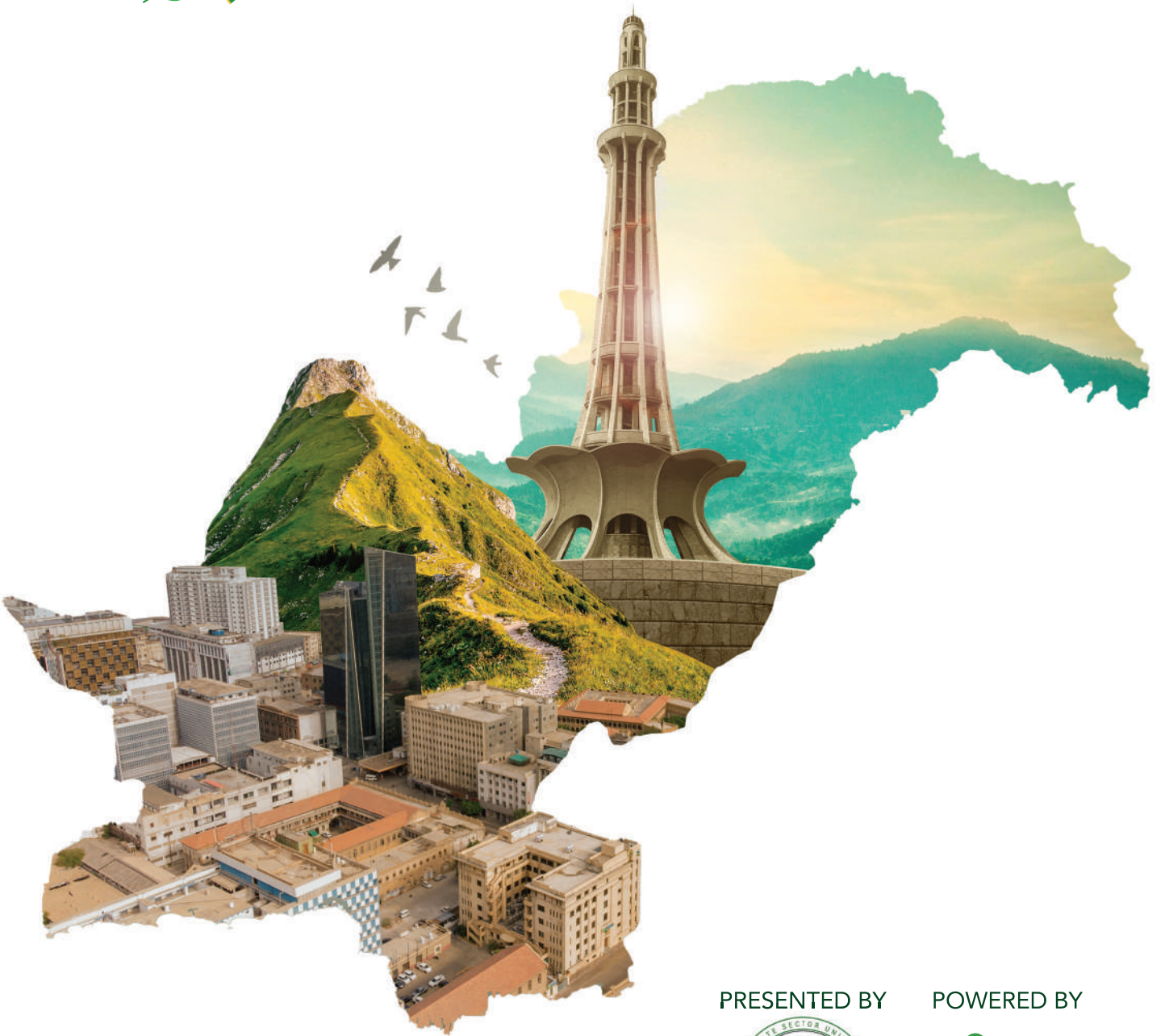




# SEE Pakistan 2022

جدت پسند اور تخلیقی پاکستان Innovative & Creative



PRESENTED BY



POWERED BY





# Introduction

The Association of Private Sector Universities of Pakistan (APSUP) organised the grand entrepreneurial expo of the year SEE Pakistan 2022 in collaboration with its member universities from across the country. In the spirit of patriotism and celebrations of the 75th Independence Day, the event was held at the Expo Centre, Lahore on August 2022 ,18.

## APSUP

Signifying the contributions of private sector universities in uplifting higher education in the country, APSUP is an association of more than 70 eminent private universities from across the country. Since its inception, APSUP has put special emphasis on entrepreneurship development among university graduates as one of its core objectives.

## SEE Pakistan

SEE Pakistan is a unique platform dedicated to showcasing the innovative and entrepreneurial potential of the youth of Pakistan.

SEE Pakistan 2022 was the fruit of the collaborated efforts of Superior University, the University of Lahore, and the University of Faisalabad to enable the Pakistani youth to nurture and showcase their innovative and entrepreneurial ideas to the world. Before the Expo, nearly 1000 start-ups participated in the regional rounds that were held in 7 cities across the country. After a rigorous review process, 100 start-ups qualified to showcase their projects at the SEE Pakistan 2022. SEE Pakistan is known as the most befitting opportunity for emerging entrepreneurs to seek guidance from entrepreneurial gurus and explore opportunities for investment for their start-ups. APSUP takes pride in this entrepreneurial drive which is vital to promoting the entrepreneurial culture in the country.

1

Introduction

4

Message from  
Chairman APSUP

5

Message from  
Governor of Punjab

6

Academic  
Excellence Awards

13

What is SEE  
Pakistan?

16

SEE is Powered by  
CMACED

21

Messages from  
Collaborative Partners

Prof. Dr. Sumaira Rehman's Message  
Mr. Awais Raouf's Message  
Mr. Haider Amin's Message  
SM Khuram Akhtar's Message

30

SEE Pakistan before  
Final Day

National Startup Championship 22





34

**Five-day Event Management Workshop**

40

**Battle of the Bands**

37

**Two-day Entrepreneurship Boot Camp**

43

**APSUP Chapter Presidents**

President APSUP Lahore Chapter  
President APSUP Central Chapter  
President APSUP Sindh Chapter  
President APSUP KPK Chapter

46

**Messages from Chief Guests**

Welcome Note by Rector Superior University  
Messages of Chief Guests  
Messages of Key Note Speakers  
SEE Pakistan Panel Discussion  
Our Astounding Winners

80

**Our Notable 100 Startups**

Exhibited at SEE Pakistan

102

**Thank You Note from Team SEE Pakistan**

106

**Partner Logos and Contributions**

# LEADING THE LEADERS

## A SERIAL ENTREPRENEUR

What Pakistan needs today is a collaborative effort to groom,

nurture, and develop the youth enabling them to pursue their

dreams with passion, courage, and dedication

## PROF. DR. CH. ABDUL REHMAN

Chairman | The Superior Group

Chairman | APSUP

(Association of Private Sector Universities Pakistan)

President | PAMI

(Pakistan Association of Medical and Dental Institutions)

Director | PBA

(Pakistan Broadcast Association)



APSUP believes in harnessing new ideas with defined scope prioritising an environment powered by academic excellence and an entrepreneurial mindset. Innovation is the most crucial feature of this century, and APSUP is all set to provide avenues for students to take this change confidently and set trends in whatever they envision. I have always supported collaborating for a Superior Pakistan. Today, with **SEE Pakistan** we stand with a conviction to facilitate Pakistani youth and make the **WORLD SEE PAKISTAN AS OUR WAY TO CHANGE MINDSETS.**

**SEE Pakistan** is now a revolution that encourages young minds to explore their true potential and become the **Masters of Their Own Fate** and extending this idea among all private sector universities is the opportunity we were looking for. I thank Rector Superior University Professor, Dr. Sumaira Rehman, for sharing her brainchild with APSUP with a message to work together for making **Pakistan economically Superior.**

At this Entrepreneurial Expo, you will witness 100 best business ideas selected from 81 cities across the country under the banner of the “National Startup

Championship”. In this rapidly-changing world, acquiring a skill set is the new mantra of success. Alhamdulillah, our universities are working on this model to develop individuals for industries and facilitating them to achieve their goals with distinction. This journey of transforming job seekers into job creators has started to bear its promised fruits. Startups are now focusing on identifying opportunities and providing a perfect plan to develop them into possibilities for real businesses paving the way toward an economically Superior Pakistan.

We always celebrate Pakistan’s Independence Day with the hope that new ideas will flourish every year and add value with their uniqueness, which ultimately encourage others to turn tables through innovation. This challenging time calls for par excellence sustainability, and together, we are moving in the right direction to make the world SEE PAKISTAN with an optimistic perspective.

May Allah Almighty help us nurture a generation that will lead the future with pride, commitment, and vigour. Aameen!

# A MAN OF WISDOM

ADDRESS BY  
**H. E MUHAMMAD BALIGH UR REHMAN**  
Governor of Punjab



It is commendable to see that private-sector universities are striving for these rankings and bringing these laurels home.

**I AM THANKFUL TO THE EDUCATIONAL LEADERS WHO ARE BRINGING THIS REVOLUTION, AND I HOPE THAT THIS WILL MAKE PAKISTAN SUPERIOR WORLDWIDE.**

Acquiring a skill set is the new motto of success in this rapidly changing world and Youth is our most important asset and we have to find every possible way to help them succeed. I believe Pakistan is full of talented people all we need is to provide people with the opportunities and enable them. Youth potential can be promoted by offering a conducive environment. Utilizing the youth's evolving skills and potential for the growth of the nation is vital. We

must teach our young nation along with innovative ways not to be hopeless; even our religion teaches us that we shouldn't lose hope in any case. Our young nation will make Pakistan a developed country from a developing country. I have always supported universities to take initiatives. Every year, the Pakistani government takes a variety of measures to promote youth development. I hope that the educational leaders of Pakistan continue to strive for excellence in education and bring this revolution to our country.

*Celebrating*

**THE TRUE HEROES  
OF PAKISTAN**



**Academic  
Excellence  
Awards 2022**



APSUP presented the “Academic Excellence Awards 2022” in recognition of the true heroes from the academia of Pakistan. These awards were presented to the leaders of universities, outshining with their phenomenal recognition by the QS and Times Impact Rankings.



## WELCOME NOTE

### PROF. DR. CHAUDHRY ABDUL REHMAN

Chairman APSUP

We dream, we strive, and we achieve.

I see people complaining that our universities are not on the international landscape, and now we have dozens of them. Innovation is a glaring feature of this century, and APSUP is all set to provide avenues for students to take this change confidently and set trends in whatever they envision. I have always supported collaboration for a Superior Pakistan.

This day is for recognizing and honoring the services and efforts of True Heroes of Pakistan, who have achieved the QS ranking and Times Impact ranking and this nation is proud of you all.



## ADDRESS BY

### H. E. MUHAMMAD BALIGH UR REHMAN

Governor of Punjab

It is commendable to see that private-sector universities are striving for these rankings and bringing these laurels home. I believe synergy is the key to uphold the success for this country. More than 80% of people do not complete their tertiary education, and the government cannot succeed if it works alone in this zone at any cost. As a result, I am grateful to all of the private sector universities that are pitching in and playing a role in making Pakistan economically superior.



#### KEYNOTE SPEECH

### PROF. DR. MUHAMMAD ALI

Chairman Vice Chancellor Committee  
Vice Chancellor - Quaid e Azam University

I congratulate APSUP for this revolution of having different private sector universities together on a platform as change makers rather than competitors. I believe that identifying a problem is the prerequisite for finding a solution. It is highly appreciable that APSUP members are putting efforts into the betterment of graduates' future together.

SEE Pakistan will open a great door of career and entrepreneurship opportunities for the youth of Pakistan.

This revolution will make Pakistan successful.

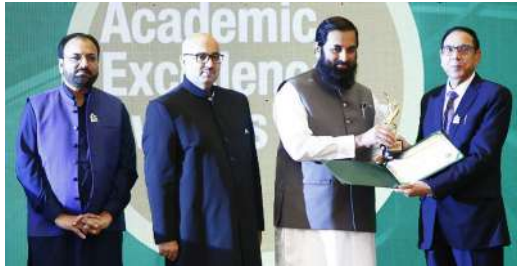


#### KEYNOTE SPEECH

### PROF. DR. SHAHID MUNIR

Chairperson  
Higher Education Commission Punjab

The 21st century is all about ideas, creativity, and innovation. To cope with the challenges of the era, it is our duty to equip the young generation with these characteristics and create such avenues to flourish their creativity, innovation, and agility. Everything in this universe is working with collaboration, every phenomenon in nature is working side by side, so I believe this universe teaches us to collaborate. As the Chairman of PHEC, I highly applaud this joint collaborative initiative which is meant to empower youths and contribute to an economically Superior Pakistan.



**COMSATS University, Islamabad**, has achieved the 137th position among universities in Asia awarded by the QS Asia Ranking and the position among the world's top 600-401 universities awarded by TIMES Impact Ranking. The credit goes to the visionary leader Prof. **Dr. Muhammad Tabassum Afzal - Rector** of COMSATS University, Islamabad.

**The University of Peshawar** achieved an excellent position at number 197, awarded by the QS Asia Ranking. Such immense recognition has been possible with strenuous initiatives by **Prof. Dr. Muhammad Idrees - Vice Chancellor**, University of Peshawar.



**The University of Wah** has been awarded a ranking among the world's top 600-401 universities by the prestigious Times Higher Education Impact Ranking 2022. This outstanding position is credited to the unmatched leadership of **Prof. Dr Jameel-Un-Nabi - Vice-Chancellor** of the University of Wah.

**Iqra University** has achieved QS Asia Ranking among Asia's top 500-451 universities and the Times Higher Education Impact Ranking among the world's top 1000-801 universities. The credit for this phenomenal success goes to the dynamic leadership of **Prof. Dr. Wasim Qazi, Vice Chancellor**, Iqra University.



**The University of Agriculture Faisalabad** has achieved QS Asia Ranking among the 91 top universities and the Times Higher Education Impact Ranking among the world's 401-301 leading universities. The credit for this considerable achievement goes to the visionary leadership of **Prof. Dr. Iqrar Ahmad Khan (Sitara-e-Imtiaz) - Vice Chancellor**, University of Agriculture Faisalabad.

**Khwaja Fareed University of Engineering & Information Technology** has been recognized by the TIMES Impact Ranking among the world's top 800-601 universities. The credit is all on the visionary initiatives taken by **Prof. Dr. Suleman Tahir - Vice Chancellor**, Khwaja Fareed University of Engineering & Technology.





**University of Management & Technology (UMT)** has been recognized by the Times Higher Education (THE) Impact ranking 2022. This prestigious recognition is credited to the dynamic leadership of **Mr. Ibrahim Hasan Murad - President** of ILM Trust, President of UMT.

**Government College University, Lahore**, has achieved the phenomenal Times Higher Education Impact Ranking among the world's top 600-401 universities. This achievement is credited to the dynamic leadership of **Prof Dr Asghar Zaidi (Tamgha-e-Imtiaz) - Vice-Chancellor**- Government College University, Lahore



**Quaid-e-Azam University (QAU)** has achieved a spectacular QS Asia ranking of 91. The credit for this phenomenal achievement goes to the dynamic leadership of **Prof. Dr. Muhammad Ali (Tamgha-e-Imtiaz) - Vice Chancellor**, Quaid e Azam University (QAU).

**Superior University** has been recognized as the No. 1 Private Sector University in Pakistan by the Times Higher Education (THE) Impact ranking 2022. This prestigious recognition is credited to the dynamic leadership of **Prof. Dr. Sumaira Rehman - Rector** of Superior University Lahore.



**King Edward Medical University, Lahore**, has achieved the phenomenal Times Higher Education (THE) Impact Ranking among the world's top -601 800 universities. This achievement is credited to the astounding leadership of **Prof Dr. Mehmood Ayyaz - Vice-Chancellor** of King Edward Medical University, Lahore.

**The University of Faisalabad (TUF)** has achieved the spectacular QS Asia ranking in the top 100 universities and Times Impact Ranking in the top 1000 universities. The credit for this phenomenal achievement goes to the dynamic leadership of **Mr. Haider Amin- BOG, Chairman** University of Faisalabad.





**University of Engineering and Technology (UET)** has achieved the 183rd position among universities in Asia, awarded by the QS Asia Ranking. The credit goes to the visionary leader **Prof. Dr. Syed Mansoor Sarwar - Vice Chancellor**, UET Lahore.

**The University of Lahore** has achieved the 350-301 position among universities in Asia awarded by the QS Asia Ranking and the position among the world's top 600-401 universities awarded by TIMES Impact Ranking. The credit goes to the visionary leader **Mr. Awais Raof Chairman BOG** The University of Lahore.



Mian Imran Masood-VC USA received the excellence awards on behalf of Chairman BoG Awais Raof.



**Lahore College for Women University** has been awarded a ranking among the world's top 600-401 universities by the prestigious Times Higher Education Impact Ranking 2022. This outstanding position is credited to the unmatched leadership of **Prof. Dr. Bushra Imtiaz (Tamgha-e-Imtiaz) - Vice-Chancellor** of Lahore College for Women University.

## IMPACT OF ACADEMIC EXCELLENCE AWARD

50

VICE CHANCELLORS

60

UNIVERSITIES FROM ALL OVER PAKISTAN

18

AWARD RECIPIENTS

35

INDUSTRIAL DELEGATES

15

MEDIA CHANNELS

APSUP presented Academic Excellence Awards 2022 to recognise the efforts of the true heroes of Pakistan. 40 Vice Chancellors from all over Pakistan attended the excellence awards, and Chairpersons from 60 universities of Pakistan capacitated the event. The total number of award recipients was 35. 18 industry delegates and 15 media channels covered the awards.



