing users to easily understand their approach to teaching. Overall, Ustaadplus is revolutionizing the way people find teachers, making it more streamlined and efficient.

We are solving a significant problem in the education industry, which is the difficulty in finding qualified and reliable teachers for students. Many students, especially those in remote areas or with specific learning needs, struggle to find teachers who are experienced and knowledgeable in their subject areas. This can negatively impact their academic performance and limit their potential for success. We provide a solution to this problem by offering a convenient and efficient way for students to hire qualified teachers, regardless of their location. By leveraging technology and an extensive network of teachers, the app makes it easier for students to find the right teacher for their specific needs, whether it's for academic tutoring, test preparation, or other educational purposes. This not only improves students' academic outcomes but also enhances their overall learning experience. My startup is contributing to the broader goal of building a more educated society. As more students have access to quality education through app, they will be better equipped to pursue higher education, pursue meaningful careers, and contribute to their communities in a positive way.

As with any startup, there will be challenges and obstacles to overcome. One of the primary challenges you may face is financing, especially if you are the only investor in your startup. Securing funding to cover your startup costs and ongoing operational expenses can be difficult, particularly in the early stages when your revenue streams may not yet be established. Overall, successfully launching and growing a startup requires perseverance, flexibility, and a willingness to adapt to changing circumstances. By anticipating and addressing these challenges proactively, you can position your startup for success and create a positive impact on education and job creation.

## ZEESHAN RAJWANI

Founder & CEO



**Year Founded:** 2021

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The Garage Sale Company is a Furniture & Home Store brand with a differentiation. We empower our customers to elevate their quality of living by giving them access to not only affordable (Pre-Loved or New) lifestyle products like furniture, appliances, decor and other home products, but also provide them with all essential home based services like home maintenance & renovation, furniture repair, polish & upholstery, handyman services, onsite project work etc, and that too at extremely reasonable prices. With multiple options for the customer to connect with us either through our website, our Facebook, Instagram or other social media platforms, or simply by visiting our physical retail stores.

Our business journey started about 10 years ago. Through personal experience we realized that selling your items through these classified websites was not safe as you had to deal with and bring into your house strangers, and as for the buyers, the items that they were buying through these online classifieds were usually not house ready and needed a lot of work. This market white space led to the creation of The Garage Sale Company, a go between business entity, where sellers could sell their household stuff for cash or store credit and where the buyers could buy any pre-loved or new household item of their choice.

Led by the strong and ever increasing customer demand, from our very humble beginnings, we have gone on to become one of the smaller but loved brands in Karachi, with thousands of loyal customers. Driven by the success of our business model, we now want to take our business nationwide in the near future with presence in all the major cities of Pakistan.

We have successfully raised our pre seed investment round, and are now looking forward towards raising our first seed round of investment so that we can scale our business to reach multiple cities in Pakistan.



*The idea is not to live forever, but to create something that will.*

## TAIMUR ALI MAKHDOOM

Founder & CEO



**Year Founded:** 2020

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We are Student Consultancy Service provider with unique and innovative CRM system.

I completed my studies from UK. I obtained an Undergraduate qualification in Technology & e- Commerce from University of East London. I have done Masters in Marketing & Innovation from Anglia Ruskin University. I believe that any higher education qualification from a developed country plays a significant role in your personal development. Every time I met new students, I often found these students anxious. They told that they got misleading information. This is mainly due to the less knowledgeable consultants. So, I decided to make a systematic approach. My venture was a one-man startup and I had to build strategies from scratch. I designed an ecosystem which makes the whole process very smooth and transparent. We have partnered with world-class universities where we can send our students for their higher studies.

Most of our youth do not have a goal or vision. They simply are figuring out what they want to achieve or who they want to become. So, we have made a set of steps to know what the applicant wants. We then provide them with step-by-step guide and give them roadmap which includes even a tiny step to reach their destination.

A child placed on a right track can simply do wonders not only for themselves but for anyone around them. We have a huge population between 17-26 years of age. Our aim is provide right guidance to the entire youngsters so that they can use their full potential. If a student earns a degree he/she will become a valuable person. That individual is expected to be well placed on professional career. A successful career guarantees a boost in economy on ground level. Because good income will generate taxes for the government and any transactions on micro level will have impact, even on unorganized sectors.

