

STARTUP

FEB 2019

INSIDER

3 WAYS TO

INCREASE YOUR INCOME

Entrepreneurial habits of our beloved Prophet Muhammad (PBUH)

5 LIFESTYLE CHANGES

TO DO IN 2019

You will be surprised to know their effects!

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WE NEED RAPID CHANGE!

By Usman Ahmed

The landscape of today's social problems in Pakistan is rapidly changing. While we have made little progress, many existing challenges continue to grow and each year new problems arise. Unemployment rate is expected to be 6 percent by the end of this quarter reaching an all time high in the history. We don't have time for incremental change - we need rapid change if we are to solve the social problems that infected us today. These growing issues require new types of solutions. You may have heard the saying, "Give a man a fish, and he can eat for a day; teach a man to fish and he will eat for a lifetime." According to Dr. Eden, there could be done more than that. Along with training, also give him the tools & resources to establish it into a well-defined fishing business so that his whole village thrive for generations.

It is a proven fact that more entrepreneurs will produce more wealth that will eventually create more jobs. Monthly incomes of the people will go up. The first decision people take after higher income to put their children in better educational institutes. Not a single mother in this country would like to have a gun in their child's hand. More educated and socially aware society has less crime rate as well as rational approach while choosing their national leaders.

Editor, Startup Insider
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I see a world financial crisis brewing soon by Mir MAK

Share Your Story

It's hard building a startup, so tell us all about your entrepreneurial story



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THE POWER OF WORDS

3 WAYS TO INCREASE YOUR INCOME



Thomas Sugrue reviewed Prophet Muhammad's biography which was published in Herald-Tribune decades ago. In his own words.

"The Koran, the revealed word of God, was the closest thing to a miracle in Prophet Muhammad's life. He had not been a poet; he had no gift of words. Yet the verses of the Koran, as he received them and recited them to the faithful, were better than any verses which the professional poets of the tribes could produce. This, to the Arabs, was a miracle. To them the gift of words was the greatest gift. His impetus was three-fold: the power of words, the efficacy of prayer and man's kinship with God."

On different occasions Prophet Muhammad told us that how to increase the ways of Rizq (wealth) through using the power of words and faith in God.

I [Nooh] said (to them): 'Ask forgiveness from your Lord, verily, He is Oft-Forgiving; 'He will send rain to you in abundance, 'And give you increase in **wealth** and children, and bestow on you gardens and bestow on you rivers" [Quran 71:10-12].

Do Astaghfar! It means seeking forgiveness of God for the sins so far committed in business or personal life and

turning repentant unto God. Prophet Muhammad (PBUH) said, "Our Lord, the Blessed, the Superior, comes every night down on the nearest Heaven to us when the last third of the night remains, saying: "Is there anyone to invoke Me, so that I may respond to invocation? Is there anyone to ask Me, so that I may grant him his request? Is there anyone seeking My forgiveness, so that I may forgive him?"

[Sahih Al-Bukhari]

Sometimes it is difficult to understand logically, but the scientific studies also validate the power behind the words. The Greek philosopher and scientist, Aristotle, in his book On Interpretation, he described how words and chains of words were powerful tools for his thinking. He described how words reflected his thoughts and how he used words to shape his thinking. Today, life coaches say, "words have power. Choose them wisely". They suggest to write positive words or notes and put them at a place where they can see all the time. So the words can reinforce the mind again and again to make it happen.



Prophet Muhammad said, "I know that one Quranic verse, if anyone could recite and understand, it is enough for his entire life".

"And whoever fears God, for him God brings forth a way out, and gives him provision (rizq) from where he does not even imagine..." [Quran 65:2-3]

On another occasion, he said, ask forgiveness from the Lord for your parents and He will generate ways to provide you Rizq.

A beautiful advice by Prophet Muhammad regarding choosing the words wisely and showing kindness to people. "Speak a good word or remain silent". This is an encouragement to speak what is good and beneficial; at the same time it is a warning, cautioning us to be careful in what we say to ourselves and to others. There are many studies and experiments done on plants in which the same plants were placed in

three separate places. In one room kind words were spoken, in the second harsh words were spoken and in the third room, there was pin-drop silence. The results showed that the plants which were exposed to kind words grew a little more than the other two. It shows that words are important. They effect all living beings. If they can effect plants, imagine the impact they would have on humans.

Your words have impact, so think before you speak Be honest and transparent in all your affairs and dealings. Words influence others and build relationships at work and personally. A business leader who doesn't choose his words carefully may succeed to some degree, but the truly great leaders are great orators, as well.

