

STARTUP

AUGUST 2018

INSIDER



7 WAYS

To transform
your failure
into success

10

AMAZING
BUSINESS IDEAS

transform aspiring entrepreneurs

A Man with the Plan

Uplifting the Unemployed Youth
through Skill Development
& Entrepreneurship

Imran Khan

Rs. 375



STARTUP INSIDER



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THIS ISSUE

EDITOR'S NOTE

Today, entrepreneurship is one of the leading solutions to our social problems. Gone are the days, when state economies were relying on the foreign direct investments. Notably, China produced millions of jobs by creating a culture of entrepreneurship without availing any significant FDIs. Showing their commitment to entrepreneurial practices, Chinese migrants to other countries prefer starting their own businesses by developing marketplaces like China-towns and sell Chinese brands to the local community.

It is a well-known fact that countries with low economic stability face bigger crime rates, poverty, and extremism resulting in frustration among the youngsters. Dealing with the situation, entrepreneurship offers a positive alternative and reduces barriers between communities and cultures.

Imran Khan, the future Prime Minister of Pakistan, in his victory speech, promised to create 10 million jobs in next five years. His commitment to entrepreneurship, human development, justice, law & order, healthcare, and education development shows his high vision for *Naya* Pakistan.



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INSPIRATION

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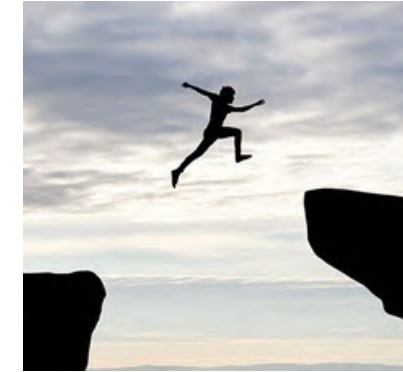
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Entrepreneurial Habits of Prophet Muhammad (PBUH)

Act

Fearlessly



Talk Softly



Think Positively



Serve Happily



Learn

Practically



Plan

Orderly

Earn Honestly



Spend Wisely



Work

Patiently



Behave



to be continued..

A black and white photograph of two men standing in front of a server room. The man on the left is wearing a dark jacket over a light-colored shirt. The man on the right is wearing a dark shirt, a patterned cap, glasses, and a beard, and has a conference badge hanging from his neck. They are both smiling at the camera. The background shows rows of server racks with glass doors.

MAKING WAVES IN SILICON VALLEY

APIMatic, originated from a Ph.D. research project at the University of Auckland, is founded by Adeel Ali in 2014. While working on his thesis, the founder came across one of the API industry's pain points: SDKs. He realized that API providers spent hundreds of thousands of dollars every year improving Developer Experience by providing SDKs and API documentation. APIMatic is making waves across the Silicon Valley with almost every company dealing with APIs using them in some way.

DEVELOPER EXPERIENCE PLATFORM FOR APIS

Dr. Basharat Ali

SSCIT, Islamabad



APIMatic is a PhD thesis-turned startup, currently operating from offices in USA (San Francisco), NZ (Auckland) and Pakistan (Islamabad, TIC NUST). In partnership with Oracle and Microsoft, it caters to users across 176 countries.

APIMatic is a Developer Experience platform for APIs. Their vision is to make developers more productive through automation. APIMatic platform is comprised of three products: Developer Experience Portal, API Transformer and Code-Gen As A Service. The heart of APIMatic is a customizable Code-Gen-Engine, which simplifies API consumption by generating high-quality API Portals with SDKs, Reactive code samples, Interactive Documentation, and Test Cases.

Researchers, keeping in view the current market demands, should apply their theoretical approach to practical knowledge. Adeel Ali, the founder of APIMatic was introduced by his Ph.D research supervisor to "Return on Science" (An NZ national research commercialization

program, focused on bringing new research to market). After a rigorous process, the project was selected as a candidate for commercialization which later evolved into APIMatic.

Successful API companies have one thing in common: a top-quality developer experience platform, accessed by millions of developers across communities of major programming languages. Imagine a similar kind of developer platform available to hundreds of thousands of other emerging API companies? What if that can be built without having a team of developers, technical writers and software testers. Imagine if you could save \$20,000 every quarter with no maintenance overhead? What if the time to market reduces from 1 week to 18 seconds?

"APIMatic raised over USD 1 million in funding"

APIMatic has come a long way since their inception and caters to some of the biggest corporations dealing with APIs. Their paying customers include Vistaprint, TripAdvisor, and Expedia, and partners include API giants like Microsoft, Mashery, Mulesoft, SmartBear, Postman, and Oracle.

LEARNOBOTS IS REVOLUTIONIZING THE OLD WAYS OF EDUCATION IN THE WORLD

FOUNDED BY SHAMYL & FAISAL

LearnOBots is currently Incubated at **Technology Incubation Center, NUST** Islamabad. The startup promotes STEM Education through Robotics Workshops and Learning Kits. The company inspires kids to become what they want to; Inventors, Innovators, Scientists, Engineers, Artists or Programmers. LearnOBots has partnered with various educational institutions to put up exciting workshops, learning camps and curriculums for students not just locally, but internationally as well.

Founded in 2014, the company owns offices in Islamabad and Karachi. They have successfully conducted more than 85 hands-on workshops in various schools and universities and educated more than 3500 students. LearnOBots is the pioneer in introducing STEM curriculum integration into more than 25 partner schools across Pakistan benefitting the youth on 21st-century skills using its DIY kits and hands-on learning methodologies. LearnOBots provides practical learning in the



domains of Science, technology, engineering and mathematics through curriculum integration, regular after-school club activity, summer and winter camps. The activities in the club include Robotics, Electronics, 3D Printing, graphical interface programming, game development, 3D modelling, astronomy, making mobile applications, websites, learning coding in C and python and much more. Co-founders are associated with NUST and they always believe in unleashing the true potential of their employees by inculcating the culture of thinking out of the box and creativity. This year, they got 2 International Interns from Switzerland and Spain through IAESTE Program to work with them on various projects.