Setting up this business was not as easy as I thought. First of all, people find it difficult to trust new entrant. Moreover, it is hard to make people understand about the procedures. People do not want to be a part of the process. But as soon as we provided our services to a few people, we started getting referrals from our past clients. People started understanding that the way we process things. To clients, the process seems effortless. Our marketing strategy is strong word of mouth.

Scent You

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## SYED SHAHZAIB IQBAL

Founder & CEO

**Year Founded:** 2021

**Website:** [www.exceinov.com](http://www.exceinov.com)

**Email:** [coo@exceinov.com](mailto:coo@exceinov.com)



Founded in 2016 with the goal of providing affordable information technology solutions to the local and international business community, Exceinov Private Limited primarily operates from Lahore, Pakistan with regional headquarters in Ontario, Canada. The core idea that made the company a success was the absence of reliable tech-support providers in the market since most of Pakistan's tech community has been primarily focused on developing new software tools and technologies for foreign markets. The company grew quickly, established its reputation as one of the leading information technology service providers, and established corporate relationships with some of the largest business organizations in Pakistan.

The CEO of Exceinov, Syed Shahzaib Iqbal, played a crucial role in making the company successful. With his leadership and entrepreneurial skills, he overcame the challenges faced during the early stage of the business, including unfamiliarity with legislation and regulation and limited finances. His dedication and hard work, along with the management team's efforts, have paid off, as Exceinov is now proudly affiliated with all premier governmental and semi-governmental regulatory bodies.

In 2022, Exceinov opened its first international office in Ontario, Canada, a significant milestone that paved the way for the company's transition into a multinational corporation by establishing a considerable footprint in the North American market. The company's long-term objective is to serve as an affordable South-Asian substitute for existing tech giants that do not consider SMEs to be their primary clientage anymore, with the primary goal of introducing Pakistan as the next tech hub from a global perspective.

Exceinov's success story is a testament to the company's commitment to quality, affordability, and reliability. With Syed Shahzaib Iqbal's visionary leadership, the company is well on its way to achieving its long-term goals and establishing itself as a prominent player in the global IT market.

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## ABDUL WAJID LAKHA

Founder & CEO

**Year Founded:** 2021

**Website:** [www.castnest.com](http://www.castnest.com)

**Email:** [awlakha@castnest.com](mailto:awlakha@castnest.com)



CastNest is an innovative startup that has developed an advanced live streaming and video hosting platform, designed specifically for enterprises and broadcasters. The platform is easy to use and has a user-friendly interface, making it simple for businesses to stream their content online. One of the key features of CastNest's platform is the integration with multiple CDNs, which ensures that streams are distributed globally, reducing latency and buffering issues. Another feature is the advanced security features, such as Domain Locking, Secure Token, and Geo Fencing, which protect the content from piracy and unauthorized access. Additionally, CastNest's platform allows businesses and broadcasters to create their own over-the-top (OTT) service. By using CastNest's platform, businesses and broadcasters can now create their own customized OTT service, providing a personalized experience to their audiences.

CastNest solves the problem of high infrastructure and logistic costs associated with traditional broadcasting models. Businesses can reach their audiences globally without expensive infrastructure investments. The platform is a cost-effective and practical solution for enterprises and broadcasters of all sizes. CastNest creates a positive social impact by enabling businesses and broadcasters to engage with audiences worldwide, promoting cross-cultural interactions and social initiatives. The platform is accessible to people with disabilities, ensuring everyone can participate in conversation.

Establishing a startup is a challenging task, and CastNest faced several hurdles while creating its platform. One significant challenge was developing a user-friendly platform that could handle a large number of simultaneous streams without any latency or buffering issues. CastNest addressed this by partnering with content delivery networks (CDNs) that could distribute the streams globally.

Another challenge was developing a secure platform that could protect the content from piracy and unauthorized access. CastNest addressed this by developing advanced security features that prevent unauthorized access to the content. Finally, CastNest had to invest heavily in marketing and outreach to make its platform known to the target audience. This was accomplished through advertising campaigns and partnerships with industry influencers.

# DIGITAL DOST

## MUSA RAZA

Founder & CEO



**Year Founded:** 2020

**Website:** [thedigitaldost.com](http://thedigitaldost.com)

**Email:** [musa.raza.jafri@gmail.com](mailto:musa.raza.jafri@gmail.com)

Hi This is Musa Raza. I was earning my living in Australia, due to COVID I "had" to come back to Pakistan as my parents were alone and was caught by COVID-19 pandemic. That time there was no such thing in mind of opening a digital marketing agency. When COVID passed and things were getting better day by day. I started looking that COVID has created a chaos and many people lost their jobs, unemployment was the only thing which you could see easily.

