



# INNOVATION DISTRICT 92

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## May to August



**ID92's** proudly celebrates the success of Cohort 7 alumnus, **Hassan Mujtaba**, who has launched his restaurant, **Mujji's Crave** in Bahria Town, Lahore.

His journey from an aspiring entrepreneur to a thriving business owner reflects the resilience, vision, and dedication that define our alumni. This milestone is not just a personal achievement but also an inspiration for future entrepreneurs, proving that with passion and the right ecosystem of support, bold ideas can transform into impactful realities.



## VISION

Inspire and empower entrepreneurs to transform their innovative ideas into successful ventures.



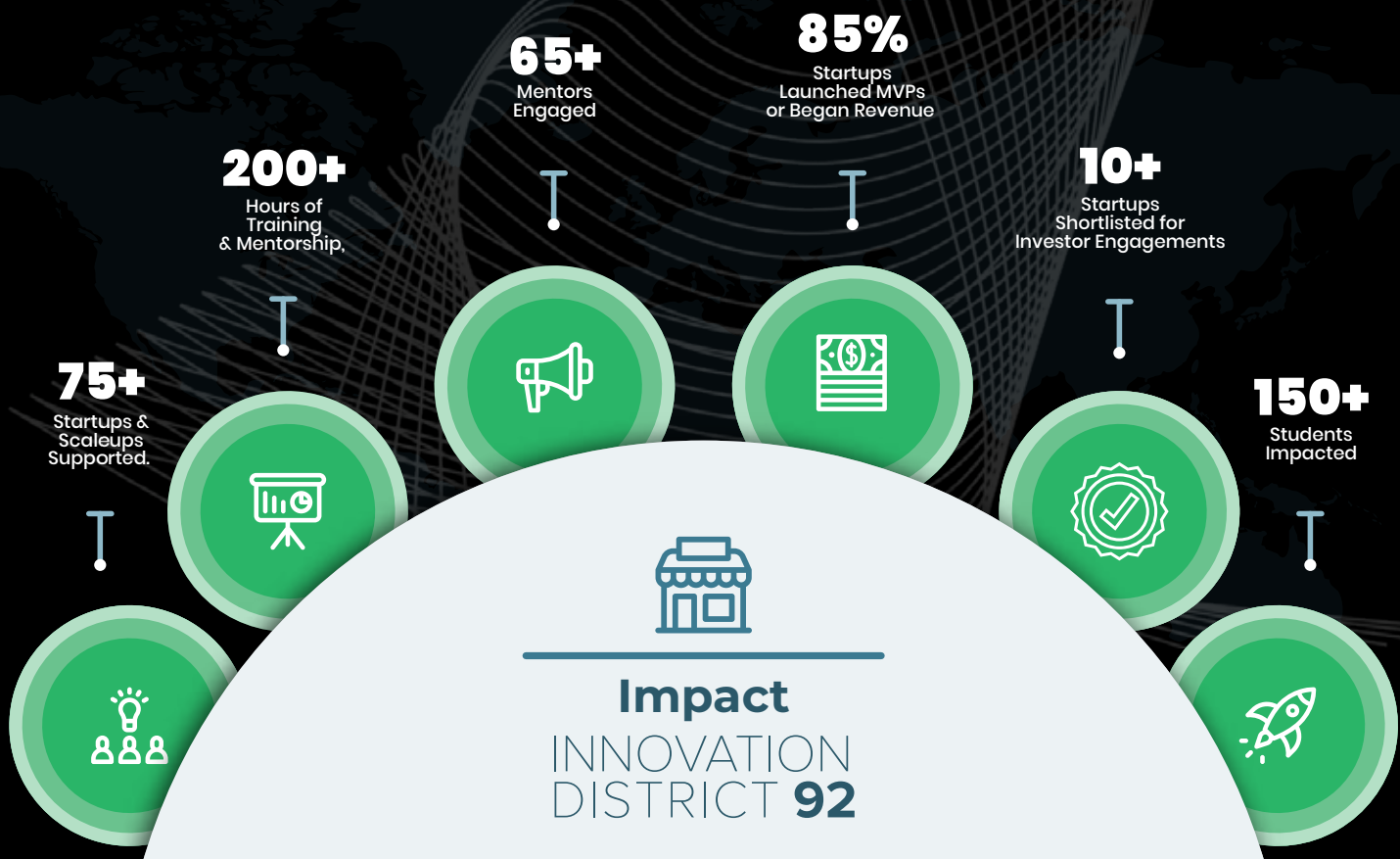
## MISSION

To empower and inspire aspiring entrepreneurs by providing a collaborative ecosystem, resources & mentorship, enabling them to create innovative, sustainable ventures that drive positive change in society and the global economy.



## VALUES

- Openness
- Inclusiveness
- Empathy
- Respect & Responsibility
- Innovation & Creativity



# MENTORING SESSIONS





### **Session on Pitch Perfect & Personality Development by Hamna Binte Shahzad**

An impactful training session was held at ID92, led by Hamna Binte Shahzad, CEO of Trainings Zone & RAIS. Participants learned how to craft effective pitches, build a strong personal presence, enhance their branding, and practice communication skills that make a lasting impression. The session equipped aspiring entrepreneurs and students with essential tools to present themselves and their ideas with confidence.

The session, led by Ayesha Batool, Marketing & Brand Development Manager at Axovolt, provided participants with valuable insights into building and strengthening their brands. From shaping perceptions and creating unique brand identities to leveraging social media and designing impactful assets, the training offered practical strategies for startups to stand out in today's competitive market.



### **Crafting a Winning Brand Training Session Recap by Ayesha Batool**



Entrepreneurial energy filled the room as participants presented their Market Research and Brand Identities. Each pitch reflected sharp insight, creativity, and a strong grasp of how to position their ventures in competitive markets. These presentations turned ideas into strategy showcasing how solid research and clear branding lay the foundation for business growth and lasting impact.