USMAN AHMED IS FOUNDER AND EDITOR OF STARTUP INSIDER MAGAZINE.

FIVE LIFESTYLE CHANGES TO DO IN 2019

YOU WILL BE SURPRISED TO KNOW THEIR EFFECTS!



Living in a quick-fix society, we want instant results of our minimal effort and sacrifice. And when it comes to our physical health, we are accustomed to pills that can provide us with instant relief, and doctors are quick to prescribe them to us too. But in this way, the root cause of our problem never gets addressed and the use of drugs and treatments simply masks the underlying real issues. This leads to a vicious cycle of severe pain and agony because of the side effects that are caused by these artificial treatments.

There is no doubt that certain treatments and drugs are beneficial for the cure of many issues that we suffer from but the long-term effects can only be attained with the help of making some lifestyle changes. With lifestyle changes alone, many issues can be solved and make us feel look and feel a lot better. Following are the few lifestyle changes that you will be surprised to know their effects.

STAYING HYDRATED

It is important to note that the availability of soft drinks and juices is out dating the drinking of plain water. It is always advised to drink plenty of water ideally eight glasses of water every day for staying hydrated. Plain water helps you to have more energy, good skin, lower blood pressure, and even weight loss.

DOING EXERCISE

Recent studies have found out that doing exercise can have better effects not only on physical health but also your emotional well-being. Encourage yourself to do some kind of movement instead of sitting for long hours. Make it a habit of going to the gym or for a walk outside and stick to it.

MANAGE YOUR STRESS

For every person, a work day is extremely stressful. When the stress is ongoing, it can have negative effects on your health. You cannot remove the stress



STARTUP TIP



SAMRAH AZAM

Founder & CEO
Vigo Consulting

One school of thought talks about how in order to grow up faster as an entrepreneur requires one to surround them with individuals who have already experienced success.

I agree with the idea when you have mentors at an early stage of your start up and are linked with respected names in the industry or any intelligent entrepreneurs who want to share their success by encouraging fellow budding entrepreneurs to also be successful. It can prove to be of great help. More than everything, it is your fate, hard work, dedication and your positive attitude towards life, people and if you are by nature prone towards opening doors for others. Nature will support you and doors full of opportunities will be opened for you.

from life but you can change the way you deal with it. When you find a situation extremely stressful, take out time to relax and reconnect with yourself. Share your feelings with your family and friends and it will lower your stress level to a greater extent.

GET ENOUGH SLEEP

Most people ignore it but lack of sleep is a big cause of stress. When you don't get enough sleep, it brings a significant impact on your physical and mental health. This affects your performance and the quality of life. Therefore, make time to sleep and set a strict routine for it. Disconnect from all your digital devices thirty minutes before you go to bed and this simple practice will help you get a good quality of sleep.

NOURISH YOURSELF WITH A BALANCED DIET

You need to understand the difference between well-fed and well-nourished. You must stay away from all the processed food and get more of the seasonal fruits, vegetables, whole grains, as well as plant-based diet. This is something that can improve the overall quality of your life.

HISHAM SARWAR IS FOUNDER INFOMIST AND BEINGGURU

INSPIRATION

FEED YOUR POSITIVE THOUGHTS ONLY!



By Farhan Masood

If you realized how powerful your thoughts are, you would never think a negative thought again. Whenever you find yourself trapped by a negative thought, stop everything you are doing and repeat to yourself 10 or 20 times the most uplifting words you can find. Let your mind do its magic before coming back to your daily routine with renewed vigor and focus. If you don't control your mind, you will never control your life.