That time I was a social media maniac. I am calling my self a maniac because I had this passion of understanding the Digital world. I saw that people who were running online business were went crazy in Pandemic due to high sales. There I decided that I will start my own digital marketing agency who will be friendly with clients, so I decided to name it Digital Dost.

To bring that young potential out in Pakistan. The intention was somehow to create a platform that brings huge capital in Pakistan via foreign remittance. Hence it will create more employment opportunities.

Well, the idea was to Launch a digital world in Digital space. So started a digital marketing agency with a thought in mind to focus on one specific service only which is performance marketing. As Pakistan was the 46th largest market for eCommerce with a revenue of US\$4.2 billion in 2021. It was a big number.

There are also more than 49.2 million Facebook users in Pakistan and several local companies now use social media to promote their products and services. According to the Pakistan Telecommunication Authority (PTA), the number of 3G and 4G users in Pakistan reached 111.38 million by end of February 2022, and the mobile banking sector shows promise. So based on these stats we decided to place our core focus in Performance marketing because this is the only service which can bring maximum profit and can create employment opportunities for the people of Pakistan.

Our youth has huge potential in terms of skills and abilities. We have been encouraging young people to start their online business in ecommerce. Also, we have offered very reasonable packages to encourage and provide support so that more people can come into this domain and participate in the economy of our country.



## ADNAN KHAN SHAHID

Founder & CEO



**Year Founded:** 2022

**Website:** [www.aks.properties](http://www.aks.properties)

**Email:** [info@aks.properties](mailto:info@aks.properties)

aks properties' is envisioned with one clear objective; to create a modern Real Estate Industry, infused with updated technology, built on the foundation of a deeper and better thought-out value system. 'aks' is a brainchild of visionaries, who are keen proponents of positive change in Real Estate Industry of Pakistan through building trust, nurturing relationships and showing respect to others.

Being declared as formal non-productive sector in Pakistan, our real novelty is to shift the paradigm towards productive sector by aligning real estate land with output driven small and medium enterprises. We aim to solve the problems of lack of transparency and professionalism.

Buyers and sellers often face difficulties in getting accurate information about property prices, taxes, and legal requirements. We intend to solve this issue by providing a transparent and reliable platform where people can easily access information and make informed decisions.

Similarly large chunk of real estate agents and brokers in Pakistan are known for their lack of professionalism and unethical practices. 'aks properties' set itself apart by promoting ethical and professional practices, which would help build trust and credibility with clients.

Real Estate Industry has a huge responsibility to create awareness about social issues and educating the public about real estate laws, regulations, and best practices. By promoting transparency and ethical practices, we help reduce corruption and promote social justice. We also require a wide range of skills, from media to sales and marketing. By creating job opportunities, we contribute to economic development and support families and communities.

Taking along with the mission and vision of 'aks', we challenge status-quo and traditionalism in Real Estate Industry of Pakistan and strive our best to overhaul it with our corporate values of Unity, Faith and Discipline, which are considered as the hallmarks of Pakistan's founding father Quaid-e-Azam Muhammad Ali Jinnah. Keeping the legacy of our core values, we consider our team as an asset of 'aks' and value them with all their best insights and skills. We not only consider them as an 'aks Family' but also strongly believe that their intellect, knowledge, skill and education has the power & passion to create wonders in Real Estate Industry.



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## KAMAAL HUSSAIN

Co-Founder & CEO



**Year Founded:** 2022

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I am co-founder and CEO “PakPace,” where I provide training sessions to business owners to grow their businesses. With my five years of business experience, I have created and run four successful companies. I have provided training to more than 5000 small business owners.

With my five years of personal business experience and the successful operation of four companies, I have developed a comprehensive training program that equips entrepreneurs with the necessary skills and knowledge to take their businesses to the next level. The basic idea of my startup lies in recognizing the importance of shifting business owners' focus from trying to handle everything by themselves to building effective teams and systems. By emphasizing the need for delegation and strategic expansion, I give business owners a unique approach to unlocking their true growth potential.