Meet and greet of Chairman with all the VC's



Prof. Dr. Sumaira Rehman (Rector of Superior University) discussing the strategies with Mr. Asghar Zaidi (VC GCU).



H.E. Muhammad Baligh ur Rehman (Governor of Punjab), along with Prof. Dr. Shahid Munir (Chairman of PHEC) sighted at Academic Excellence Awards.



Prof. Dr. Sumaira Rehman (Rector of Superior University) discussing the strategies with Mr. Asghar Zaidi (VC GCU).



Mr. Murtaza Noor - Executive Director APSUP receiving souvenir from Governor of Punjab.



All VC's standing in the honour of National Anthem.



Team greeting & ambience welcoming the guests at academic excellence awards.



Dr. Kanwal Amin- VC Home Economics University giving interview to Lahore rang at Excellence Awards



Guest giving interview to media channel.



Guests and VC's at Excellence Awards.



Team greeting & ambience welcoming the VC's at academic excellence awards.



Team ambience welcoming the VC at academic excellence awards.



Guest giving interview to media channel.



Governor Punjab and Chairperson PHEC sighted at Excellence Awards.



Prof. Dr. Abdul Rehman (Chairman APSUP) presented the souvenir to H.E. Muhammad Baligh ur Rehman (Governor of Punjab).



Dr Abdul Basit (President-APSUP Federal Chapter) received the souvenir from H.E. Muhammad Baligh ur Rehman (Governor of Punjab).

# What is **SEE** Pakistan?



SEE Pakistan 2022 is an embodiment of the entrepreneurial dream of Pakistani youth. The Association of Private Sector Universities of Pakistan (APSUP) offers a unique platform for emerging entrepreneurs to exhibit their innovative products at SEE Pakistan. Hundreds of coaches and trainers vigilantly prepare these startups with expertise before the mega event. At SEE Pakistan, the underlying passion

of aspiring entrepreneurs to do something beyond imagination finds a firm ground as innovation seeks applicability and creativity meets feasibility. Hundreds of successful startups have been showcased at SEE Pakistan, out of which numerous have brought great accolades to Pakistan by winning national and international entrepreneurial competitions.

## “A balanced mix of visibility, exhibition, and networking opportunities”

This year, SEE Pakistan became the epitome of innovation and excellence by paving a pathway for young startups toward outstanding success. For the last four years, SEE Pakistan has played a pivotal role in the country's entrepreneurial

ecosystem by making a prominent mark. The expo was all about exhibiting creative and innovative Pakistan in front of the world and providing a platform for building inclusivity among industry, investors, NGOs, influencers, and academicians.



# 100

STARTUPS  
EXHIBITED

# 129

UNIVERSITIES  
ENGAGED

# 81

CITIES  
PARTICIPATED

# 05

PROVINCES  
PARTICIPATED

# 1M

PRIZE MONEY  
GIVEN

# 10M

INVESTMENT  
OPPORTUNITIES  
PROVIDED

# 25

MENTORS  
MENTEE

# 50000

FOOTFALL

# 50

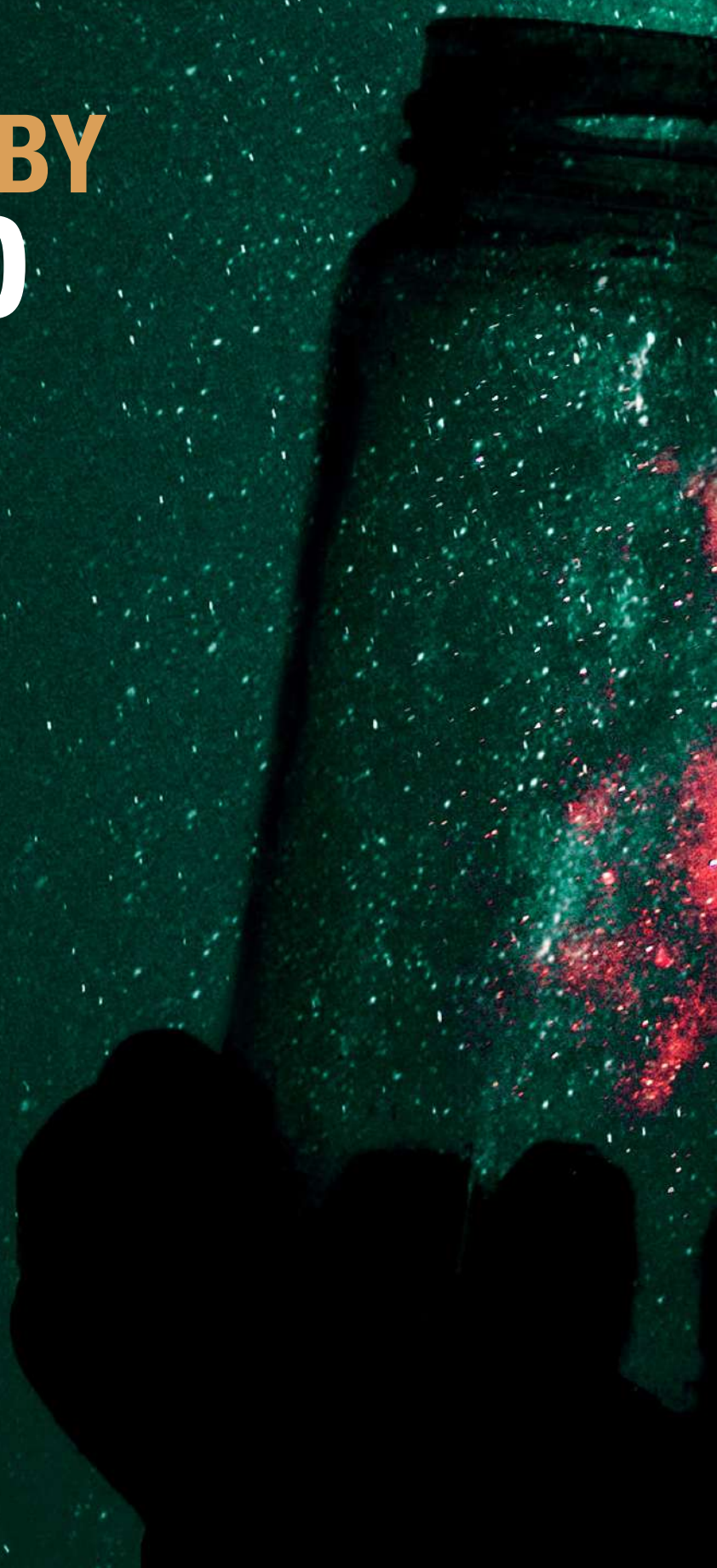
JUDGES  
EVALUATED

# 10

INVESTORS  
INVESTED

In this epitome of innovation and excellence, students from 129 universities, 81 cities, and five provinces attended the exhibition. One hundred startups, selected from thousands, exhibited their setups. The successful startups won the prize money of 1M PKR, and they got investment opportunities of 10M PKR. +25 mentors and +50 judges evaluated the startups. The footfall at this marvellous exhibition was +50,000.

**SEE** IS  
**POWERED BY**  
**CMACED**







CMACED is a quintessential and verve enterprise with an aim to form an entrepreneurial mindset. This centre gears the students with certainty, expertise, and gizmo to turn an entrepreneurial idea into a growing reality. Developing Entrepreneurial Mindset to build SMEs, the key to the economic development of Pakistan. Chaudhary Muhammad Akram Center for Entrepreneurship and Development (CMACED) was established with the mission to equip students with the right mindset to become entrepreneurs and job creators rather than job seekers. It starts providing facilities, access to entrepreneurial networks and mentorship to studentpreneurs to nurture their business ideas empowering them to be ready for incubation as soon as they graduate. It is an entrepreneurial revolution with an innovative and distinctive approach towards developing and strengthening the university-based entrepreneurial ecosystem.

## VISION

To create social and economic impact by becoming an entrepreneurial university.

## MISSION

To facilitate in building sustainable society driven by entrepreneurship, this can provide basis for venture creation and experimentation.

## VALUES

- Innovation & creativity
- Empathy
- Excellence
- Agility

# Entrepreneurial Ecosystem

Pakistan is a talent-rich country, but the adoption of strategic planning in harbouring energies has resulted in worrying unemployment rates. This initiative at the university level, Entrepreneurship Revolution Program augments practice with an underlying philosophy of inculcating an entrepreneurial mindset through a well-curated ecosystem that fulfils the agenda of entrepreneurial revolution through innovation and creativity.



**3U1M** - it aims to creating market ready graduates. It develops the right blend of knowledge, skills and attitude in our youth.



**Entrepreneurial Teaching and Training Program (ETTP)** is enabling and empowering the youth in the most unconventional ways.



**Social Entrepreneurship Program (SEP)** is engaging the youth, promoting the Active citizenship - sense of volunteerism and developing the communities.



**Innovation District '92 (ID92)** is nurturing change makers and serves as an incubation environment for entrepreneurs from all industries seeking assistance in turning their undeveloped startup ideas into viable businesses.



**Scale up Pk** is providing growth partner to SMEs. It is an accelerator program.



**Superior Entrepreneurial Expo** is making Pakistan innovative and creative. It is destined to become the epitome of innovation and excellence by paving a pathway for young startups towards outstanding success. This provides the youth of Pakistan to exhibit their business ideas on a mega platform and get funding opportunities.



**Oh My Genius (OMG)** is a kid's entrepreneurship program which promotes innovation and fun learning. It is designed to mentor, support and equip today's children with the necessary success skills to set them on the path of becoming our future entrepreneurs



**Technical Education and certification (TEC)** is empowering and enabling youth with 21st-century high-tech, high-demand skills to accelerate financial inclusion, freedom, and employability by offering skill-focused courses and certifications.



**Idea Cron Ka (ICK)** is a venture capital program and a reality show where startups can pitch their ideas, get funding and get support scaling them. It is also bridging the gap between entrepreneurs and investors.



**Her Karobar** aims to work for gender equality through women entrepreneurship. It works on the theory of empowering Pakistan's women who makes up 52 percent of the population.



**Global Regional Innovation Program (GRIP)** - Platform that connects the local community with the global community and is bridging the gap between academia, industry and the startup ecosystem with the international industry.

This whole process is powered by our dynamic ecosystem. Ecosystem nurtures talent and enables the future of Pakistan to be fully empowered, **CMACED**, through this ecosystem provides venture creation and experimentation canvas where dreams and ideas transform into reality.

## Impact of CMACED in numbers

**120**

STUDENTS OWNED  
BUSINESSES  
ESTABLISHED

**1240**

EMPLOYEES JOBS  
CREATED

**1300 Million**

PKR REVENUE GENERATED  
BY THE STARTUPS

**970 Million**

INVESTMENT MADE THE  
BUSINESSES

**32**

DEPARTMENTS  
ENGAGED

**175**

TRAININGS  
CONDUCTED

**200**

FACULTY MEMBERS  
ENGAGED

**18,013**

ACTIVE CITIZEN  
STUDENTS TRAINED

**1250**

DEPARTMENTS  
ENGAGED

**39.3M**

PROJECT FUNDING  
SECURED

**700+**

COACHES  
ENGAGED

**130**

INSTRUCTORS  
TRAINED

**10,000**

STUDENTS TRAINED

**160**

WORKSHOPS  
CONDUCTED

**21**

COURSES  
OFFERED

**12**

FACULTIES  
ENGAGED

**08**

TRADES WERE PROVIDED  
TO THE STUDENTS FOR  
FREE COURSES

**250**

TRAINERS  
ENGAGED

**15**

MENTORING  
SESSIONS  
ARRANGED

**10**

INDUSTRY  
PARTNERS  
ENGAGED

**150**

TRAINERS  
EMPLOYED

**16 Million**

FUNDING RECEIVED

**102**

NO OF  
OPPORTUNITIES  
APPLIED FOR THE  
STUDENTS TO  
STUDY FOREIGN

**148**

STUDENTS  
TRAINED THROUGH  
WORKSHOPS  
FOR FOREIGN  
EXCHANGE

**140**

FACULTY  
TRAINED

**67**

PARTNERSHIPS  
SECURED

**30**

EVENTS AND  
SESSIONS  
ORGANISED

**185**

INDUSTRY  
ENGAGEMENTS

The background of the entire page is a photograph of two people in business attire shaking hands. The person on the left is wearing a white shirt, and the person on the right is wearing a dark suit. Overlaid on the right side of the image is a digital network graphic consisting of blue lines and glowing nodes, suggesting technology and connectivity.

# **Our Collaborative PARTNERS**

**FOR SEE PAKISTAN**

**“ Coming together is progress,  
and working together is success ”**

# The lady behind the Entrepreneurial Revolution in Pakistan.



## Prof. Dr. Sumaira Rehman

Rector | Superior University

Director | Chaudhry Muhammad Akram Centre for Entrepreneurship Development - CMACED

### How are you and your organisation making an Impact?

Superior University is committed to making an economic and social impact for the uplift of the country. We have three-pronged strategies to achieve these objectives. On the one hand, through our undergraduate programs, we are producing a higher number of startups and scale-ups every year. Many of them are now making a substantial contribution to the economy through their investments, revenue generation, and job creation. On the other hand, we are providing trained human capital to our corporate sector, especially to small and medium enterprises which are the real engine of economic growth and poverty alleviation. Finally, through our graduate and postgraduate programs, we are furnishing solution-focused and commercialized research to the industry as well as the Government of Pakistan.

### How do you SEE Pakistan?

Pakistan is a land of opportunity. Our geo-strategic location, natural endowments like fertile land and a range of conducive weather conditions for agriculture, an abundance of a young workforce, and emerging entrepreneurial thrust among the youth are the omens for prosperity and growth. Platforms like SEE Pakistan are pivotal in encouraging and appreciating our enterprising youth for their contribution to the nation through their innovative products and services.

### What is the most important thing about entrepreneurship and sustainability?

I'm a firm believer that multi-stakeholder collaboration is needed for promoting entrepreneurship and sustainability. The government must provide a supportive legal framework and a pro-growth macro-economic framework, the industry has to encourage and collaborate with new startups, and most importantly, universities have to bring a paradigm shift in their roadmaps and teaching pedagogies. While appreciating the recent statement of the Chairman Planning Commission about the need of teaching entrepreneurship courses in all universities, I take pride in sharing that Superior's Entrepreneurship Teaching and Training Program (ETTP) back in 2018 - which fostered an entrepreneurial ecosystem in the university - built instructor's capacity to teach entrepreneurship through unique pedagogies and inculcated an entrepreneurial mindset among our students across the disciplines and fields of study.

### Who is your role model or someone you admire as an entrepreneur?

My role model is our superhero Prof. Dr. Ch. Abdul Rehman, a visionary with a commitment to making a difference; an academician, and a serial entrepreneur who believes in doing the impossible for his country. He has inspired and changed the lives of many and helped them unleash their potential for making a superior Pakistan.

### Any advice for future generations, youth, and aspiring entrepreneurs?

My advice is to be a job creator instead of a job seeker. You have been bestowed with unlimited potential by the Almighty and have countless opportunities ahead of you. All it takes to make a mark is courage and commitment. Be an opportunity seeker, be innovative and creative, and never forget you are responsible for developing yourself, your family, your community, your nation, and ultimately humankind.





