

STARTUP

NOVEMBER 2018

INSIDER



12 WAYS

To improve
yourself and
get better
each day

39

STARTUP FOUNDERS

Graduated from Ignite
NIC Program in 2 years

HOW TO

START & GROW

YOUR CONSULTING BUSINESS

KAMRAN RIZVI HAS A PLAN FOR YOU!

LEARN
PRACTICALLY!

Entrepreneurial habits
of our beloved Prophet
Muhammad (PBUH)

Rs. 425



STARTUP INSIDER



Powered by

Netsol
Technologies



Anam Naseem
Program Manager

Sadia Sarwar
Marketing Manager



Hijab Ali Khan
Graphic Designer

Adnan Ahmad
Operations Officer



POWER BRAINS BEHIND NSPIRE

From a humble origins to start an entrepreneurial journey, NSPIRE is playing it's role to lower all barriers for the young brilliant minds to peruse their dreams.



“Leadership is about knowing when to Charge Forward, and also when to Retreat”

Ayub Ghauri HOD- NSPIRE

Are You the Next
BIG STARTUP?

Here comes Nspire !

NSPIRE - the first BizTech Incubator established by NETSOL Technologies, Pakistan. Nspire is committed to play a vital role in strengthening the startup ecosystem in Pakistan. Corporate leadership, Industry Experts, customized curriculum and purpose built infrastructure facility makes NSPIRE notable.

Interesting? Get Connected !



NSPIREPK



@NSPIREPK



nspirepk



042-35701064

Team

Editor Usman Ahemd

Managing Editor Niaz Hussain

Associate Editor Sadaf Usman

Creative Director Azfar Ali

Assistant Editor Sheraz Khan

Editorial Assistant Hina Mubashir

Features Editor Abdul Wassay

Content Curator Humna Qureshi

Content Writer Omer Shakoor

Circulation Manager Ahmed Bilal

Marketing Manager Ayesha Javaid

External Relations Zara Mehmood

Contributors

Founder Infomist Hisham Sarwar

CEO Premium Services Dr. Basharat

Founder Possibilities Qaiser Abbas

Founder Soloinsight Farhan Masood

Entrepreneur Dr. Rubina Shaheen

Founder Impressive Farhan Ahmed

Entrepreneur Mir MAK

Founder Ausomatic Usman Pasha

Contact



startupinsider.info



startupinsider.info



startupinsider2



startupinsider.info



0321-5563828

Fearful & Fearless

Carol Dweck, world-renowned Stanford University psychologist, found two basic mindsets in her research: a fixed mindset and a growth mindset. People with fixed mindset are striving for success and avoiding failure at all. On the other hand, people with a growth mindset take failures as stepping stones towards success. They never give up on their mission and continuously try new techniques to achieve their vision.



To my humble observation, I also categorize the people I meet every day, in two categories: fearful and fearless. Those working for others (employees) are mostly found fearful about their future. Staying at the same job for years and searching for other employment opportunities. They live day to day basis and don't see the bigger picture. Switching from one company to another, changing job duties and ultimately end up their careers without generating wealth. Getting a fixed deposit the end of every month is the main reason behind their distress and discomfort. Employees get addicted to salary every month and they don't want to sacrifice it for the exponential income they can generate.

The second category is fearless, people with an entrepreneurial mindset. They thrive on challenges and take chances. They don't take failures seriously and always bounce back from hardships. They create a passion for learning rather than a hunger for approval. They see through the walls and shape their own destinies. The one, who says money can't buy happiness, has verily never seen any kind of wealth in real life.

This issue features some inspirational stories — we caught up with the renowned consultant, Kamran Rizvi and he has some tips for entrepreneurs looking for opportunities in the consulting industry. Also, a broader section on starting and growing your business along with inspirational stories highlighting features like; productivity, marketing, finance, technology, strategy, personal development, news, events & much more.

I want to encourage all my readers to share real-life entrepreneurial stories of struggle and courage, so we can publish them and inspire more people for continuous action in life.

Usman Ahmed
Editor, Startup Insider
usman@startupinsider.info

CONTENTS



ON THE COVER: KAMRAN RIZVI

How to start and grow your
consultancy business in
Pakistan

15

FOUNDERS LIFESTYLE

5 movies every
entrepreneur should watch

16

WINNING AT SOCIAL MEDIA

An amazing formula by
Hisham Sarwar



18

GET BETTER EACH DAY

12 ways to improve yourself and get
better each day

24

GRADUATED FOUNDERS

List of 39 successful startups
incubated at Ignite NIC program

35

FINANCIAL COOPERATION

Will the Saudi help, help us? Mir
MAK's analysis on the economy



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	UnPaid	Download Edit Close
Rs. 0	Published	0000-00-00	2018-05-06 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 Remove Arrears
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

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

AS AN ENTREPRENEUR

HABIT #3: LEARN PRACTICAL KNOWLEDGE



DR. BASHARAT ALI

Successful men, in all callings, never stop acquiring knowledge related to their major purpose, business, or profession. Holy Prophet's (peace be upon him) emphasis on learning was the key to the rise of Muslims at the highest level of that time in a period of just four decades. The very first verse of the Qur'an revealed to the Prophet of Islam on the night of 27th of Ramadan in 611 AD reads: "Recite: In the name of thy Lord who created man from a clot. Recite: And thy Lord is the Most Generous Who taught by the pen, taught man that which he knew not." (Quran, 96:1-5). Also, the message of Holy Quran is very clear revealing that: "Are those who have the knowledge and those who have no knowledge alike? Only the men of understanding are mindful." (Quran, 39:9).

Furthermore, every Muslim man's and every Muslim woman's prayer should be: "My Lord! Enrich me with knowledge..." (Quran, 20:114)

The pursuit of knowledge and the use of reason, based on sense and observation is made obligatory on all the believers. It works in all the walks of personal and

business life. Prophet Muhammad (PBUH) pursued business locally, as he did not have the initial capital, he decided to broker deals between wholesalers and retailers, working on commission. He traveled across the lands of Arabia, Syria and gained some wealthy businesses. It is no matter to wonder about the great business qualities in Prophet Muhammed (PBUH) which he inherited from his paternal hierarchy from Prophet Ibrahim and Prophet Ismail, a family tree full of traders and business people. Despite that, he acquired the specialized knowledge and necessary skills before becoming a wealthy trader. He planned business tours and talked with people from different religions and ethnicities.

He learned and understood the basic principles on which anyone can build business and wealth. The people during these journeys had ample opportunity to observe his qualities of honest dealings and graceful behavior. Besides, all those in Makkah with whom he entered into business terms, became witness to his



trusty, truthful, upright and gracious character.

Khadija bint Khuwaylid was a widow and extremely wealthy woman who used to hire men to do business on her behalf. When she heard about the business skills and reputation of the Prophet (PBUH), she wanted to hire him: they met to discuss the business proposal and she offered him twice the amount of commission she had offered anyone else. The Prophet (PBUH) agreed to work for her.

Before you can be sure of your ability to make money, you will require SPECIALIZED KNOWLEDGE of the service or profession which you intend to offer. Only knowledge will not attract money unless it is organized and intelligently directed through practical plans of action. Prophet Muhammad (PBUH) gained knowledge of trading from his uncle & mentor Abu Talib who was one of the prominent traders in Mecca. Before any business practice, he acquired certain knowledge and skills from him.

This shows that the 'learning' in any profession is an essential part of your success. Many of us make the mistake of believing that the knowledge acquiring period ends when one finishes school. The truth is, that period never ends.