I believe entrepreneurs are the true heroes of any nation's economy. They create jobs, pay salaries to people on time, and develop solutions and products to deliver value to their customers. Most of them do this at the cost of their lifestyle. While building my businesses, I realized business growth is a proper step-by-step process. It is not a hit-and-trial method. I also found that no proper trainer in Pakistan provides explicit training to small and medium-sized business owners. Therefore, my goal is to impact and enable entrepreneurs so that they continue their role in Pakistan's nation-building.

PakPace creates a notable social impact by fostering entrepreneurship and economic growth in Pakistan. As entrepreneurs enhance their business acumen and implement effective strategies, they are better equipped to provide employment opportunities to the local workforce. Additionally, successful businesses generate revenue that can be reinvested in the community, supporting social initiatives and overall development.

Honestly, I feel happy to see many small and medium businesses in Pakistan. We have so much potential; business owners can help grow the Pakistani economy.

“Money does not make money; capability makes money which comes from learning.”



## TANVIR

Founder & CEO



**Year Founded:** 2016

**Website:** [www.funsoltech.com](http://www.funsoltech.com)

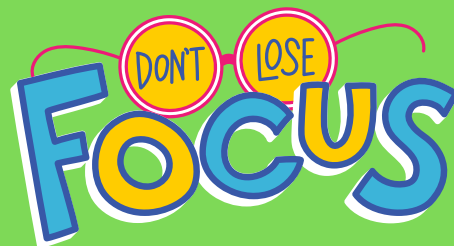
**Email:** [tanvir@funsoltech.com](mailto:tanvir@funsoltech.com)

Funsol Technologies is a startup that specializes in developing innovative mobile apps and games, as well as providing digital marketing services to our clients. The novelty of our startup idea lies in the fact that we are combining technology, creativity, and marketing to help businesses grow and succeed in today's digital landscape. Our team of skilled developers and marketers work together to create bespoke solutions that meet our User's specific needs. We pride ourselves on our ability to stay ahead of the competition by combining technology, creativity, and marketing to grow and succeed in today's digital landscape.

Our startup is solving the problem of businesses struggling to stand out in the highly competitive market. We understand that user satisfaction is essential to the success of any business, which is why we go above and beyond to ensure that our services meet and exceed our users' expectations.

Our mission and vision are focused on contributing to the betterment of Pakistan's economy and we believe that our startup can create a positive social impact by providing job opportunities, nurturing the talents of young people in Pakistan and offering innovative content and amazing experiences to our users. Additionally, our mobile apps and games are designed with user engagement in mind, utilizing the latest technologies and trends to create intuitive, immersive experiences that keep users coming back for more.

One of the biggest challenges we faced while establishing our startup was attracting and retaining top talent. The tech industry is highly competitive, and it can be challenging to find skilled developers and marketers who share our vision and values. However, we were able to overcome this challenge by creating a culture of innovation, collaboration, and continuous learning, which has helped us attract and retain some of the best talent in the industry.





## MURTAZA JAMEEL

Founder & CEO



**Year Founded:** 2022

**Website:** [www.ansoltech.com](http://www.ansoltech.com)

**Email:** [murtazajameel786@gmail.com](mailto:murtazajameel786@gmail.com)

I am Murtaza Jameel, a 22 years old who is passionate about growing in this rapidly evolving world which is full of competition. My ideology towards success was to build-up something of my own rather than working for anyone else which became my reason and motivation to keep going forward.

My journey started in 2019 when I attended a seminar of Enablers in Karachi, after which I started my ecommerce and local stores which were called serveyou.pk and serve you mart respectively but, unfortunately I couldn't climb the ladder of success in these which led me to mind map my future and it made me research and learn about Amazon if I want to do something big.

Life is made up of challenges and they are your biggest teachers! When I dropped my family business to do something of my own, I had to tackle the people who never motivated me with an empty pocket along with my wife and a 3 months old to feed and lots of unanswered questions.

After working hard and with the grace of The Al-Mighty Allah, I'm now running an e-commerce service provider agency with a team of experts which is called AnySolTech which deals in the international markets with clients all over the world.

This field lets you earn in the foreign currency which is beneficial in so many ways as it enhances the economy which will lead to minimize poverty and complications in the country. This industry also allows you to work remotely which is essential in earning for people like housewives and others from their homes rather than wasting their golden period of time in doing anything which has no output. So, with the help of Allah and our cooperative hard work, we are trying our best to become an unicorn company.

