

STARTUP

SEP 2018

INSIDER

12

SECRETS
TO STARTUP
SUCCESS

Dreams into Reality

Learn from the inspiring story of Qaiser Abbas, Founder Possibiliti

THINK
POSITIVE

*Entrepreneurial habits
beloved Prophet Muhammad (*

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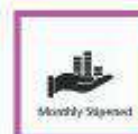
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NSPIRE™ is the first Business and Tech Incubator launched by an established IT company in Pakistan, NETSOL Technologies – a leading organization with the global footprint and having more than 200 partners worldwide. Nspire aims to provide mentorship, platform and tech experts to newly emerged startups who have a dream to compete in the market by developing a business model around a product. Nspire ensures to design a customized path for each of the selected startup. Four cycles of startups have been successfully graduated and doing marvelous business in respective industries.

What **NSPIRE** Does?



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EDITOR'S NOTE

"And that man can have nothing but what he strives for". (Quran 53:39)

No one in the world has ever achieved success overnight, it is a universal truth. Bob Brown said, "Behind every successful man, there's a lot of unsuccessful years". Entrepreneurs, most of the time, face failures and rejections in their early years. Someone once said, "I have never met a strong person with an easy past". Even the best of the best among the people, our beloved Holy Prophet (PBUH) himself faced a lot of challenges in the start. People ridiculed him, threw filth upon him and they refused to accept his message in the early days of Islam. After another 23 years passed, he was the ruler of all Arabia. His holy life teaches us "non-stop action, strong belief, unwavering faith, a lot of persistence, patience, and determination".

Ideas are inert and useless, without sufficient power to translate them into action. Always keep in your mind that the hard work of a few days, weeks or months will never bring results. It takes years or sometimes decades to make you capable of leading hundreds and thousands of people in any course of life. Thomas Edison said; "Many of life's failures are people who did not realize how close they were to success when they gave up". On the other hand, it is also a universal truth that the people who believe in their dreams and take massive action always achieve success.

Usman Ahmed

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It puts the confidence and
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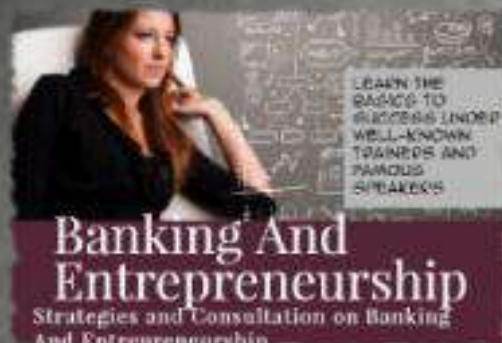
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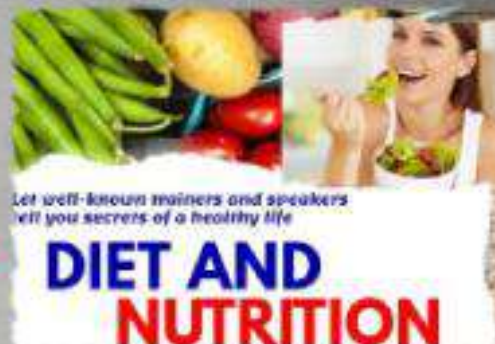


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Think Positive!

PROPHET MUHAMMAD ﷺ AS AN ENTREPRENEUR

1400 years back, Prophet Muhammad (Peace be Upon Him) advised to have positive mindset in all aspects of our lives. Today, scientific studies also validate the power of positive thinking. Also, neuroscience believes that the mind has complete control over our thoughts. As a human being, we do have a choice to either go with the positive thinking or the negative one. Joseph Murphy puts the same in this way, "...the conscious mind is like the navigator or captain at the bridge of a ship. He directs the ship and signals orders to men in the engine room, who in turn control all the boilers, instruments, gauges, etc. The men in the engine room do not know where they are going; they follow orders. They would go on the rocks if the man on the bridge issued faulty or wrong instructions based on his findings with the compass, sextant, or other instruments. The men in the engine room obey him because he is in charge and issues orders, which are automatically obeyed. Members of the crew do not talk back to the captain; they simply carry out orders". The following are the golden sayings of Prophet Muhammad (PBUH) on being optimistic.

1 Hoping for good is also an act of worship of Allah Almighty. (Trimdhi)

2 Supplicate Allah Almighty and be certain that He will answer your prayer. (Trimdhi)

3 Prophet Muhammad (PBUH) once said, there are no omens, but the best of it is optimism. People asked, "O Messenger of Allah, what is optimism?" The Prophet said: A righteous word one of you hears. (Bukhari)

4 Allah says: If he thinks good of me, he will have it. And if he thinks evil of me, he will have it. (Bukhari)

5 Call upon Allah with certainty that he will answer you. (Trimdhi)

6 Whoever abstains from asking others, Allah will make him contented, and whoever tries to make himself self-sufficient, Allah will make him self-sufficient. And whoever remains patient, Allah will make him patient. Nobody can be given a blessing better and greater than patience. (Bukhari)

7 Give glad tidings, and do not scare people away; make things easy, and do not make things difficult. (Abu Dawud)

8 The strong believer is better and more beloved to Allah than the weak believer, although there is good in each. Desire that which will bring you benefit, and seek help from Allah and do not give way to incapacity. If something happens to you, do not say, 'If only I had done

such-and-such.' Rather say, 'The decree of Allah. He does what He will.' Otherwise you will open yourself up to the action of Shaitan. (Muslim)

9 Wondrous is the affair of the believer for there is good for him in every matter and this is not the case with anyone except the believer. If he is happy, then he thanks Allah and thus there is good for him. If he is harmed, then he shows patience and thus there is good for him. (Muslim)

10 Every one of you will have his supplications answered as long as he is not impatient and he says: I have supplicated but I was not answered. (Bukhari)

11 Verily, God is Compassionate and is fond of compassion, and He

Prophet Muhammad (PBUH) once said;
"There are no omens, but the best of it is optimism. People asked, "O Messenger of Allah, what is optimism?" The Prophet said: A righteous word one of you hears."

- Sahih Bukhari

gives to the compassionate what He does not give to the harsh. (Muslim)

12 Amazing is the affair of the believer. Definitely, all of his life is good and this is not for anybody except the believer. If something of good happens to him, he is grateful and that is good for him. If something harmful befalls him, he is patient and that is good for him. (Muslim)

13 Beware of suspicion, as suspicion is the falsest talk, and do not spy upon each other, and do not listen to the evil talk of the people about others' affairs, and do not have enmity with one another, but be brothers. (Bukhari)

If you bear the difficulties in life with patience and remain conscious of Allah, He promises a way out for you: "For indeed, with hardship comes ease."

Quran 94:5

to be continued...