# SUPERIOR UNIVERSITY

**THE** **IMPACT**  
**RANKINGS 2022**

**OVERALL RANK**  
**301-400**

**RANKED NO. 1**  
**PRIVATE SECTOR UNIVERSITY**  
**IN PAKISTAN**

## **3U1M** Program Guarantees Your Employability

Under 3U1M program you will spend 3 years in University and 1 year in Market in either of the following streams:

Startup

Scaleup

Design Challenge



**PAKISTAN'S 1<sup>st</sup> UNIVERSITY**  
**PROMOTING APPLIED RESEARCH CULTURE**  
through Azra Naheed Center For Research  
And Development

**PRODUCING HIGHEST**  
**NUMBER OF Ph.Ds**

## ADMISSIONS OPEN

### Faculty of Business & Management Sciences

- Ph.D Business Administration
- M.Phil Business Administration
- MS/M.Phil Quality Management
- MS/M.Phil Human Resource Management
- MS/ M.Phil Environment, Health and Safety Management
- MS/ M.Phil Industrial Management
- M.Phil Supply Chain Management
- MS Construction & Engineering Management
- MS Project Management
- MS Engineering Management
- MBA 1.5 Years (For Business Graduates)
- MBA 2.5 Years (For Non-Business Graduates)
- BS Business Intelligence
- BS Hospitality and Tourism Management
- **BS Culinary Arts Management**
- BBA (Hons.)
- BS Aviation Management
- BS Healthcare Management
- BS Construction & Real Estate Management

### Faculty of Economics & Commerce

- Ph.D Economics
- Ph.D Commerce
- M.Phil Commerce & Finance
- M.Phil Economics
- MS Accounting & Finance
- BS Commerce
- BS Accounting & Finance
- BS E-Commerce
- BS Economics with Data Science
- BS Islamic Banking & Finance

### Faculty of Art & Design

- Bachelor of Architecture
- BS Fashion Design
- BS Fashion Marketing & Merchandising
- BS Product Design
- BS Graphic Design
- BS Home Economics
- Bachelor of Interior Design
- Bachelor of Textile Design
- BS Fine Art
- Bachelor of Landscape Design
- Bachelor of Building Design & Construction

### Faculty of Computer Science & Information Technology

- Ph.D Computer Science
- MS Computer Science
- MS Information Technology
- MS Software Engineering
- MS Information Security
- MS Data Science
- MS Software Project Management
- BS Computer Science
- BS Information Technology

- BS Software Engineering
- BS Data Science
- BS Artificial Intelligence
- BS Cyber Security
- BS Gaming & Multimedia
- BS Internet of Things
- BS Robotics

### Faculty of Arts & Humanities

- M.Phil Library & Information Management
- M.Phil Education, Leadership & Management
- M.Phil Education
- BS English (Language & Literature)
- BS Education
- BS Library and Information Sciences

### Faculty of Engineering & Technology

- Ph.D Electrical Engineering
- MS Civil Engineering
- MS Electrical Engineering
- MS Mechanical Engineering
- **BS Avionics Engineering**
- **BSc Civil Engineering**
- **BSc Electrical Engineering**
- BSc Electrical System
- **BSc Mechanical Engineering**
- BSc Aircraft Maintenance & Management
- BSc Aviation Engineering Technology
- BSc Biomedical Engineering Technology
- BSc Information Engineering Technology
- BSc Civil Engineering Technology
- BSc Electrical Engineering Technology
- BSc Mechanical Engineering Technology

### Faculty of Social Sciences

- M.Phil Mass Communication Management
- BS Mass Communication Management
- BS Digital Media and Broadcast Journalism
- **BS Public Policy & Governance**  
**(Plus CSS/PMS)**
- BS Criminology
- BS Clinical Psychology
- BS International Relations
- BS Political Science
- BS Sociology

### Faculty of Sciences

- MS Zoology
- MS Biochemistry
- MS Biotechnology
- M.Phil Mathematics
- M.Phil Statistics
- M.Phil Physics
- M.Phil Chemistry
- BS Biochemistry
- BS Microbiology
- BS Biotechnology
- BS Zoology

- BS Chemistry
- BS Forensic Science
- BS Physics
- BS Mathematics
- BS Nano Science and Technology
- BS Environmental Sciences

### Faculty of Medical Sciences

- M.Phil Basic Medical Sciences
- MBBS
- Bachelor in Dental Surgery
- Bachelor of Eastern Medicine & Surgery (BEMS)

### Faculty of Pharmacy

- M.Phil. Pharmaceutics
- M.Phil. Pharmacology
- Doctor of Pharmacy (Pharm D)

### Faculty of Allied Health Sciences

- Doctor of Physical Therapy
- BS Medical Lab Sciences
- BS Medical Imaging Technology
- BS Human Nutrition & Dietetics
- BS Optometry
- BS Anesthesia Technology
- BS Operation Theater Technology
- BS Public Health
- BS Dental Technology
- BS Dental Hygiene
- BS Speech Language Pathology
- BS Sports Sciences & Physical Education
- BS Respiratory Therapy
- BS Aesthetic and Cosmetology
- BS Renal & Dialysis Technology
- BS Audiology
- BS Occupational Therapy
- BS Cardiac Perfusion
- BS Nursing (Generic)
- BS Nursing (Post RN)

### Faculty of Agriculture & Veterinary

- BS Food Science & Technology
- BS Agriculture (Horticulture)
- BS Poultry Science
- BS Agriculture (Plant Breeding & Genetics)

### Faculty of Law

- LL. B - (5 Years, 10 Semesters)
- LLM

### Associate Degree Programs

- ADP Accounting & Finance
- ADP Business Administration
- ADP Computer Science
- ADP Computer Science (Cyber Security)
- ADP Robotics and Artificial Intelligence
- ADP Web Design and Development

For Further Information  
Please Contact

University Campus: 17-KM, Main Raiwind Road, Lahore. Ph: 042-38103777

Faculty of CS&IT (Gold Campus): 6-KM, Main Raiwind Road, Lahore. Ph: 042-38102223

City Campus: 31-Tipu Block, New Garden Town, Lahore. Ph: 0333-4910885, 042-38104221

Sargodha Campus: 10-KM, Lahore Road, Sargodha. 0311-1133391-2, 048-211-00-00

042-111-00-00-78  
**superior.edu.pk**

A man who believes that **Education only** is the **pathway** to **success**.



## Mr. AWAIS RAOOF

Chairman BOG

The University of Lahore

President | APSUP Punjab Chapter

### How are you and your organisation making an Impact?

We are one of the largest private-sector universities in Pakistan. We create impact by equipping our students with 21st-century education and skills that enable them to empower themselves to create impact in every stage of their lifecycle journey, be it as an employee or innovative entrepreneurs.

### How do you SEE Pakistan?

SEE Pakistan is a countrywide movement based on the spirit of collaboration that will create an impact by fostering enterprise to create an ecosystem in Pakistan.

### What is the most important thing about entrepreneurship and sustainability?

Entrepreneurship is vital for economic independence and growing prosperity, and there is no political independence without it.

### Any advice for future generations, youth, and aspiring entrepreneurs?

- Take risks
- Be audacious in your ambitions
- Create a world-class team
- Be respectful and kind
- Give people credit and support for their work to create future leaders



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A man who **believes**  
that **knowledge** is  
**power.**



## Mr. HAIDER AMIN

Chairman BOG  
The University of Faisalabad

### How are you and your organisation making an impact?

Our organisation is imparting its impact in several ways. When we trace the history, on March ,17 2002, Medina Foundation launched a visionary mega project to overcome a deficit of quality education in Faisalabad. The University of Faisalabad (TUF) was established to cater to the educational and technological needs emerging in the progressive scenario of the country in general while the city of textile and adjoining areas in specific, with a missionary spirit, commitment, and enthusiasm of the founders. What sets TUF supreme is its unconditional commitment to quality education, sincere teaching endeavours, exclusive skill development, lucrative facilities, dynamism to improve, and a competent management team with a clear vision. TUF proudly empowers and grooms the youth of

Pakistan by inculcating a sense of achievement for meeting competitive global challenges and contributing to the socio-economic development and prosperity of the country. The University of Faisalabad (TUF) is a Category 'W 4' University. TUF is aligned with the United Nations Sustainable Development Goals (SDGs) and has demonstrated its commitment by achieving various accomplishments in UI Green Metric (341 most sustainable universities worldwide) THE Impact Rankings (76 worldwide Quality Education), THE Award Asia, Green Gown Awards, and World Sustainability Award. TUF is the winner of projects by world-renowned organisations like Harvard University, Asian Productivity Organisations, Ignite, and NRPU by HEC.

### How do you evaluate SEE Pakistan?

Pakistan has an enormous youth population. About 193 million youth in Pakistan is facing so many overwhelming challenges. Currently, %64 of the nation is younger than 30, and %29 of Pakistanis are between 15 and 29. That is the huge number that can hold the economy in the best manner. However, in Pakistan, the youth is not utilised efficiently, and there is a need to utilise the potential of these young people and to create more entrepreneurs that can play a vital role in uplifting Pakistan's economy. I hope SEE Pakistan will empower the youth by providing them with opportunities for uplifting the entrepreneurial ecosystem of Pakistan.

### What is the most important thing about entrepreneurship and sustainability?

Entrepreneurship covers institutional voids, while sustainability gives it direction towards a positive impact on the environment and nature.

### Who is your role model or someone you admire as an entrepreneur?

Although, several personalities were the source of inspiration in my life; however, from an entrepreneurial perspective, the one who inspired me the most was a social entrepreneur Haji Muhammad Saleem, founder, and Chairman of The University of Faisalabad. He covered a huge institutional void in the education sector by establishing Medina Foundation, I think he could be a role model for any visionary person who can dream, visualise and dare to chase his dream.

### Any advice for future generations, youth, and aspiring entrepreneurs?

Here, I would like to quote a well-known proverb by Dionne Warwick for future entrepreneurs, "If you can think it, you can do it". In short, explore yourself and there is no limit to it.



# TUF | THE UNIVERSITY OF FAISALABAD

On March 17, 2002, Madinah Foundation launched a visionary mega project to overcome a deficit of quality education in Faisalabad. The University of Faisalabad (TUF) was established to cater to the educational and technological needs emerging in the progressive scenario of the country in general and surrounding areas in particular, with a missionary spirit, commitment, and enthusiasm in line with the vision of its founders.

What sets TUF supreme is its unconditional commitment to quality education, sincere teaching endeavours, exclusive skill development, lucrative facilities, dynamism to improve, and a competent management team with a vivid vision. TUF proudly empowers and grooms the youth of Pakistan by inculcating a sense of achievement for meeting competitive global challenges and contributing to the socio-economic development and prosperity of the country.

TUF has adopted the United Nations Sustainable Development Goals and has demonstrated its commitment by achieving various accomplishments in UI Green Metric, THE Impact Rankings, THE Award Asia, Green Gown Awards, and World Sustainability Award. TUF is the winner of projects by world-renowned organisations like Harvard University, Asian Productivity Organisations, Ignite, and NRPV by HEC.

## ACHIEVEMENTS (2021-2022)

AWARDS			FINALIST		
 <b>Ranked among top 500 and 76<sup>th</sup> in Quality Education World Wide (2022)</b>	 <b>Ranked 341<sup>st</sup> most Sustainable University Worldwide (2021)</b>	 <b>CSR Award in the category of "Women Welfare Empowerment and Development" (2022)</b>	 <b>Finalist for World Sustainability Excellence Award (2022)</b>	 <b>Finalist in the category of Creating Impact (2022)</b>	 <b>Shortlisted in the "Work Place of the Year" (2021)</b>

## INTERNATIONAL MEMBERSHIPS

			
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Health Sciences Wing:  
Sargodha Road, Faisalabad.  
**UAN: 041-111-111-883**

Engineering Wing:  
Canal Road, Faisalabad.  
**www.tuf.edu.pk**

# A man focused on bringing the **AI** revolution to Pakistan.



**SM KHURAM AKHTAR**  
CEO  
Programmers Force Private Limited

## **How are you and your organisation making an Impact?**

Our organisation has produced entrepreneurs through training and professional culture. We have not only invested our time but also huge money to train them. We have launched training programs for fresh graduates in every field, and now they are a great asset to the industry.

## **How do you SEE Pakistan?**

Pakistan is a country of 250 million people, out of which %63 are young. Moreover, it is a developing country with a huge potential for development. We have seen exceptional growth in recent years in the technology sector. So we have all the talent to develop the country and produce a workforce that can globally work and make a promising impact.

## **What is the most important thing about entrepreneurship and sustainability?**

I believe that entrepreneurship and sustainability are the things that you build up from scratch. You can do any business having a lot of money in your pocket but real entrepreneurship is to start and stand a business without the money based on an idea in mind.

## **Who is your role model or someone you admire as an entrepreneur?**

It is hard to mention only one, but I'd say Elon Musk, Jeff Bezos, and Richard Branson.

## **Any Advice for future generations, youth, and aspiring entrepreneurs?**

For entrepreneurs, I have some advice that they should promote culture in their organisations based on the rule "Hire Fast, Fire Faster and Promote Fastest". This is something that can help you a lot in your start-ups. For young people, I would like to say that effort and struggle in the right direction is the key to success. While doing any job/project, fail early as possible and try to learn the reasons which led to your failure. Moreover, be consistent in what you are doing and avoid becoming a job hopper in your life. It will not give stability in your career.



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## Company About

Programmers Force is Pakistan's leading artificial intelligence-based firm. Initially a small start-up with a brief team, we have grown exceptionally in a few years and currently, we are a family of more than 500 employees and providing services globally.

## Company Services

Programmers Force is a global company offering its services in **230+** countries with a commitment to producing optimal results. Programmers Force has gained the expertise in most advanced fields; machine learning, artificial intelligence, and UX/UI design. With a skillful team in all these fields, we are providing fintech solutions to the financial institutions in all these countries. The other services of Programmers Force may include; SEO, Data Sciences, WordPress Development, Sales & Marketing, and many others. We have the best resources to accomplish any type of projects related to all these services.

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# SEE Pakistan Before the Final Day



It is not about the ideas;  
it is about making ideas happen.



# BRIEF OF NATIONAL STARTUP CHAMPIONSHIP

National Startup Championship 2022 is Pakistan's Largest Startup Competition. In NSE, startups from all walks of life, from all over the country, and from all economic sectors were encouraged to participate. Developing an entrepreneurial mindset in Pakistan to foster the growth of small and medium businesses can be a key indicator of economic and social development. The key objective of organising such exhibitions is to enhance students' confidence and enable them to present their business ideas to the world. Despite promising trends, Pakistan still has a long way to go before becoming a mature startup market. According to the Global Entrepreneurship Index (GEI) 2020, Pakistan ranks 109 out of 137 countries. Regional Rounds for this championship were held in Lahore, Islamabad, Karachi, Bahawalpur, Multan, Peshawar, and Quetta in July, and final evaluations were held in Lahore. +1000 entrepreneurs submitted their applications from 05 provinces, 81 cities, 07 regions. The competition involved +50 mentors, +25 investors with an opportunity to win PKR 1 Million cash prize as 129 universities (48: Private and 81: Public), participated in this competition. 524 startups from the ideation stage, 326 from the growth stage, and 36 from the acceleration stage were selected to compete. Out of 1000+ startups, only 100 startups got selected to participate in the final round of the Expo.

## SECTORS

- Software & IT
- Smart Cities
- Arts
- Food
- Education
- Health Care
- Tourism
- Agriculture
- Environment



# IMPACT

05

Provinces Engaged

81

Cities Participated

06

Regions Participated

50

Mentors Engaged

25

Investors Invested

1M

Cash Prize Given

129

Universities Participated

48: Private | 81: Public

A total of thousand and 29 applications were received from the five provinces, 7 regions and 81 cities. 50 Mentors, 25 investors and 129 universities attended, and students received 1M cash prizes in National Startup Championship.

## Startups in the following 3 categories:

1029

Applications Received

580

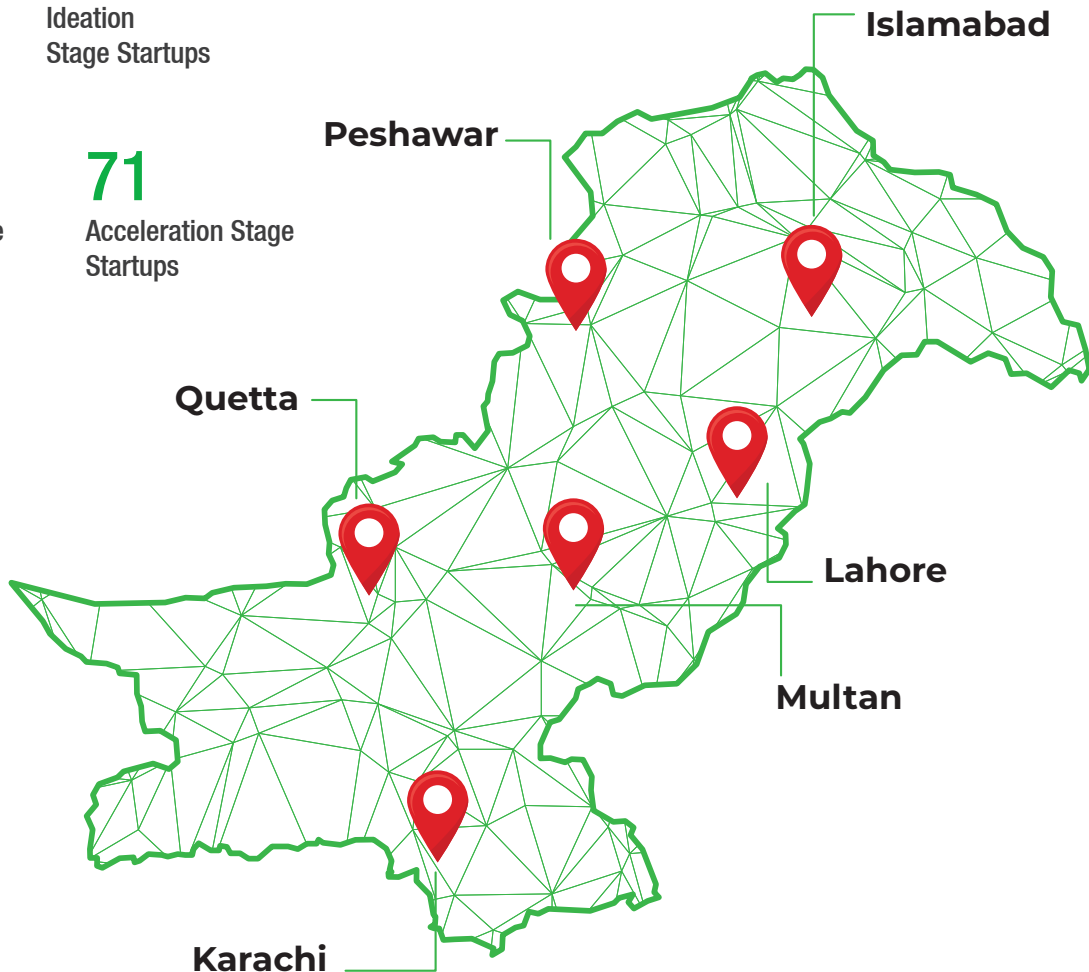
Ideation Stage Startups

378

Growth Stage Startups

71

Acceleration Stage Startups





Student presenting his startup in Iqra University.



Student presenting startup at BZU.



Team NSC presenting the souvenir to the evaluator in Multan Round



Commencement of evaluation at Islamabad Regional Round



Student pitching her startup at Lahore Round



Group Photograph of Startup Founder at Karachi



Evaluator judging the prototype at Lahore Round.



Commencement of evaluation at Multan BZU.



Team NSC presenting the souvenir at Iqra University Karachi



Evaluation at Faisalabad University



Student presenting startups at Lahore round.



Entrepreneurs pitching her startup App at Lahore Round



Evaluators evaluating startups at Lahore round.



Students at Lahore Round Superior University.



Evaluators evaluating startups at Lahore round.