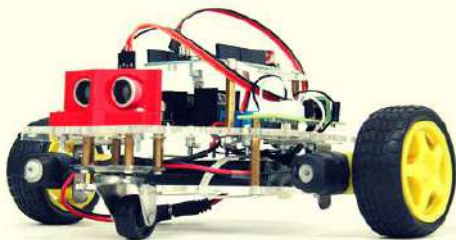


LearnOBots recently acquired few collaborations through which they have expanded and reached the market in further 8 cities of Pakistan.

Apart from that, LearnOBots is the only educational technology company which partnered with e-Pakistan to promote STEAM-based learning system starting from Merabagwal, first e-Village of Pakistan. Through their research-based product development programs, they aim to penetrate the Global Market soon.

They also won the “**Excellence in ICT Education**” award presented by Rawalpindi Chamber of Commerce & Industry in 2015. At this stage, they successfully collaborated with renowned educational institutions including AQLEM USA, NUST, Headstart, IIUI, and Al-Huda International

This success story is produced by TIC, NUST and also published in The News, local TV and as well as international tech blogs including 3D Print and 3D Grenzenlos.



Idea Croron Ka!

Idea Croron Ka is a platform that bridges the gap between investors and entrepreneurs. It is a very demanding initiative taken by Neo TV and is surely developing the culture of entrepreneurship in Pakistan. The show appreciates the young entrepreneurs and helps them dreaming ideas and develops high-tech startups as viable businesses. The program also features the most renowned & seasoned entrepreneurs as investors who help early-stage startups to scale up fast.



After getting huge success in previous seasons, *Idea Croron Ka* is back with its season 3. This time the show seems *bigger and better*, supported by international collaborations. The best Pakistani startups will get traction globally and will be backed by international venture capitalists. **ICK** is going to feature a very interesting segment in this season, "Himmat Karo Pakistan". This initiative is specifically designed for grass-root level young entrepreneurs to get them equal opportunity for raising funds along with their counterparts associated with universities. The show will be on-air within few weeks on Neo TV.

Idea Croron Ka, is financed by some prominent entrepreneurs of Pakistan. Besides profitability, it is a contribution to Pakistan's startup ecosystem as they are investing on inexperienced young startup founders in Pakistan - a country with an unfriendly business environment. These names include Naeem Zimindar (CEO Acumen Pakistan), Salim Ghauri (CEO Netsol), Humayun Mazhar (CEO Cresventures), Abdul Rehman Talat (CEO BlueEast) & 20 other seasoned entrepreneurs & investors.

A man with dark hair and a goatee, wearing a dark suit, white shirt, and a purple tie with white polka dots, is sitting on a black stool. He is looking directly at the camera. The background is a colorful, abstract wall with yellow and purple panels.

Pakistan's first business reality show raised Rs. 220 Mn.

A Brainchild of Nabeel A. Qadeer

Nabeel, a distinguished name in Pakistan's startup ecosystem, created *Idea Cron Ka* to make entrepreneurship a household affair. He joined Punjab Information Technology Board in 2014. After empowering PITB's tech incubator "Plan 9", he left the job and started his own business incubation center by the name of "Innovation District 92". He also co-founded Synopsis, an IT consulting firm with offices in two major cities of Pakistan and a client base spanning across the Middle East, Asia, and the United Kingdom. He regularly volunteers and guides the young startup founders across Pakistan to help them streamline and automate their business processes.

Creating 10 million jobs in five years

Alarmingly, there are two million young graduates enter into the job market every year. Imran Khan optimistically promises to employ 10 million graduates in his five years tenure. Few think the plan is over-ambitious and It is not viable to create millions of jobs in the public sector and that it takes at least 10 years to strengthen the private sector in order to achieve such a huge number.

Reviving the Economy

The very first priority of the upcoming government

According to the PTI manifesto, one of the prime goals is to strengthen the labor market and to create 10 million jobs over 5 years in the key sectors including SMEs, housing, ICT, health, education, green economy, and tourism.

Imran Khan claims that he can transform Pakistan through empowering the youth..
Is it achievable?



Imran Khan's Economic Challenges

Pakistan is facing severe economic challenges and the situation is getting worst day by day, according to analysts. The circular debt is increasing and foreign reserves are decreasing at an alarming rate. 63% youth, the distinguished asset of Pakistan, would not be properly utilized if not guided. As a matter of fact, 70 million people live below the poverty line; 25 million children are out of schools; 21 million people don't have access to clean water, half million people die annually due to medication errors and the list goes on.

Foreign economists say that Pakistan needs a growth rate of 7-8pc on a sustained basis to absorb

the increasing number of jobless and to clear the backlog.

Historically, in 90s the top surgeons around the world stated that, "It is impossible to start & sustain a cancer hospital in Pakistan". But IK did it. Many cricket experts were proven wrong when Pakistan won the world cup in 1992 under his captaincy. He made educationists surprised by launching a world-class Namal University in the remote area of Mianwali to educate those who could not financially afford. Politically IK made a successful journey from 1 seat to the largest winning political party in Pakistan. Undoubtedly, he made impossible, possible!

Foreign economists say that Pakistan needs a growth rate of 7-8pc on a sustained basis to absorb the increasing number of jobless & to clear the backlog.