Mariam Sheikh is the Founder
of Shades Beauty Lounge

Creating Her own Path

By Sadaf Usman

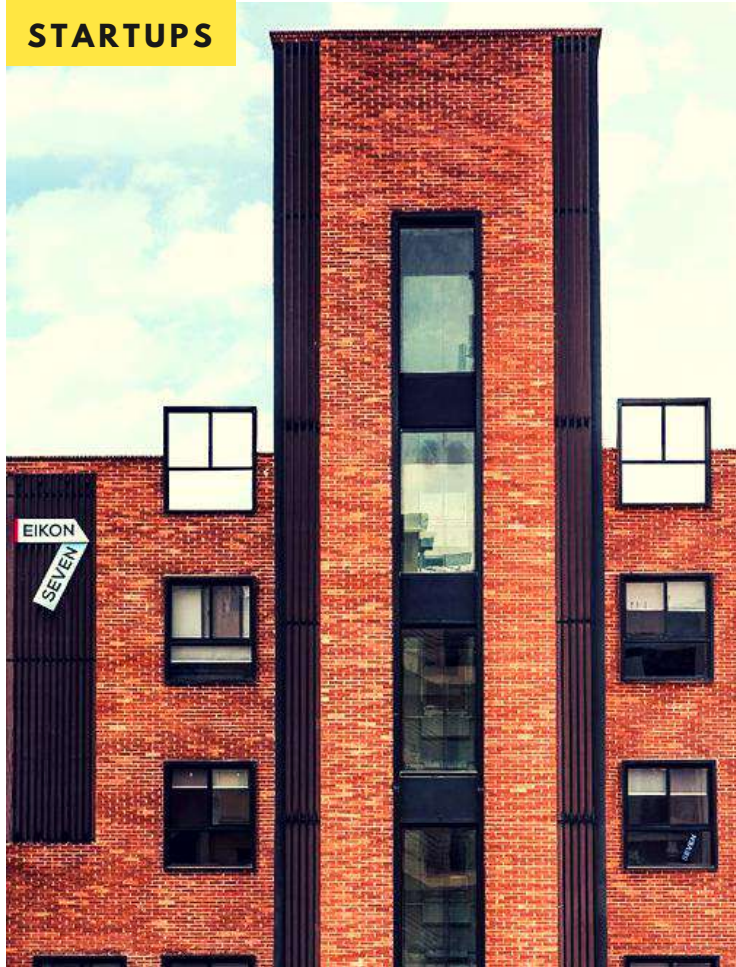
Founder Startups Development Institute

After a big life change put her in a desperate position, salon entrepreneur Mariam Sheikh used the skills she had to build a successful beauty lounge. Mariam started off with **Shades** 3 years ago, with a vision of bringing a change in the salon industry of Pakistan.

When Shades started off, it wasn't exactly an outlet focused solely on beauty services. Mariam wanted it to be a one-stop shop for women. The services sections started with a specialized Nail Spa but she also had her own clothing brand. That turned out to be a mistake. Due to a lack of focus, she could not establish an identity for her products. She instantly learned from the mistake and eventually shut down the other sections. Within 2 years, she transformed into a full fledged salon operating simultaneously in Rawalpindi & Islamabad. As a business graduate, Mariam realized that this industry has huge potential

and that it is not possible to get benefit out of it without hard work, dedication and the right human capital. She said, "I faced lots of challenges and setbacks, but I never thought of quitting it. Don't change your goals, but keep changing your strategy until you succeed. In certain situations, I always re-think, re-evaluate and then try again. Learn from your mentors, seek their guidance & apply proven techniques in your startup".

As an entrepreneur, she suggests other female founders "not to be afraid... that's the key. There might be challenges at every stage but you need to keep yourself motivated, strong, consistent, patient, hardworking, focused and professional. Stop bringing each other down, because if we start working together, we can overcome any obstacle".



Eikon7: Expanded in seven countries in just three years!

Instant communication is increasing in today's world and all the voices are getting louder and louder day by day. It is easier for advertising agencies to play safe and mimic everyone else in the industry just to deliver quickly. Eikon7, however, is striving to be different: crafting stories those resonate to make one think; to do something unexpected.

Eikon7, a digital marketing agency based in Islamabad, is a culturally diverse communication group operating worldwide including Pakistan, U.A.E, Kigali, Rwanda, Bucharest and Romania. The company is co-founded by Gabriel Branesco (Head of Branding), Irina Branesco (Global Creative Director) & Shayan Mahmud (Managing

Partner). Eikon7's strategy is to develop turnkey solutions within budgets so that clients stay with the company for a longer period of time. The secret of their success is that the agency has taken the old integrated marketing model and turned it into a newly relevant approach for creating functional and compelling creative solutions. Their design team consists of creative & innovative professionals. Productively, their creativity is an asset, particularly when it comes to design, marketing, advertising & branding etc.

The company has also developed strategic partnerships with Alibaba through its subsidiary company Trademór - a digital platform where global trade and e-commerce connects.



Transforming KPK

through innovation & entrepreneurship



A startup Incubator helps founders to solve lots of the problems commonly associated with running a startup by providing work space, seed funding, mentoring, and training. National Incubation Center (NIC) Peshawar is a state of the art incubation facility funded by Ignite & operated by LMKT in collaboration with PTCL along with Microsoft, IBM & Founder Institute.

Innovation is everywhere. Today in Pakistan, Karachi is not the only center of the tech startups: KPK has a vibrant startup ecosystem, Peshawar is a creative hub; NIC Peshawar is ground zero for tech startups, and known for the quality of its startup trainings & workshops. Instructors fly from all across the country to educate aspiring entrepreneurs and their teams to launch, manage and grow their business ventures.

The center has gone through a massive provincial expansion over the past 8 months, adding new programs and hands-on curriculum after every quarter. NIC Peshawar is LMKT's latest venture in its decade long tradition of investing in indigenous startups. LMKT is a full-service technology company based out of Pakistan that offers scalable IT solutions for developing smart cities, smart buildings, e-governance, clean technology & agri-tech solutions to support the country's fast-growing economy & rapid urbanization. LMKT's goal with the National Incubation Center Peshawar is to create success stories bigger than theirs.

Startups Achievements

FranchisePK's revenue has increased to 0.9 Million in June, compared to 0.34 Million in March amounts to 265% in terms of growth.

"Bera" on the other hand increased their revenue by 450% from 1 million in March to 4.5 Million in June.

"Kaltoor" all-female led startup is the finalist of *She loves Tech* & also been selected to attend *TechCamp 2018* in Dubai that too fully sponsored by the US Department of State.

"Eleven.pk" grew from a team of 2 cousins to a team of 8 individuals in the last 3 months & an exponential increase in revenue from 1 million during March to 2 million in June amounting to 100% growth.

"Aprus" technologies manufacturing gold standard arthroscopic surgery instruments is now building the next iteration of product to scale the product to global markets.

"Suaave" wearable tech startup has been able to sell their first 600 units in June bringing in 0.3 Million with 300% growth in revenue.

Eco-system Development Initiatives

NIC Peshawar signed **MoUs** with all the key stakeholders. The center organized **Road Shows** in more than 10 major universities since January 2018. After just 8 months in operations, NIC Peshawar formed NIC Advisory Forum, KPK Enterprise Forum, and Academia Leadership Club. The featured initiatives of NIC Peshawar are "Women In Business" & "Getting Peshawar Started".

NIC Peshawar also has one of the strongest investor networks from all across KPK. If you're a startup & want an incubator with a strong national presence and top-notch mentors, NIC Peshawar hits the sweet spot.

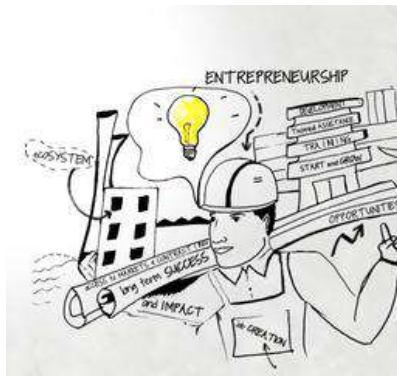
Creating the Entrepreneurial Ecosystem



121+
Startups Incubated



90k
Sq. ft Area Covered



39
Startups Graduated



2.8B
Investment Raised



319M
Revenue Generated



890+
Jobs Created

through State-of-the-art NIC Pakistan



5

Incubation Centers



ISB

Est. Feb 2017



LHR

Est. Dec 2017



PWR

Est. Jan 2018



KHI

Est. May 2018



QTA

Est. May 2018



By Jawad Azfar
Head NIC Pakistan



CONVERTING IDEAS INTO REALITY

Establishment of 5 new National Incubation Centers (NIC) in major cities of the country within a period of 18 months is a great triumph and pride for the nation.