Team NSC presenting the souvenir at CECOS Peshawar



Evaluators evaluating startups at Lahore round.



Student pitching their startup at Lahore Round



**5 DAYS**

**EVENT MANAGEMENT**

Workshop for the selected Ambassadors of

**SEE-PAKISTAN**

# SEE PAKISTAN - EVENT MANAGEMENT WORKSHOP

An astounding series of workshops were arranged to train the Volunteers & Ushers (from the University of Lahore, Superior University, Kinnaird College & others). The objective of these workshops was to inculcate in the students with qualities of leadership, personality development, and teamwork to teach them how a team works and how it fails so that they can focus on their expertise, weak areas, self-assessment, and relationship management on such flagship events.

The Event Management Workshops were hosted by our Master Trainers, Mr. Muneeb Ahmed, Director SFRD | Deputy Director Chaudhry Muhammad

Akram Center for Entrepreneurship Development, Mr. Ehtisham Amir, Director Office of Engagement and Communications - Superior University and Mr. Haseeb Khan - Director communications The Superior Group. Several workshops were given online too, and they were hosted by the team leaders of SEE Pakistan – Mr. Ahmad Kahloon, Dr. Humaira Qudsiya Yousaf, Dr. Usman Sadiq, Mr. Tariq, Mr. Syed Ali, Ms. Rida Junaid, and Mr. Imran Ejaz. We always aim to train our youth with the best to show the world AISA HAI PAKISTAN!

## 196

TOTAL  
AMBASSADORS

## 06

TRAININGS  
ARRANGED

## 55

FEMALES  
ENGAGED

## 11

TRAINERS  
TRAINED

## 141

MALES ENGAGED

## 04

UNIVERSITIES ENGAGED

A total of 196 trainers from three universities were trained by our 11 master trainers who mentored around 141 males and 55 females through this event management workshop.



Mr. Haseeb Khan our master trainer giving training at workshop.



Students taking trainings at workshops.



Footfall of students at workshop day 2.

## 5 DAYS EVENT MANAGEMENT WORKSHOP



Mr. Muneeb Ahmed our master trainer giving training at management workshop.



Mr. Ahmad Kaloon giving training at management workshop.



Students resolving their queries.

# 2-DAYS Entrepreneurship **BOOTCAMP**

for the top 100 Startups of  
SEE Pakistan



# SEE PAKISTAN - ENTREPRENEURSHIP BOOT CAMP

A phenomenal boot camp arranged for all the startups who have been shortlisted and screened for SEE Pakistan. The mind-blowing startups were trained to develop an entrepreneurial approach to acquiring and managing resources, developing team-building skills, participating in experiential learning opportunities, and networking with successful entrepreneurs and business leaders. Our Master Trainers hosted the Boot camp while Mr. Muneeb Ahmed, Director SFRD and Deputy Director, Chaudhary Muhammad Akram Center for Entrepreneurship Development, welcomed our top 100 startups in the orientation and envisioned them about SEE Pakistan. Mr. Ahmed Raza Bilal, Director of ORIC, Superior University, delivered training on Financial Management for Startups. Ms. Areen Shahid, Program Manager - a tech lover, gave training on Startup Branding Guidelines & Marketing Strategies to our top 100 startups.

The agenda of this boot camp was to foster respect, appreciation, and a spirit of collaboration between young people of diverse backgrounds and provide them with a range of opportunities to build mutually beneficial relationships with peers and professionals. Remarkable mentors helped startups identify glitches and improve their business models and pitch. Prof. Dr. S. Mohsin Ali Kazmi, Director - Engineer and Training Center Mentoring Outcome Based Education and Entrepreneurship, Mr. Nasir Mehmood, Chief Executive Officer - RNIOX Pvt. Ltd, Director Technical - GB Healthcare, Mr. Sagib Sohail Butt, Team Leader Liabilities & Sales and Assistant Manager at Meezan Bank Limited, Mr. Muneeb Ahmad, Director & Project Engineer - IBESCON Pakistan, appraised about the rising opportunities for aspiring entrepreneurs.

**Entrepreneurs seek to solve problems and meet customers' needs with their products and services. By studying Entrepreneurship and Management, not only will they be able to create their future, but their enterprises could potentially change the world.**

## 02

CULTURAL NIGHTS ARRANGED

## 200

STARTUP FOUNDERS/  
CO-FOUNDERS TRAINED

## 08

MENTORS ENGAGED

## 06

TRAINERS WHO  
TRAINED

The entrepreneurial boot camp workshop engaged eight mentors, six trainers and 200 startup founders, followed by two cultural nights.





Students resolving their queries.



Dr. Humaira Qudsia Yousaf giving training at the Superior University on bootcamp.



Students asking questions at bootcamp



## 2 DAYS ENTREPRENEURSHIP BOOTCAMP



Mr. Muneeb Ahmad is delivering training on bootcamp Day 1 at Superior University.



Commencement of bootcamp at Lahore University.



Mr. Haseeb Khan is delivering training at bootcamp Day 1.



Knowledge learning of students at bootcamp.



Group photograph of bootcamp at The Lahore University.



Students are taking bootcamp at Lahore University.



Group photograph of bootcamp at The Superior University.

**BATTLE**  
**OF THE**  
**BANDS**  
**MELOMANIACS**

# BATTLE OF THE BANDS - MELOMANIACS

In association with PAMA Studio, SEE Pakistan has brought the biggest All Pakistan National Song Competition, "Battle of the Bands". It was a day to celebrate and encourage the efforts of our superstars from all over Pakistan, to let them know that the future belongs to them and that Pakistan is proud of their talent. We appreciate the efforts of all our rising rock stars who are trying their best to make their contribution to Pakistan. In response to APSUP's call to compete, 47 bands from all over the nation participated in the Battle of Bands. Rockstars from the eight cities of Pakistan, including Karachi, Lahore, Kashmir, Bahawalpur, Mianwali, Rahim Yar Khan, Faisalabad, and Sialkot, have exhibited their remarkable talents. Before competing on the big day and taking home the Battle of the Bands championship, all 47 bands had to survive numerous regional rounds and challenges. Superior University

hosted the first day of the Lahore Regional Round, where the judges found it challenging to select just a few of the exciting bands that played from more than eight different cities. Our outstanding judges, Mr. Adeel Barkee and Ms. Damia Farooq evaluated the participants and gave the bands some great recommendations. Before the series entered its semifinal round, UOL Music Society, Mukaam Band, Gums Band, UCP Funkaar, Khaak Band, and Surtal Band retained their positions. The semifinal was staged on Day 2 of the Lahore Regional Round at the University of Lahore. Finally, the band from The Islamia University of Bahawalpur Pakistan, Lahore Garrison University, and The University of Lahore in Pakistan qualified for the Finals. Khaak Band, Gums Band, and UOL Music Society earned spots in the Grand Finale battle. Mr. Wali Hamid Ali Khan, a talented vocalist and adjudicator, assessed these performances.

**The Battle of Bands' grand finale was conducted on the stage of Pakistan's largest entrepreneurial expo of the year. Khaak Band from Bahawalpur won the competition, earning the title "CHAMPIONS - Battle of the Bands 2022."**

**45**

Bands  
Participated

**33**

Universities  
Participated

**8**

Musicians  
Participated

**10**

Cities  
Engaged

**02**

Regional Rounds  
Arranged

**100,000**

Cash Prize  
Given

More than 33 universities, forty-five bands and eight musicians from ten cities participated in two regional rounds, and the winner secured the cash prize of 100,000 PKR.

# REGIONAL ROUNDS



Khaak Band performing at the Regional Round of Lahore



The Band giving an outstanding performance



Wali Hamid from Raga Boys Band evaluating the performances



Darbooka Performance at the Regional Round



Lahore Garrison University Music Society performing at the Regional Round of Lahore



Judge Wali Hamid presenting the souvenir to a contestant



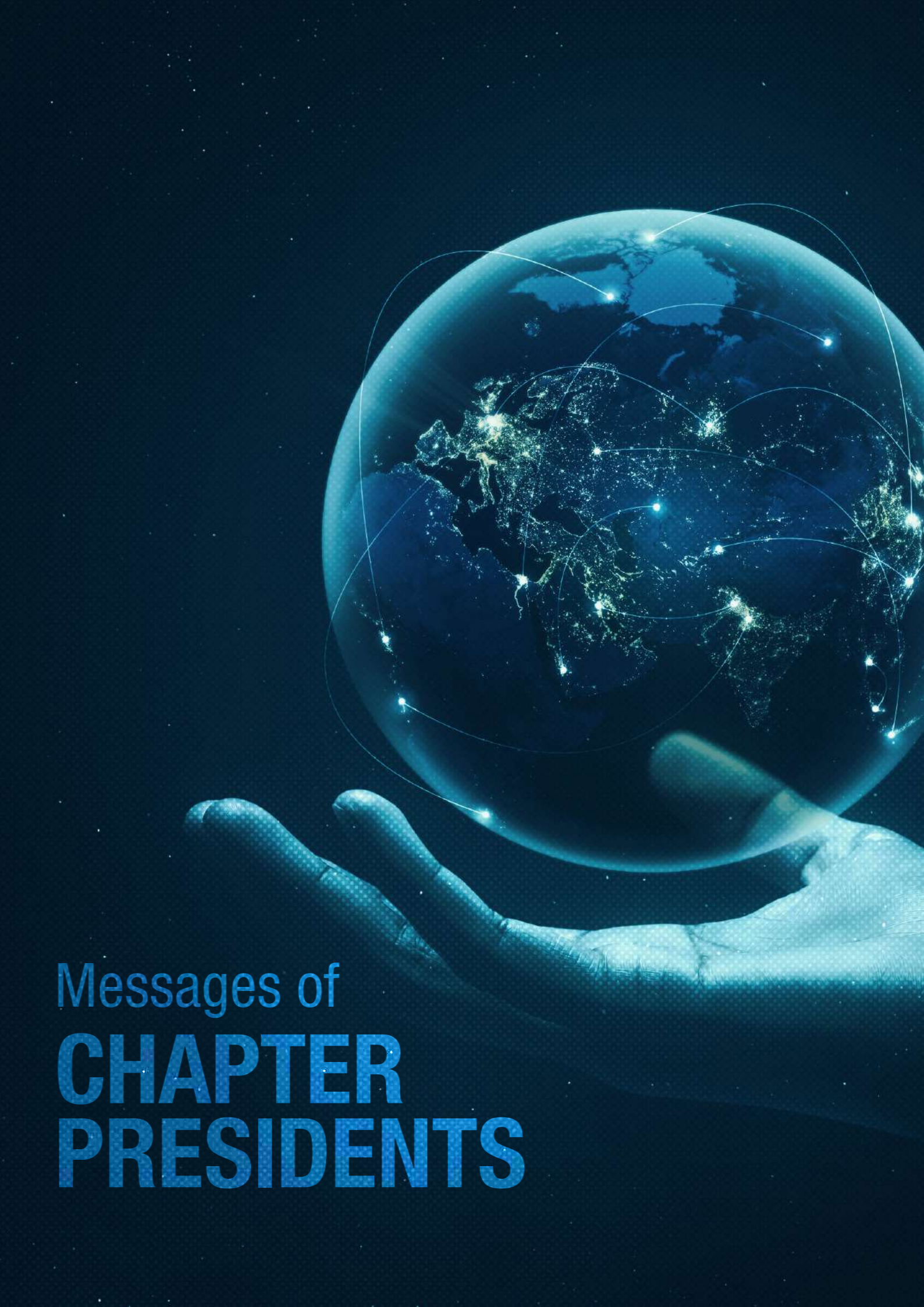
The Music Society from the University of Lahore performing at the Regional Round



The band presenting a melodious performance



The group photograph of the Bands at Lahore Round



Messages of  
**CHAPTER  
PRESIDENTS**

# Messages of APSUP PRESIDENTS!



## Mr. Awais Raof

Chairman BOG

The University of Lahore

President | APSUP Punjab Chapter

SEE Pakistan is a countrywide movement based on the spirit of collaboration that will create an impact by fostering enterprise to create an ecosystem in Pakistan. This ecosystem will lay down the foundations of wealth creation and employment, facilitating prosperity and abundance for all Pakistanis. Entrepreneurship is vital for economic independence and growing prosperity, and there is no political independence without it.

Pakistan is a country of 250 million people, out of which 68% are young. Moreover, it is a developing country with a huge potential for development, and it is a talent-rich country which only needs opportunities and avenues to polish its talents.



## Mr. Azmat Ali

MEMBER,  
BOARD OF TRUSTEES

SARHAD UNIVERSITY OF SCIENCE  
& INFORMATION TECHNOLOGY,  
PESHAWAR

President | APSUP KPK Chapter

It is a matter of immense pleasure for me to be at the SEE Pakistan 2022-, organised by the Association of Private Sector Universities of Pakistan (APSUP) in Lahore. The objective of this event was to exhibit the creative and innovative image of Pakistan in front of the world and to provide a platform for building inclusivity among industry, investors, NGOs, influencers, academicians, startups, and scale-ups. I hope that such events will go a long way in portraying a soft image of Pakistan in the comity of nations and will surely bring laurels to the country upon successful completion. I pray to Almighty Allah to give strength to the organisers of the SEE Pakistan2022- to put their all-out energies into making this event a real success.



**Prof. Dr. Wasim Qazi**  
**Vice-Chancellor/President**

**IQRA University**

**President | APSUP Sindh Chapter**

The need for an entrepreneurial mindset and culture is an essential fuel of today's time. Bringing a platform for innovative minds welcomes various opportunities and adds value to Pakistan's economic prosperity and societal system. I believe that Pakistan has tremendous potential, and if given a chance, the country's youth can fulfill their dreams and create something bigger for the industry and themselves. The entrepreneurship ecosystem is gauging the momentum, and academic institutions, along with other stakeholders, have joined hands to promote this initiative. The journey to convert the job-seeking attitude to a job creator is challenging; however, continuous mentorship, avenues, and motivation have bridged this gap. The vision of APSUP in the light of SEE Pakistan for young minds will enable them to conquer and bring a positive change to own and serve at the macro level.

This initiative is a stepping stone and brings various new avenues for growth and long-term sustainability. I can see and forecast a revolution in the entrepreneurial culture that will bring change for continuous improvement. Times are tough and require a concrete road map, and SEE Pakistan is one initiative to manage the ongoing challenges. I'm optimistic that such initiatives will continue producing and maintaining an environment for entrepreneurial growth and resilience.



**Dr. Abdul Basit**  
**President**

**Preston University**

**President | APSUP Central Chapter**

In light of the Superior Entrepreneurship Expo (SEE) Pakistan, which is being put on by the Association of Private Sector Universities of Pakistan (APSUP), I am glad to learn about Pakistan's massive initiative to foster and promote entrepreneurship in the country. The 21st century is all about concepts, ingenuity, and creativity. It is our responsibility to provide the next generation with these skills and to create spaces where their creativity, inventiveness, and agility may flourish to confront the challenges of the era. SEE Pakistan is a platform for Pakistani youth to launch into a remarkable future which will revolutionise Pakistan, and all the created solutions will have a global impact. This expo is also an inspiration for a lot of young people who are trying and struggling with their paths in the world. As the President of Preston University, I wholeheartedly support this project, which aims to enable young people to increase their entrepreneurial skills and facilitate a Pakistan with a better economy.



CONFERENCE ROOM

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**FINAL DAY OF  
SEE PAKISTAN**



Welcome Note By  
**Prof. Dr. Sumaira Rehman**  
Rector Superior University



Entrepreneurial culture is the foundation of any thriving economy or society. And I firmly believe that entrepreneurship has the power to change the world because it has the solutions to tackle some of the biggest challenges we face today. That is why the objective of this expo is not only to promote entrepreneurial culture in Pakistan but also to ignite the passion for entrepreneurship among youth. Youth is an essential asset of Pakistan and universities have a huge responsibility to channel the positive energy of youth and turn this human resource into human capital to build an economically superior Pakistan. Our vision is that Superior University will not be the factory of unemployed youth, it will be the university which will nurture and encourage the entrepreneurial mindset

of youth to become job creators instead of job seekers because youth has the power to change the world. So it was when I designed an entrepreneurial teaching and training program with a vision to inculcate an entrepreneurial mindset to enrich, enable and empower the youth with critical and innovative skills to design solutions to societal problems. I can proudly share that 100 student-owned startups are commercial and have created 700 new jobs and generated 700 million in revenue. Since I joined Superior University, every day has been a new day at Superior because we continue to innovate our teaching and learning pedagogies and think of new ways to improve our impact as a university.

# Messages of **CHIEF GUESTS!**



## **Mian M. Aslam Iqbal**

**Minister of industries, commerce  
and investment**

**Govt. of Pakistan**

I believe youth is the future of Pakistan, and per year, thousands of youngsters stay unemployed as there are few jobs in the market and the rate of graduates is more. So it's the need of the hour for our youngsters to stand on their feet and create jobs instead of seeking employment. I appreciate APSUP for helping the youth to fulfil their dreams instead of attaining the goals of others.



## **Raja Yassir Humayun Sarfraz**

**Provincial Minister of Punjab for Higher  
Education and Information Technology**

I appreciate the Association of Private Sector Universities of Pakistan (APSUP) for hosting the Superior Entrepreneurship Expo (SEE), 2022. This expo has already created a change in society and given youngsters a platform to demonstrate a creative attitude through their firms following entrepreneurship education. SEE Pakistan has become an epitome of innovation and excellence by paving a pathway for young startups toward outstanding success.