*Be proud  
of yourself*



## MUHAMMAD BILAL

Founder & CEO



**Year Founded:** 2021

**Website:** [www.breatheio.com](http://www.breatheio.com)

**Email:** [muhammad@breatheio.com](mailto:muhammad@breatheio.com)

BreatheIO is a climate and health tech company, manufacturing devices that promote the wellbeing and longevity of human life. BreatheIO has invented one of the smartest air purifiers, that is utilizing the technology of Machine Learning and Artificial Intelligence to reduce, control and forecast air pollution. Our air purifiers measure the presence of 6 different gasses in your environment and are able to find the root cause of the problem. The data recorded is able to predict future changes in your environment and notifies the users of possible anomalies that the environment might start facing.

90% of the World Population are living in air quality conditions that do not meet the guidelines of the World Health Organisation which results in 8 million deaths a year due to air pollution. Due to increasing rates in Air Pollution, air purifiers are not affordable to the majority of the people, which has resulted in 8/10 people realising that they need Air Purifiers in their vicinity and 9/10 people do not own an air purifier due to the price factor according to a survey done in Pakistan by our team. Furthermore, the current breed of air purifiers available do not have the ability to find the root cause of the air pollution, as they lack data, that can be analyzed.

This is an air purifier which purifies the air so that people can breathe in fresh air, hence forth the social impact is allowing people to live healthier lives and in return create a better probability of elongated live. The impact would include how the technology can collect data and analyze the changes in your environment and how it is affecting its users. Large data analysis from multiple air purifiers can help us solve complex air models, which can help us gain knowledge on how the environment can be controlled to better maintain our societies by keeping our people healthy. Our Startup Product falls under 3 x SDG Goals, Good Health, Sustainable Cities and Communities, Good health can be attained by sterilization of the current environment by using air purifiers, having the capacity to reduce the carbon emission, bacterial load and volatile organic compounds. By attaining timestamped data of the environment, we would be able to better identify problems in detail and the cause behind it. The climate change issue can be addressed as the data collected from our air purifiers can be utilized to simulate the changes in the environment and prevention can take place before even the problem starts existing.

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## AHAD KHURSHID

Founder & CEO



**Year Founded:** 2021

**Website:** [www.sahal.ai](http://www.sahal.ai)

**Email:** [ahad@sahal.pk](mailto:ahad@sahal.pk)

Sahal provides e-KYC and digital onboarding services to the banking sector. The company uses AI-based facial biometric verification and document authentication systems to innovate and smoothen customer onboarding procedures. Our system takes a 3D facial scan of the user's face and matches it with the picture on the ID document, while our OCR extracts details from the document and auto-fills the customer's onboarding form. The novelty of our startup lies in its ability to provide a fully digital onboarding experience that is faster, more secure, and more efficient than traditional methods.

Our startup is solving the problem of time-consuming and tedious onboarding procedures. Traditional onboarding methods require customers to complete extensive paperwork, provide physical documentation, and undergo manual verification, which can take days or weeks.

First, our startup impacts the unbanked women in Pakistan who cannot make frequent trips to the bank due to conservatism. With our digital onboarding system, they can open accounts remotely, improving their financial inclusion and empowerment. Sahal is contributing to a more inclusive and equitable financial system that benefits all members of society, regardless of gender or socioeconomic status. Additionally, our use of AI-based technology is helping to advance the field of facial biometrics and document authentication, which has the potential to be applied in other areas such as law enforcement and national security.

One of our biggest challenges was building trust with potential customers. As a relatively new company, we needed to convince banks and other financial institutions that our system was secure and reliable. To overcome this, we invested heavily in building a strong team of experts in the fields of AI, cybersecurity, and document verification. We also conducted testing and validation to ensure that our system met the highest standards of security and accuracy.



## ARSLAN ALI

Founder & CEO



**Year Founded:** 2012

**Website:** [www.shayansolutions.com](http://www.shayansolutions.com)

**Email:** [marlsan.ali@gmail.com](mailto:marlsan.ali@gmail.com)

We build and refine solutions that transform your business presence. Shayan Solutions is amongst the top-notch IT services providers around the Globe and we have hundreds of satisfied clients. We deal in Web & Mobile applications development, Custom Software development, IT consultancy and much more.

Our innovative approach to software development focuses on creating unique and personalized software solutions that meet the specific needs of each client. We are a team of skilled developers and designers work closely with clients to understand their requirements and design software that is tailor-made to their needs.