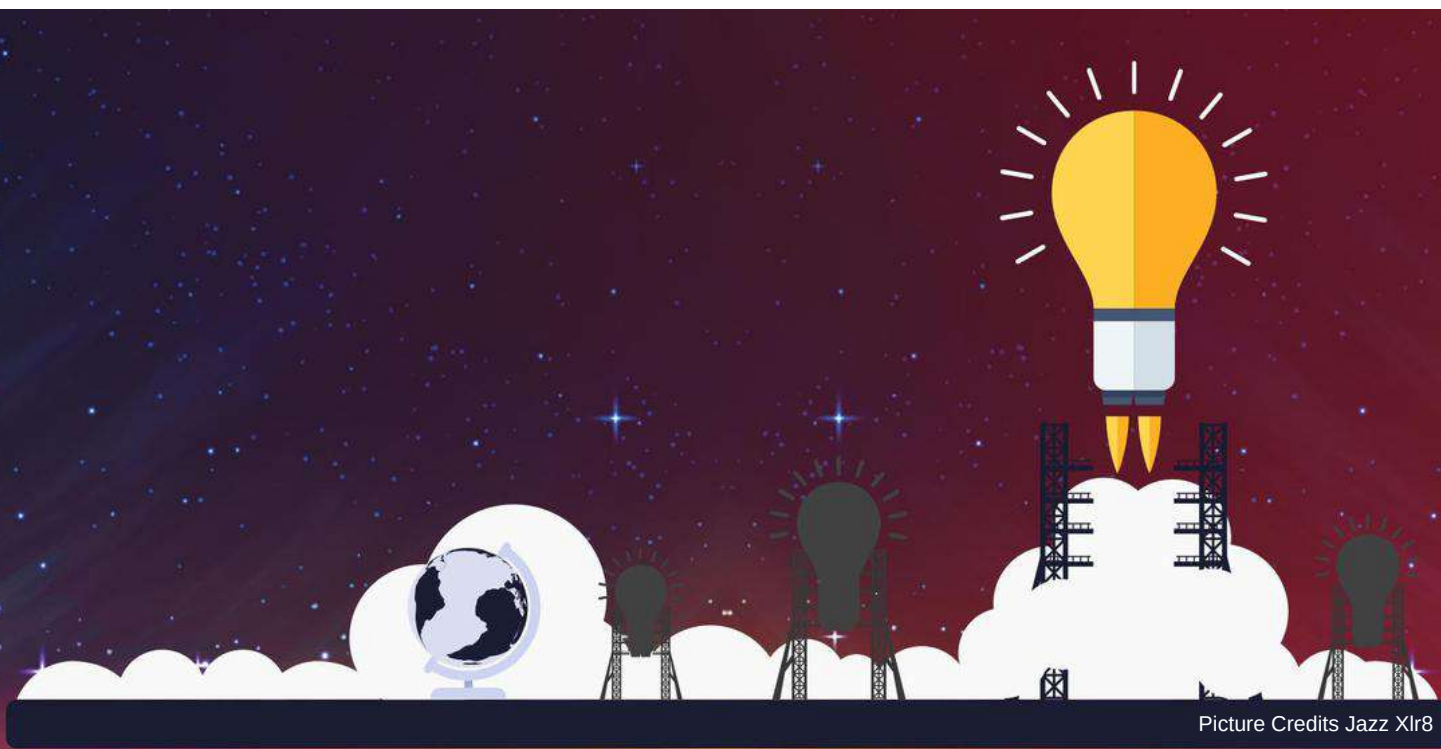
IGNITE under the supervision of Ministry of IT & Telecom is determined to achieve vital milestones for the national development. In order to fulfill the goals where government of Pakistan required growth in innovation & technology, IGNITE steps forward and plays its role towards national prosperity.

Keeping in view the central idea of building a digital Pakistan, IGNITE has established these incubation centers and provided the opportunity to startups to

grow fast. Some of the successful businesses incubated under National Incubation Centers include Fabricare, MauqaOnline, PakVitae, FictiveLab, Kaltoor, Bera, Eleven.pk and several

**"IGNITE SUPPORT TO
STARTUPS WILL SOON
CREATE SIGNATURE &
IDENTITY OF PAKISTAN
IN THE WORLD."**

others who are raising the Pakistani flag globally. The core offerings of this groundbreaking initiative are co-working space where high-speed internet, furniture, makers lab and other allied facilities are available. These centers also offer curriculum that teaches pitching and learning of doing. To nurture the tiers further, coaches, vertical mentors and trainers are also available. One metric one problem is



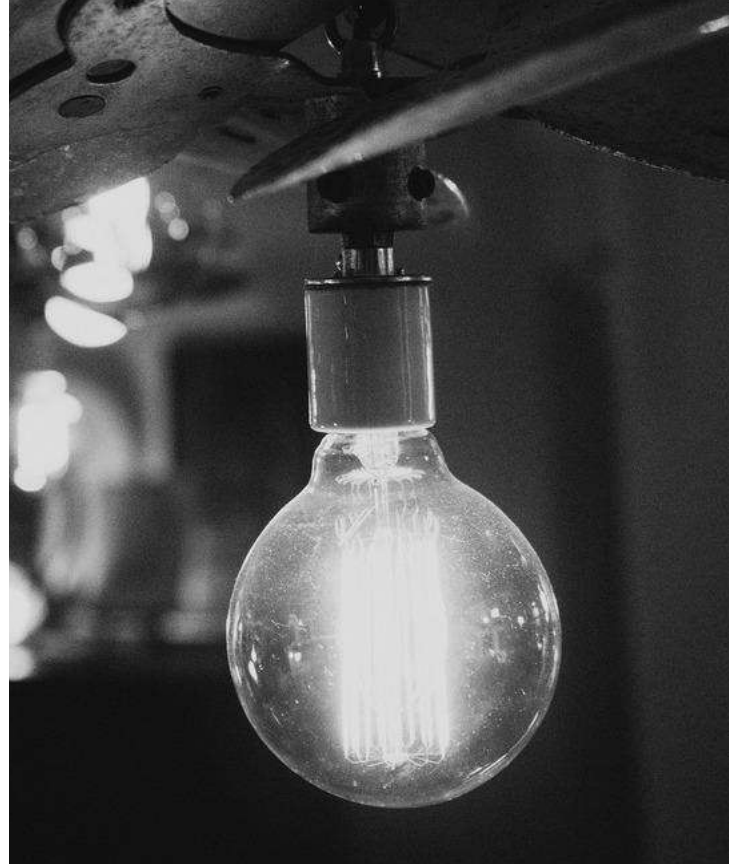
used for focus and review while access to investors, design and marketing, finance and legal assistance is also provided.

Curriculum partners include Invest2innovate, Founder Institute (FI) and LUMS. While some of the renowned mentors and trainers include names of Syed Babar Ali, Zohair Khaliq, Humayun Mazhar, Naeem Zamindar, Dr. Farrah Arif, Ahmed Tahir Masood, Badar Khushnood, Almas Haider, Shahid Khan, Farhan Masood and Monis Rehman.

The future looks promising as it is anticipated that in the coming 5 years, these incubation centers will be self-reliant and able to perform their functions without any government aid. These incubation centers are established in all provincial capitals (Peshawar, Lahore, Karachi & Quetta) and federal capital Islamabad. The core aim of these incubation centers is to motivate those talented people who have any sort of an innovative idea for business and are in search to find new and positive trajectories in the business world.

Implementing partner of this initiative are of a very high reputation and prestige. In Lahore LUMS and FATIMA VENTURES, in Karachi LMKT and NED, in Islamabad JAZZ and TEAMUP, in Peshawar LMKT and PTCL and in Quetta LUMS and BUIITEMS are partnering with IGNITE under this program.

Most of the ideas of startups are for the wellbeing and bringing ease in life of a common man, common man will not only have access to these amenities of life but the whole world will be benefited from the fruits of these innovations. It is projected that Basic problems like shortage of water, education, development of agriculture, energy crises could be resolved in a very cost-



effective manner through these incubation centers. Participation of women is ensured in these incubation centers and women emerged as founders of many startups. All of these incubation centers are well connected and merged with top universities to bring innovation and entrepreneurial thought among the students as well. Furthermore, several top IT and business experts from around the world are being invited in these incubation centers periodically in order to keep startups up-to-date and well informed about the ever-changing global trends. In this context, world-renowned IT Companies & incubation centers are also being approached for getting their assistance and support as well.