# KEYNOTE SPEAKERS



**Dr. Johnathan**  
Vice-Chancellor FC College

“I congratulate APSUP, and I believe they are making a big impact. I appreciate Superior University for celebrating this revolution on the 75th celebration of Pakistan. This event is not just about innovation and creativity but also networking, connecting all of us as partners, not competitors.”



**Prof. Dr. Shahid Munir**  
Chairman PHEC

There is a dire need to change the contemporary method of education and convert it into a research-based education system. We must produce researchers in vast interdisciplinary fields to become a leading nation in the field of research that will help in changing the future of Pakistan.”



**Prof. Dr. Muhammad Ali**  
Chairman Vice Chancellor Committee  
Vice-Chancellor Quaid-e-Azam University

“I congratulate Pakistan for this revolution. I believe if we will not be able to identify the problem then we can never find the solutions. The youth of Pakistan is creative and innovative and only need a platform promoting entrepreneurial culture.”



**Mr. SM Imran**  
Director Din Group

“I congratulate APSUP for organising this SEE Expo. I believe Pakistan has been blessed with innumerable resources, and entrepreneurship is the tool to get Pakistan out of the shackles that Pakistan is in right now.”

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# SEE PAKISTAN

SMOKING IS PROHIBITED

CAFETERIA



# GLIMPSES...





Panel discussion at SEE Pakistan.



Winner of the ideation stage receiving the prize money of 2 lacs rupees.



Team Milkify securing the prize money of 3 lacs rupees.



Team Milkify securing the prize money of 3 lacs rupees.



Footfall at SEE Pakistan.



Prof. Dr. Shahid Munir visiting the stalls of startups.



Team SEE Pakistan welcoming guests.



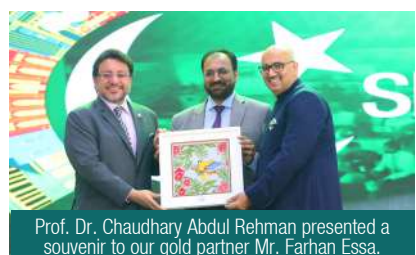
Team SEE Pakistan welcoming guests.



Happenings at SEE Pakistan.



Happenings at SEE Pakistan.



Prof. Dr. Chaudhary Abdul Rehman presented a souvenir to our gold partner Mr. Farhan Essa.



Tech startup exhibiting their prototype at SEE Pakistan.



Students at the photobooth of SEE Pakistan.



Prototype of a startup from Khyber Pakhtoon Khawan (KPK) at SEE Pakistan.



Food startup displaying their prototype.



Healthcare startup exhibiting their prototype at SEE Pakistan.



Mobiliti (Startup) is briefing their product and business model to Prof. Dr. Sumaira Rehman.



Entrepreneurs registering their customers



Agricultural startup exhibiting their stall at SEE Pakistan



Students at the photobooth of SEE Pakistan.

# SEE PAKISTAN

## PANEL DISCUSSION





# “Role of IT Sector Challenges and Opportunities Amid Economic Crisis”

## PANEL 1:

### THE ROUSING PANEL DISCUSSION OF THE YEAR!

They shared their views about technology affecting the way individuals communicate, learn, and think. Technology plays an important role in society today. Advances in digital technologies hold considerable potential to lift the trajectory of productivity and economic growth and to create new and better ones.

### Venerated Moderator:



**Mr. Badar Khushnood**  
Co-Founder  
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# POLICY BRIEF SERIES 2022

SUPERIOR UNIVERSITY

Office of Research, Innovation & Commercialization Superior University – September 2022



## Pakistan's I.T. Sector: Challenges and Opportunities amid Economic Crisis

By: Mr. Hamid Masood Director, Azra Naheed Centre for Research & Development

### EXECUTIVE SUMMARY

The I.T. industry of Pakistan has shown remarkable growth over the past 5 years and it is expected that the sector will attain a volume of US \$ 7 billion over the next 4 years. The healthy state of the sector, especially that of the growth of freelancing, is mainly due to the development of skilled human resources and their availability to national, regional, and international markets at a relatively lower cost. Reforms of public policies have also played a role in moving towards the digitalization of sectors of the economy and have helped in improving the general state of the sector. However, the challenges of the I.T. sector are also huge and complicated. Lack of enforcement of Intellectual Property rights, absence of an effective framework for e-commerce, and digital marketing remain major challenges for Pakistan that need to be addressed on a priority basis.

### KEY RECOMMENDATIONS

- National I.T. Policy needs to be revised in light of the current challenges and subsequently, a realistic Action Plan has to be prepared in consultation with the stakeholders, especially the private sector.
- Current policies about the I.T. sector also need to be aligned with the national I.T. policy to be developed after consultation. All the subservient policies need to establish clear thematic and operational linkages with the national policy.
- Conducive policy environment and operational facilitation need to be introduced for Payment Service Providers (PSPs) and Payment Service Operators (PSOs). Addressing this lagging aspect will boost e-commerce.
- More incubators and accelerators need to be developed by the government and the private sector for which adequate support may be extended by the public sector.
  - Measures should be taken to improve and enforce Intellectual Property rights.

## Policy Context

IT Policy and Action Plan 2000 accords high priority to information technology and envisages government in the role of enabler, facilitator, and promotor for responding to the evolving challenges of knowledge-based growth. The policy strives for providing a comprehensive framework to the I.T. industry so that intersectoral linkages and issues of governance are addressed systemically. Human resource development, infrastructure development, software industry development, hardware industry development, availability of the internet, promotion of I.T. and its usage, and introduction of legislative and regulatory measures are the key aspects addressed by the IT Policy and Action Plan 2000. The policy was unique in its context as it formed eleven working groups of experts to arrive at the policy recommendations that supported the policy framework and further guided the formulation of performance indicators/benchmarks concerning the given Action Plan and suggested projected portfolio. Since the thrust of the policy was enabling the private sector, it shifted the focus away from governmental control to the empowerment of the private sector.

Digital Pakistan Policy 2018 propounds its vision as “To become a strategic enabler for an accelerated digitization ecosystem to expand the knowledge-based economy and socio-economic growth.” Policy objectives covering key areas like holistic digital strategy, sectoral digitalization, e-commerce, promotion of innovation and entrepreneurship, e-governance, and inclusion are indicative of the realization of the need for digitalization by the government and complement the policy framework of I.T. Policy and Action Plan 2000. Freelancing is also addressed as a pillar of digital Pakistan with a resolve to launch digital skills programs. Policy on freelancing is still at the draft stage with the Ministry of I.T. but is expected to be approved with due updates and inputs by the stakeholders. Digitization of sectors and fiscal incentives along with non-fiscal incentives are significant suggested structural improvements in the national digital framework.

National SME Policy 2021 is another critical policy that shapes the contours of the entrepreneurial ecosystem in Pakistan. Most significantly the recommended definition of a small enterprise and start-up is going to have far-reaching effects on the

development of entrepreneurship in Pakistan. One significant policy asks therein is the teaching of entrepreneurship at the university level as a specialized stream in partnership with the National Incubation Centre, the Higher Education Commission, and provincial departments for education.

Pakistan Vision 2025 after the IT Policy and Action Plan 2000 may be regarded as the key policy document that encapsulates the spirit of growth through embracing technological development at the national level. The Telecommunications Policy 2015 is another policy milestone as it regulates the most thriving sub-sector in the IT industry. Market competition, expansion, broadband facilitation, telecommunication infrastructure, and most importantly creation of the National ICT R&D Fund are the hallmarks of this policy that steer the continued investments in the sector and gradual increase in penetration that supports the materialization of digital Pakistan. Prevention of Electronic Crimes Act 2016, and Research and Development Fund Rules 2006 are other enabling policy instruments that help improve and safeguard the I.T. culture in the country through exercising checks over electronic crimes and regulating the use of the R&D Fund respectively. National-level entities established to promote the IT industry and IT culture for digitalization and human resource development are the Pakistan Software Export Board and the National Incubation Centre which deal with a different set of stakeholders with some commendable accomplishments.

The taxation regime is another policy aspect that is critical for the promotion of innovation and development of the entrepreneurial ecosystem in the country. Formalization of small firms within the taxation system governed by finance bills of every year by national and sub-national governments, SROs issued from time to time, and implementation and regulation by the FBR remain challenge areas for our I.T. industry.

## Snapshot of the I.T. Industry of Pakistan

Pakistan's IT and Information Technology enabled Services (ITeS) sector has been thriving over the past few years with the steady growth of the internal market as well as that of IT exports along with the rise in freelancing. IT exports are expected to grow to US \$ 3.55 billion from \$ 2.1 billion which is indicative of the the positive impact of a national policy frame-

work that could catalyse the potential of the private sector supplemented by the development of human resources and research under the direct patronage of the public sector through consistent public financing. The percentage of expenditure on education including higher education to GDP may not be as per desired benchmark but the absolute increase in the public financing of education is noteworthy. The establishment of 16 technology parks across the country is another healthy sign for the IT industry and reporting of a rise in freelancing by the Global Gig-economy Index i.e. Pakistan as the third most popular country, is certainly a positive indicator of the growth of IT culture. IT products and services are being exported to 120 countries with a well-developed IT infrastructure that is led by six international cables and four mobile operators. More than 10,000 IT companies are registered with SECP with an estimated of about 30% of this number of companies registered with other bodies or not registered at all. 3,567 companies are reportedly registered only in Lahore showing the largest concentration of companies. 90% of IT companies have been reported to be registered in 4 cities of Pakistan i.e. Lahore, Islamabad, Rawalpindi, and Karachi.

An overview of the IT industry and its performance as a sector is encouraging for Pakistan despite the ongoing debate about sectoral performance being below its true potential.

## **Economic Crisis and Growth of I.T. Industry**

Increasing exports by the IT industry and Information Technology enabled Services (ITeS) reflect a satisfactory sectoral performance despite the odds. COVID-19 jolted the entire global economy and Pakistan was no exception to it as economic slowdown and negative growth in multiple sectors emerged as imminent results. However, the IT industry of Pakistan continued its growth recording a 23% to 27% growth during the past two years as compared to the preceding years. The rise in freelancing is symptomatic of the presence of critical skills and their supply in regional and global markets. The local IT market is another facet of the industry which is estimated to stand at US \$ 1 billion indicating the transformation of various sectors albeit varying paces owing to their adaptability and knowledge and financial deficit.

Economic slowdown at the national level does have negative implications for the growth of the IT sector by low demand levels. However, the \$ 1 billion figure that posits a nudge from hundreds is again reflective of the positive contribution of the private sector. It further indicates the increasing role of the IT sector in the creation of a knowledge economy with a distinctive position concerning other sectors of the economy. The low performance of other sectors when compared with the IT sector reveals the structural and positional advantages of the IT sector. Enabling environment created by a conducive policy framework led to the present strong position of the private sector that not only penetrated the local market but also explored regional and international markets. Development of market savvy skills and capture of market share induced and nurtured by governmental support rests with the thriving private sector that excelled with all its constraints. Non-realization of the true potential of the sector is attributed to restrictive and over-regulated interventions of the government. However, the development of the IT sector and projections of growth place the thrust in the ambit of the private sector and the space it occupies opened up by public policies.

Despite positive growth of the sector and policy support in form of infrastructure development and human resource development, the target volume of the IT industry i.e. \$ 20 billion envisaged by Pakistan Vision 2025 and the Digital Policy of Pakistan 2018 by 2025 is most likely to be missed. Optimum projections of \$ 6 billion for the IT industry for the coming three years fall short of the lofty target of \$ 20 billion as merely 30% of the target will be achieved.

## **Opportunities and Challenges**

Following major opportunities have been identified after consultation with the stakeholders for the I.T. industry of Pakistan amidst the ongoing economic crisis:

- 1.** Pakistan is considered to be at the cusp of the Fourth Industrial Revolution in terms of human resource development opportunities as sectoral growth has manifested over the past few years. Therefore, there exists a lot of potential for reaping optimum benefits of the state of the sector within the country and through its regional and national market linkages.

2. The increase in internet penetration across the country coupled with increased opportunities for learning and capacity building have created ripe conditions for adding value human resources to the industry. Therefore, sector can benefit a great deal from this opportunity and cultivate strong academic linkages as per its current and futuristic needs.
3. Human resource development and the growth of SMEs jointly pose promising opportunities for the industry as the number of incubators and accelerators have risen over the years and are adding to the market volume and quality.
4. Sectoral growth has shown promising progress as a national indicator of progress over the past years i.e. the I.T. sector stands at US \$3.5 billion. It is expected that the in the coming three to four years it will reach around \$7 billion.
5. The competitive edge of Pakistan's I.T. industry lies in its comparatively low-cost services available to the international and most of the regional markets. Therefore, the same value may be enhanced over the coming years by competing for larger shares of regional and international markets while maintaining the required quality standards.
6. Freelancing has emerged as a fast-growing sub-sector in Pakistan whereby Pakistan stands in the top three countries with the highest volume of business. The growth of freelancing may be directly associated with the aforementioned factors of developed human resources that too available at a low cost. The level of expertise and services provided by Pakistani freelancers speaks for its standing in the regional and international markets. Acquisition of higher skills and polishing of the existing ones as per the market needs is likely to accelerate growth and provide employment.
7. Business opportunities provided by E-commerce (emerging opportunities due to operations of Amazon) carry huge potential for local actors in form of placement of products but also concerning the provision of technical assistance to

to aspiring SMEs and larger businesses. Thus, I.T. professionals can act as conduits of market accessibility and business growth.

8. M-Wallet provides huge opportunities for investment in the I.T. sector as the country has more than 152 million cellular subscribers.
9. The seriousness of the government is visible concerning reforms for the I.T. sector and commitment to the development of technology parks across the country. Public-private partnerships in this regard will boost the IT industry and catalyze environmental progress and sectoral growth. Moreover, the development of technology-centric Special Economic Zones (SEZs) will further create the much-needed market interface for local and international businesses.

**Challenges of the I.T. industry from a policy perspective are manifold and the significant ones are presented below:**

1. The absence of a holistic digital strategy harms the functioning of multifaceted aspects of the I.T. industry and its sub-sectors. Since current policy instruments recognize it as a key enabler, more concrete actions are required on part of the government to make use of opportunities for sectoral growth.
2. Payment Service Providers (PSPs) and Payment Service Operators (PSOs) are integral actors in e-commerce and Pakistan has been struggling to provide an adequate environment for them to flourish. Therefore, it is the responsibility of the government to create a conducive environment for the growth of PSPs and PSOs.
3. Conversion and success rates of incubators call for the strengthening of the ecosystems governing innovation and technology-centric entrepreneurship. Without strong ecosystems for the aforementioned aspects, Pakistan will continue to fall short of successful start-ups adding to the growth of SMEs.
4. Digital marketing is another challenging aspect I.T. industry in Pakistan.

Freelancers as well as other business of varying scale suffer at the hands of lack of digital marketing skills whereas adequate identification of target markets, branding in accordance with market pulse, and effective outreach to potential clients can help boost the industry. Government may collaborate with the private sector to introduce I.T. facilitation desks.

- 5.** Lack of enforcement of Intellectual Property (IP) protection measures across the country despite the presence of IP laws / regulations is a big challenge for the I.T. industry especially the software industry that cannot expect exclusivity and safeguard measures for its knowledge product.
- 6.** Absence of an effective framework to boost e-commerce is hurting the I.T. industry of Pakistan despite the existence of great potential for optimization of current growth trends in the face of legal and policy conditions.
- 7.** Incentives for hardware manufacturing for I.T. sector are missing from the policy landscape that can save foreign exchange and add to the local expertise.

*This Policy Brief Series is the product of Azra Naheed Centre for Research & Development (ANCRD).*

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3. National SME Policy 2021
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# “Future of VC- Backed Start-ups in Pakistan”

## PANEL 2:

### THE ENLIVENING PANEL DISCUSSION OF THE YEAR!

They shared their views that how venture capitalism is evolving beyond capital to offer other forms of value as well. Aside from the financial backing, obtaining venture capital financing can provide a start-up or young business with a valuable source of guidance and consultation.

### Venerated Moderator:



**Nabeel Qadeer**  
CEO  
DirAction

### Adulated Panelists:



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Baby Planet



**Mr. Ayub Ghauri**  
Executive Director  
Netsol Technologies



**Mr. Muhammad Abdullah**  
CEO  
Blynk Technologies



**Mr. Abdul Rehman Talat**  
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**Mr. Khurram Zafar**  
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47 Ventures

# POLICY BRIEF SERIES 2022

SUPERIOR UNIVERSITY

Office of Research, Innovation & Commercialization Superior University – September 2022



## Lessons from Failure: Future of VC backed Start-ups in Pakistan

Prof. Dr. Sumaira Rehman Rector, The Superior University  
Mr. Hamid Masood Director, Azra Naheed Centre for Research & Development

### EXECUTIVE SUMMARY

The policy landscape of Pakistan has distinctive features of strengths and shortcomings and divulges subjects of inquiry regarding the improvement of investment climate and economic development in the country. Funding by VCs is normally associated with prior registration under the Companies Act 2017 and is thus subject to SECP regulations. The phenomenon of start-ups funded by VCs stays clear of over regulations as the innovation and risk-taking elements of entrepreneurship are both recognized and nurtured by bilateral arrangements i.e. between start-up and VC(s) while fulfilling the conducive regulatory requirements. Policies allowing for asymmetries in form of functional markets in the informal domain and lack of sectoral information indirectly condone the patronage of innovation by VC under a bilateral arrangement.