### Market Research and Brand Identities at ID92

A dynamic session on financial management gave entrepreneurs the tools to better understand capital, explore funding opportunities, plan financial projections, and implement effective budgeting strategies. Led by Dr. Ali Sajjad, the session provided practical insights that will help startups make smarter financial decisions, strengthen their foundations, and accelerate sustainable growth.



### Empowering Entrepreneurs Through Financial Literacy by Dr. Ali Sajjad

# EVENTS & SEMINARS





## Driving Entrepreneurship Across Campuses

ID92 conducted a strategic session for representatives from Superior University's outstation campuses, focusing on building a sustainable entrepreneurial ecosystem. The session highlighted the ID92 roadmap along with key initiatives like CMACED, ETPP, SEP, and ID92, which have empowered students to become real-world change-makers.

Participants were also guided on setting up their own incubation centers, fostering an impact-driven approach to entrepreneurship. We're excited to see them implement this vision across their campuses.

# Cohort 10 Graduation Ceremony

The Cohort 10 Graduation Ceremony was a celebration of vision, resilience, and entrepreneurial spirit. Over the course of this transformative journey, startups turned bold ideas into impactful ventures, proving that innovation thrives where passion meets purpose. This milestone not only recognized the hard work and achievements of our graduating founders but also highlighted their readiness to take on real-world challenges and drive meaningful change.

With creativity, courage, and commitment at their core, these graduates are stepping into the future as true changemakers, ready to leave a lasting impact on society.





## ID92 Startups Shine at SEE Pakistan

Startups from ID92 proudly showcased their innovative ventures at SEE Pakistan, reflecting the creativity, resilience, and entrepreneurial spirit of our community. This participation not only highlighted the talent nurtured within our ecosystem but also demonstrated the potential of young entrepreneurs to create meaningful impact and drive the future of innovation in Pakistan.



# INNOVATION DISTRICT **92**



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