Dawn.com

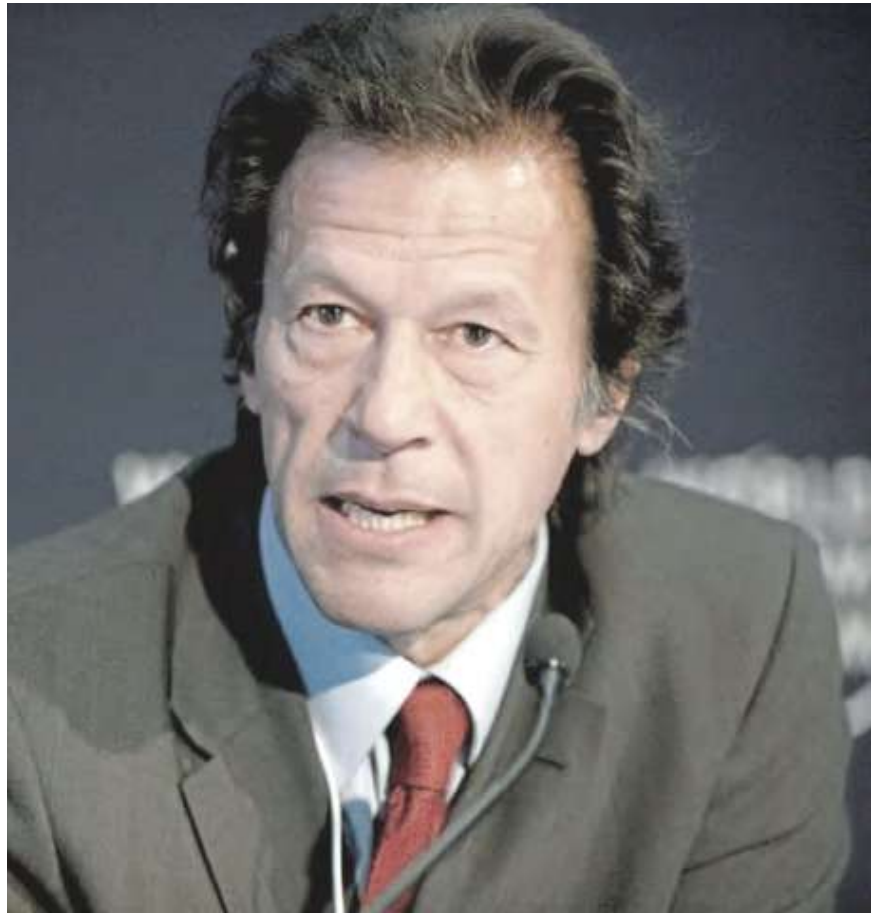
A MAN WITH THE PLAN

Usman Ahmed

Founder EDI & LCL Conferences

It was an honor to meet Imran Khan, a number of times. I left each visit inspired and more optimistic about the opportunity to improve the lives of the poor throughout Pakistan. From cricketer to a politician, Imran Khan was tireless in his mission to make Pakistan a true Islamic Welfare State.

During my last interview, he discussed the importance of entrepreneurship in Pakistan and how China empowered their 700 million people in a decade. While quoting Mahathir's economic model, he elaborated how the Malaysian government addressed the unemployment issues and transformed Malaysia into a true entrepreneurial nation.



In his recent victory speech, he directly addressed the common man of Pakistan and highlighted their problems. Unlike other political leaders, he proposed the clear-cut and focused solution to eradicate poverty within the minimum possible time. "No metros, no oranges and no underpasses"; but the emphasis on human development and uplifting the unemployed youth through skill development. "Entrepreneurship is the need of the hour. It empowers people, connects societies

and provides equal opportunities to all the citizens. It is the spark of prosperity". During a press conference, he said, "I thank Allah Almighty for providing me with an opportunity to implement a manifesto, the one I had been thinking of for the last 22 year; the one based on the evergreen principles laid down by our beloved Prophet Muhammad (PBUH)". As a statesman, IK aims to get Pakistan transformed from a developing state to a true Islamic Welfare State.



The Road to NAYA Pakistan

PTI Chairman's Vision

Following are few highlights derived from IK's vision to to achieve 10 million jobs.

- Create 10 million jobs through cross-cutting initiatives led by the private sector.
- Create a business and investor-friendly environment for investments in human capital and professional development.
- Implement a technical and vocational education reform programme for upskilling our labour force in demand-driven trades.
- Social welfare of workers will be ensured by the state without putting any additional burden on businesses.
- Upgrade existing and build new technical education universities by engaging world-class institutions as partners.
- Ensure that economic development initiatives will offer Employment Guarantee Schemes for the Bottom-of-the-Pyramid with focus on women & rural areas.

Adopted from Inclusive Economic Growth

Optimistically, the upcoming government will be able to achieve economic stability by enriching the youth through creating 10 million jobs and by introducing entrepreneurial practices all across the country.

A leader is a teacher who unites, educates, motivates and mobilizes his people. He tells, how to dream and what strategy is required to achieve that dream. Unbelievably, IK has been creating political awareness among the nation for last 22 years. Now it is the right time to deliver his promises he made in the past.

Economic stability is one of the leading solutions to many social challenges of the country. And entrepreneurship would be the key strategy to achieve economic goals and to empower common men. It is believed that prosperity would grow indefinitely, and people would thrive in near future.



SEVEN WAYS TO TRANSFORM FAILURES INTO SUCCESS

Hisham Sarwar - CEO Infomist Islamabad

Life is the most precious gift you can ever have but you feel like throwing it away when it becomes painful to go on living. The pain is usually caused by failure and no matter you are living a life well-lived, you will experience this pain. But the way you respond to your pain, is what makes or breaks your character.

But you can transform your failures into success with your flexibility and openness. These are few ways to transform your failures into success:

1. Turn your pain into strength:

When you are able to honor your failures, the lessons learned make you stronger in your approach towards success. When you survive a great tragic something, you acquire the wisdom mentally and spiritually. This is the kind of wisdom that helps you transform the setbacks into something you can build a stronger foundation on.

2. Consider failure a part of the game:

By transforming failures into a game, you become less rigid and more

flexible. You become more playful and are ready to experience the setbacks and prepare yourself for the worse. When you consider yourself in a game, it gives you more courage which will open up and transform boundaries into horizons.