### KEY RECOMMENDATIONS

- Federal Board of Investment takes up the task of consolidating sectoral studies by the provincial Boards of Investment and Trade, which serve as primary bodies for collating primary and secondary data from different sources. Thus, consolidated studies on the state of different sectors will serve as a guiding yardstick for VCs.
- Bureau of Statistics compiles data from different governmental entities on regular basis. The data collection exercise may be expanded to the inclusion of sector experts through building collaborative networks with a wide range of stakeholders. The data thus collected is updated periodically with inputs from stakeholders from industry and academia.
- Market dynamics are better understood by intensive research that is action-oriented and appreciates the competition, product placement, consumer behaviour, pricing, and time to scale. Needed research is done by universities, start-ups and planning agencies of the public sector.



## Policy Context

Policy Context Businesses, investments, trade and allied subjects have been deemed integral for the economic and ultimately, social development of the country. The policy landscape of Pakistan is well structured when it comes to the formation of a business, regulation of markets, issuance of guidelines, facilitation in undertaking business processes, and provision of services. However, the implementation of the policies and gaps therein constitute subjects of inquiry regarding the improvement of investment climate and economic development in the country. Notwithstanding the contours of policy implementation is the functionality of informal economic structures that shape and steer large segments of businesses in the country. This policy brief limits itself to the establishment, growth, and financing issues of start-ups with reference to Venture Capital (VC) funding.

Securities Exchange Commission of Pakistan Act 1997 provided for the creation of the Securities Exchange Commission of Pakistan (SECP) with multiple responsibilities for facilitating, regulating and guiding the functioning of stock markets, non-financial banking institutions, and other companies. The Act also requires SECP to “maintain facilities and improve the performance of companies and securities markets, in the interest of commercial certainty, reducing business costs, and efficiency and development of the economy.” Regulation of acquisition of shares and suggesting of changes in the law concerning all the matters under its ambit of responsibilities also form key responsibilities of SECP that affect the VC-backed start-ups. It is pertinent to note that as a common practice, all VCs require local start-ups to get themselves incorporated as the company recognized by SECP. The measure itself pushes the boundaries of informal working of start-ups or comparatively fewer regulations by other laws recognizing firms to the formal extensive regulatory framework of SECP invoked by incorporation under The Companies Act 2017.



Board of Investment (BOI) at the federal level and provincial Boards of Investment and Trade are geared towards the promotion of investment and trade along with the creation and provision of an investment-friendly business environment. Ease of doing business and sectoral information form critical areas of communication for investors by these public entities. In an ideal situation, the respective boards ought to have detailed information about different sectors covering the state of the sector, growth potential, investment opportunities, and regulatory requirements. However, far from ideal situation leads the investors and local companies to rely on bilaterally agreeable market information for defining a collaborative business venture.

The State Bank of Pakistan (SBP), established under the State Bank of Pakistan Act 1956, regulates all foreign investments and transactions through multiple policy instruments including the Protection of Economic Reforms Act 1992; Payment Systems and Electronic Fund Transfer Act 2007; Financial Institutions (Secured Transactions) Act 2016; Anti-money Laundering, Combating the Financing of Terrorism & Countering Proliferation Financing Regulations; and Exchange Companies Manual etc. Taxation by the Federal Board of Revenue and provincial revenue authorities from another corner of the policy environment affects the working of VC-backed start-ups in the country. Documentation required of companies by these taxation authorities pre-supposes the presence of capacities and capabilities that ensure compliance with all the taxation requirements.

## **Backing up of Strat-ups by VCs: Contextual Reflections**

Start-ups symbolize the innovation drive of youth or in some cases, seasoned professionals that seek growth of business owing to the strength of an idea or a newly developed technology. Acquisition and functionalization of acquired technology or knowledge product in the context of marketability provide the necessary impetus to start-ups for business strategy formulation. Anecdotal evidence suggests that the first choice of legal recognition by start-ups is The Partnership Act 1932 which provides an accommodating space without burdening them with extensive documentation requirements, thus offering minimal exposure to regulatory mechanisms. Funding by VCs is normally associated with prior registration under the Companies Act 2017 and is subject to SECP regulations. However, in case of non-registration, the release of funds is contingent upon registration. Therefore, the financial capacity and capability to meet regulatory requirements are simultaneously acquired in most cases.

Fundraising by start-ups, unless supported by family and other personal sources, is a complicated and cumbersome process. Access to finance has been considered a major impediment to business development and has been recognized as such by SMEDA. Securing VC funding is associated with the sound value proposition and organisational prowess that ultimately leads to the acquisition of negotiated funds. Solving the winning pitch deck mystery with extensive work to support the stated numbers of the market and projected profitability is another problematic milestone in markets riddled with information asymmetries. Since, sectoral studies by investment boards, other public entities, academics, and research organisations offer limited insights into the dynamics of market functioning and their respective contribution to local GDPs; reliance on data accumulated by start-ups for building their business cases increases manifold. Implications of this reliance are far-reaching as only partners in business, including the VCs, reach a convincing business case through a negotiated deal mainly relying upon an established proof of concept within the mutually agreed upon framework. Logic models or market analyses governing

the proof of concept may have limitations that are overlooked by the prospective partners.

## **Blitz Scaling: Defeating the Odds**

Pakistan received over US \$ 500 million as VC funding for start-ups in the last 2 years out of which 350 million was in 2021 with half of it received by e-commerce start-ups. B2B, B2C, and FinTech start-ups saw their rise in recent years with an increase in internet penetration and awareness of online purchases at the consumer level. Electronic Money Institutions and digital banking licenses tend to support the transformation of FinTech start-ups in Pakistan.

US \$ 200 million went to Airlift and Bazar with an individual share of almost \$ 100 million each culminating in the business closure of the former. The poster child of the start-up industry of Pakistan with prospects of being the first start-up unicorn met a fate that not only jolted the industry but also raised questions on the state of market regulation and the future of VC funding for start-ups in the country. Pre-seed to seed and later series of funding, each is characterized by checks and balances that bear testimony to the materialization of a great idea through a well-performing organisation, thus delivering on the promise of growth to scale and bringing about a market transformation. Therefore, despite these checks and balances, the shortcomings in business models and operations emerge as an intriguing phenomenon. The answer to this phenomenon has been noted in the form of blitz scaling.

Blitz scaling has been recognized as a method that helps beat the market odds by moving leaps ahead in the areas of extending the customer/-consumer base, revenue generation, and organisational development, where the complementarity of each reinforces the growth of a start-up. The rationale, being drawn from lessons of World War II regarding the carrying of supplies for offensive launches, does support the logic model of scaling as divulging dividends, but steering away from conventional scaling-up methods also shrinks room for reflection and knowledge-based responses to market dynamics. Once a business model for scaling a start-up is successfully agreed upon by VC, and that covers the proof of concept

stage, the responsibility for such scaling up rests with the start-up under the oversight of VC. The only possible safeguard is the milestone-based financing mechanism that is likely to allow for some check on performance. The milestones of progress may tend to be erroneous, as the case of Airlift substantiates.

It is pertinent to note that Pakistan also hosts debates over-regulation in various forms that purportedly make the market dysfunctional. However, the phenomenon of start-ups funded by VCs stays clear of over regulations as the innovation and risk-taking elements of entrepreneurship are both recognized and nurtured by bilateral arrangements i.e. between start-ups and VC(s) while adhering to the conducive regulatory requirements. Right from the incorporation of the company to the offering of equity to foreign/local VCs, regulations of SECP lay down specific requirements and guidelines for companies. The risk-taking embarked upon by the start-ups and VC falls well within the policy framework space governing them as it fulfils all legal and policy requirements and thus is to be shouldered by the contracting parties.

Nonetheless, the model of market disruption and impact of innovation perceived by the start-ups and VC have a strong organic relationship with the state of the sector and room for intervention. The marketability of innovation and effective functioning of the market in the formal domain are attributes of investment climate which is shared by stakeholders but shaped by the policies. Thus, policies allowing for asymmetries in form of functional markets in the informal domain and lack of sectoral information indirectly condone the patronage of innovation by VC under a bilateral arrangement. The likelihood of misinterpreting the market and its needs increases manifold when investing in an idea or a knowledge product consumes the better sense of adopting market assessment mechanisms.

## Lessons from Failure and Recommendations

The national dialogue arranged by SEE Pakistan 2022 brought together entrepreneurs and representatives of VCs over the subject of Lessons from Failure: Future of VC-backed Start-ups in Pakistan. The contextual policy analysis and

observations of key informants highlighted the following lessons for the start-ups of Pakistan:

### Understanding the Market

An entrepreneurial venture may present a convincing case of turning around the market through its innovative product and ensuing practices. However, the market dynamics may pose a diametrically opposite picture of consumer behaviour according to varying segments and local influences. Being mentally invested in an idea may not necessarily mean that a real market of scale exists for that particular product.

#### Recommendations

- a. Market dynamics are better understood by intensive research that is action-oriented and appreciates the competition, product placement, consumer behaviour, pricing, and time to scale. Such research needs to be undertaken by actors in the financing of start-ups.
- b. Stock-take as a systemic option of reflecting on the progress of entrepreneurial venture is exercised in its letter and spirit. This comes in addition to the routine monitoring mechanisms set in place by a start-up so that the whole internal ecosystem of progress against milestones with allocated resources is subjected to review/stock take. The periodicity of stock take may vary according to the nature of the business and may be aligned with major milestones.

### Caution with Heuristic Approach

Heuristic approach to business problems is enticing and provides value concerning constraints of time thereby determining efficacy within specified limits. However, quick fixes are not always the best solutions to real business problems. An incremental approach to problem-solving with optimization of results while adhering to time and resource constraints may be considered as an alternate option.

#### Recommendations

- a. Time to market and staying relevant in the market are understandable concerns that can be effectively addressed by developing

a deeper understanding of the business problems. Relatively larger data sets may be required to substantiate the adopted business approach.

## Sectoral Studies

In the absence of the state of the sector studies by research and development organisations or by the investment boards of governments, the available macro-level indicators for each sector of investment have to suffice for screening and selection purposes. Sectoral analyses presented by start-ups and the readiness of sectors for a macro-scale intervention substitute for in-depth studies of multiple sectors.

### Recommendations

- a.** Federal Board of Investment takes up the task of consolidating sectoral studies by the provincial boards of investment and trade, which serve as primary bodies for collating primary and secondary data from different sources. Thus, consolidated studies on the state of different sectors will provide in-depth sectoral information and serve as a guiding yardstick for VCs.
- b.** The Bureau of Statistics compiles data from different governmental entities on regular basis. The data collection exercise may be expanded to the inclusion of sector experts through building collaborative networks with a wide range of stakeholders. The data thus collected needs to be updated periodically with inputs from multiple stakeholders from industry and academia.
- c.** Data sets from the bureau of statistics and other line departments are shared with universities and research institutes periodically under the letter and spirit of the Right to Information laws. Moreover, the sharing of data produced by public sector entities will open avenues of research on issues of socio-economic importance besides feeding into the entrepreneurial ecosystem of universities.

## Achieving Proof of Concept

Start-ups strive for achieving proof of concept through an appropriate level of functionality and profitability. Pre-seed and seed funding contribute to establishing the start-up and gearing it up to strive for proving that its idea is workable and profitable. The majority of start-ups are unsuccessful in attaining initial functionality within the defined market let alone establishing beyond doubt that the innovation is worthwhile.

### Recommendations

- a.** Alternate means of financing are to be explored by start-ups comprising local financiers, financing institutions, and the use of personalized financial instruments. Before seeking the VC's trust through financial assistance, the entrepreneurs ought to believe in their innovation and fund it through all available personal means.
- b.** Given the high rate of failure of start-ups, perseverance and continuous striving for materializing innovations are the business values to be adhered to by entrepreneurs.

*This Policy Brief Series is the product of Azra Naheed Centre for Research & Development (ANCRD).*

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# “Role of Universities in Fostering an Entrepreneurial Ecosystem”

## PANEL 3:

### THE IMPACTFUL PANEL DISCUSSION OF THE YEAR!

They shared their views on the importance of entrepreneurship and the need for an entrepreneurial revolution in Pakistan. According to them, the 21st century is all about ideas, creativity, and innovation. Those who can keep pace with the market trends of today will be able to enter the future alongside global economies. Those who falter in this vital area will be left behind for decades.

Venerated  
Moderator:



**Dr. Muhammad Azam Roomi**  
Dean  
MBS Business School KSA

Adulated  
Panelists:



**Prof. Dr. M. Ali Shah**  
VC  
Quaid-e-Azam University



**Prof. Dr. M. Mujahid**  
Rector  
PAF-IST



**Dr. Kanwal Amin**  
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Home Economics University



**Prof. Dr. Asghar Zaidi**  
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**Main Imran Masood**  
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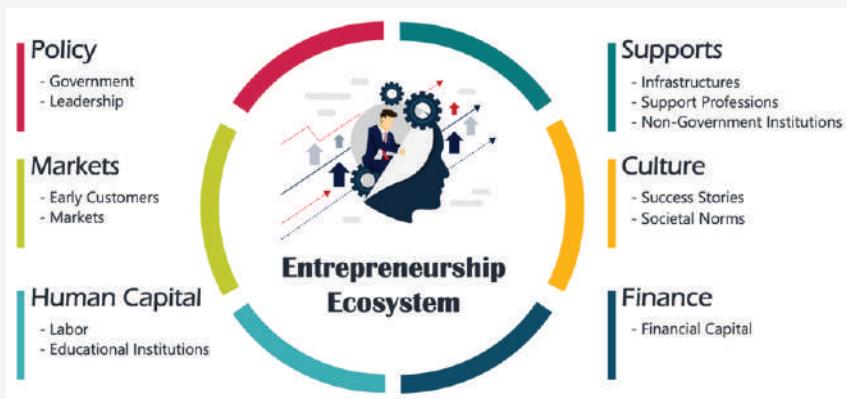


**Mr. SM Imran**  
CEO  
DIN properties

# POLICY BRIEF SERIES 2022

## SUPERIOR UNIVERSITY

Office of Research, Innovation & Commercialization Superior University – September 2022



### KEY RECOMMENDATIONS

- A comprehensive policy review is undertaken by the custodian of the policy after every two years. Any action plan formulated after the policy approval ought to be the pivot of the review process.

- All the documents produced in pursuit of the policy review process and policy implementation are made public under the prevalent Right to Information laws. - Entrepreneurial teaching and training programs are adopted by the universities while catering to the pedagogical needs of students.

- Higher Education Commission (HEC) and provincial HECs issue guidelines for entrepreneurial teaching and training. - Universities undertake action research on matters concerning entrepreneurship and entrepreneurial ecosystem with tangible action items for planning entities, and other administrative bodies from the public sector.

## Role of Universities in Fostering an Entrepreneurial Ecosystem

By: Prof. Dr. Sumaira Rehman Rector, The Superior University  
Mr. Hamid Masood Director, Azra Naheed Centre for Research & Development

### EXECUTIVE SUMMARY

The entrepreneurial ecosystem of the country is governed by a multitude of policy instruments that lay down the vision for development and posit policy asks from different stakeholders. The role of universities and research institutes is well recognized however, their nexus with the stakeholders is yet to be spelt out. The entrepreneurial ecosystem may be better understood through an internal ecosystem of universities and the larger external entrepreneurial ecosystem. Only a strong internal system centred on entrepreneurial teaching and training can cultivate the needed external linkages with stakeholders. The internal ecosystem of universities, access to finance, market dynamics, and regulatory regimes governing start-ups play a pivotal role in determining the success of the national entrepreneurial ecosystem.

## Policy Context

National Science, Technology & Innovation (STI) Policy 2022 recognizes the critical role of innovation and technology-based start-ups in creating a knowledge-based economy in the country. The policy further explores the significance of the national STI ecosystem. While STI and its ecosystem have been addressed by this policy, there remain other policies that govern the entrepreneurial ecosystem of the country. Pakistan Vision 2025 regards Private Sector and Entrepreneurship led growth as pillar V of key enablers of growth. Right from the strengthening of institutions to deliberations on Small and Medium Enterprises (SMEs), Vision 2025 outlays a combination of facts and subsequent policy asks. However, the implementation of these policy asks and their impact is yet to be ascertained.

National SME Policy 2021 is another critical policy that shapes the contours of the entrepreneurial ecosystem in Pakistan. Most significantly the recommended definitions of small enterprise, medium enterprise, and start-up are going to have far-reaching effects on the development of entrepreneurship in Pakistan. One significant policy asks therein, is the teaching of entrepreneurship at the university level as a specialized stream in partnership with the National Incubation Centre, the Higher Education Commission, and provincial departments for education.

SME Asaan Finance (SAAF) Scheme (August 2021) of the State Bank of Pakistan, coupled with Prudential Regulations for Small and Medium Enterprises Financing (March 2022), attempt to address the financial constraints faced by SMEs. Companies (Further Issue of Shares) Regulations 2020 by the Securities Exchange Commission of Pakistan aim, among other subjects, to resolve equity-related issues for corporate entities. However, for the majority of entrepreneurs, SECP is the least likely choice for registration of their businesses as legal entities owing to the stringent measures of compliance that tend to challenge their capacities and capabilities.

The Higher Education Commission Ordinance 2002 explicitly places formulation of policies for higher education institutions that promote socio-economic development in the ambit of HEC besides stressing the need for developing

industry-academia linkages. HEC ORIC Policy 2021 further elucidates the role of universities concerning intellectual property, innovation and research commercialization. HEC-notified ORICs are 72 in number, whereas Business Incubation Centres established at public sector universities across Pakistan are 30 in number. The adoption and penetration of HEC initiatives are yet to universalize across the higher education institutions of the country.