DR. BASHARAT IS FOUNDER OF PREMIUM SERVICES LTD.

“
Seek
know-
ledge and
wisdom,
or what-
ever the
vessel
from
which it
flows,
you
will never
be the
loser.

- PROPHET MUHAMMAD

UPS AND DOWNS

Entrepreneurship is no different . Though being your own boss and bearing all the responsibilities can get a little overwhelming at times - mostly, the pleasure however, is unmatched!

Oprah Winfrey said, "The biggest adventure you can take is to live the life of your dreams." I believe your dreams and your desire to pursue them is what defines you.

Getting married at a rather young age, life became that every-woman-kind-of-challenge, with a job and kids. Coming from a family of working parents, sitting at home as just a homemaker didn't match my personality or my life's "content" aspirations. I decided to work for myself which would allow me the luxury of flexible working hours.

Realisation of dreams is often governed by fate and circumstances, which decide how your dreams or wishes will unfold.

I had aspired reforming the teaching style at schools in and around Islamabad and become a trend setter and a leader in Education. I even invested efforts to open my own school to promote my vision of education. But as they often say, "man proposes and God disposes", I couldn't physically realise it because we, as family had to move to England.

Upon my return, I had two choices. One, to resume my efforts in the field of education, or two, explore something new in life. So, I

opted for the second one. Hence, Juicy Gossip was born.

Juicy Gossip started off at The Centaurus Mall - Islamabad, as a juice bar. Being a staunch believer that battles are only won with passion, commitment and perseverance. I worked hard with absolute conviction and soon enough a tiny outlet, Juicy Gossip, became my identity.

We became the first -of -its -kind - of -juice- bar- in Islamabad. I wasn't scared to work hard for my belief that food should be as simple and non-processed as possible, though I was constantly told that non-sugared juices, non-creamy salads, simple, healthy food would never work in Pakistan. Yet, here we are!

Challenges are always part of any journey. Businesses succeed and fail. Sometimes with no fault of ours, we could either be too ahead of time or sometimes our dreams don't match the needs of the people. Nevertheless, as long as you put your heart and soul into what you do and do it with absolute honesty and sincerity you would never lose. You always leave the arena - a winner!

Juicy Gossip, turned one, having already let go of a huge franchise offer, I felt,



Juicy Gossip, needed to grow. I was being rather over ambitious at the time. Hence, F-11 cafe happened! However, I soon realised that running two outlets won't be physically possible for me and I wouldn't be able to do justice to either. With a heavy heart and a positive mind, I decided to opt for the F-11 branch and closed down the Centaurus outlet.

Sometimes, the realisation of dreams can exhaust and challenge you in ways you can never imagine. The F-11 branch proved to be much more demanding than I had anticipated and the new setup came with an entirely new set of challenges, late nights, family dramas, isolation from everyone and everything. Though completely drained, I continued working hard with absolute conviction and commitment. Anything

executed with passion becomes liberating and makes all the efforts worthwhile.

Entrepreneurship is no different . Though being your own boss and bearing all the responsibilities can get a little overwhelming at times - mostly, the pleasure however, is unmatched!

Women, I feel are naturally very resilient and great at multitasking and perhaps that is why God entrusted women, rather than men, with the responsibility to continue the life itself. We are the ones who come out strong against all odds! We have the power, we just need to realise it! Dreams They can come true !!!!

IZZAH AHMED IS FOUNDER OF JUICY GOSSIP ISLAMABAD



Want to be at the Top of the World?

You have to keep moving towards where you want to be,
no matter what's in front of you. / By Farhan Masood

Want to be at the top of the world? You have to do the hard things...

You have to make the call you're afraid to make. You have to get up earlier than you want to get up. You have to give more than you get in return right away. You have to care more about others than they care about you. You have to fight when you are already injured, bloody, and sore...

You have to feel unsure and insecure when playing it safe

seems smarter. You have to lead when no one else is following you yet. You have to invest in yourself even though no one else is. You have to look like a fool while you're looking for answers you don't have. You have to grind out the details when it's easier to shrug them off. You have to deliver results when making excuses is an option...

You have to search for your own explanations even when you're told to accept the "facts."

You have to make mistakes and look like an idiot. You have to try and fail and try again. You have to run faster even though you're out of breath. You have to be kind to people who have been cruel to you...

You have to meet deadlines that are unreasonable and deliver results that are unparalleled. You have to be accountable for your actions even when things go wrong. You have to keep moving

towards where you want to be no matter what's in front of you... and if I can, so can you... and you will be thankful that you did!

"Good things come to those who wait and great things to those who go out and just grab them."

QUICK ADVICE

How do you make employees stay?



**Junaid Faiz, founder
J & A Consultants**

Without my support, my team cannot thrive. I give them the tools they need to achieve the goals that I have set for them. And to motivate my team, I offer them more than just a salary and commissions. I lead them, I teach them and I make them successful.



**Sheikh Sheraz Shaukat,
serial entrepreneur**

Research demonstrates the remarkable effect of the environment and surrounding on employees' productivity and motivation. I provide them with a pleasant place to work. My office environment is clean and stimulating, and that makes them feel good.



**Sami Khan, serial
entrepreneur & mentor**

I make progress visible through writing goals on a chart. Viewing this progress each day provides positive feelings of accomplishment.

ENTREPRENEURSHIP: IT'S A TEAM GAME

By Dr. Lorraine Warren



When you hear the word 'entrepreneur', you often think of a famous individual, out there battling the odds to get their opportunity off the ground. We often think of entrepreneurs as having particular behaviours, such as their ability to manage risk, and their need to have control over their work and professional lives.

All this tends to reinforce the idea of entrepreneurship as being about special, charismatic individuals.

Undoubtedly, there are such figures, such as Steve Jobs and Bill Gates who built Apple & Microsoft. But no famous entrepreneur makes it on their own – although it might feel like it at times! Of course, it is often an individual who has a great idea, or the need and desire to strive to get a venture off the ground. But you won't get far unless you are able to build a team that fits into the business networks in your chosen sector or area.

Why is this so important?

Because if you want to grow your business, there is so much to do! You simply won't have time to do everything on your own. Also, you won't have all the skills. Take a technology startup for example. It's unlikely that any one individual would have all the skills necessary for success – technological ability, marketing know-how and financial acumen.

You have to build a team around you. That's not always easy – you have to get people with the right expertises, obviously, but you also have to think how they are going to work together as a team. It's up to you to set the tone as leader, with clear objectives for people, which isn't easy in the uncertain world of entrepreneurship. And one final key point – business backers are not just looking for ideas – they're looking for who you've managed to get on board as part of your potential firm, and what industry networks you bring with you. It's a team game – so don't be tempted to go it alone.

Reprint: 14/Se1101

DR. LORRAINE WARREN IS PROFESSOR AT MANAGEMENT SCHOOL, UNIVERSITY OF SOUTHAMPTON NEW ZEALAND

starting small **GROWING BIG**



PKR 1250

4 Old Editions at Your Doorstep!

Limited time offer. Order at **0321-5563828**

IGNITE FUTURE

By Qaiser Abbas



Q

Is it possible to see the future right now? For most of us this requires special talents and know-how of magic. However, every successful person knows that it doesn't require any unusual flairs or gifts.

Every human has been conferred with the knack of seeing the future finished in advance. All that requires is to close your eyes and begin to see what you want to see in the future. This chapter is filled with tools and processes to help you 'ignite' your future.