The hard work and determination of the startups powered by IGNITE's support will soon create signature and identity of Pakistan in the whole world.



FEATURED

**IT IS BETTER
MOVING UP TO
YOUR GOAL AND
FALLING THAN
NOT FALLING
DOING NOTHING!**

QAISER ABBAS

Internationally recognized Success Coach & award-winning Motivational Speaker; Qaiser shot to fame by his blockbuster book Tick Tick Dollar. He is a living example of overcoming adversity and turning dreams into reality. Through his best-selling books, media appearances, success coaching, keynote speaking & motivational seminars; Qaiser has touched the lives of millions around the globe.



"If luck has not yet knocked your gate, change the gate."

Being a successful author, the entire income Qaiser generates from his books is dedicated to supporting his back-to-society initiatives.

Exclusive Interview

BY USMAN AHMED

Q. Tell us about your past life?

In a short span of time, I have lived two lives. A life that I live now. The one filled with possibilities, dreams, achievements and loads of fulfillment. The other was a life I hated living for over 20 years. A life filled with adversities, failures, disappointments, and constant rejections. Let me tell you bit more about my early life. I was born in a dreadfully constrained environment. I thought I will never be able to beat my circumstances. Everybody around convinced me that this is your destiny. Everybody did their very best to prove that this is the only life and no other life

exists for someone like me. Part of my adverse circumstances was being born in a large poor family living below the poverty line. I was Not being able to fulfill any of my childhood desires. My babyhood was a picture of deprivation. My youth was a true example of negative self-image and lowest self-esteem. I used to believe that life is unfair, I am inferior & I don't deserve a good life. I knew deep down within that my circumstances can never change, I am destined to remain unsuccessful, I am not smart enough & I am not capable of doing anything worthwhile. In other words I was all set to share

my 'victim story' with the world. I had already started telling everyone around how helpless, pitiable & pathetic my circumstances were that lead me to this disgraceful life. And then came a day when I DECIDED to change my life. A day came when I DECIDED to stop blaming & complaining. A day came when I DECIDED to take 100% responsibility of my own life. A day when I DECIDED to stop comparing myself with others. A day when despite millions of self-doubting thoughts, I DECIDED to trust my abilities. A day when I DECIDED to turn my 'victim story' into a 'success story'.

Q. How did you come up with the name of your company?

The name was inspired by the legendary poet, Iqbal. This one word 'Possibilities' turned changed my life. When I began to see possibilities, all my self-imposed limits disappeared. I envisioned showing these possibilities to the whole world. I believe the world is full of Possibilities. My mission in life is to 'possibilitize' individuals, teams, organizations, and societies to realize their full potential.

Q. What is the mission of Possibilities?

The basic drive is to inspire, educate and empower people so that they can be all they can. This mission has taken us to more than 20 countries. Apart from being Pakistan's premium company in training, coaching and consulting domain; we also contribute through our back to society projects i.e. Possibilities Schools, Education Support Program, Possibilities Foundation and My Frist Bike™.

Q. From where did you get the passion of changing lives of others through training & development?

I didn't get it from anywhere. It was inside me. We all have this passion inside us waiting to be ignited. Dying to be unleashed. I was lucky to have mentors and coaches who groomed, guided and challenged me to pursue my passion, overcome obstacles and follow my dreams.

Q. What makes you stand out of the crowd?

My core strength is my story. Though for many years, I

did not believe in my own story. I could never imagine that all my burdens are going to turn into blessings. All the stuff of the past that I once was totally ashamed of is going to become my biggest strength. I could never even think in my wildest dreams that my moments of pain can convert into moments of pride. What sets me apart is that I don't work alone. I have a big team to support every assignment that I undertake. We do a lot of pre-delivery analysis. We don't believe in superficial work. Even for a 20-minute talk, I prepare for not less than 20 hours. I focus on results. I work very hard. I am a born giver. I believe in giving more than what I am paid for. I dig deeper. I relate my message with the real issues faced by teams and organizations.

I was lucky to learn in the beginning that the best marketing of a trainer is the training program itself. This one learning changed the way I think. I have not attended any networking events and forums for the last 7 years. I don't go to conferences.

Q. Outline the schedule of one of your typical working day? How do you manage time?

Regardless of what assignment I am engaged in; my typical day starts with one hour focused on four things taking 15 minutes each. First fifteen minutes for GOD. Connecting with the creator. Seeking his support. Aligning myself with His mission. Second fifteen minutes are focused on Organizing my day. Planning

in detail. Preparing my war-sheet. Getting ready to make it the best day of my life. Next fifteen minutes are dedicated to Learning. It means reading a motivational book. I read something early in the morning that gives me some wisdom bites. Something filled with substance. Workout takes another fifteen minutes. During the day, mostly I am booked for full day training. It's a 9-5 thing. On other days I schedule coaching sessions. I coach only CEOs or would be CEOs. My clients are very successful people. I only accept 10-15 coaching assignments in a month. I am not a networking person. In the last 15 years, I have hardly attended 10 networking events, conferences or forums. I prefer to spend most of my time with my family after work. No work after 5pm. I mostly travel internationally with my son and wife with me. I regular take multiple vacations all through the year. I gave up on media appearances and on my own TV show for the same reason. However, I do study and write in later part of the night when my wife and son fall asleep. This is kind of my prime time when I create the most amazing stuff for my training and coaching initiatives.

Q. How long do you stick with an idea before giving up?

I have trained myself on being very selective to work on ideas. Once I choose something; I don't easily give up on my ideas. I do change my approach, learn from my mistakes, re-adjust my attitude and keep going. I do whatever it takes to make my ideas real.

Q. What is your greatest entrepreneurial achievement to be proud of?

I had a dream to build the largest Coach Network in the country. Over the last many years, we have been able to build a team of 125 Coaches spear over 10 countries in 50 cities. These coaches are specialized in Executive Coaching, and 14 other specialty coaching areas. They are competent and skillful. Our Coach Network in expanding fast. It in fact is the fastest growing coach network in the region.

Q. Who is your greatest support when facing up hardships ?

I have built a very strong support group around me. I am very close to my wife. I am lucky to have close friends I am deeply connected with. Though I normally don't share my pains with anyone. I don't want my loved one to be in pain because of me. I have professional coaches hired to give me advice on areas that challenge me.

Q. What do you do on a daily basis to grow as a successful entrepreneur?

I was lucky to develop some good habits. I read every day. I listen to audio books even before going to sleep so that I can absorb as much as I can. Reflection is another tool I use daily. I challenge myself. Also I have a strong identity of being an 'artist'. My strength is creating new concepts. In many thing that we do in our group of companies, we were the first one. We try to stay ahead of the game.

Q. What's your way of hunting talents and building effective working teams to achieve great results?

I meet people every day. I get to connect with the most brilliant people as part of my work. In the last 13 years, we have hardly taken anyone from our competition. I believe in hiring fresh talent and then investing in their grooming, providing them the opportunities to grow and help them unleash their



full potential. The best way of building and growing a team is empowerment. My most commonly used statement with my team is 'you decide'. I believe in empowering people to make their own decisions. I encourage my team to take initiatives, take responsibility and learn from both their failure and success.

Q. Do you believe there is a winning formula for becoming a successful entrepreneur? What is yours?

Here is my four-step formula:
Leverage. Make the most of what you have in





POSSIBILITIZING DREAMS

"I was born into a family that lived well below the poverty line, even struggling to eat one solid meal a day."

terms of resources, capabilities, brands, talents, image etc. Energize. Create a sense of excitement. Engage your people both physically, mentally emotionally even spiritually. Adjust. Show readiness to changes. Respond faster to trends, market forces by showing agility and flexibility. Progress. Put good numbers on scoreboard. At the day's end both in business and sports, numbers matter.

Q. If you could talk to one person from history, who would it be and why?

Given a choice, I would like to speak to Hazrat Ali entitled as the 'door of knowledge' by Prophet Muhammad (PBUH). With all my humility and lack of knowledge, if somebody like me can possibly get access to the door.