3. Focus on the process:

In order to speed up the progress, you need to focus on the process. Focusing on the process will help you to become successful in your pursuits. When you will focus on the system that will help you reach your goals, you will learn to deal with the problems and to come up with creative solutions to problems.

4. Transform setbacks into steppingstones:

Do not look at your failures as something you have lost. By separating it from the suffering, think of the failures as a ladder to climb up to something meaningful. The information you have gained through failing previously can be used to empower yourself. Learn from the mistakes & use better techniques.

5. Respond with humor:

Failures make you feel bad but if you respond to them by crying, then they feel worse. So, turn the tables to failures and confront them with a good sense of humor. This will make the life easier. Instead of crying of what has been done and what went wrong, think of it as a mistake and move forward with your life with a smile on your face.

6. Don't be emotional with success:

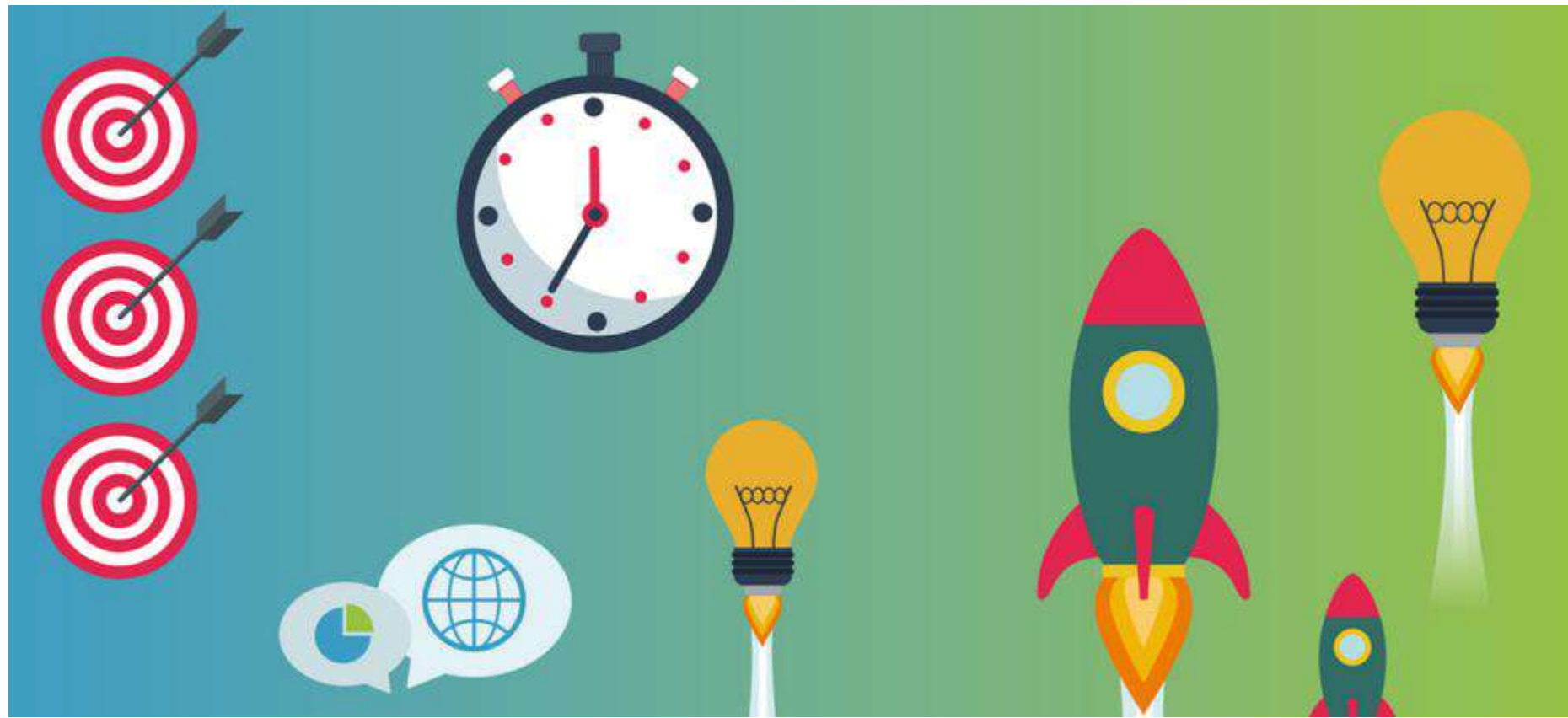
Attaining success is a long process and you should not emotionally get attached to it. Work hard to achieve the things you want in life but don't let it make your life miserable if you fail to succeed. Don't seek success, if one thing does not work out move to the next and live a better life.

7. Turn failure into a passion:

When you suffer pain, it is hard to get back on track but it is not something impossible. Learn from the pain and rise up from it. The lessons will guide you in the robust of spirits and will help you transform your failures into a passion.

Need an Idea?

EDITOR'S CHOICE



Here are 10!

1. Accounting Services

Startup Costs: Rs. 10K - 50K
Home Based: Can be operated
Part Time: Can be operated
Online Operation? Yes

Book-keeping and producing financial reports on monthly or yearly basis are general services rendered by the companies.

Don't do all on your own. Book-keeping is relatively easier and an average mind may positively learn it in just 1 week. If expenses & revenues are duly recorded, all type of financial statements can be produced, audited and presented. Other financial work should be outsourced. Clients' needs should be bridged with the outsourcing partner & a proper accounting department should be hired once appropriate.

2. Business Plan Services

Startup Costs: Rs. 50K - 500K
Home Based: Can be operated
Part Time: Can be operated
Online Operation? Yes

Ideally, 50 rough business plans from 10 different industries should be developed before stepping into the real business. To win clients' confidence, knowledge about the current market & tools are helpful. For example, electronic files can be provided to clients for tweaking those whenever necessary.

Client should be provided with customized business plans; whereas samples should be ready at all times. Typically the offered services are: market research, product development, promotions plan, financial reports & exit plan.