## Entrepreneurial Ecosystem: Nexus of Universities with Stakeholders

The prescribed and ascribed roles of universities place them as hubs of innovation, knowledge production, technology transfer, and entrepreneurship development within the entrepreneurial ecosystem of the country. As a seat of learning they provide impetus to the initiation and growth of start-ups through incubation and other support services. The emergence of ideas and knowledge production leading to innovation remain subjects within the creative space of the entrepreneurial ecosystem of the university and is largely attributed to its conducive and nurturing environment. However, the same may be cultivated and harnessed through the strengthening of internal and localized elements of the university's ecosystem. Critical aspects of such strengthening include a curriculum that incorporates entrepreneurship, pedagogical techniques that inculcate necessary skills in students, and a pathway that helps students navigate the real-life challenges of entrepreneurship.

Entrepreneurial-university ecosystem rightly refers to the preparedness and contribution of universities towards entrepreneurship that functions within the larger knowledge economy structure of a country and whose effects are discernible through socio-economic development. Besides the notion of a robust internal ecosystem contributing towards innovation and technology development, the entrepreneurial outcomes largely depend on exogenous and policy factors.

The creation and functionality of Offices of Research Innovation and Commercialization (ORIC) and Business Incubation Centres (BICs) are the policy instruments designed to leverage the contribution of higher education institutions towards the development of a knowledge economy.



The active role of ORICs and BICs does channel the operationalization of start-ups and scale-ups, however, the most pertinent influencing factor here is the identification of a market (niche) for a start-up. The innovation developed under research may be equated with a market niche person, but in terms of commercialization, it posits a long and complicated process. Optimization of market-ready results, time to market, market need assessment, business planning, and return on investment are a few of the leading areas of consideration.

Universities of Pakistan struggle on both accounts, i.e. development of the internal eco-system and the creation of linkages with the external eco-system. Internal eco-system centred on entrepreneurship and entrepreneurial education is not a commonly practised structure in universities, and they further struggle with the mechanics of making a shift from conventional education systems. Likewise is the more complicated case of examining and assessing the potential of entrepreneurship initiatives within the larger sectoral business environment. Notions like the ease of doing business, sectoral growth, and market disruptive initiatives posit not only challenges of theory but also policy, both public and organisational, and practice. Therefore, one may view each university in the country in the light of its positioning within the larger entrepreneurial ecosystem.

## **Development of Human Capital**

Teachers and students form both ends of the equation of knowledge creation and knowledge dissemination in higher education institutions in the historic sense and conventional mode of learning. Students, though a partner in knowledge creation, mostly stand at the receiving end of knowledge creation and dissemination. The role of the teacher in the context of the entrepreneurial ecosystem has far exceeded the historic boundaries and has become diversified in multiple ways. A university geared at fostering entrepreneurial ventures presupposes the existence of a vibrant internal ecosystem having strong linkages with the external ecosystem and commits to keeping itself abreast of multifarious sectoral developments. The development of human capital with the lens of entrepreneurship lies at the core of universi-

ty-wide activities. It is essentially different from the conventional mode of teaching and learning practice at universities. Mentors, coaches, industry experts, legal experts, business planners, marketers etc. are some of the key professionals whose presence not only creates the needed entrepreneurial eco-system but the quality of their expertise also determines the strength of the existing system. These professionals ought to function within a well-structured system that allows for the actualization of outputs and outcomes determined for the learners. The creation of such a system along with its sustenance emerges as a challenge for universities on account of their structural and functional design. The teaching of the curriculum and periodic assessment of the student in a disciplined environment is most simply put the functional design of a university. Add to it the complexities of promoting innovation, cultivating and streamlining business ideas, incubating businesses, and scaling up businesses, and one arrives at the procedural and knowledge needs of a system that houses an effective entrepreneurial ecosystem. In light of the above, the development of human capital is that of students as well as of teachers along with the professionals engaged in strengthening the entrepreneurial ecosystem. An institute of higher education ought to have its human development plan as a prerequisite for developing a system that supports and strengthens an entrepreneurial ecosystem.

## **Reflections on the Regulatory Regime**

National SME Policy 2021 provide the basis that subject SMEs to regulatory enforcement through its definitions of micro, small, and medium organizations. Moreover, access to finance has been recognized as another facet of the regulatory regime negatively affecting the performance of MSMEs despite some encouraging measures by the State Bank of Pakistan (SBP). The SBP guidelines do support medium and large-scale firms/entities, but little evidence is available for them being supportive of start-ups. Scant evidence exists on universities informing policy-makers on the creation of a facilitating regulatory regime for entrepreneurial ventures. The legal instruments governing the registration and working of firms/entities may be classified as lax,

in form of association of persons etc., as well as stringent because of the stipulations by the Security Exchange Commission of Pakistan. The stark difference may be partially covered with attribution to the scale of business but the financial aspect of regulations remains cumbersome for start-ups. SMEDA itself recognizes access to finance as an impediment to the development of small-scale organisations. Formalization of an action plan or at least a road map for the actualization of easy access to finance can contribute positively to the strengthening of the entrepreneurial ecosystem of the country.

## Challenges of Policy Implementation

National STI Policy 2022, National SME Policy 2021, Pakistan Vision 2025, and HEC Ordinance 2002 are the overarching national policies that recognize and stress the role of innovation, technology-based start-ups, and the private sector in making Pakistan a knowledge economy. However, the aspirations of the aforementioned policies form a different functional dynamic when faced with regulatory measures and market forces. The unified picture posited by these policies depicts complementary goals and the need for harmonized actions by different public and private sector entities. However, the missing action plans with segregated roles for each entity in the public sphere and even from within the public sector are indicative of policy formulation and implementation processes in isolation. The overlapping scope of national policies with varying yet demanding asks from the stakeholders warrants a revisitation by the policymakers. The policy asks when juxtaposed with regulatory measures and market functioning bring to light the need for a system-wide restructuring that develops and supports the mechanisms for achieving the policy goals and targets. With the presence of merely 72 ORICS across the country and promises for the creation of technology parks, it is hard to see the implementation of policies concerning start-ups. The policy intent of strengthening the entrepreneurial ecosystem further exacerbates the issue due to the complexity of the public administrative system and its interface with the universities. The process of policy formulation and implementation contains inherent gaps that not only create new challenges of implementation in

the face of new policy asks but also feed the historic challenges of development.

## Conclusions & Recommendations

### • Policy Review Process

Policy formulation has been a low-hanging fruit for policymakers owing to several reasons including political expediency and a desire for course correction. However, the policy review process has been missing from our national and provincial policy landscape. Long-term and time-bound policies must be subject to periodic reviews concerning their communication with the stakeholders, adoption at various levels, and progress tracking.

### Recommendations

- a. A comprehensive policy review is undertaken by the custodian of the policy after every two years. Any action plan formulated after the policy approval ought to be the pivot of the review process; in case of the absence of an action plan, the review incorporates the planning process for immediate implementation.
- b. The stakeholders identified in the policy and/or action plan made thereof furnish their respective operational plans developed in the light of the policy/action plan. Key Performance Indicators (KPIs) mentioned therein serve as performance milestones for the concerned entities and responsible individuals.
- c. All the documents produced in pursuit of the review process and policy implementation are made public under the prevalent Right to Information laws.

### • Internal Ecosystem of Universities

Internal entrepreneurial ecosystem of universities are developed and strengthened keeping in mind the local requirements and challenges. Local examples/success stories of strong entrepreneurial ecosystems are considered while formulating plans at the entity level instead of opting for path dependency.

### Recommendations

- a. Entrepreneurial teaching and training programs are adopted by the universities while catering to the pedagogical needs of students.

- b. Higher Education Commission (HEC) and provincial HECs issue guidelines for entrepreneurial teaching and training after due consultations with the stakeholders.
- c. Indigenous best practices of entrepreneurial teaching and training are recommended for the adoption and development of case studies.
- d. Exchange activities at the regional, provincial, and national levels are designed to benefit from local experiences and peer reviews. The exchange activities may be supported by different knowledge and information products.

## • National Entrepreneurial Eco System

Universities, especially the ones with functioning ORICs and BICs, need to be consulted over the challenges faced concerning the national entrepreneurial system. Non-cooperation from industry concerning data reporting may be substituted with data shared by universities thus providing the needed perspective to examine the issues within the national entrepreneurial system.

### Recommendations

- a. National and provincial planning entities consult the universities and research institutes over their envisaged role in strengthening of entrepreneurial ecosystem.
- b. Universities and research institutes are required to report back to the planning entities their respective progress with respect to the policy framework and the defined roadmap.

## • Continuous Knowledge Production

State of the sector reports, ease of doing business, and localized contribution of sectors/cities to national and provincial GDPs are prime areas of knowledge production for steering the structural reform process at policy and administrative levels. The paucity of information results in non-evidence-based policy-making and implementation processes. Universities and research institutes may take up knowledge production in this context for making a substantive contribution towards building a knowledge economy through strengthening the entrepreneurial ecosystem.

### Recommendations

- a. Universities undertake action research on matters concerning entrepreneurship and entrepreneurial ecosystem with tangible action items for planning entities, and other administrative bodies from the public sector.
- b. Stakeholder engagement is done by the universities as part of knowledge exchange activities periodically in a non-partisan manner.

*This Policy Brief Series is the product of Azra Naheed Centre for Research & Development (ANCRD).*

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# OUR ASTOUNDING WINNERS

## Ideation Stage Winner!

Congratulations to Team HZ Systems from NUST, Islamabad, for their astounding victory as the winner of the Ideation stage in SEE Pakistan '22. They got this position among the thousands of startups from all over Pakistan and won the prize money of 2 lac rupees. They are working on Gait (walking) related injuries because they usually require long-term physiotherapy, which is normally performed manually and involve intense effort. Instead, this can be achieved efficiently through Automated (Robot-assisted) Rehabilitation Systems.



**Prize money of 200,000 PKR. Sponsored By:**



**Prize money of 100,000 PKR. Sponsored By:**

## Winner - Battle of the Bands 2022!

Congratulations to Khaak Band from Bahawalpur for their astounding victory as the winner of the Battle of the Bands in SEE Pakistan '22 and they won the prize money of 100,000PKR.

It was a day to celebrate and encourage the efforts of our superstars from all over Pakistan. We appreciate the efforts of all our rising rock stars who are trying their best to contribute to Pakistan.

## Growth Stage Winner!

Congratulations to Team Milkify from National Incubation Center Lahore LUMS, for their excellent victory as the winner of SEE Pakistan 2022. They got this position among the thousands of startups from all over Pakistan, and they won the prize money of 3 lac rupees. They designed a bike which has a 24 hours safe cooling mechanism and digital balancing system for accurate milk delivery and dairy products.



Prize money of 300,000 PKR. Sponsored By: 



Prize money of 500,000 PKR. Sponsored By: 

## Acceleration Stage Winner!

Congratulations to Team Mobiliti from Peshawar for their awe-inspiring victory as winner of SEE Pakistan '22 in the Acceleration stage. They got this position among the thousands of startups from all over Pakistan, and they won prize money 5 lac rupees. They are ensuring accessibility for everyone through its high quality yet low costs prosthetics, orthotics, and assistive devices. The product is compliant to international standards like CE and ISO and is made up of plastic waste of up to 35% while being protected by 7 filled patents.

**Sponsored by**



**Runner Up of ETPP Cycle 2022 and they won the prize money of 50,000 PKR**





**Ms. Amna Babar won the title of best coach for ETTP Cycle 2022 and won the prize money of 100,000 PKR**



**Winner of ETTP Cycle 2022 and they won the prize money of 100,000 PKR**

# OUR NOTABLE 100 STARTUPS

Exhibited at SEE Pakistan

**The biggest showcase of  
entrepreneurship, culture,  
Innovation**

Our distinguished startups are divided into three categories:

- Startup Stage 21
- Growth Stage 59
- Scaleup Stage 20

# IDEA TION

**STAGE**

The first stage of a startup is when the company itself is a little more than an idea but is ready to solve a real-life problem. It is also called the pre-seed funding stage, where the entrepreneur has an idea and is working on bringing it to life.

## GROWPAK



GrowPak is a full-stack agriculture platform under one roof focused on solving the problem of agriculture productivity across the country by improving digitalization and interconnectivity among farmers by utilizing a phygital (physical+digital) approach.

## VERMICOMPOST OF VEG AND FRUITS / B&I BIOFERTILIZER



B&I Biofertilizer makes eggshell-based fertilizer which is a natural and sustainable plant based supplement which has zero adverse effect on agricultural soil and the environment. Compared to other synthetic fertilizers, biofertilizer is more feasible and cost-effective and reduces pollution.

## HYBRID ELECTRIC BIKE



A Hybrid Electric Bike provides the qualities of an electric and a conventional bike together. Fully electric bikes are currently not being made in Pakistan because of the unavailability of charging points. So, for the first time in Pakistan, bikes are being made with both facilities.

## DEEPDUB



DeepDub aims to revolutionize the media industry by automatically dubbing videos using AI. Our unique engine not only dubs the audio, but also preserves the original actor's voice/tone and synchronizes the lips of the actors.

## HUMMING HYVE



Humming Hyve incorporates cutting-edge technology with machine learning to analyze the data collected by our device within the hive without disturbing the bees in the process.

## INDUSTRIAL VISION SYSTEM



IVS aims to improve the quality of crops in Pakistan by building machines and using AI to grade and sort fruits and vegetables. This makes it easier to get higher production. The data collected by machines could be used to incentivize and educate farmers.

## IVISION



iVison designs smart glasses for blind people to help them visualize the environment through sound output. These Smart Glasses are built by using Artificial intelligence and provide virtual eyes to blind people at a reasonable cost.

## SAHANE



Sahane is an AI based destination travel marketplace that aims to add value to the tourism industry & the culture of Pakistan based on four core defining values: experiencing, connecting, digitizing & security.

## GREEN PLASTIC



Green plastic aims to develop and provide %100 biodegradable plastic bags to all consumers to help the environment and minimize plastic pollution.

## FUNOON



Funoon is an online market the place for artists where artists will build an authentic profile of their artwork by uploading pictures and videos, while other art lovers can buy, like, share and comment on what they see.

## ECO UTENSILS



ECO Utensils creates organic, eco-friendly and healthy alternative solutions for plastic and thermocol plates in the form of biodegradable plates made of different raw materials like sugarcane bagasse, wheat straw and rice leftover.

## BRINYTOONS



Brinytoons is bringing Pakistan's first all-in-one edutainment platform with the motive of bringing specially designed animations with blended interactive learning for Pakistani kids.

## E-GUARD 2009



E-Guard is a registered firm working on Solid Waste Management since 2009 and provides quality waste management services in different cities of Pakistan by adapting decentralized approach of the zero waste policy and being proactive in the preservation of the environment.

## FARMALITY



Farmality provides quality dehydrated fruits & vegetables reducing post-harvest losses by deploying renewable and efficient food dehydration tools and techniques.

## XPERTFLOW



XpertFlow is a deep-tech startup that improves patient outcomes and reduces the cost of medical bills by using exclusive AI models and predicting life-threatening medical conditions such as sepsis before onset. XpertFlow enables doctors to administer early interventions and resultantly saves lives & costs.

## HZ SYSTEMS



Gait (walking) related injuries require long-term physiotherapy, normally performed manually and involve intense effort; this can be achieved efficiently through Automated (Robot-assisted) Rehabilitation Systems.

## GREEN DISINFECTION



Green disinfection presents the design and testing of an android-based robot with ultraviolet-C (UVC) radiation lamps that disinfect the environment and surfaces from disease-causing micro-organisms.

## LA WOMAN



La woman aims to provide cross-subsidized, tech-enabled legal services for Muslim women by women lawyers so that every woman, rich or poor, has easy access to legal help inside their homes.

## BLINK TECHNOLOGIES



Blink Technologies is working on designing a leather-cutting machine that will be low-cost and locally manufactured, having all functions that are needed in a leather-cutting machine. It will be a fully automatic, CNC-based machine that will operate from a computer.

## AQUARATOR



The Aquarator is an Atmospheric Water Generator that harnesses the humidity in the atmosphere and generates freshwater. It can be used as a self-sustained device with solar panels in drought-affected areas or where water is scarce.

## TIME TREK



Time Trek is a useful service based on an augmented reality system, which will be an important application for destroyed historical sites.

Time Trek allows the visitors to feel how these places looked in their original time and give them the time travel experience.



# GROW

# WITH

## STAGE

A stage where a startup has reached the level of having a consistent customer base and a steady source of income. This is when the company's cash flow begins to increase rapidly.



## RICE FISH FARMING



Rice Fish Farming company is building a fish farm in a rice crop by combining two different sorts of food into one platform, Rice crop is high in demand in the agriculture sector, hereby, this plan will benefit in multiway, and it will cost less on rice and fish, which will reduce its price in the market.

## ECOSOYL



Ecosoyl believes in organic farming and acts as a multi-dimensional startup that will work on agricultural and organic food waste in Pakistan. This startup will help to reduce GHGS emissions while also providing superfoods and promoting a healthy lifestyle.

## PROSTHETIC HAND



Prosthetic hand is a unique idea and solution for amputees and paralyzed people that gives the uniqueness of an artificially robotic arm or hand to amputees and paralyzed people and enables them to control their expelled arm or hand.

## 5HAZAR



5HAZAR is the world's first mobile-based counterfeit currency detection system, which will empower the business community against counterfeiting.

## TRUID.AI



truid enables telcos and financial service providers to verify the identity of their customers remotely in less than 30 seconds, providing up to a %70 reduction in their customer onboarding costs and helping them truly scale their onboarding process.

## 128 DEVICE



128 -device works indigenously developing Dual Syringe Pumps in Pakistan. It's a Cat C medical device so it doesn't need stringent DRAP regulations. It has enormous demand in clinics, wards etc.

## MILKIFY



MILKIFY has designed a bike which have safe cooling mechanism for 24 hours and digital balancing system for accurate delivery of milk and dairy products, instead of ice and other adulteration used by common milkmen.