Q. What are your most effective methods to motivate your team for outstanding results?

Leadership is about getting results and growing people.

If you take a genuine interest in people, their career, their future, their success' they will go unstoppable. Also, leadership is not taught. Its caught. You got to lead with your own personal example.

Q. Share some of your failures & the lessons you have learned from them?

I have failed more than I actually succeeded. Starting from over 250 job interviews where I failed to get a job to various projects, initiatives and even businesses I failed to pull off; I learned mainly one thing. 'I am responsible'.

Q. Any advice for budding entrepreneurs?

It took me 24 years to discover the truth that purpose is who you are & passion is what you do. When who you are is totally aligned with what you do, you become totally unstoppable. When I built the alignment between my purpose & passion, my life began to experience a new level of excitement.

NEED AN IDEA?

HERE ARE 10!

EDITOR'S CHOICE

Continued from previous edition

7. University Souvenirs

Startup Costs: Rs. 25K - 50K
Home Based: Can be operated
Part Time: Can be operated
Online Operation? Yes

High quality T-shirts and hoodies are the most common souvenirs students want to buy. Research few more stationery items like assignment folders, notepads, ball pens, mugs etc. Contact suppliers and estimate the cost of the inventory you intend to sell. Then identify and estimate your front cost pools. Collaborate with the stationery shops & cafeterias in university campuses & offer them lucrative margins. Then it will become their job to sell the products. Choose a corner and display your items along with a small banner.

Revenue stream can be added through launching your own website and start selling the stuff by using social & digital media platforms. Get orders online & get a courier service on-board for e-payment or cash on delivery (COD).

8. Digital Agency

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

Build a list of potential clients and start pitching your services. *Canva.com* is the tool you need to learn. An online design software that anyone can use. You can design anything you want within few minutes along with a printable file. Your target market should be small companies who can not afford to hire a full-time graphic designer. Meet hundreds of people, show them samples and get 4-5 clients. Offer them fixed month payment plan against the designing of daily social media images, printable items like visiting cards, letterheads, fliers, company profile, souvenirs, brochures etc.

9. Car Detailing Services

Startup Costs: Rs. 250K - 500K
Home Based: Can be operated
Part Time: Can be operated
Online Operation? Yes

Car washing or detailing services do not always need to involve lots of complicated equipment or business acumen. You can travel to clients place with your detailing supplies. In this digital age, people don't have enough time to spend their entire weekends in car markets or service stations. They truly need doorstep services. You need to advertise through all the digital media platforms available. Attract initial clients, render services and use their reviews to get more customers. You also can collaborate with the existing service stations to access their existing customer base as most of them are still not offering doorstep services to their customers.



10. Freelancing

Startup Costs: Rs. 30K - 50K
Home Based: Can be operated
Part Time: Can be operated
Online Operation? Yes

Freelancing is a serious business. Don't worry if you do not possess the sell-able skills like coding, developing, designing & other IT related work. Search experts and get them on-board and be the middleman between the client & vendor. If you want to learn skills on your own then IT Ministry of Pakistan already aims to develop 1 million freelancers. You can enroll free in their courses to learn hands-on skills and knowledge necessary to run a freelancing business. Create your account on Fiverr, Upwork, Freelancer, Elance or any leading platform. Your profile does matter while getting projects. Research some leading profiles and use elegant portfolio.

12 Secrets of a Successful Startup

Anyone can start a startup, but fewer can actually sustain & convert it into a successful business. Every game has its own rules so do startups. You can't win the game until you follow its rules. Apply these basic principles into your daily business operations & live with the financial freedom you deserve.

- 01 **ACTION PLAN**
A solid plan can help you start off strong. Make your goals clearer, more specific & measurable. Specify the most important skills you need to achieve; reaffirm & visualize your goals of financial success every day.
- 02 **CREATIVITY & INNOVATION**
Colin Powell said, "Leadership is the ability to solve problems". You must have the caliber to find faster, better, cheaper, easier ways to produce and deliver your products & services.
- 03 **MARKETING**
Pay special attention to marketing, decide platforms & develop a plan to implement. ROI should be at your fingertips so that you can monitor the sales over marketing anytime.
- 04 **SERVICE, SERVICE, SERVICE**
Founders only focus on acquiring new customers to increase sales. However, making existing customers happy & satisfied is also a source of a referral or a repeat purchase.
- 05 **NETWORKING IS ESSENTIAL**
Running a business is not a one-man show. You need super-connectors because network can increase your business' net worth.

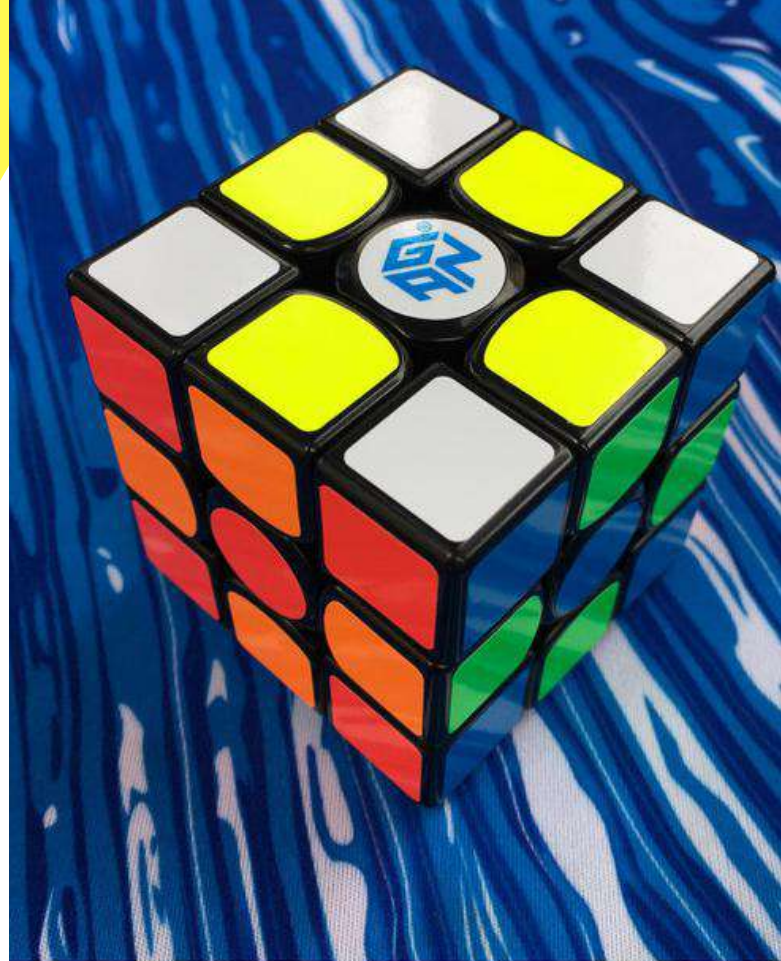
- 06 **SET UP RIGHT TECH TOOLS**
Think about the technology your startup will need beyond today. Try to automate processes, it will boost up the productivity.
- 07 **BUILD A DREAM TEAM**
Hire slow, fire fast. Consider those who are eager to learn. Train them & pay well; they will definitely take care of your business.
- 08 **REMEMBER YOUR WHY**
Listen to Simon Sinek famous TED Talk. People don't buy what you do; they buy why you do it? Try it & you will see the magic.
- 09 **STAY ORGANIZED**
Always plan your day & prioritize the most important tasks. Delegation is the most important attribute of a successful startup.
- 10 **MILLIONAIRE MATH**
Explore how many different ways you can make millions; do the math & reinforce your millionaire possibility all the day.
- 11 **WORKING CAPITAL**
Early stage successful startups always have cash at hand. Always raise the money. This will boost your self-confidence.
- 12 **PRIORITIZE YOUR EXPENSES**
Pay the rent first; you can not operate without your office. Then pay the salaries so your team takes the ownership. In the last, pay your suppliers/vendors & try to negotiate flexible credit lines.