We have found that startups and veteran product owners are struggling with scalability and performance issues due to a lack of planning during the development stages. We solve this problem by providing consultation to move products into micro services architecture, reviewing code to eliminate performance bottlenecks through refactoring code and database queries, and thereby reducing the hardware costs required to support a large user base. We provide consultation services for breaking monolithic applications into micro services and refactoring code into high-performance algorithms.

We are creating engaging content, sharing industry insights, and interacting with useful database with followers. Our mission is to enable each business, regardless of its scope, market size, or budget to help them transform from traditional ways of doing business to digital business operations.

At the outset, we undertook some demanding and intricate projects. As a new business, there was a potential hazard in accepting such complex ventures and ensuring timely delivery. However, we were fortunate to have exceptional resources that aided Shayan Solutions in surmounting these obstacles.

The startup landscape is highly competitive, with new businesses emerging all the time. We are well-diverse within our technology stack and field so we managed to get over this with excellent support of the team. Scaling a business can be challenging as it grows. Nonetheless, we have put in tremendous effort to scale and elevate our services to meet the highest international standards. We focused on developing a scalable business model and implementing efficient processes to streamline our operations.

## USAMA CHOPRA

Founder & CEO



**Year Founded:** 2022

**Website:** [www.sheaffermakeup.com](http://www.sheaffermakeup.com)

**Email:** [usama.chopra786@gmail.com](mailto:usama.chopra786@gmail.com)

SOCSilab is a startup that offers custom formulations and R&D services to the cosmetic industry, and we are proud to empower small startups in the personal care and makeup industry. We provide all the services they need to launch their own brands in one place, allowing them to focus on their vision without worrying about the technical details.

Our custom formulation services allow startups to create unique products that reflect their brand's personality and values. We work closely with our clients to understand their needs, and we use our expertise and knowledge to create formulations that are safe, effective, and meet their expectations.

Additionally, our R&D services help startups develop new products or improve existing ones. We conduct thorough research and testing to ensure that our clients' products meet the highest standards of quality and safety.

By providing all these services in one place, we simplify the process for startups and help them launch their brands more efficiently. We understand that startups might not have access to the same resources as larger companies, so we offer our services at an affordable price.

At SOCSilab, we are committed to creating a positive social impact. We use safe and environmentally friendly ingredients in our formulations, and we offer our services to startups of all sizes. By doing so, we are helping to level the playing field in the cosmetic industry and create more opportunities for entrepreneurs.

Of course, establishing SOCSilab was not without its challenges. One of the biggest hurdles we faced was building a team of experts who shared our vision and values. However, we overcame this challenge by attracting and retaining top talent who are committed to our mission.

In summary, SOCSilab is a startup that offers custom formulations and R&D services to the cosmetic industry, with a focus on empowering small startups in the personal care and makeup industry. Our commitment to using safe and environmentally friendly ingredients and our affordable services to startups have created a positive social impact. We are excited about the future of our company and look forward to continuing to empower startups in the cosmetic industry.

## ADID KHAN

Founder & CEO



**Year Founded:** 2018

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**Email:** [ceo@investmentsempire.com](mailto:ceo@investmentsempire.com)

**Investments Empire:** Your Path from Real Estate Dreams to Financial Freedom

Let us introduce you to Investments Empire, a real estate powerhouse led by Adid Khan. Its mission? To help people achieve financial independence through the magic of real estate.

In 2018, Adid Khan and his passionate team set out to change the real estate game. Today, Investments Empire is a shining star in the industry, earning well-deserved recognition for its outstanding work on projects like Capital Smart City. Pretty impressive, right?

But here's the real secret behind success:

*It's all about you!*

Adid Khan believes that what truly matters is positively impacting people's lives. That's why Investments Empire puts you, the client, at the center of everything it does. It's about building relationships based on trust and mutual success.

So... What's the goal?

To improve financial well-being across Pakistan by using the power of real estate!

Investments Empire doesn't want to be just another real estate company; it wants to be the best real estate consultant in the country within the next five years.

Now, that's what we call aiming high! However, the big question is; why should you go for Investments Empire? What is it that makes it stand out? Its transparency and knowledge, of course! You see, Investments Empire is not here just to make deals; it wants to empower you with the information you need to make smart decisions. It wants you to feel confident and informed about real estate investing so that you can take control of your financial future.