3. Editorial Services

Startup Costs: Rs. 10K - 50K
Home Based: Can be operated
Part Time: Can be operated
Online Operation? Yes

If you are good at creating & curating content, then this idea is for you. You can choose and offer services from copy-writing, copy-editing, proofreading, ghost writing, book writing, blog writing and web page content writing.

Make a potential list of clients and approach them right away with your sample writings. Ask for help from your immediate family and circle of friends. If you are unable to find local clients then be a freelancer on *Upwork*, *Elance*, *freelancer*, *Guru* and many more. You can provide these services from the quiet of your own comfort zone.

4. Laundry Online

Startup Costs: Rs. 500K - 1.5M
Home Based: No
Part Time: No
Online Operation? Yes

There are two parts of this business; customer search and service offer. You should outsource the later one. Develop a one page website, list down services along with an order registration form. Run an effective social media campaign so you can get maximum orders per day. You will need a branded pick-up van to collect the clothes from customers and then deliver them back in day or two.

Do your math & check how much you are paying to the dry-cleaner & what are your other costs.

5. Car Dustbins

Startup Costs: Rs. 150K - 500K
Home Based: Can be operated
Part Time: Can be operated
Online Operation? Yes

Car dustbin is a basic need nowadays. There are only two options: #1, you will be throwing the trash on the road & #2, you will keep your car dirty unless you find a road bin.

It is simply a trading model. Spend a week on *Alibaba* and order few samples of car dustbins to be delivered at your home. A normal car dustbin costs Rs. 150 if you order only 500 units from China. Make a Facebook page and get a delivery partner on board who will deliver all across the country in just Rs. 80 - 200 per item.

6. Franchising

Startup Costs: Rs. 100K - 250K
Home Based: Can be operated
Part Time: Can be operated
Online Operation? Yes

Franchise market in Pakistan is growing rapidly. As we see, every month there is an inauguration of a new mall opening in the market, and almost all the brands want to open their outlets. All these outlets are franchises.

On the other hand, most people want to invest in a running franchise rather than starting their own business. Contact all franchisors & get them on board. Launch a website and display all franchise opportunities. Be the agent & earn from the franchisor & franchisee on every deal.

to be continued...

A photograph of the AWS re:Invent conference stage. Large screens display the 'AWS re:Invent' logo and technical content. The stage is lit with blue and orange lights, and an audience is visible in the foreground.

BE THE INDUSTRY LEADER!

Dr. Basharat Ali
SSCIT Islamabad

Conferences, workshops & seminars provide a big opportunity to a common man to benefit themselves by socializing, exploring different avenues, hands-on experience & by exchanging the ideas on the latest business trends. This article focuses on *conferences as an opportunity*.

Organizing conferences make you the market leader because you are providing a platform & hosting all the key stakeholders within the industry. On these occasions, one can develop life lasting relationships and collaborations within the industry which will save you investing into a business development team.

TEN STEPS

— TO ORGANIZE A CONFERENCE

1. Advisory Board

Surround yourself with people who are trend-setters and well connected in the industry. Ask for help in identifying stakeholders, latest trends & potential sponsors for the conference.

2. Budget & Feasibility

Decide the number of participants you will be hosting and come up with the itemized budget including venue, boarding & lodging, marketing & promotions, food & catering, production, printing materials and other event day arrangements.

3. Product Development

Finalize the conference agenda and features like keynotes, panels, mentoring & networking sessions. Launch exclusive event's website, pre-brochures, invitation cards & social media pages.

4. Engaging Stakeholders

After finalizing layout & theme, now its time to spread the word. List your stakeholders and start writing emails and letters. Offer them roles in making the conference a success and let them own your event.

5. Timelines & Proj. Management

Normally, it takes six months to organize a successful national conference. Typically, we can divide it into three phases, pre-event, on-site & post event.

6. Team Building

Do not hire a new team. Use your existing employees & offer them extra benefits or compensation against the added work they have to perform. However you will need volunteers/ushers for the event day and you always can engage university students, as they will do it enthusiastically for an internship certificate.

7. Fundraising & Sponsors

Do not expect profits from this conference. Just aim to meet all your expenses through sponsors & ticket sales. Ask for barter and give mileage to the brands against printing, food, logistics etc.

8. Marketing & Promotions

Get a media house on board. Its free to have an exclusive media partner. Offer them good visibility and they will be publishing press releases, blogs, TV programs & radio shows. Develop a strong

social media strategy, promote hashtags and spend money on advertising specially on Facebook & Instagram and drive traffic on your website.

9. Event Management

Finalize the vendors and assign the tasks. Do not under estimate the power of rehearsals. Identify all the key areas, designate roles & responsibilities for event day game plan and arrange at least 15 full dress rehearsals and come up with the final SOPs & blueprints. Always spare people for the emergencies. It is suggested that you should create a master checklist as there are hundreds of event planners available online.

10. Post Event Tasks

First of all, get over with the venue clearance. Craft a strong social media campaign highlighting photo albums, catchy captions, tag people and run boosted promos. Publish post event report & send to all the participants with thank you note. List down all the contacts you have built during the whole life of the event and start networking with them and offer your products.

The Dos & Don'ts of Social Media

Hamna Qureshi

In this age of digital media; brands and businesses are in more focus than it was ever before. Considering the market; the importance of customer service is the key for growth of your business. Importance of interaction with customers, and satisfying their queries over internet is something that cannot be taken for granted.

Dos

1. While posting the content on social media; make sure 80% it should be relevant to customers & 20% about your products or services.
2. Instead of posting randomly, you should have a social media strategy along with the media planner & proper scheduling of the posts.
3. Timings are important. Do track your posts optimization and try posting on different timings. In a week or two you will get to know the results from consumer insights tab.
4. Always refine your audience on and off. Do engage yourself in

analyzing posts and responses. Keep an eye to understand, what people are saying about the content you are sharing.