Put your current limitations, hurdles, obstacles and roadblocks aside. Imagine you got a magic wand that can make all of your dreams and wishes come alive. What would you

like to wave this magic wand for? The best way to ignite your future is to ask yourself this 100 million dollar question:

"If you are given a guarantee of success, an assurance that you can never fail in anything;

what would you like to do?
What would you like to be?
What would you like to try?
What risks would you like to take?
What ventures you will like to become part of?

What adventures you would like to go for?
What fears you would like to face?
What limits you would like to break?
What challenges you would like to accept?
What dangers would you like to embrace?
What problems would you like to solve?
What experiments would you like to perform?
What hypothesis would you like to test?
What assumptions would you like to validate?
What decisions would you like to make?
What initiatives you would like to pursue?
What moves you would like to make?
What leaps would you like to take?

Are these questions good enough to ignite your future? Have you already taken off to a day-dream flight?

Igniting your future will allow you to see, explore and design the bigger picture of your life. Life is like a jigsaw puzzle. If you know the picture in advance, it becomes much easier for you to put all pieces in the right place. It saves time and effort. Not knowing the picture leaves you with the only option to hit and trial method. At times, it gets so frustrating and disappointing that we leave the puzzle in the middle and give up.

So if you know you can't fail and have no constraints; why would you not go for

accomplishing more? Why would you limit yourself to do only a few things? Would your endeavors focus only on your gains or would you benefit the whole society too from this unique opportunity? When I did the same exercise first time, I was on the street having no place to live. Yet, I came up with a list of 764 dreams, hopes & ambitions. Today, if I look back, I have achieved most of them. That is an indicator that I was not dreaming too big.

YOUR BIG PICTURE

'If you don't dream, you are virtually blind'. I cannot over-emphasize the importance of having a bigger picture of your life. By big picture, I mean your overall vision about your life, what purpose drives that vision, what personal identity you require to support your vision and purpose, and what short-term and long-term goals you should set in order to reach (or exceed as I did) your vision of life.

What do you really want to do with your life? What do you want to create? If you possessed the same energy you had as a child, what would you like to accomplish? What is it that would get you out of bed early and keep you up late at night? When you ponder these questions, dynamic and exciting ideas begin to stream into your mind. You

set in motion the process of determining what your life vision is.

Without a clear understanding of what your life would be like, say about 10 years from now, any attempt to change the way you live today will be wasted. So push yourself hard to get your true inner answers to the questions I asked above.

SEEING THE INVISIBLE

What does your vision of life look like? If you had no fear of moving forward, what would you do with your life? What hurdles might you be motivated to overcome? What contributions would you like to make to your own life and the lives of others? If you knew you could have it any way you want, what would you really want out of your life? What do you want to be, to give, create, feel, or share?

Did you feel any sense of excitement when you were reading these questions? Probably they made you feel uncomfortable rather than excited. Why, because a part of you wanted to work on these questions and the other part sensed that answering these questions would be stressful.

That other part of you was fearful of digging deeper into your inner awareness. So you weren't motivated enough to do it and you skipped answering these questions. Don't let this negative part of you win the battle. Go back; read them again and figure out your answers.

THE SENSE OF MISSION

Why must you achieve this vision? What is the ultimate

purpose of your life? How will it benefit you to achieve this vision in your life? How will that make you feel? Ultimately, why do you want to achieve that vision? Whose lives will you touch in the process?

What is the purpose that would drive you to eliminate the obstacles that hold you back? How would it feel to

vision and mission section (if you skipped it) and spend some quality time answering these questions. They will reveal new answers that will make major contributions to your success, happiness and prosperity.

IDENTITY

Your self-discovery journey

awareness of your vision, purpose, identity, what do you now want to feel or experience more of in your life?

ACTION

To me success is turning nothing into something. To build your great future tomorrow, you must ignite



LIFE IS LIKE A JIGSAW PUZZLE. IF YOU KNOW THE PICTURE IN ADVANCE, IT BECOMES MUCH EASIER FOR YOU TO PUT ALL PIECES IN THE RIGHT PLACE. IT SAVES TIME AND EFFORT. NOT KNOWING THE PICTURE LEAVES YOU WITH THE ONLY OPTION TO HIT AND TRIAL METHOD.

achieve the vision for your life? What emotions do you want to experience as a result?

The idea of having a vision and purpose for your life is not something I invented. It is not an original idea of mine, unlike a lot of the other ideas I am presenting in this book. Actually, I discovered these vision provoking thoughts in some personal development books many years ago, but I never gave serious consideration to them. The result? I remained where I was: In my mentor, Jim Rohn's words, 'pennies in the pocket, nothing in the bank, creditors calling'.

The day I was inspired to discover my true purpose and vision, my goals began to flow automatically. After following the process, I was able to create an unbelievable alignment between my purpose, vision, values and goals. That day I wrote out some 764 dreams I yearned to achieve. Surprisingly, I started achieving them – and that too at a much faster pace than I could possibly imagine.

Please go back to the

will be unfinished if you don't find out your true identity.

Have you given a series thought to the question "Who are you?" How do you define yourself?

What metaphors do you use to describe yourself? What object would you like to borrow from the universe to explain who you are? A candle? A mountain? A river? A sword? A map? A volcano? A train engine? A music instrument? A flower?

What is the essence of who you are? What roles do you play? If you were to look up your name in a dictionary, what would it say? What are some of the characteristics you exemplify (or aspire to exemplify)?

What is it that you stand for in your life? Forget your past – who and what kind of person are you now? What have you decided to become? What are the standards you have set for your life – physically, emotionally, spiritually, financially, and socially?

This exercise gives you food for thought about the way you perceive yourself. With this enhanced

the future in your own mind today. What you will see today, will become a resounding reality tomorrow. You cannot predict the future, so you better put your heart and soul to create it. Start igniting future today!



Kaisar Abbas
Founder Possibilities

Kaisar is helping world's top multinational companies, governments, educational institutes, and non-profit organizations through his cutting-edge leadership teambuilding and coaching tools. Kaisar has coached superstars of sports, movies, media, science and business. His over 200 clients include fortune 500 companies like Unilever, Philip Morris, World Bank, WHO, Nestle, Total, P&G, Coca Cola, Gillette, 3M, L'Oreal, OMV, GE, Monsanto, Schlumberger, Reckitt-Benckiser and US Embassy.

KEEP GOING!

STRATEGIES FOR DEALING WITH FINANCIAL UNCERTAINTY IN YOUR BUSINESS STARTUP



USMAN AHMED

To survive and thrive in today's economy, the proactive approach is a mandatory. After all, the bills are still due. It does not matter how many millions of rupees are on the way if none of them are in your bank account. For managing cash flow interruptions, entrepreneurs need a financial framework.

If you know the right tricks, you can override your brain's irrational tendencies and handle uncertainty very effectively.

Will it be possible to grow your business during these times of uncertainty? Here are four ways startup founders can begin developing a model for financial security.

1. Refine your business plan. Most of the entrepreneurs calculate financials very idealistically, things are entirely different in reality from the paper plans. Take a moment to update your business plan. Revisit your income projections and cash outflow estimates. Re-evaluate your approach; in the early days of your business, you had a broad idea of who your target market would be. Over time, you've gathered experience in who exactly buys your products and services. Invest your marketing budget on the right people to get returns quickly. Be your own human resources department and identify the team gaps and the other skill sets required to grow.

2. Don't mix business and personal accounts. If you are not managing business and personal accounts



separately, then you would never know your exact cost and as a result, you can not set competitive pricing and your own profits. Set up separate personal accounts and fix your own salary to track each cost pool so you can control them accordingly.