Investments Empire aims to build a community; a family of dreamers and doers who believe everyone deserves to be financially free. With Adid Khan and his team by your side, you'll have the support and expertise to make the most of the endless opportunities in real estate.

So, are you ready to turn your real estate dreams into reality? Join the Investments Empire family and embark on a life-changing journey toward financial freedom. Say goodbye to limitations and hello to a future filled with success and prosperity. Build Wealth and Security with Investments Empire!

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## MUHAMMAD ASHRAF

Founder & CEO



**Year Founded:** 2021

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My entrepreneurship journey started in 2015, where as a freelancer I have successfully delivered many IT Infrastructure Projects and implemented customized ERP solutions to many companies in UAE, Bahrain, India, and Pakistan based clients. I have served Industries such as Airline, Financial, Contract, Tobacco, retail, FMCG, Import and Export. I have formally established my company in 2021 named as "Technical Business Solutions". My areas of expertise are customized ERP solutions, AI based product development , Automation, Robotics and mainly IT Service Management. Received many awards from Emirates Airlines in Identity and Access Management and Infrastructure Management. Delivered many station startups for Emirates Airlines, set up new offices and IT infrastructure upgrades and renovations. I have 20 years of professional experience, mainly in IT Service Management, Infrastructure Management, and customized ERP. I am currently serving US Customers and managing their IT Infrastructure and Management services. Recently, I have registered with a US-based company named "Leads IT Consultants L.L.C" in Florida, USA.

We setup and establish IT Infrastructure for new Start up and Mid-size level companies in USA and Pakistan. Our specialization is in IT Service Management, wherein we provide complete end-to-end IT Management solutions to our client. We do implement ITIL best practices, and we manage IT Services and ensure efficiency and quality of customers.

IT Services that optimize business performance and drive success.

We manage IT infrastructure to maximize efficiency and performance through design, deployment, monitor, secure & optimize.

ERP software solutions to automate business processes.

ERP service: Get tailor-made solutions to streamline processes. Full-service ERP solution to streamline your business operations.

As an entrepreneur you must be ready to face new challenges and learn new tools which come into the market. Learn and use the best standard practices to facilitate the Customer and provide them better quality experiences.



## GoHype

SUHIRA MUNSHI

Founder & CEO



**Year Founded:** 2023

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In the ever-evolving realm of influencer marketing, a groundbreaking platform is on the horizon, ready to reshape the game and empower both brands and influencers alike. Enter GoHype, the trailblazing app that promises to bridge the gap between niche influencers and niche brands, transforming the landscape of influencer marketing as we know it.

With its powerful mantra "Influencers by choice, influencers of choice," GoHype is set to revolutionize the industry, making it accessible to all. No longer will niche influencers be confined to the sidelines; instead, they will have the opportunity to shine and attract the attention of like-minded brands seeking the perfect match for their campaigns.

GoHype's visionary approach goes beyond traditional boundaries, seamlessly connecting influencers with media companies, advertising agencies, and event organizers in a transformative manner.

By offering a comprehensive platform for personal profile building, PR connections, and publicity opportunities, GoHype empowers influencers to reach new heights and unlock their untapped potential.

But it doesn't stop there. GoHype is not only a one-stop solution for influencers; it also serves as a game-changing tool for businesses. By providing in-depth campaign marketing and tracking features, GoHype equips brands with the necessary tools to not only find the right voice for their brand but also assess the reliability and credibility of influencers. Now, even niche brands can connect with their ideal influencers and create impactful campaigns that resonate with their audience.

In a world where influencers are a driving force, GoHype emerges as the ultimate game-changer. Its visionary approach opens doors to infinite possibilities, making influencer marketing an accessible realm for all aspiring influencers. By embracing GoHype, influencers have the opportunity to become not just influencers by choice but also be able to choose influencers of choice, capturing the attention and loyalty of brands and audiences alike.

GoHype intends to launch with a resounding splash, setting a new benchmark for influencer marketing. Its commitment to accessibility, personal empowerment, and providing a level playing field is what ultimately aims to set new standards.