5. Develop an SoP while sharing the content on social media. It will look like a checklist before hitting the button. Check for any grammar issues. Your links should be working and a lot of other creative checks are required.

6. Customer support can make or break a company. Always respond quickly towards any query of the customers, it builds an environment of trust. Be concise and clear in your answers to the queries save time for both. Start with greetings and end on a thank you note with a smiley.

7. Understand which social media platforms work for your products and services. Don't waste your energy & resources on those platforms which are not driving you sales. Just because everyone else is on Twitter does not mean you need to be. However you need to research on it.

Interacting effectively with customers on social media can generate you high quality leads.

**If you make customers unhappy in the physical world, they might each tell 6 friends.
If you make customers unhappy on the Internet, they can each tell 6,000 friends.**

Jeff Bezos
CEO at Amazon.com



Don'ts

1. Marketers pay more attention to private messages and often neglect the comments. As a result, most of the complaints are ignored and unanswered.
2. It is a big blunder to like your own posts. In order to get organic likes and comments, ask your team to like, share and comment.
3. Do not be varying. Develop same strategy and style of dealing with the customer you find online and a customer who accessed you through phone. Deal equally, answer queries with same attitude.
4. Studies showed that access of everything is bad. Do not share too much information as it will annoy them and your page's unlike rate will go up.
5. Do not avoid negative reviews. If you get a negative feedback from a customer, it is important to turn it around as quickly as possible. Because of the power of social media, one unhappy customer could have a big impact on the way your company is viewed.
6. Don't be a know-it-all, and never reply affirmatively in the comments. Give leverage to the people so they express without any hesitation. More comments mean more engagement.
7. Do not delete or neglect a negative comment. Try to get him/her offline through private message, email or phone call. Ignoring and neglecting can lead towards losing more customers because bad comments if not acknowledged timely create a negative image of your company.

“ WHY ENTREPRENEURS, INTRAPRENEURS & INVENTORS OFTEN FAIL ”



Cameron Turner
CEO ProGel Pty Ltd.

Successful innovation happens when an individual or organisation liberates or essentially redistributes value from a competitor by solving a customer's problem cheaper, better or faster than the competitor does. Tim Kastelle from the University of Queensland Business School argues an idea only becomes an innovation when you:

1. make it real; and
2. work out how it unlocks value.

In Australia, we have at least a couple of hundred thousand university and government researchers trying to make their ideas real and spending 13 billion dollars in the process. And, judging by the overpopulation of start-up incubators, accelerators, commercialisation managers and maker spaces there is clearly no shortage of inventors, scientists and makers with ideas they think are going to change the world either for personal or community benefit, or both.

However, we also know from extensive innovation research, the majority of the emerging ideas and innovations from both research institutions, the entrepreneurial community and large and small corporations fail to make a sizeable impact in the idea's targeted market. This is typically not because the idea does not deliver, but results from an inability to attract, engage or excite customers or users. There are

three main reasons why this happens

1. Not enough people have the problem;
2. The problem is being adequately solved already and the new idea isn't sufficiently better to warrant changing; or
3. The business model for the idea just isn't sustainable, scalable and delivered to the right customers in the most efficient and competitive way.

Therefore the most important questions for today's corporation trying to avoid being disrupted is the same as for the entrepreneur trying to disrupt; how do I unlock or liberate value in a sustainable and scalable way; who is my customer; and what is the problem I am solving?

Steve Blank (Lean Launchpad), Eric Reis (Lean start-up), Alexander Osterwilder (Business Model Generation), Simon Senek (Start with Why) and Indi Young (Practical Empathy) have overtly and covertly conspired to create a new paradigm and lexicon for innovators. The combination of Business Model Canvas, Customer Development and Agile engineering in the Lean Launchpad program is significantly changing the way innovators learn how to unlock value.

Lean Start-up, Design Thinking, Agile Engineering, Practical Empathy and Start with Why are books all about designing products and services with associated Business Models to fulfil or exploit a customer's problem or opportunity better than the current offering.

Corporations all over the world are trying to become more entrepreneurial in order to stave off disruptive forces coming from every angle. Whereas start up founders are very different to R&D, product development or marketing professionals in corporations. But each group has a lot to learn from each other. Most start up founders see a market opportunity or insight and build, buy or rent a product or service to exploit it. That is market pull. Whereas most corporations start with their existing product portfolio and work out how they can make minimal changes to exploit a new, but often poorly understood existing or new customer problem - product push.

Lean, Business Model Canvas and Customer Development are being embraced by both corporations and start-ups because they helps both groups stop and identify who the customer is and become a forensic expert in their pain or problem, before developing and launching their new product or service. Once customer empathy is achieved they then build a solution with an associated innovative business model. This is a lot harder for corporations as they have well established and entrenched Business Models, whereas start-up have absolute flexibility to create new Business Models. Corporations endeavouring to reinvent themselves need to be more customer centric in their product development and also need to be more open to Business Model Innovation. For a new idea or innovation to become established in the ever-crowded market place, one must have both an innovative product or service AND an innovative business model.

The traditional way to get support for the launch a new product or service was to sit at a desk and write a detailed business plan complete with 5 year forecasts. This has now been replaced with the Business Model Canvas combined with Customer Development because most of the assumptions made in the plan are usually WRONG. Perhaps this phenomenon is best described by Mike Tyson who famously said "Everyone has a plan, until they get punched in the face".



**Everyone
has a plan,
until they
get punched
in the
face**

-- Mike Tyson

7 Proven Ways to Transform Your Productivity

Courtesy: BeingGuru.com

Productivity is not about working more, it actually working less and achieving more. The productivity when it is at its peak makes you complete a project quickly. Whereas, when productivity plummets, a task of days can be taken to weeks. This creates stress along with bad and irritable mood. But productivity depends a lot on your daily habits, lifestyle, and environment. Your life can be completely changed if you bring small improvements in your daily habits. But the changes cannot transform your productivity in a day or two; you need to make gradual changes consistently in order to make a tangible difference.