3. Know your numbers. When you're dealing with uncertainty and growth, it's incredibly important that you have a clear idea of key financial numbers so you can make the appropriate changes quickly. Calculate your make-or-break-number.

Remember! Revenue does not equal income. You should know, how much money is required for covering your basic operational costs and how much you need to earn for other spendings.

4. Build a network for turbulent times. Starting a business is easy but growing it exponentially needs a credibility and reputation in the market. You have to win the trust of the people and it takes decades to build. Always have 10-15 friends or family members on-board who can give you ready cash in your difficult times.

Market credit is also not bad. Sometimes you will need suppliers and vendors who can render services on 100% credit so you can have a healthy cash cushion for managing cashflows. After all, it is your worth in the market that gives you business and opportunities.

USMAN AHMED IS FOUNDER & EDITOR OF STARTUP INSIDER.

READING LIST

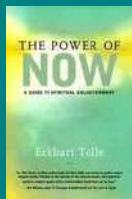
➞ Mohammed



By Essad Bey

If you are keenly interested in studying the strange power which gives potency to persistence, read this biography book on Prophet Muhammad (PBUH). Read the entire story of one of the most astounding examples of the power of persistence known to civilization.

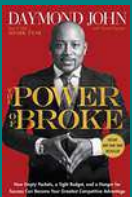
➞ The Power of Now



By Eckhart Tolle

This book is an homage to living in the moment. It has the power to not only transform your business, but to transform your entire life. Tolle awakens you to your role as a creator of pain and shows you how to have a pain-free identity by living fully in the present.

➞ The Power of Broke



By Daymond John

The author built his own fashion label starting with home-sewn clothes and almost no money; he turned around his "broke" status with pure innovation. The book explores how other everyday people took a similar approach and how they can be successful by using the power of broke.

5 MOVIES EVERY ENTREPRENEUR SHOULD WATCH

Sometimes all you need is a change in your perspective of how you accept and believe in things. That is where you need an inspirational push. How well does it sound that you can watch these positive motivational movies and become a better entrepreneur!



1. The Shawshank Redemption

Stephen King's Andy Dufresne manages to make the best out of a very bad situation. A story about hopes & dreams. It truly captures the essential qualities every entrepreneur needs: discipline & perseverance.



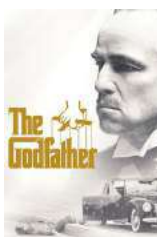
2. Citizen Kane

No list of great films, let alone ones about business, would be complete without this classic. A story about the relentless pursuit of wealth & power, and what in the end, it's all worth.



3. Office Space

Everyone who hates office cubicle work, please raise your hands! If you were one, this is definitely a movie for you. Get. Out. Of. Your. Desk.



4. The Godfather

The growth of a small family business into the largest organized crime family in New York City. The Corleones will show what it takes to get to the top and stay there. An offer you can't refuse!



5. Forrest Gump

A beautiful story about a simple man who accidentally becomes a phenomenal success just by living his life he knows best. You don't have to be a genius to achieve something; all you gotta do is be yourself!

MARKETING

AN AMAZING FORMULA

FOR WINNING AT SOCIAL MEDIA



Hisham Sarwar

Social media isn't easy and you have to work in order to master content creation & distribution for your brand. It is a long and difficult process but there are two ways to for becoming successful at a social network. As a business, you need to create something that the young generation is not aware of until now. All kinds of social media platforms are available right now so creating something that the youth cannot even think of living without would be incredibly useful.

Here is what you need to initially understand before jumping into social media wagon drive for bringing business.

- Give attention to the Platform with highest ROI
- Making Use of Social Media Management Tools
- Use your posts creatively
- Creating a system for Curating & scheduling posts
- All accounts must share anything at the same time

Let's cut the chase and talk about the effective two mediums I advocate a lot for social media presence and effective business outreach.



FACEBOOK

Facebook is the most efficient ways to deliver content around the world because it's free by all means. It keeps alerting people about your brand, business, or books. Facebook has a lot to offer and still, there are so many things that will keep the platform going for long. Oculus was bought by Facebook and is going to be the infrastructure for over-the-top TV, or free internet, or the phone you have ever thought of.

The Use of Facebook page with proper postings such as images, videos could do wonders for your business. What I have experienced recently is, nothing matches Facebook LIVE. It is an amazing tool to bring your content

"I have personally applied these strategies in many of my businesses including Being-Guru. That is where you are reading this article right now."

in front of millions of people and the most interesting part is, your video gets shared within the Facebook platform (profile) if the content is good. Also the multiplier effect of Facebook video brings in a lot of value i.e your page likes and followers increase.

INSTAGRAM

For Instagram, there is also a lot of opportunities to evolve. People are writing essays on their Instagram captions and if you see more of this in the future, you should not at all be surprised. There are a lot of chances that people will be attracted to longer-form texts on Instagram. Here is what works on Instagram:

- Take them behind-the-scenes. Send every business DM (message)
- Expand your reach with #hashtags
- Collaborate and @mention others
- Build anticipation and offer exclusivity
- Go LIVE on your Instagram page
- Upload lots of videos (Videos is a new big thing)



EMAIL

I want to take a minute and also talk non-social media. Listen, email, on the other hand, is still not dead. More quality content is to be expected through emails because people have become selective in signing up for an email account. Through emails, you can also take total control of the creative and the distribution. Email might not become the player in the marketing as it once was, but it will still be considered a good way to get known.

The communal exchange of stories and perspectives has remained a fundamental force in the social development. Thousands of years ago, these stories were told by clans while they gathered around fires to share their day's experiences. Today the fire embers have been replaced by the glow of the internet connected devices.

Social media has made it possible for people to publicly discuss their experiences with brands and products. Everything now is a matter of public interest and is shaping our world by sharing stories.

HISHAM SARWAR IS CEO AND FOUNDER INFOMIST AND BEINGGURU.COM

GET BETTER EACH DAY!

12 WAYS TO BE PRODUCTIVE AND IMPROVE YOURSELF.

BY SADAF USMAN



P

roductivity is a watchword for many people at the moment: entrepreneurs, advisors, startup founders, economists, and many others. It is because productivity is a subject that warrants informed and considered discussion and that's what today is about. Increase in actual productivity means to focus on efficiency as a means of getting most out of the resources and enhancing of the living standards. But for better work performance, it is important to focus on self-improvement as well. This is the reason that companies like Google and Target are adding perks like meditation and mindfulness for their worker's self-improvement. There are so many things that are needed to improve your overall well-being that will lead to an increased productivity. For making changes in your life, it is important that you first pay attention to your body.

FOR YOUR BODY



1. Drink plenty of water.

The first thing that can help you improve your overall health is by starting your day by drinking water. Make drinking water a habit throughout the day and it will keep you hydrated and active more than any energy drinks that you can think of.



2. Exercise daily.

For keeping your body fit, you must exercise. It can be anything that can keep you active. Do the exercise that you like and enjoy the most. Go out for running in the park or hit the gym for a stronger workout.



3. Take a nap.

The importance of taking a nap cannot be ignored when you look from a health point of view. When you take a nap, it helps your nerves to calm down and relax. The time you spend in taking a nap gives you more energy which helps to accomplish tasks faster than when you don't rest.



4. Take a walk.

Once you come back from work or get free from any of your daily activities, do not forget to go out for a walk. It will help your recollect all your thoughts and help them get easily processed in your brain.



5. Eat healthy.

Morning time is the most important for fueling your body right. So, eat a healthy breakfast and do not hesitate to add fruits and vegetables in your overall diet. Drink warm milk or tea instead of coffee and it will keep you active for the rest of the day.