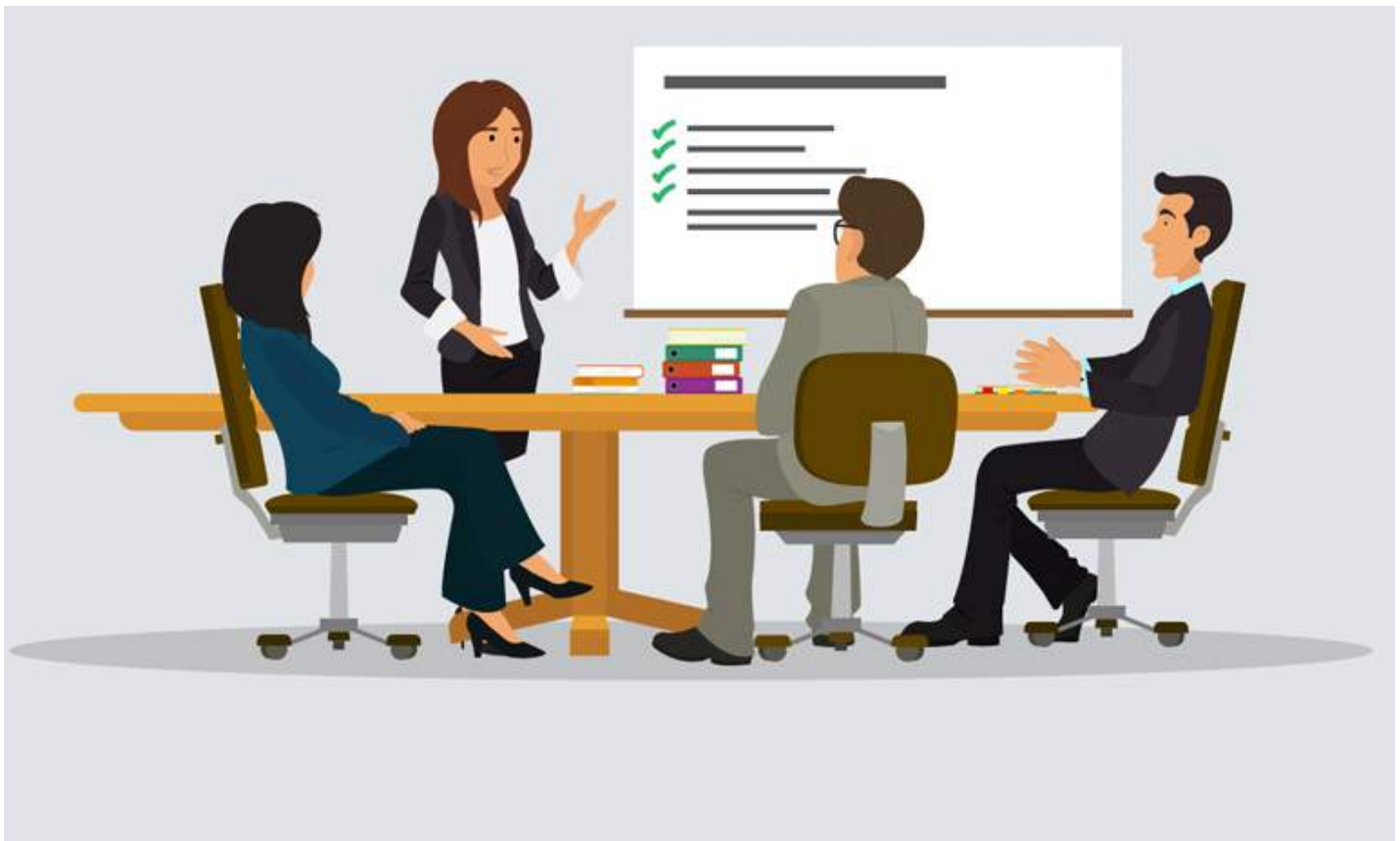
It doesn't matter if you believe it or not, everything that gets inside your mind has a tremendous impact on how you feel, think and act. On what you achieve or don't achieve. On who you become or don't become. Sometimes it's so instantaneous that a great day becomes a nightmare after you hear a demotivating word or someone looks at you with an angry face. You are exposed to thoughts and ideas all the time. Your mind picks the ones that have a bigger impact, positive or negative, and starts working on them until it

receives something more impactful to replace them with. This is one of the saddest elements of human nature I have found, but also one of the most encouraging. If you are not aware of what's going on in your mind, your life feels like a roller coaster, and your destiny is at the mercy of external factors.

So, how do you lock out all the negative factors and influences you are bombarded with all day, so they don't impact you? Simply put, you can't!

If someone shouts angrily at you on the street, it's going to impact you. But what you can do is DECIDE whether your mind is going to pick that thought and turn it into a monster that ruins your day, or pick something optimistic and inspiring that lets you flow seamlessly through your day instead.

FARHAN MASOOD IS CO-FOUNDER AND CTO SOLOINSIGHT
BASED IN USA



Things You Need to Know Before Hiring Your First Employee!

By Dr. Lorraine Warren

Before you hire your first employee, you have to make sure your business is ready and you've got all the human resource and legal information under your belt so you know what you're doing.

First of all you've got to look at where you are in the business and what you want to do in the short to medium term. If you're doing everything yourself, you've got to ask 'what am I good at and what is mission critical for me to continue doing in this business?'. That will show the gaps where you need new people coming into the business to take on those

roles. You've got to have a very clear mission and job description for the new person – but not too rigid, because people have to be flexible in a small business!. The next thing to think about is cultural fit. Obviously having the right expertise is important in a candidate and there may be essential skills or qualifications you need them to have. But, you can often give people the new knowledge they need to do a job quite quickly but if they're not a cultural fit with your organisation it's going to be an issue you might not be able to resolve.