Following are the ways you can increase your productivity and learn how to manage your work even in an uneasy office environment.

1. STAY CLEAN AND ORGANIZED

This is the first step towards productivity as keeping your workplace clean can help you more in a short period of time. The pile of documents will constantly remind you that there is work to do and will make you irritated. Just organize your workplace and it will bring positive effects to your mood.

2. PRIORITIZE YOUR TASKS

When you start your work, you have to prioritize the tasks that you think are most important. Once you get done with the main projects, it will be easier for you to work on the tasks that are not urgent. This habit is very important to help you manage your team's workload and hit deadlines.

3. GET CLOSER TO THE WINDOW

People are more productive when they work under proper natural lighting. For this purpose, locate your desk closer to a window so that you can benefit your memory and enjoy a productive day.

4. KEEP YOUR ATTITUDE POSITIVE

Once of the factor that is closely related to productivity, is positivity. You need to stay calm and positive in order to perform better.

5. KEEP YOURSELF ACTIVE

In order to recharge your body and brain, there is nothing better than doing exercise. it is better to choose the physical activity of your choice and work on it regularly. It will bring so many benefits to your mental as well as physical health.

6. GET A GOOD SLEEP

There are lots of physical and mental problems that get solved when you get a good night sleep. Enough sleep helps to keep your good mood, boosts motivation, and productivity.

7. STAY DETERMINED

There can no doubt so many distractions that keep you off the track from achieving your goals. But the key is to stay determined what you have planned to achieve. Say "No" to the workers who try to distract you and keep yourself away from the social media accounts when you are working on projects. It will help you to save more time and complete projects quickly.



PANEL DISCUSSION ORGANIZED AT NIC ISLAMABAD

NIC had an insightful panel discussion on "The common challenges faced by the Ed-Tech startups?"



IBA NEP GRADUATION CEREMONY

Graduation Ceremony for Weekend Certificate in Entrepreneurship Cycle 2



DIGISKILLS PROGRAM LAUNCHED

Ignite is making efforts to support and reach out to the underprivileged.

WHAT'S HAPPENING

IIT DELHI BREAKING THE CONVENTIONAL THINKING

IIT Delhi allowed Phd students to start a startup instead of theses. Those who will be shortlisted will also be provided a monthly compensation to pursue their start-up journey.



WHIZKIDS

According to Founding Vice Chancellor Dr. Umer Saif, PITB's Plan9 Whizkid program is training the next generation of scientists and entrepreneurs.

This year they also included students of Sanjan Nagar school especially targeting children of low income families. The program aims to grow every year and will become a year round program at ITU for special kids. !



NIC LAHORE

NIC LUMS believes in enabling the startups to the complete extent. Under this drive a 10 day program was designed for the startups to attend. From

Jul, 21st to Aug, 1st, the Entrepreneurial Development Program was set into motion. A qualified team was sent to LUMS by EDAS. The incentive behind this 10 days (full day) program was to instill a progressive approach in the minds of the entrepreneurs.



NIC PESHAWAR

The first cohort of NIC Peshawar is at its mid-term. Many successful workshops are being conducted every month to ensure a clear cut path for the incubated startups. Topics include: Go to market strategies, Open source technologies & open data, Life cycle of product development, branding through visual communication and design. NIC Peshawar also hosted a number of seminars and fireside chat sessions to inspire startup founders.

SHE LOVES TECH

CIRCLE Brings the World's Largest Start-up Competition on Women and Tech to Pakistan

To discover the next generation of women innovators and inspire youth, CIRCLE team of six women has been traveling by train from Karachi to Lahore.

The She Loves Tech Lahore round was held at Innovation District 92. It is world's largest start-up competition for women and tech, happening in 14 countries including Pakistan, China, UAE, Singapore, Indonesia, Germany, Kenya amongst others. It is a global initiative showcasing the convergence of the latest trends in technology, entrepreneurship, innovation and the opportunities it creates for women. The two finalists from Lahore are Aero Engine Craft by Dr. Sarah Qureshi & MARHAM by Asma Salman Omer & Farwa Ali.



FOUNDER STORIES

Join us on **17th August** to exclusively network with the renowned entrepreneur & CEO over a delectable Hi-tea at Islamabad Hotel. Wahaj Siraj will be sharing his life and business experiences. Participants will also be given Q&A opportunity. The main purpose is to connect local startup founders with the seasoned ones in order to get hands-on tips. The event is followed by a delectable networking tea and refreshments.

Founder Stories is a monthly networking event series featuring the success stories of change makers, startup founders, entrepreneurs & national leaders.

"Startup Insider is featuring CEO Nayatel, Wahaj Siraj in its 6th Episode of Founder Stories on 17th August. "

Economic Hitmen Ship

/ BY MIR MOHAMMAD ALI KHAN

The Only Way Left To Hurt Pakistan Is Through Economic Hitmen Ship, And The Signs Are Growing!

Majority of the people think that economic Hitmen Ship is some covert operation carried out by men in masks crossing over the border under the shadowed moonlit night and taking away our priced assets out of the country in an unmarked car.

Think again. Economic hitmen ship is not work of James Bond type. It's the type that hits the cords that keep the economic relations bonded together, of institutions within a country, openly.

It's making policies and taking decisions knowingly, in connivance with international monetary institutions that favour them and bring your own economy to its knees. It's a team of Lawyers, bankers sold to foreign interests, Businessmen in the lust of profits, at times unknowingly and many more times knowingly, it's enemy countries entering your economy through capital markets, debt markets, buying your soured debt and suing your sovereign state for thousand times more, it's financial research institutions downgrading or for that matter wrongly upgrading your ratings, it's your own central bankers or it can be your ministers of economy or finance whose policies are effected by foreign agenda because their looted wealth is being safe kept overseas thus they need to tow the masters lines.