FOR YOUR PERSONAL DEVELOPMENT



6. Stick to your goals.

For increasing productivity, it is essential to set goals and stick to them. Making goals does not necessarily mean the long-term goals, instead, make short-term goals. Write three to four specific goals that you know you can accomplish in a day and stick to them the whole day.



7. Learn skills they did not teach you in schools.

For getting ahead of your game it is also necessary that you acquire skills that are not taught in schools or colleges. Learn a new language, play a new musical instrument, learn advanced Excel skills, get the basic knowledge about coding etc. All the new skills will help you become better at your productivity and performance.



8. Read one chapter everyday.

Make reading a habit and practice it as a ritual on daily basis. It will help you become more informed and knowledgeable. Take out time make a list of the books you want to read next quarter and read one chapter every day from the book.



9. Get rid of social media.

Staying on the social media platform all the time can make you depressed and frustrated. Therefore, take a break and stay away from all kind of connecting platforms. It will help you feel more relaxed and you will be able to focus on your work in a better way.



10. Keep a journal.

Keeping a journal is a transformational habit and can help you connect all your thoughts that you have gathered throughout the day. Even if these are just two lines but write them and whenever you get stuck in your challenges in life.



11. Go on a vacation.

Increased productivity does not mean that you work without a break. It is important to take a break and spend time with your loved ones. Go out on a vacation and enjoy your time. It will help clear your mind of all the negativity and you will become more efficient.



12. Find a coffee buddy.

Most of the problems in our life have already been solved by people. Don't waste your time and energy. Take a coffee break and discuss with a friend or a mentor. Ask them questions, brainstorm the ideas and really listen to what they have to say.



13. Track your time.

Give up all aimless activities. Take out a paper and write down all of your daily routine matters. Audit your time by evaluating your minutes spent on meals,



sleep, meetings and all those things which you have done since morning till the night. Repeat this exercise till eight days and see how much time you are wasting on those things which do not matter.

A man with glasses and a suit is speaking at a podium, gesturing with his right hand. The background is dark and out of focus.

HOW TO START AND GROW YOUR CONSULTANCY BUSINESS

I caught up with the renowned consultant, Kamran Rizvi and he has some tips for entrepreneurs looking for opportunities in the consulting industry.

EXCLUSIVE INTERVIEW WITH KZR

By Usman Ahmed



HOW DID IT ALL BEGIN FOR YOU?

My passion to enable individuals from all walks of life to develop and prosper was triggered soon after I started my career in banking, back in 1976. However, I never quite saw training and development or even consulting as an option for me to consider. It was when I attended a Dale Carnegie course in London in 1981 that my eyes opened to the possibility. I simply continued to harbor a dream of doing something to serve a multitude of people who inhabit our planet and can benefit from greater awareness and empowerment.

When visiting Pakistan from the UK on holidays, once every two years, I would ask some of my friends, as to what they thought of the prospects of training and teaching as a vocation. What I learned from most of them was largely discouraging. Here is what I recall a friend telling me in 1988: "In Pakistan, everyone thinks he's a teacher. No one seems to be interested in learning." Regardless of what most people had to say, I continued to believe that training and teaching was a worthwhile activity, even if it was done on a voluntary basis. My cousin, Salman Ansari, was an exception. He knew me well from my London days and was aware of my capacity as a manager and as a trainer. We met on

June 11, 1991 in my aunt's house in Chaklala, Rawalpindi, Pakistan. This was only my second day in Pakistan, where I had come to re-settle, after having lived in the UK for twenty years. He suggested that I pursue training as a career. I shared with him what I had been hearing about the prospects of this profession in Pakistan. On seeing my reluctance, he jokingly remarked, "If you don't get into this work, then you too are a WIMP!" I got the feeling that he may have tried telling some of his contacts earlier to do the same, but without success. The word 'wimp' got me going! So, I replied thoughtlessly, "Where and when?" Without a pause, he said, "Tomorrow - at 8 am!" At the time Salman was general manager, marketing in Paktel (a subsidiary of Cable & Wireless Company, UK). Paktel was one of the first cellular companies to have been granted a license to operate in Pakistan, and had opened its doors to business in 1990.

On June 12, 1991, my 3rd day in Pakistan, precisely at 8 am, Salman collected me from Chaklala and took me to Paktel's office in Islamabad to meet with Chris Edwards, the then CEO of the company. As I entered Chris's office, I recall spontaneously uttering, "Home from home!"

I have never looked back since! Today, 27 years later,

“

KZR has initiated several organizations in its place that are actively serving the corporate, non-profit and youth sectors of Pakistan. They continue working on its mission of Developing the Human Factor.

Starting out in any career after graduating can be seen as a great adventure – a leap of faith, a journey into the unknown, so to speak. It can be scary in the beginning. Yet it is an essential part of any new endeavor. Its only when we confront our fears and make mistakes along the way, that we learn and grow.

In the last three decades, we have witnessed mushroom growth in the consulting and learning and development industry in Pakistan. The field is still growing and many young

people have become interested in starting their own management consultancy or a training and development company.

In this context, we have been fortunate to get time from Kamran Rizvi who pioneered the personal improvement and organization development movement in Pakistan back in June 1991.

In this interview we uncover his thoughts on what it takes to succeed in the field of training and consultancy.



“

MY MISSION OF DEVELOPING THE HUMAN FACTOR RELATES TO ALL HUMAN BEINGS REGARDLESS OF THEIR SOCIO-ECONOMIC, ETHNIC AND CULTURAL BACKGROUND. TO THIS END, CHOOSING TO WORK WITH THE 'BEST', WAS MOTIVATED BY MY DESIRE TO SHARE KNOWLEDGE AND INSIGHTS OF QUALITY WITH EVERYONE, ACROSS THE BOARD.

my teams in School of Leadership and Carnelian are actively serving all segments of our society nationwide, and making a lasting positive impact.

WHAT KEPT YOU GOING WHEN IT GOT REALLY TOUGH?

Primarily faith in God. It also helped me to expect the best from myself and others, while being prepared for the worst. For example, I had, and continue to have, a clear mission, which is to develop the human factor in organizations and in society at large. To this end, I expected to be accepted as

a value adding resource in leading organizations in major industries and sectors of Pakistan. When it came to 'preparing for the worst', I asked myself, what's the worst that can happen in terms of business? The answer came, 'lack of revenue.' How would I sustain myself in this situation? It occurred to me that I will book a Suzuki van to take me, my wife and two children, with our essential personal belongings, to a village nearby. I firmly believed that people living and working in rural areas are very generous. I would meet the elder in the village and request him to arrange for two meals a day

and shelter for my family, and in return I would teach the kids in his community. What kept me at peace and sustained my confidence and motivation was that in both the best and the worst-case scenarios, my mission remained relevant and alive.

WHAT LED YOU TO SETTING SUCH HIGH STANDARDS?

As I have already mentioned, my mission of developing the human factor relates to all human beings regardless of their socio-economic, ethnic and cultural background. To this end, choosing to work with the 'best', was motivated

by my desire to share knowledge and insights of quality with everyone, across the board. I realized early on that if I was not striving for world class, I would be deemed 'third class' in my own eyes. Therefore, if I was not accepted by leading organizations for my expertise in teaching, facilitating and consulting, what would I be offering the rest?

CONSULTANTS & TRAINERS ARE ESSENTIALLY PROBLEM-SOLVERS. WHAT HAS BEEN YOUR FOCUS?