## ARM REHAB



Arm Rehab is making indigenous robotic arms that are cost-effective and provide functionalities of daily life for those who have hand loss. The product is developed and also tested on patients.

## ALECA INFILL SMART PANELS



Aleca Infill Smart Panels is manufacturing lightweight concrete panels using artificial expanded clay aggregate using advanced machine learning tools.

## HOMEVISM



Homevism is Extended Reality (XR) based platform for Virtual Construction in Virtual Reality, Augmented Reality and Mix Reality along with Immersive Architectural Visulisation.

## BREATHEIO



BreatheIO is the world's Smartest Air Purifier that utilizes the power of Artificial Intelligence to reduce, forecast and control the Air Pollution to give longevity of human life.

## CROP 2X PVT LTD



Crop2x is a private limited agritech company providing AI and IoT-based crop monitoring solutions to the farming community to increase their yields and optimize their inputs.

## ROBOTIQS PRIVATE LIMITED (DIJITAL OTOSCOPE)



Digital Otoscope builds in-home video otoscopic devices that will lead to more accurate diagnosis of common otologic conditions, leading to more effective treatment, and increased beneficial outcomes, thereby saving time, money, and energy for the patient and provider.

## AURRAT CARE



Aurrat Care is an AI healthcare application for Women that provides essential medical facilities such as Video Consultation, Ambulance services, Medicine delivery, Lab services, female health features, remote monitoring in real-time, and many more at an affordable price.

## DIGITAL SEHAT GHAR



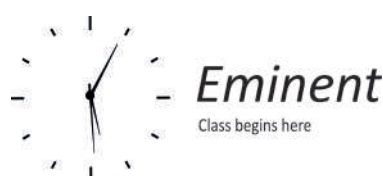
Digital Sehat ghar is an integrated digital hospital platform provides a suite of cutting-edge technology solutions for all healthcare stakeholders in emerging markets.

## MANDMA NFTS



MANDMA NFTs is developing unique kinds of NFTs and virtual wearable accessories for Metaverse, where people like to present themselves as self-unique and presentable in front of others and need virtual characters/ skins and accessories.

## EMINENT CLOCKS



Eminent is innovating in clock manufacturing field and producing astonishing designs of clocks in wooden materials along with many other innovative products.

## 360 DIGITAL EYES



360 Digital Eyes is a dynamic digital marketing agency providing extraordinary services to its clients ranging from branding, social/digital marketing, web development, content writing & corporate event management.

## SEDROP



SE Drop has created a water treatment plant using the Molecular Distortion Technique, which not only treats water for disposing of but also recycles %70 of water for reuse, thereby taking into account both water scarcity and water pollution.

## NAMAK GHAR



Namak ghar makes salt bricks in various shapes and designs for home interiors by using Himalayan salt that has atmosphere-enhancing effects and has the ability to remove negativities in the environment.

## TRASH BEE



Trash Bee is formalizing and digitizing the waste management sector of Pakistan and providing services for end-to-end supply chains by using technology to optimize resources.

## ART MART



ArtMart is a multi-vendor marketplace for artisans, artists, manufacturers, women entrepreneurs, craftsmen, and women associated with the art and crafts sector in Pakistan. The marketplace follows the tradition of open craft fairs, giving sellers personal storefronts.

## TAHWAR.COM



Tahwar.com is a platform that provides the best marriage halls, marquees, farmhouses, auditoriums, and other facilities related to event management at very reasonable prices with customized decoration.

## WETUAL



Wetual is a complete product range whose major focus is real-time communication. The first product, Wetual Messenger, is a real-time communication (RTC) app which would be an all stop solution for all the tele-consultation needs.

## EVENTIZOR



Eventizor makes Kundan, meenakari, floral jewellery, hair accessories, and baby accessories. People can now get customized jewellery designs & colours made at a single order and get them at their doorstep without the need to search the markets.

## SHADIYANA.PK



Shadiyana is the best one-stop solution for all wedding planning needs. People planning their own or their loved one's wedding can find hundreds of wedding vendors to choose from, ranging from photographers to bridal makeup artists to wedding venues.

## BIO ENERGY SOURCES



Bioenergy source is a renewable energy source in the form of biomass fuel. The energy is made with biomass waste. This is an efficient alternative for natural gas, LPG, wood etc.

## FEEL GREAT TEA



Feel Great Tea Co. creates all natural tea and botanical based products that support you to live and lead consciously great life without compromising on convenience, sustainability, or impact.

## MANZEL



Manzel is long distance passenger and cargo transportation platform using pooled resources at cost saving model. There will be 2 app versions for carpooling; Passenger & Driver and three app versions for cargo pooling, sender, rider, and carrier.

## QURAN TALK



QuranTalk is an app for Muslims in the light of the Quran with features like Prayer times and Qibla direction specifically targeting Muslims' mental and emotional well-being.

## LETTUS KITCHENS



Lettus Kitchen is a food-tech platform that enables businesses to subscribe and manage employee meals and expenses, and save %20 - 15 in their monthly meal expenses. The ultimate goal is to build a one-stop corporate platform for lunch, events, catering, gifts and on-site smart canteens.

## POTATOMAN



Potatoman is a mobile app that helps consumers and farmers both by reducing the supply chain. Consumers get timely delivery of fresh, washed, low-priced vegetables and fruits on their doorstep with climate-friendly packing. On the other hand, farmers get a high return on their products.

## DIGITAL SAQAFAT PRIVATE LIMITED



Digital Saqafat Private Limited aims to revamp the art, culture & tourism ecosystem using digital platforms to promote Pakistan's art & culture to a global audience and use modern techniques to facilitate the global travellers that face day-to-day problems while travelling.

## EDVERSITY



Edversity is an e-learning platform creating next-generation technopreneurs by equipping the youth and students with affordable, accessible, effective, and modern skills education, enabling them to launch their remote careers.

## DOCTORS.LAB



Doctors Lab is working to ease medical education in Pakistan with simplified subject wise courses and Qbank, ultimately aiming to reduce the stress from the lives of medical students.

## NEAR PEER



Nearpeer.org is an ed-tech platform in Pakistan that creates online courses and sells them to different students. With more than 500,000 students, nearpeer is creating an amazing community impact among students with +150 instructors who are teaching in different fields like CA, CSS, MDCAT, and ACCA.

## CREATIVE 3D



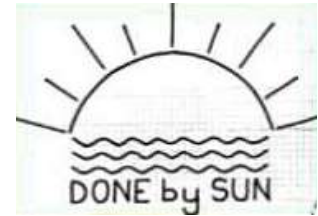
Creative 3D is a startup based on 3D printers and 3D printing technology, working on manufacturing/assembling 3D printers and providing 3D printing services in healthcare, real estate, automobiles, home & office accessories, and many others.

## TECH STUDENT GUIDE



Tech Student Guide is making an Ed-tech marketplace that provides a complete career path in the ED tech market and then offers top students/freelancers their first order according to market price with the community's help.

## SUSTAINABLE SOLAR STILL



Sustainable Solar still is a user-friendly, self-sustaining device. It can produce healthy clean and fresh water from unsafe water through evaporation-condensation process that is utilized using sunlight.

## WAGGLES



Waggles is Pakistan's first premium natural pet food brand, locally manufacturing high quality pet food to substitute imported pet food .

## ROBOTIQS PRIVATE LIMITED (SOLAR PANEL CLEANING)



Solar panel cleaning robot is an automated and innovative solution to the growing problem of improving the output efficiency of solar panels for both commercial and industrial sectors.

## ROBOTIQS PRIVATE LIMITED (FRUIT ORCHARD SPRAY)



Orchard Spraying vehicle is a state-of-the-art semi-automated solution for the agricultural sector. It can create an opportunity to spray acres of fruit orchards with good speed and extensive range. The plus point is that it can work on rough terrains.

**ROBOTIQS PRIVATE LIMITED (PORTABLE RECLINER)**



Portable Recliner is a smart alternative to big hospital beds providing a compact and lightweight device that helps the patient to elevate their back or feet at a specific angle so they can easily get out of bed or get relief from pain.

**ROBOTIQS PRIVATE LIMITED (MYOBIONICS PROSTHETIC GRIPPER)**



Myobionics Prosthetic Gripper aims to indigenously develop 1 DOF upper limb prosthetic gripper with a single EMG sensor performing open and close function.

**NEWVATIVE**



NewVative offers cold chain monitoring services to healthcare segment through a Real-time Temperature Monitoring System (RTMS) for temperature sensitive products in healthcare and other sectors.

**SMART SOAP**



SMART Soap is designed to potentially reduce the spread of Covid-19 by using powerful supramolecular chemistry concepts. The ultimate aim is to replace sanitiser with antimicrobial & Anti-Viral Smart Organic Soap.

**MEDXOL PRIVATE LIMITED**



Medxol provides quality healthcare services on an economical pricing model.

The services include matching patients with a suitable and relevant healthcare specialist, scheduling doctor's appointments, providing nursing services, booking lab tests, providing physiotherapy services, and delivering medicines at home.

**STRESS SAVIORS**



Stress Saviors Pvt. Ltd. provides mental health consultancy services through a web/app-based platform for all mental health needs. It directly connects clients with psychologists, and the sessions can be booked online, with your privacy ensured, all at a minimal cost.



## CHATTHA BIO CARE



Antibiotic resistance is a global issue. To solve this issue, probiotics are great solutions as they provide better health to animals/humans and help us fight AMR. Using local strains, we have developed probiotics for animals, pets, poultry, and fish.

## RTC



We have Developed a product named DATE CANDY that is a mixture of 10 types of Dates and available in 5 different flavours. There in no such healthy and Nutritious product currently available in Pakistani market in this price.

## PUKAAR



Pukaar makes it easy to talk about worries anytime and anywhere by providing easy access to Certified Clinical Psychologists: we set out with the sole purpose of enabling people to live a happier and healthier life.

## PEE POUCH



Pee Pouch is a bag which contains a chemical that change any liquid into gell form. So the patient who use a urinary bag which is also painful can use this product. Travelers, children and other people who need to urgently use the washroom during the road trip can also use this.

## EASYCONVY



EASYCONVY is a Tech Enabled Inter-city & Intra-city Mobility Solution. It ensures your daily travelling safe, affordable and reliable. All information regarding the routes and available rides will be available on the app and users can pre-book their rides from their comfort zones to their desired destinations.

## SMART AIR QUALITY MANAGEMENT SYSTEM



Smart Air Quality Monitoring System can monitor the different air pollutants defined by Environment Protection Agency (EPA) United States. This product would solve an environmental problem of air quality monitoring based on sensor data and would give a low-cost solution to different stakeholders.

## HS-EV SIMPLY ELECTRIC



Hybrid Solar Electric Car can charge from solar panels as well as a simple plug-in charger. The maximum speed of the car is 50km/h, and the average range this prototype has is around -60 70 km.

## RADWI



RADWI is developing smart and secure gadgets for manual door locks to help urban households easily access their doors and get rid of key handling. It helps in transforming their manual locks into smart locks.

## VEEZLO



Veezlo is a dynamic advertising tech platform that connects advertisers with drivers through a mobile application to roll out ad campaigns on roads and reach masses through unconventional way.

## SMART AND ENERGY SAVING LIGHTS SYSTEM



Smart and Energy Saving Lights System detects movement and enables dynamic lighting. When a movement is detected, all surrounding lights will brighten. This system reduces %80-70 energy usage through dimming when motion isn't detected.

## SKILL TO SUCCESS



Skill2Success is 21st century online skill development initiative to impart trainings to at-least one million youth in emerging technologies and Digital skills.



# SC ALE UP STAGE

This is where your thoughtful approach to planning and strategy pays off. Think beyond your product to how you'll scale the business itself. It's time to look at new processes, systems and talent strategies that will strengthen your startup and build a world-class team.

## TARSIL.PK



Tarsil.pk envisions micro and small local businesses to sustain and grow within their current resources by using the Tarsil System, which is a business solution especially designed for SMEs.

## CIGDEM



Cigdem is the Pakistan first soil testing kit which is helping Pakistani farmers to reduce fertilizers cost upto %40.

## GODDARD DISCOVERY



Goddard - Discovery automates the manual efforts of researchers and enables interdisciplinary collaborative research. The built-in AI can read, understand, and infer from thousands of articles .

## EXAMBITES



Exambites helps students prepare for exams with A.I powered Study Buddy. With Exambites AI algorithm, students get personalized learning and enjoy studying. This not only increases the attention span and learning but also increases the retention of information.

## DOLLAT INC.



Dollat is South Asia's largest growing Freelancing Platform with a mission to "Create Endless Possibilities" by Pakistanis for Pakistanis by providing Opportunity - Reliability - Security".

## COPY PENCIL



CopyPencil.pk is one stop shop online Ecommerce solution with a scope that absorbs nationwide delivery on both B2B and B2C domains covering (not limited to) Stationery, Fine Arts, School & Office Supplies, Uniforms, Bags, Creative boxes and Educational Toys under one virtual roof.

## HAPPIFY ESHOP (PVT) LTD.



Happify Shop educates and trains people on e-commerce and digital skills to create digital employment, especially for Youth, so that they can be economically empowered. Handicrafts, camping, and khussas are three of our major featured products.

## ALFABEE



Alfabee is a retail supply-demand matching platform that targets tier 2 cities of Pakistan. It empowers consumers with the broadest possible choice of grocery and other assortments of daily use by linking them to the local SME stockists and producers.

## BIZB



BizB is optimizing the consumption of fashion products by bridging the gap between fashion lovers and sellers. People can digitize their wardrobes through an online marketplace to buy and sell used apparel and accessories.

## SPEEDOY



Speedoy provides tech solutions to food businesses to enable digitization of their business and to enable them by accepting online orders via website and mobile apps. The website runs on the personalized .com domain of the restaurant along with native branded mobile apps.

## MOBILITY



Mobility ensures accessibility for everyone through its high quality yet low costs prosthetics, orthotics and assistive devices. The product is compliant to international standards like CE and ISO and is made up of plastic waste to up to %35 while being protected by 7 filled patents.

## APNA HOUSE.PK



Apnahaouse.pk provides an ecommerce platform where architectural firms can publish & market their content. The users would be able to purchase highest quality house plans at a much lower cost than the local market.

## PORTER PAKISTAN



Porter Pakistan is an online booking platform for tours, hotels, homestays, car rentals, beach huts, and travel guides in Pakistan, with over 300 service providers live on the website.

## ELIXS



Elixs is solving a great trade and war issue of the whole world by exempting petroleum consumption and offering an electric bike (E-Bike) in the market to preserve the environment and health of people while saving money.

## HYBRID ELECTRIC VEHICLE



In order to overcome environmental pollution and economic shortfall, E-tech has designed a cost-effective, high-powered Hybrid Electric Vehicle.

## HEALTH SOLUTIONS



HealthSolutions - An App Hospital is the first virtual hospital of the world delivering complete ABCD of health to the doorstep of the end user including Ambulance, Blood, Chemist, Diagnostics, Equipment, Fitness and Rehabilitation, General Physician Clinic, Home Care & Nursing.

## SINOW (TRADEMARK)



SinoW™ kit has developed for microbial water analysis which does not need any sophisticated instrument and laboratory skill. This kit provides an effective and relatively low-cost method for the estimation of drinking water quality.

## BHAAN



BHAAN makes sustainable and ecofriendly bio-fertilizers made up of freshwater microalgae with potential to cater food insecurity, energy crises and climate change. Microalgae efficiently help CO<sub>2</sub> fixation through photosynthesis and lessen pollution on the land and atmosphere.

## NOOKS PK



Nooks.pk is an app based accommodation solution for all accommodation related problems offering a management and marketing tool for property owners so that they can maximize the revenues through their properties.

## ONNIOT



ONNIOT is an Engineering Startup Company established in 2020, which has developed Pakistan Manufactured Tire Inflation System (PMTIS) indigenously. We have sold over 200 units in last 12 months and you can find our product installed in various Petrol Stations and Tyre shops all across Pakistan.

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*Thanking Note*





***In this 21st century, acquiring a skill set is the new mantra of success.***

***Alhamdulillah, we are evolving individuals for industries and facilitating them to achieve their goals with distinction. This journey of change from Job seekers to job creators is bearing fruits. Startups are now focusing on identifying opportunities and providing a perfect plan to develop them into possibilities for real businesses, paving the way toward an economically Superior Pakistan. We always celebrate Pakistan's Independence Day with the hope that new ideas will flourish every year and add value with their uniqueness, which ultimately encourages others to turn the tables through IDEAS. This challenging time calls for excellence and sustainability, and together, we are moving in the right direction to make the World SEE PAKISTAN with a difference. May Allah Almighty help us raise a generation that will, Insha>Allah, lead a Superior Pakistan.***

**Our  
Astonishing  
Team**



**Ayesha Zahid**  
Event Advisor



**Muneeb Ahmed**  
Team Lead  
SEE Pakistan



**Dr. Hummaira**  
Team Lead  
Communication



**Hamid Masood**  
Team Lead  
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**Haseeb Khan**  
Master of Ceremony



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**Usman Sadiq**  
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**Asif Aziz**  
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**Ch. Imtiaz**  
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**Mr. Naveed**  
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**Ahmed Kahloon**  
Team Lead  
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**Mujeeb Riaz**  
Team Lead  
Branding

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when there is teamwork and collaboration, wonderful things can be achieved.



**Zeeshan Mehmood**  
Team Lead  
Creative



**Maham Shaukat**  
Team Lead  
Social Media



**Rizwan Jarral**  
Team Lead  
Broadcast Media



**Ronica wilbon**  
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Battle of the Band



**Rida Junaid**  
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Startup Evaluation



**Muhammad Ali**  
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