INGREDIENTS TO MASTER AT ANYTHING

BY HISHAM SARWAR

The secret ingredients for becoming a master at anything are the desire and time. It is because we all know that we learn more when we are deeply motivated. Our curiosity stirs up when we work upon the subject that excites us more. Or if the stakes are high for learning, we give it much more attention. If we multiply such deep concentration over the time, we can become master at anything that we want.

The biggest example in front of us is Steve Jobs who was fascinated by how technology interacts with people and change their perspectives. The intersection between technology and design obsessed him and made him experience many failures and learned invaluable lessons. The experience of almost twenty years and thinking about the same problems, made him master something really intangible i.e. the ability to sense trends well before others could even think about.



Thus this formula can be applied to anyone who wants to master anything in any field. Following are the steps you need to take to become a master of any skill:

Identify the Skills

This is the first step, to begin with. You must identify what you actually want to master. Once you know the skill, you will become better focused at it.

Set Goals

Once you know the skill you want to become good at, set specific stretch goals to developing it. Take smaller goals on your path and make sure that you progress while accomplishing each one.

Be Emotionally Connected

In order to be good at something, you need to be emotionally connected with it. It will help you to stay motivated and continuously learn it.

Develop Your Strengths

When you are on your journey to achieve something, you need to know what your strengths are. You must identify the strengths that are critical to your success. Practice the elements more that help to become master at your skill.

Visualize the Best & the Worst

When are making an effort to master a skill, visualize what the failure and success would look like? Imagine what you

will lose if you failed to master it and how it will change your life if you become successful.

Become Better by Comparing with Others

Comparison with others is not encouraged by most experts but when it comes to learning, you can always compare yourself with others to become more knowledgeable and more skilled. Compare yourself with others in the fields and make effort to become better.

Keep Setting Goals

You become better when you keep trying. Therefore set further goals when you achieve the ones you had set. Setting higher goals will keep you improving.

Share Your Knowledge

"BEAT THE ODDS"

Knowledge gets preserved in your mind when you share it with others. While you are learning a skill, share it with others and it will stick to your memory forever.

Keep Track of Your progress

As you learn a skill, you must keep a track of your progress. Make it your weekly or monthly routine to check where you stand and make plans to move forward in a better way.

Learn from the Experts

There is always already an expert in any field. You can learn from their practices to make your own journey better and improve more upon the skill that you want to master.





Courtesy: BeingGuru

5 Marketing Skills Every Founder Should Have

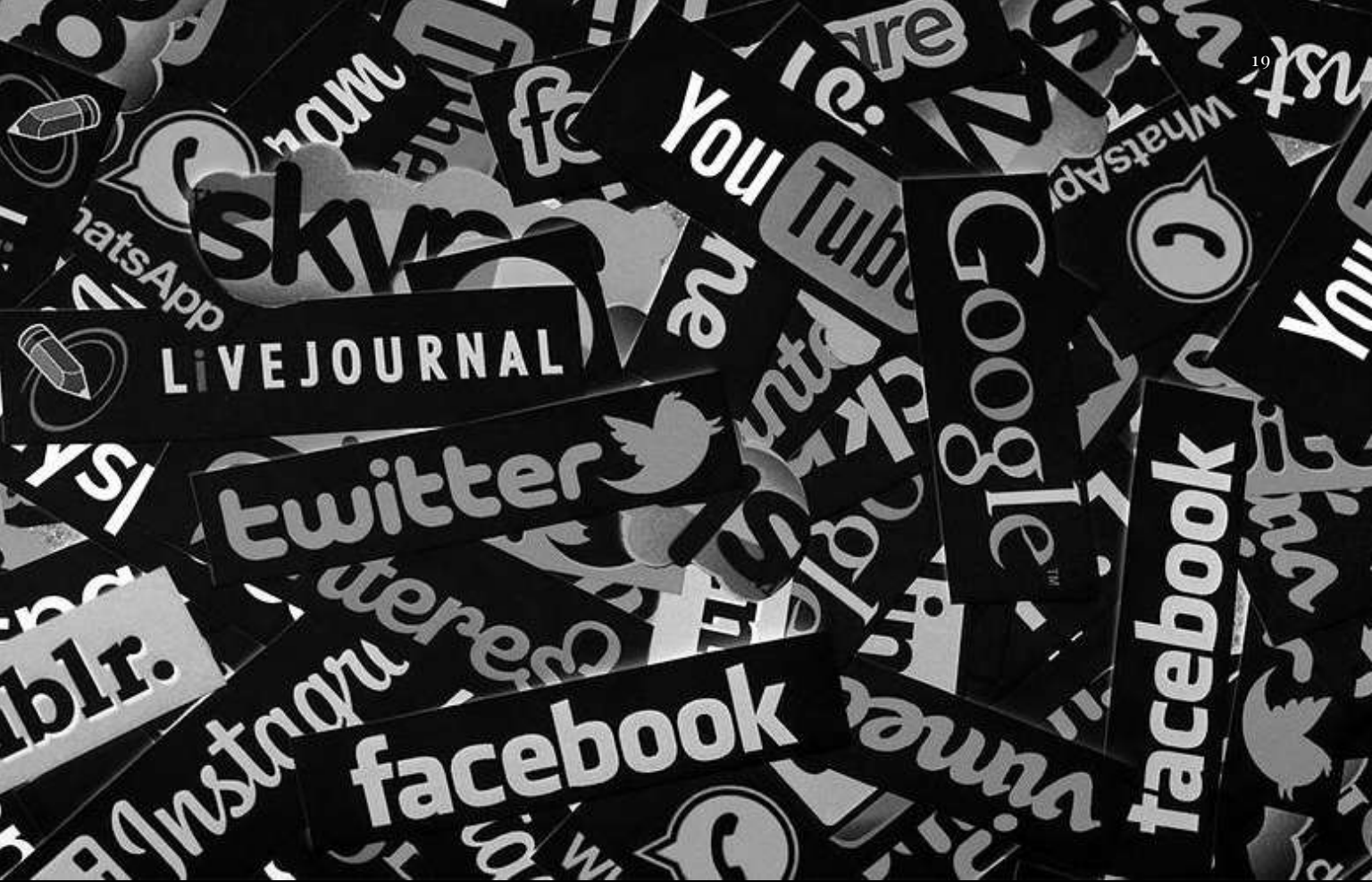
The field of marketing is evolving rapidly no matter the fundamentals are still the same and the skills that once made all marketers well-equipped have shifted. The marketing industry today needs people who can do everything from crunching data to creating media.

Marketing has been taken to another level in which marketers have to act as a jack-of-all-trades. And marketing for a startup business is a lot different than traditional marketing for corporate companies. This is because startups are smaller than the companies and stakes are extremely high when a member is added to a team of one or two members. Marketing for startups has to be done with

minimal resources in a way that it can actually make a business successful. Along with personality traits, all marketers are required to have certain skills that make them energetic, creative, and willing to learn through trials and errors in their marketing journey. Following are the few skills that every marketer should have when applying for startups:

Knowledge of SEO & Content Creation:

Startups are small and or their visibility, they need an online presence. If you are familiar with SEO and content creation, you can be an asset for the hiring team. With your skills, you can assist them in creating video content as well as blogging.



"MEDIocre MARKETERS THINK IN TERMS OF CAMPAIGNS. GREAT MARKETERS THINK IN TERMS OF GROWTH FRAMEWORKS." (Neil Patel)

Your writing skills will help them develop a lasting relationship with their audience.

Coding Skills

The knowledge of SEO strategies and coding skills goes hand-in-hand for a startup. A lot of processes can be streamlined with the help of our coding knowledge especially when you have to deal with limited resources. The knowledge does not have to be perfect, a simple understanding of HTML and CSS is enough for WordPress, email marketing, social media etc.

Data Analysis Experience

Data analysis is a complex and time consuming area of any business and startups are always looking for a person who knows how to gather data and make sense of it all. You should show them the ability to create and run A/B test campaigns on your own.