In my interactions with individuals from all walks of life, I have often asked the question: “What would you say is the core problem facing Pakistan?” The answers mostly pointed to two things, 1) negative attitude; and 2) leadership crisis. As a result, my entire focus has been to address mindsets and enable people to discover and tap into the immense leadership potential that resides in us all.

WHAT ETHICAL CONSIDERATIONS SHOULD ASPIRING TRAINERS AND/OR CONSULTANTS KEEP IN MIND?

The consultant and the client must be convinced of mutual benefit of any proposed intervention – consulting or training or both, which follows an unbiased diagnosis and analysis of a given situation. Intervening in any system involves people. A trainer/consultant must be clear at the outset that all participants/stakeholders in a given intervention stand to gain, directly or indirectly, through their investment in time and their willing cooperation.

Trainers/consultants need to be role models of what they preach. By this I mean that they should have applied the concepts, tools and principles in their own practical lives and experienced benefits from deploying them, before they impart the same to others. This not only impacts audiences positively, but also serves to build credibility of the consultant. In short, practice what you preach. It is through congruent

behavior over time, that we build a reputation and become a brand.

HOW SHOULD ONE START IN THE FIELD OF TRAINING AND CONSULTING?

Preparation is key and getting started in this field needs to be viewed as embarking on an entrepreneurial journey.

The first few years in this kind of business can be very cyclical. If personal circumstances and commitments demand financial stability, then it is important to have enough savings in place, to take care of the rainy days. In addition, preparation involves networking, benchmarking, reading relevant literature, including books and magazines, on the subject, and developing skills needed to excel in this field.

Skills needed for success in this meaningful and challenging field include high levels of analytical and problem-solving capability, coupled with great written and communication skills. This is not an exhaustive list, but a good place from where to carry out a self-assessment before diving into this profession.

IN SUMMARY, WHAT IS YOUR ADVICE TO ASPIRING TRAINERS AND CONSULTANTS IN THIS ERA?

Discover your purpose. Be very clear on why you want to enter this field. Without this clarity, your consulting journey is most likely to be heart-breaking. You will



come closer to understanding your purpose, when you can emphatically answer the following questions: 1) What are you great at? 2) What do you love doing? 3) What does the world need in terms of what you have to offer? And finally, 4) What are you expecting to get paid for? Answers to these questions can only come from yourself.

Your readers will find their passion when they discover what they are great at and what they love doing; they'll be clear on their mission when what they love doing matches what the

world needs from them; they will become aware of their vocation, when they realize that what they are paid for is by them satisfying what the world needs from them; and they will become true professionals in consulting, training or any other field of their choice, when they start earning from doing what they are great at. We find purpose and meaning when we combine all four dimensions, and that too, in the order given.

We must never forget that earning money is merely the consequence of genuinely adding value in the lives of people and organizations.

“

I REALIZED EARLY ON THAT IF I WAS NOT STRIVING FOR WORLD CLASS, I WOULD BE DEEMED 'THIRD CLASS' IN MY OWN EYES.

39

STARTUPS ARE
GRADUATED FROM
IGNITE - NIC
PAKISTAN

11

**ALI SYED**NIC ISLAMABAD
HELLISTART
YEAR
2015INDUSTRY
TECHFUNDED
SELFSTAGE
PRE-REVENUERAISED
XNUMBER OF
JOBS CREATED**2**WWW.LETSINNOVATE.NET/HELLI

12

**HUSSAIN ASGHAR**NIC ISLAMABAD
TEACHIFY MESTART
YEAR
2016INDUSTRY
E-COMMERCEFUNDED
SELFSTAGE
PRE-REVENUERAISED
XNUMBER OF
JOBS CREATED**X**WWW.PAKVITAE.ORG

13

**KHURRAM LALANI**NIC ISLAMABAD
CONSULDENTSSTART
YEAR
2017INDUSTRY
EDUCATIONFUNDED
SELFSTAGE
PRE-REVENUERAISED
XNUMBER OF
JOBS CREATED**3**WWW.CONSULDENTS.COM

14

**SHUJAAT MUZAFFAR**NIC ISLAMABAD
MAKE A TOURSTART
YEAR
2017INDUSTRY
TOURISMFUNDED
SELFSTAGE
PRE-REVENUERAISED
XNUMBER OF
JOBS CREATED**4**WWW.MAKEATOUR.PK

15

**MUHAMMAD ALI HASSAN**

NIC LAHORE
ZONGO

START
YEAR
2017

INDUSTRY
EVENT MANAGEMENT

FUNDED
SELF

STAGE
STARTUP

RAISED
X

NUMBER OF
JOBS CREATED

5

WWW.ZONGO.IO

16

**FAAIZ ARBAB**

NIC LAHORE
AYECO.

START
YEAR
2018

INDUSTRY
HEALTHCARE

FUNDED
SELF

STAGE
PRE-REVENUE

RAISED
X

NUMBER OF
JOBS CREATED

15

WWW.AYECOGROUP.COM

17

**SYED FASEEH UL HASSAM**

NIC LAHORE
EDUCATION SPEEDY

START
YEAR
2017

INDUSTRY
EDUCATION

FUNDED
SELF

STAGE
PRE-REVENUE

RAISED
X

NUMBER OF
JOBS CREATED

2

WWW.EDUCATIONSPEEDY.COM

18

**MANSOOR AZIZ AHMED**

NIC LAHORE
KHIRD

START
YEAR
2018

INDUSTRY
MEDIA

FUNDED
SELF

STAGE
PRE-REVENUE

RAISED
X

NUMBER OF
JOBS CREATED

3

N/A

19

**OSAMA GILLANI**

NIC ISLAMABAD
MAPALYTICS

START
YEAR
2016

INDUSTRY
3D MAPPING

FUNDED
✓

STAGE
START UP

RAISED
720,000 PKR

NUMBER OF
JOBS CREATED

10

WWW.MAPALYTICS.ORG

20

**SARAH QURESHI**

NIC LAHORE
AERO ENGINE CRAFT

START
YEAR
2018

INDUSTRY
AEROSPACE

FUNDED
✓

STAGE
PRE-REVENUE

RAISED
PKR23M

NUMBER OF
JOBS CREATED

7

N/A

to be continued..

**SUCCESS
STORIES**



DigiSkills.pk
Sara Jahan Hamara



Junaid Asghar
Gujranwala

“

DIGISKILLS.PK IS A GREAT PLATFORM TO POLISH AND EMPOWER THE YOUTH IN DIGITAL SKILLS.

Junaid Asghar, residing in Gujranwala is a student of BSCS. He is the eldest of four children of a retired army officer. Junaid has always had the passion for starting his own business and to be his own boss. Even during his bachelors he polished various digital skills that fascinated him including SEO, Website development & Photoshop but did not know how to make the best of them.

When he heard about the freelancing course at DigiSkills.pk he got really excited and signed himself up for it immediately. From the course, he learnt multiple techniques on how to utilize his skills online & earn by freelancing. “Thanks to ALLAH Almighty, I got my first order on the first day of my career as a freelancer.”

He then put those skills to use and signed up with Fiverr.com & Upskill.com, successfully making money online. Now he is his own boss and his younger sister looks up to him and is motivated to enroll herself in the DigiSkills.pk programme to prove herself just like Junaid.

“Now I can proudly say that I am an Ambassador of Pakistan and I’m representing my country in the international community. All thanks to DigiSkills.pk.”



Usra Yasmeen
Azad Kashmir

“

I APPRECIATE THE WORK AND THE EFFORT DIGISKILLS.PK IS PROVIDING TO THEIR STUDENTS.