## MEHTAB ALI RAZA

Founder & CEO



**Year Founded:** 2021

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In a world filled with fragrances, a Pakistani startup is making waves in the perfume industry. Scent You, a novel venture, is redefining the way people experience scents while making significant contributions to the economy of Pakistan. This innovative company has swiftly gained popularity, captivating customers with its unique approach and commitment to quality. Scent You stands out from the crowd by offering value addition in the perfumes that cater to individual preferences. In the package, Scent You not only sends the perfume bottle in its premium packaging but also send its travel size pocket carrier so that people could take their fragrances on the go and refresh themselves where ever they want to. Unlike traditional perfumes, which come pre-packaged with fixed scents. Through their user-friendly online platform, customers can select their desired scents, choosing a signature fragrance that truly reflects their personality.

Scent You also holds the expertise to design a personality signature scent for the user after analyzing their body type, personality, characteristics and evaluating the lifestyle of the user. This experience creates a unique and customized personal experience with the user, standing him out from the crowd, making the user compliments magnet.

Scent You's impact on the economy of Pakistan cannot be overlooked. The startup has not only created employment opportunities but has also nurtured local talent. By sourcing ingredients locally and collaborating with Pakistani perfumers, the company has encouraged growth within the domestic fragrance industry. This approach has boosted the local economy, as it reduces the dependency on imported fragrances and strengthens the value chain within the country creating a substantial value addition in the exports as well..

Furthermore, Scent You's success has inspired other entrepreneurs to explore the untapped potential of the fragrance market in Pakistan. As more startups emerge, the industry flourishes, attracting investments and stimulating economic growth. Scent You has paved the way for a vibrant perfume sector, positioning Pakistan as a significant player in the global fragrance market. In Bird's eye view, Scent You's innovative concept and its contributions to the economy of Pakistan have propelled the startup to great heights.



## Paraphrasingtool.ai

## ASAD SHEHZAD

Founder & CEO



**Year Founded:** 2022

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Paraphrasingtool.ai, an AI-driven startup, is my brainchild. It's a paraphrasing tool that leverages advanced algorithms and natural language processing technology to generate unique, engaging, and selective tone-based content. Its novelty lies in its capability to maintain context and deliver rewritten sentences in a more human-like tone with an 85% success rate, which is a marked improvement over existing tools.

The primary issue Paraphrasingtool.ai addresses is the post-writing work that content creators often grapple with. Most online grammar checkers and paraphrasing tools perform at a basic level, leaving room for a more advanced writing assistant. Paraphrasing Tool AI fills this gap by providing AI-based paraphrasing outputs, enabling writers to condense their work duration significantly.

The social impact of Paraphrasingtool.ai is two fold. First, it enhances the efficiency of writers and marketers, allowing them to focus on creativity rather than the labor-intensive process of rewriting. Second, it contributes to better quality content with real-time web browsing, speech to text rephrasing and images to text rewriting which leads to improved communication and more engaging material for audiences, thereby enriching the digital content landscape.

Establishing Paraphrasingtool.ai came with its share of hurdles. The two major challenges were securing a suitable GPU to train the models and compiling high-quality datasets for training. We struggled for months to find a reliable provider that would accept payments from Pakistan since many platforms declined our local cards and unavailability of PayPal made the situation worst. However, through relentless determination and hard work, we overcame these obstacles to create one of the most advanced paraphrasing tools available today.

NEVER  
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Dreaming

## TOQEER MUNIR

Founder & CEO



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A2Zamz Consultants is a comprehensive solution for Amazon Private Label business development. Their company offers a wide range of services that are specifically tailored to the private label business model on Amazon. In the past, business owners often encountered significant challenges when it came to hiring multiple service providers to handle various aspects of their private label business, in addition to hiring a virtual assistant.

However, A2Zamz Consultants has revolutionized this process by providing all the necessary services under one roof. They understand the unique needs and demands of private label businesses on Amazon, and they have crafted their services accordingly.

- A2Zamz Consultants offerings include:
- Trademark filing in all the Amazon markets
- Inventory inspection in china
- Freight Forwarding from china to anywhere
- Product Photography
- Launch and Ranking of brands services

By consolidating these services into a single provider, A2Zamz Consultants streamlines the process for business owners, saving them time, effort, and the hassle of dealing with multiple service providers. Their team of experts is well-versed in the intricacies of the private label business model on Amazon, and they are committed to delivering high-quality solutions to our clients.

With A2Zamz Consultants, business owners can confidently rely on a single point of contact for all their Private Label services. They strive to provide exceptional service, ensuring that their clients can focus on growing their businesses while they handle the essential tasks that contribute to their success on Amazon.

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