Social Media Marketing

As startups are created with limited budgets therefore there is no person dedicated for managing social media content. So this responsibility usually falls on the shoulders of the marketers. You should have tips and strategies that work well for an online presence on social networks.

Design Skills

Startups are always working on their website, email design, and internet marketing and for this purpose; your design skills will be a lot helpful. Familiarize yourself with different design skills and create some websites that can demonstrate your knowledge.

3 Steps to a Scalable & Sustainable High Impact Startup

**CAMERON TURNER, CEO PROGEL PTY LTD.
BRISBANE QLD, AUSTRALIA**

Entrepreneurs find success when they “liberate” value from an inefficient industry or company. Tim Kastelle from the University of Queensland argues an idea only becomes an innovation when you make it real and work out how it unlocks value. We have a nation full of inventors, researchers and makers, however the most important question for the entrepreneur and business leader is “how do I unlock value?”

Steve Blank, Eric Reis, Alexander Osterwilder and Simon Senek have created a new lexicon for incubators, innovators and business schools. Customer Development and the Lean Start-up is penetrating the innovation and business school ecosystems faster, deeper and wider than Porters “5 Forces”, Carnegie’s “Win friends and influence people” and Covey’s “Seven Habits”. Lean Start-up, Design Thinking, Agile and Start with Why are all about creating products and services to fulfill or exploit a customers problem or opportunity.

Customer identification and validation is now the global standard for intra and entrepreneurship teaching, consulting and incubation. Furthermore the US Congress has legislated this approach for the National Foundation for Science and the Australian CSIRO has put close to 25% of its 5000+ scientists through a Lean immersion! However traditional start up founders are very different to research scientists or academic entrepreneurs (a very rare breed), but they have 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, i.e. market pull. Whereas most researchers have a faint idea of a technical problem and then build a solution for at best a poorly understood problem (technology push). Lean and customer development helps both groups stop and identify who the customer is and become a forensic expert in their pain. However I believe there is incredible untapped “Value Liberation” opportunities at the interface between these two approaches.

Finding a customer with a problem is the most fundamental component of entrepreneurship and innovation. However unless you have a both a product or service innovation and business model innovation you may be unable to create, extract and protect the value you are unlocking. This is because your business may not be investible thus scalable and sustainable, hence vulnerable to bigger, faster, smarter fast followers. Swissse nutraceuticals are the best fast followers in Australia. They wait for an established company to do something new and then they turn their marketing machine loose and do it better. Technology can provide protection from this, but it's not the only way. Companies use emotional branding (Thankyou Water), know how (Google), distribution (CCA's Barista Bros), specialist ingredients (A2 milk, Bellamy's organic infant formula), packaging (Rafferty's and Gourmet Garden) or a network of partners or manufacturing capability that make it difficult for a number 2 or 3 to replicate.

“
The most important question for the entrepreneur is “how do I unlock value?”
”

However research or technology enabled innovations partnered with customer discovery have the best chance of creating sustainable and scalable innovations for maximum market disruption. This probably means we need more entrepreneurs working with more researchers. The best examples of this is Cochlear and ResMed.

The Value Liberation Triangle describes this process and can start with either the entrepreneur or researcher and precedes customer development.

1st: Look at market and consumer trends including political, environmental, scientific, technological, economic and legal (PESTEL) to see the direction the customer is heading in. This includes looking at new innovations in the relevant space and market reports from Mintel, IBIS, Frost and Sullivan etc. For example in the food industry protein and fat are in, but mostly for satiety not muscle building, carbohydrates are out. Drilling down consumers want to get and stay thin while eating premium convenient snacks, personalised for their particular needs, most likely including protein, nuts and seeds.

2nd: Identify technologies to address weaknesses and threats in the market place. This can be done by talking to university researchers, attending conferences and reading scientific reviews. You are looking for technology features and benefits that relieve pain to

“
Finding a customer with a problem is the most fundamental component of entrepreneurship.
”

exploit opportunities identified in the market trends analysis. The early VC industry did this by walking the corridors of MIT and Harvard looking for professors with great ideas and an inability to unlock value. For example, technology that makes plant protein not taste like grass, 3D printing of personalised snacks, slow release energy, cholesterol reduction or natural compounds that improve satiety (fuller for longer)

3rd: The last step is to identify synergies and test these assumptions with real customers by “getting out of the building”. In this last step we triangulate market and technical insights with real customers to identify a perfect fit for our technology and opportunity enabled value proposition. This should lead to more sustainable and successful innovations, more successful start-ups and help profoundly improve the translation of government funded research around the world, thereby liberating maximum value while benefiting humanity.

THE BIGGEST STARTUP COMPETITION

Are you an early stage startup looking to build and grow your business. The country's biggest startup competition, Pakistan Startup Cup, is back with its 5th edition. The Pakistan Startup Cup Challenge is a business model competition open to any type of business idea in Islamabad, Karachi, Lahore, and Peshawar brought to you by TiE Islamabad in collaboration with the U.S Embassy in Pakistan, powered by GriffinWorx.

TiE Islamabad is exploring new horizons and taking the competition to more regions of Pakistan than ever before. Applications are now open for startups of Islamabad, Lahore, Karachi, Peshawar and for the very first time Quetta.

The Competition is an inclusive, grassroots-driven entrepreneurship empowerment program proven to grow businesses, entrepreneurs and the ecosystems that support entrepreneurs.



**Pakistan Startup Cup is the perfect platform if
you're looking for mentoring, coaching,
valuable network & investment!**



SUPERIOR ENTREPRENEURIAL EXPO 2018

The most happening event in the world of entrepreneurship culminates with a bang! From the very intense discussion on entrepreneurship policy for Asia region powered by The Commonwealth to heated panel talks, insightful one-on-ones, electrifying startup exhibition to the grand launch of Pakistan's first startup reality show - Idea Croron Ka Season 3, the Superior Entrepreneurial Expo was indeed a hit among all circles of youngsters and entrepreneurial community.

The organizers engaged an army of 700+ volunteers from across the educational institutes in Lahore. Indeed, Superior Entrepreneurial Expo was a testimony to their passion for students and their talents.

NSPIRE ACCEPTING APPLICATIONS

A tech incubator by Netsol technologies, Nspire has always been ambitious to create community awareness, engagement, and collaboration with all stakeholders. To make a significant contribution in the overall startup ecosystem, recently NSPIRE signed MOU's with Women Chamber of Commerce & Industry, Telenor Velocity – an accelerator for startups, and eImagine – a platform for skill development in youth.

After successfully delivering four cohorts now Nspire is heading towards its 5th Cycle and receiving applications. Shortlisted candidates will be called for pitch session and five best out of numerous applicants will get a chance to explore and chase their entrepreneurial dream with Nspire.