I am residing in Azad Kashmir. I live with my parents, three brothers and one sister. My father is working as an Immigration consultant and my mother is a teacher and running a private school. My two brothers are in college and sister is in school. I am still studying and also working as Graphic Designer on Fiverr.com. I work part time in the office as a computer operator. My work is to fill application forms for visas. I found out about Digiskills.pk from Facebook and before getting enrolled in Digiskills.pk I thought I might not get selected in the program but luckily I got selected in 1st batch. I enrolled myself in freelancing course, when I first attended the training from Sir Hisham Sarwar, I didn’t know anything about freelancing. But when I watched all the lectures I started putting my skills to use and signed up on Fiverr.com after which I instantly started earning online.

I appreciate the work and the effort Digiskills.pk is providing to their students. I consider myself really lucky to learn key points from DigiSkill.pk like MOTIVATION & HARDWORK. DigiSkills.pk changed my life and motivated me to achieve my goals and enter the world of freelancing for start earning money online. In future INSHALLAH I will attend more trainings from Digiskills.pk and will recommend it to all my friends. Thank you DigiSkills.pk!



M Waqar Arif
Taxila

“

THROUGH DIGISKILLS I HAVE LEARNT MARKETABLE SKILLS AND NOW I FEEL I CAN CONQUER THE WORLD!

I live with my parents, five sisters and one brother. My hardworking father has dedicated his life to providing for the family so even as a child, I wanted to help my father. I made sure I continued my studies. I am currently in my final year of my degree (MCS).

A few months ago, I learnt about the free online courses offered by DigiSkills.pk. Honestly, what really excited me was the fact that after these courses I would be able to start earning.

I enrolled myself in DigiSkills.pk and selected two courses: Freelancing and Digital Marketing. My passion along my field of work is writing articles, which made me want to use my skills to earn a living.

Soon after taking the courses, I learnt how to sell my skills online. I started freelancing online and now am making money even as I continue my studies. The happiness it has brought my family, especially my father is priceless and I will never be able to thank the people behind DigiSkills.pk enough. They have changed not only my life, but my family’s as well! DigiSkills.pk is a very helpful and unique platform to learn and improve skills. The way of teaching is awesome, online lectures are very convenient and this is a great opportunity to get knowledge. My concepts before enrolling in DigiSkills were not clear. DigiSkills has had an incredible impact on my life. Thank you DigiSkills.pk, you are the best thing to happen to me so far!



NIC Peshawar Continues to Validate KP's Innovative Spirit!

Minister of Finance Taimur Jhagra visited NIC Peshawar National Incubation Center, Peshawar and spent considerable time interacting with various startups and top business leaders from the region. NIC Peshawar is financed by Ignite Fund, Ministry of IT and Telecom and managed by LMKT in collaboration with PTCL—is at the heart of KP's vibrant startup culture. The Center routinely serves as a space where seasoned business leaders share their insights with the province's emerging innovators. During his visit, the Minister participated in an interactive session alongside various representatives from Ignite Fund, NIC Peshawar LMKT and NIC Peshawar's Advisory

Board members to discuss the importance of startups in a country's economic future. Mr. Jhagra while lauding the achievements of NIC Peshawar stated, "I am willing to extend my complete support in bolstering the entrepreneurial eco-system of this region." The KP Finance Minister added, "Startups not only help us advance on the technological front but they also help expand our economy by creating jobs for young professionals and provide new avenues for growth for local businesses." Eight startups from KP including Bera, which was recently valued at \$1 million, presented their ideas to the Minister. Mr. Jhagra while showing his appreciation for all the presenters compared

Bera to world-renowned designer brands. He also affirmed that Smart Tube Well, an IoT solution designed by a local startup, is much needed to address Pakistan's water crisis. Keeping in mind the environmental challenges and rising fuel prices, one idea that stood out prominently was 'Azadi E Bike', an electric bike that operates on a battery. Not only does this bike help minimize noise and air pollution, but is also very affordable as a single one-hour charge can last up to 100 km and reach a speed of 80kmph. Any regular motorcycle can be converted into a zero emission two-wheeler by retrofitting it with a custom kit including a high performance, purpose-built

battery pack. While briefing the minister the Director NIC Peshawar, Murtaza Zaidi said, "There is no dearth of business talent in Khyber Pakhtunkhwa and the incubatees at NIC Peshawar have proven this fact many times over." He continued, "With the government's support we can not only solve indigenous problems of Pakistan but also strengthen our exports." The visit culminated in a series of detailed discussions between Mr. Jhagra and local industry leaders on economic development and job creation. The Finance Minister also shared his vision on ramping up economic activity in KP by leveraging platforms such as NIC Peshawar along with local thought leaders and industry experts.

Redefining

PESHAWARI CHAPPALS

Bera

**SUPPORTED BY
NIC PESHAWAR**

There is a lot of talk about dreaming these days and more than ever, finding your dream job seems to be a God-given right for anyone with a brain and an internet connection. I fit best to the entire generation of dreamers, a group of movers and shakers who refuse to exchange their passion for a paycheck. Yet, many people think pursuing a dream is not real.

I am sure there are many people who struggle with the hardest part of realizing a dream because they actually don't know what their dream exactly is. Most of the people have a dream struggle to articulate and words like "sort of" and "kind of" keep them abound. They find things stopping them from

actually transforming their dreams into a reality. But if you are a true entrepreneur then you won't be surprised by the journey of two friends who started to work on transforming their dream into an actual business.

In 2015, two friends Rasheed Inam Khattak and Jahangir Ahmad spent all their savings on a startup by the name of dealspk.com. The small issues of lesser financial resources did not stop them from moving forward with their desire of achieving greatness. After so many rejections, they actually found one vendor who could take a risk in allowing them to sell his product Peshawari Chappal online.

Within one year the startup had a stock of 1.5 million

rupees from the multiple vendors who wanted online sales through this platform. They didn't stop at just selling the local product; instead, they adopted the strategy of taking their customer's opinions for improving their product. They thought of improving their product so that they can stand out from the rest. The feedback they received from their customers led them to create their own footwear brand named as Bera. Connecting their product with the famous tree of Khyber Pakhtunkhwa, they developed a meaning for their website. It is the tree that bears fruit even in the harshest of conditions which motivated them to move forward with their goals too. Although

their brand was good but they still needed some direction to operate on a larger scale. This is where they took the help from NIC Peshawar. With the guidance provided, the two friends created more designs of the footwear and reinvented the timeless classic into a modern form of chappals still keeping the traditional appearance. The journey of the brand Bera is an inspiration for those who wait for the investors and think of excuses in realizing their dreams.

But these two friends proved that true entrepreneurs don't begin their journey by falling in love with the problem—they begin by falling in love with the solution.



#ThinkSuccess
#5thCycle



NSPIRE Business & Tech Incubator

7 STARTUPS



NSPIREPK



@NSPIREPK



nspirepk



042-35701064



Innovation HackFest 2018

Blockchain & Artificial Intelligence

by Sadia Sarwar

NSPIRE – The only incubator setup by an established IT company NETSOL Technologies. NSPIRE is committed to play a vital role in spreading knowledge about emerging technology that can be disrupting and can bring innovation. NETSOL Technologies in collaboration with NSPIRE and Telenor Velocity is going to conduct

"Innovation HackFest 2018" themed on "Blockchain & Artificial Intelligence" calling all Blockchain and AI enthusiast in 3 days mega event. This event will be held on November 16th to November 18th at NETSOL Technologies Lahore. Runner ups and winner will be awarded with grand cash prizes and shields of honor.