Add a new way phenomenon to this old boys tricks' club, The Media. In financial markets, perception is more important than reality at times. Specially in a social media era where people forward and share info without knowing even an ounce of its authenticity. The job of economic hit men becomes a billion times easier to build any narrative and create or kill a perception in the world of finance.

You will hear everything these days but you will never hear facts such as that The World Bank is jointly owned by about 184 countries but only 8 countries are allowed to run it. They make all the decisions about the world. If this news is promoted repeatedly,



it would give a sense of ownership of The World Bank to all the citizens of those 184 countries. Instead they are made to be felt that they should be thankful for what the institution does for their countries.

Governments not prosecuting financial crimes committed by their own ministers is a form of economic hitmen ship. Lawyers protecting rightly accused habitual financial means ministers from prosecution in the name of justice is also economic hitmen ship.

Pakistan, for instance, with its recent swing in currency so violently that it made the public scream, is a pure sign of economic hitmen ship to me. Through perception management.

To create such volatility is to discourage traders from conducting business. In a \$330 billion a year GDP, your target is \$800 dollars a day to hurt. Hurting any part of it is success. Leaning an impression around the world that a certain country's currency is not to be trusted because of its volatility

is pure success for the men trying to hit your economy. The most overt and bold type of economic hitmen ship is witnessed today by the world when the American Secretary Of The State, Mike Pompeo said that he opposes The IMF giving a loan to Pakistan. No Secretary, American or otherwise, has any right to publicly approve or denounce the activity of The IMF. Specially when Pakistan has not even applied for a loan yet. Specially a day after the biggest currency price swing in Pakistan's history. Specially before the new government has taken an oath. Specially bringing the name of China into the statement. Specially. Specially and once more specially.

Because the world seems to be going out of its way to hurt pakistani economy or should I say that standing in the way of Pakistan getting its economy back on its tracks which was hurt majorly by our own policies and ministers.

With a \$100 billion external loan. Current Account Deficit of \$18 Billion. Net Reserves with the State Bank Of \$10 Billion and total reserves nationwide of \$15 Billion. Debt

repayments of \$6Billion. Dwindling exports. High energy costs. Rising imports. And with an immediate requirement of about \$15 to \$20 billion dollars, we are caught between a rock and a hard place.

And to top it all, the best scenario for an economic hitmen activity is that the public sentiment has reached an all time high of expectations. The perfect scenario. Because to create havoc economically, the enemies need just a few moves of hinderance, few obstacles created for the new governments efforts to bring economic prosperity, and the moment the public is disappointed, the perception of the economy will go from bad to worst.

So stay united Pakistanis. I don't see a smooth ride ahead. While we fight based on our political differences and loyalties, the enemy is winning.

I don't see walk in the park. But we shall get through this as well. We shall rise above this as well. Insha Allah.

Pakistan's immediate requirement is about \$15 to \$20 billion dollars. We are caught between a rock and a hard place.





FOUNDER STORIES

Episode 6



FRIDAY

AUG 17, 2018

5:30 PM - 7:30 PM

Wahaj Siraj

CEO Nayatel

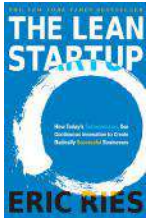
Hi-Tea & Networking at Islamabad Hotel

Book Your Seat at 051-2355201

4 Books to Read this Summer

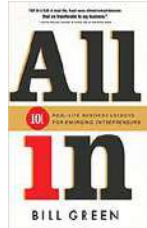
Don't just read the books, but also reinforce knowledge through listening to the audiobooks while driving to your workplace.

➞ The Lean Startup

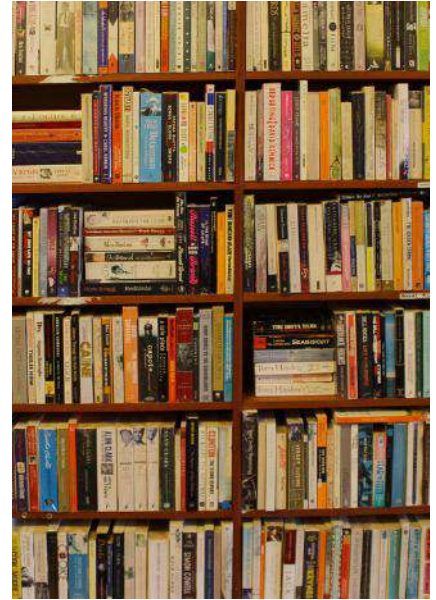


Written by Eric Ries, The Lean Startup addresses how today's entrepreneurs use continuous innovation to create radically successful businesses describing his proposed lean startup strategy.

➞ All In

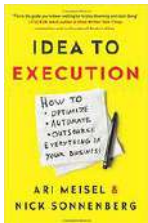


Bill Green presented "101 Real Life Business Lessons for Emerging Entrepreneurs". If you want to wildly successful, read how certain entrepreneurs have achieved success.



"A reader lives a thousand lives before he dies. The man who never reads lives only one."
(George R.R. Martin)

➞ Idea To Execution



How to Optimize, Automate, and Outsource Everything in Your Business. Ari Meisel and Nick Sonnenberg guide you in this book on launching quickly and getting results faster than ever before.

➞ Millionaire Booklet



Grant Cardone wants to help you reach millionaire status, even get rich, if you believe that you deserve to be the person in the room that writes the check for a million dollars, 10 mn or even 100 mn.

Dress For Success

It's not necessary to wear a formal suit every time to look professional. A proper dress and way you carry yourself do matter!



Times have changed. Almost all the multinational companies have now relaxed their dress codes. It does not mean that you go to office wearing loafers. As a startup founder, be casual and be stylish. Fashion comes and goes, but style lasts forever. It boosts your confidence during formal & informal meetings. Also, focus on the accessories like, pocket squares, watches, belts, and socks are some of several accessories that can add value to your outfit. If you are dressed up properly then you will look more active, energetic, attractive & professional.