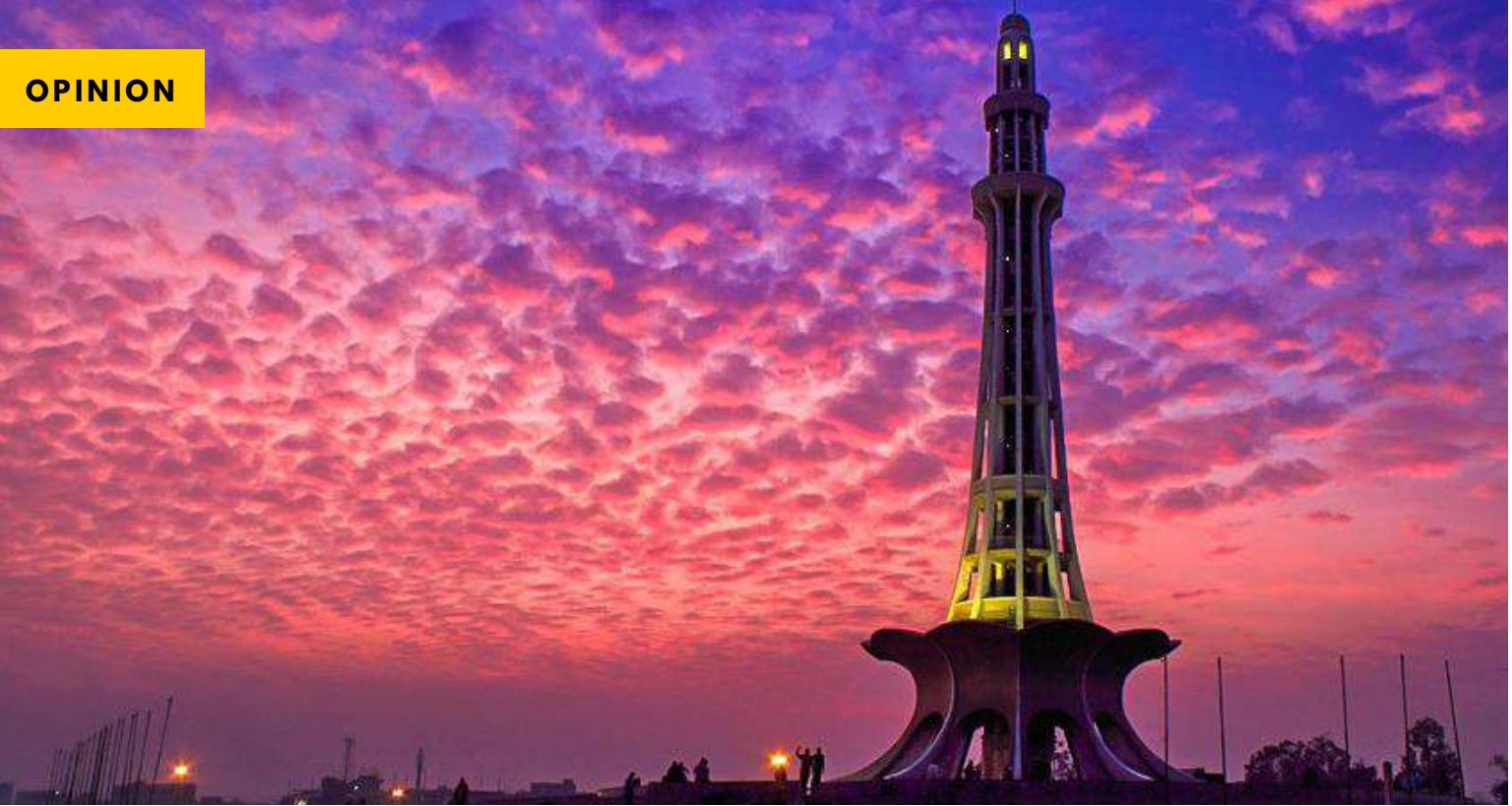


NSPIRE gives you some of the best incubation facilities to achieve your startup dreams.



OPEN HOUSE ON CPEC DRIVEN ENTREPRENEURSHIP

NIC Peshawar in collaboration with Obortunity organized Open House on CPEC Driven Entrepreneurship on 6th August 2018. The CPEC presents us with numerous challenges in governance, human resource development (HRD), central planning, inter-provincial coordination and project management. As we enter the second phase of the CPEC, also known as the "Industrial Cooperation", new markets are set to emerge which presents us with an opportunity to plan and tap on the aforementioned challenges through technology, entrepreneurship and innovation. Henceforth, this open house highlighted the technology, entrepreneurship and innovation prospects under CPEC to facilitate and impact the economy of Pakistan.



71 Years Later

BY MIR MOHAMMAD ALI KHAN

We may be free physically & that is a blessing to cherish, but are we free mentally? Are we united under one flag or are we divided under several ideologies?

We may have unshackled ourselves from our colonial masters. We may have created our own country. We may have snatched our freedom from the foreign rulers. We may be thinking that our future development depends mostly on technological and infrastructural enhancements. But in actuality, nations are built not just by technology brought upon by great leaders but by it's greater citizens. It is built by citizens who put their country above their personal interests and by the leaders who put their people above themselves. Freedom is not easy to achieve. Thousands have given their lives for Pakistan and

continue to do so till this day. Every common man is a hero in Pakistan. And we not only need to show ourselves that we are a great nation but we also need to show other nations that we are great. And greatness is not economic greatness alone. Greatness is in being one. Being united. Being patriotic. Being understanding. Being compassionate. Being humble. Being devoted. Being faithful. And all this will lead us to BEING PAKISTANI. Being great Pakistanis.

Pakistan is here to stay. Pakistan is here to grow. Pakistan is here to prosper. Pakistan is here in us, in our hearts. In our blood. In our breath like oxygen. We are here because of Pakistan and not the other way around. Always remember that. Like children are here because of their mothers and not mothers because of their children.

THE FOUR BEST APPS TO BOOST YOUR PRODUCTIVITY

HUMIN

Entrepreneurs are constantly engaged in networking and it's nearly impossible to keep track of how & where you met someone. Humin organizes all of that for you.

HARVEST

Great for startups who work on a project-basis. It not only tracks the time per activity but also keeps you staying on budget. It also generates effective invoices.

STRIDES

Strides helps you track your goals & habits. It guides you about the milestones you have achieved & how close you are. It also helps you in eliminating any bad habits.

WORKFLOW

The best time management app that organizes your phone so you can focus on the most important tasks. The app gives you the option to create any type of button for any activity.

THE BIGGEST PRODUCTIVITY KILLER

BY DR. BASHARAT ALI

SSCIT ISLAMABAD

According to TED speakers David Grady and Jason Fried's research, over two months per year wasted due to unnecessary meetings and \$ 37 Billion are wasted on these meetings only in USA.

If you feel that your meetings are not getting you anywhere, immediately stop and rethink. Are you planning

and structuring the agenda before the meeting? Is it really necessary to meet or just a phone call can do the job?

Make certain that you are ready with meeting's checklist. During the meeting, use timer so you won't waste a second. Always be on the topic and take effective notes for post meeting tasks.



THREE MUST-DO MORNING RITUALS FOR HAPPIER LIFE

➔ Workout



Studies prove that the physical activity stimulates the release of hormones to boost your mood, clear your mind, jump-start your energy, fight stress and more.

Exercise can increase your productivity in several of different ways. Try taking a two-week exercise challenge, and see whether you notice a difference in your productivity, mood and stress levels.

➔ Eat Healthy Breakfast



In terms of the day's productivity, skipping breakfast can be a huge mistake. It is the most important meal of the day. It maintains your energy level all the day.

Use healthy carbohydrates, a source of glucose that turns into energy. Try different fruit cocktails & smoothies who will keep you refreshed the entire day. Don't skip low-fat proteins & dairy alternatives.

➔ Make To-Do-List



During an interview to Entrepreneur magazine, billionaire Richard Branson credits to-do lists as a key to his success. Its might just be a pen & paper away.

The act of writing your tasks down in itself holds you accountable to get it done. To do lists also help you to delegate work. This is a total game changer. If you spend just 15 minutes in the morning before your office starts, you will have a head start on your day. To-do-lists feel almost magical and really help to get things done accurately, timely and productively.



BE A WARRIOR, NOT A WORRIER!

By Zeeshan Qureshi

As entrepreneurs or aspiring entrepreneurs, we can't afford to get any stupider from worrying about things we can't change. Worrying is usually due to fear of uncertainty of the unknown. You have to overcome your fear if you want to succeed in life. Worrying will never change the circumstances but only destroys your mood and affect your ability to make decisions. If you are clear headed & work hard in your business then trust your intuition. Temporary failures should not stop you as they are for strengthening you in the turbulent times. Fortunately or unfortunately it is the recipe for success, one can not bypass it. Always plan ahead and get the stressful things done in advance. Procrastination paves the way straight to worrying.

Allowing the negatives and the stressors to consume you is no way to live. Getting a good handle on whatever you're going through and knowing how to deal with it accordingly will lead to a much happier and more productive life. Being a warrior, and not a worrier puts the confidence and power back in you. Whatever happens, you will be able to deal with it.



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

SCHOOL MANAGEMENT ON THE GO

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