HospitALL – the startup in healthcare industry from 4th cohort is going for its mega launch ceremony by the end of the November 2018. NSPIRE is also going to celebrate Global Entrepreneurship Week 2018 acknowledging Youth, women empowerment, and Inclusion theme with full energy.

LAUNCHPAD 12

Technology rush for the whole week at Plan9. Launchpad 12 is an event aimed to strengthen the eco-system of Pakistan, bringing together techies, students, entrepreneurs, startups, mentors, influencers all under one roof. Lets have a look at the highlight of Launchpad 12, to get a taste of the biggest tech event of Lahore.



021DISRUPT

021Disrupt is the premier conference showcasing the Pakistani startup ecosystem with the event drawing numerous international guests, ranging from speakers and thought leaders to corporates and venture capitalists. On 10th and 11th of November, the port city of Karachi will transform into the meeting point of the global entrepreneurship community and the best that the Pakistani tech entrepreneurship space has to offer.

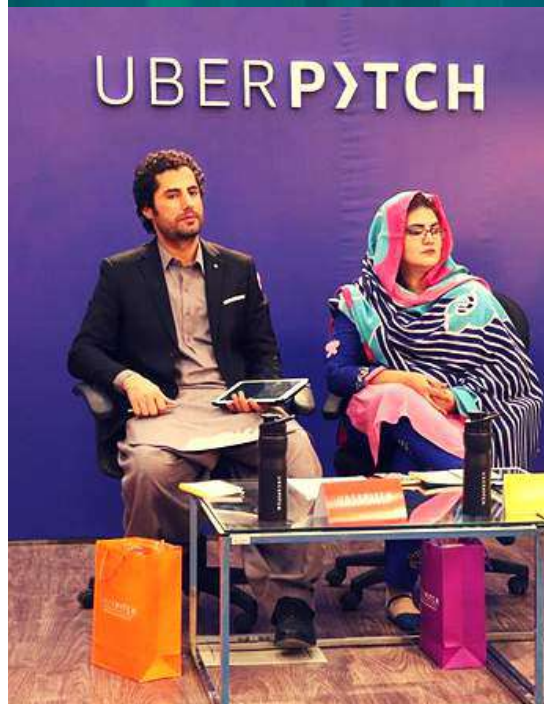
OPEN ISLAMABAD

OPEN Islamabad organized its 13th networking forum on 26th October 2018 at Cafe 1969 Islamabad. The event provided participants the great opportunity to connect with leaders of various industries while enjoying some fine food and ambiance.



LIFT PAKISTAN

JumpStart Pakistan is celebrating the entrepreneurship week starting from 11th November to 16th November in Islamabad. L.I.F.T Pakistan Conference will be featuring Startups, Academia and Corporate Representatives from all across Pakistan. The theme of the conference would be Entrepreneurship – The Only viable economic plan for Pakistan.



NIC QUETTA

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 covered were 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 session to inspire startup founders.

NIC LAHORE

NIC Lahore in collaboration with Unilever had an event on November 7th, to build strong Academic Industrial linkages and find avenues to pave the way for future collaborations to strengthen the young entrepreneurial ecosystem in Pakistan. The event had a series of talks, demonstrations, meetups and mock sessions of NIC Lahore's startups and promising businesses.





FACEBOOK INTRODUCES

MESSANGER CHAT PLUGIN FOR
WORDPRESS WEBSITE

COURTESY: BEINGGURU



Facebook had 2.23 billion monthly active users as of the second quarter of 2018. More than one billion people are active on Facebook every day worldwide.

In order to support small businesses, Facebook has introduced Messenger chat plugin for WordPress websites to build strong relationship with their customers.

According to Facebook, 1.3 billion users use Messenger every month. Many of the websites are highly likely to use Messenger and it would be nice and easy to connect website owners with Messenger users.

The plugin will convert website visitors into potential customers as the people who use Messenger can chat without signing up or logging into the website.

The plugin is free and can be acquired on WordPress website. You can see more information of Facebook Business website.



FINANCIAL COOPERATION

WILL THE SAUDI HELP, HELP US?

I have never written an article so quickly after a deal has taken place. The only reason I am forced to write this article is because I do not want people to get carried away with unrealistic expectations. Hamid Mir Tweeted, and to which I replied immediately, that the oil prices in Pakistan should not be increased after this deal, he said. One thing has nothing to do with the other. There is no correlation. At all. Oil prices are set internationally. Not in Saudi Arabia to benefit Pakistan.

What is Saudi giving us?

Well partly it's a deposit and partly it's an oil program for which we will pay later. KSA will deposit \$3 billion dollars for a year in our national coffers to stable our currency and take the pressure of Balance Of Payments. It's simply a deposit that we have to return. As I understand the deal and what some friends in the government have informed me of, is that, after the first year when the payment comes due, we have an option, mutually agreed upon to further defer the payment for another year and for a total of 3 years. I believe that it's an interest-free deposit. Haven't read the covenants of the agreement yet but that is what I believe.

What else is KSA giving us?

KSA is going to give us another \$3 billion worth of oil for which we will pay at some point in future. Our biggest pressure on Current Account Deficit comes from oil imports. For us to get the oil on deferred payment is a good thing given the ground realities that we are facing.

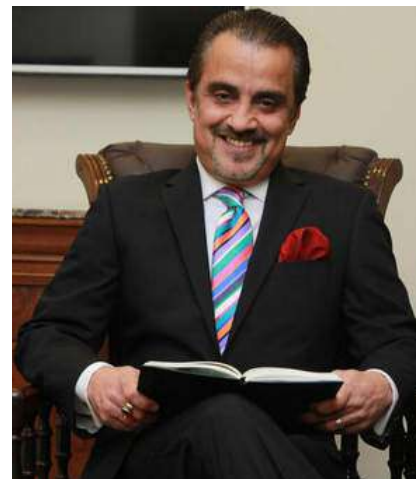
How all this will benefit Pakistan?

We are at a point in time financially that any good measure will help. This will only give us some grounds to negotiate better terms with The IMF but it will also help us buy some peace of mind for at least 3 to 5 months. Now what we do in this "Bought Time Period" is what matters.

Our problems are far from over. Not even close to it. This deal is like oxygen to a patient gasping for air. It is not a cure. But until you stabilize the patient you can treat him either. So this is our stabilization initiative. We still need fiscal discipline. We still need to lower our CAD. We still need to curtail our imports. We still need to increase our remittances. We still need to increase our exports. We still need FDI. We still need to stabilize ours out of control stock markets.

We still need to do a billion things. And Insha Allah we will. Slowly and steadily we will get our country back on track. But we need to curtail our expectations. Because expecting to be cured miraculously of all the financial ills through one visit of Imran Khan to KSA is nothing but silliness.

And at times we Pakistanis are so overly optimistic that we cross the border over from optimism into the silliness territory and then we refuse to cross back into reality again and die defending our stance on the other side of the border, this side being optimism and the other side being silliness.



This deal is like oxygen to a patient gasping for air. It is not a cure!

MIR MOHAMMAD ALI KHAN IS A SEASONED ENTREPRENEUR AND THE YOUNGEST FOUNDER AND CHAIRMAN OF THE FIRST MUSLIM OWNED INVESTMENT BANK ON WALL STREET.

MALT FAMILY RELOADED

WITH A FRESH NEW TAKE ON THE SAME
BOLD FLAVORS, ENJOY THE GOODNESS
OF MURREE BEWERY MALT IN A
BRAND NEW BOTTLE



Estd. 1860



MURREE BREWERY

ISO 9001, 14001, HACCP & OHSAS Certified Company