When you interview

people, you'll need to ask questions about what they see in their future - short, medium and long term. Find out what's important to them and what motivates them.

We're all motivated to some extent by financial concerns, but some people are more motivated by having flexibility or working from home. Make room for adequate training, or development or promotion. How is the person going to grow as the organisation grows and develops? It's important to remember that however cool a person appears in their interview or how good they are in terms of their qualifica-

tions or experience they haven't worked in your organisation before. Don't expect people to get going too quickly -- it takes time to bring out expertise in people. But make it clear what you expect them to achieve; that's a process of negotiation, to bring out the right skills in new people, particularly if the firm is growing. Finally - when we're busy and firefighting situations we can tend to give negative feedback, and it can be easy to forget that the person you've just employed is only hearing negative things- so it's important to give positive feedback as well.

WHEN YOUR STARTUP SHOULD OUTSOURCE?

A MINI GUIDE FOR YOUNG ENTREPRENEURS

Knowing whether to outsource can be a difficult choice, especially for start-ups that want to manage their workload internally. However, of the businesses that survive their first year, a vast majority of these have out-sourced their work. Knowing when to outsource is important for both your business's health and your management of the company. Check out the following mini guide on when your start-up should outsource.

Focus

Juggling too many different aspects of your business, especially when you do not have a large workforce, means that some aspects may be handled at a lesser standard than others. Instead, you should prioritize the important elements of your start-up and out-source the rest, such as marketing and book-keeping. This will enable you to focus more on the aspects that make your business individual, and that will ultimately allow it to grow.

Content

Content is extremely important when marketing your business as it showcases your value to potential customers as well as increasing your Google ranking. However, if you are struggling to keep up with the high demands of consistent content, then it may be time to outsource your content writing to an exterior agency. Content agencies can produce blog posts and articles relevant to your field

and with professional knowledge of any chosen subject, maintaining your marketing strategy while also allowing you to focus on other aspects of your business.

Branding

If your branding is not grabbing your audience's attention, outsourcing your branding to an agency is the best option for you. Branding agencies will have the knowledge and expertise to assist you with everything from your business's logo to your targeted marketing. By using an agency who know your market, you will be able to produce recognizable and tailored branding to rejuvenate your company's marketing strategy.

SEO

If you are struggling to utilize IT elements such as SEO during your marketing campaigns, then beginning to out-source your work can have a significant impact on the accessibility of your campaigns and your income. Investing in a credible search marketing agency can allow you to create a campaign that highlights the benefits of your company in the most professional way possible and ensure that it is seen by as many people as possible.

Professionalism

Out-sourcing work will allow you to give work that can sometimes need quite refined expertise such as marketing and branding to people

that are experienced in that particular field. Through this, you can play to your strengths, employing experts to achieve the tasks that you may struggle with or do not have the necessary time for. Additionally, professionals will be able to complete these tasks much more efficiently than yourself. They are also trained to perform these tasks daily, meaning that you can get tasks completed much quicker.

Reading the Market

It is important for any start-up to be able to understand their market so that they can adapt marketing campaigns to their target audience. Out-sourcing agencies will be professionals in the market that you are trying to thrive in. They will be able to ensure that the aspects of your business that they are in charge of are handled with care and will use the best methods available to ensure that you are able to compete with other businesses in your market. These different reasons prove the value of out-sourcing; the key to a lasting business is ensuring that you balance the different aspects and prioritize the most important ones. Out-sourcing allows you to do this by providing that all elements of your business are covered professionally and efficiently.

COURTESY BEINGGURU: STARTUP INSIDER'S OFFICIAL CONTENT PARTNER



FIVE WAYS TO WAKE UP ON TIME EVERYDAY

Most of us struggle with the idea of not only waking up early in the morning but getting out of bed, which isn't the most encouraging way to start the day. Fortunately, it is possible to develop habits that will make waking up less of a struggle. Below are five tips to get you started. Be the early bird that does catch the worm.

1. Develop a night time routine

Start making it a habit to sleep early so that you get enough hours of good sleep during the night time. Majority of us require 8 hours of sleep to function properly during the day. For others it can be more or less. So they need to take account of their sleep patterns consequently. It is better to go to bed and wake up at the same time every day as it adjusts your body clock accordingly and helps you get out of bed easily. If you have trouble falling to sleep, soak in a hot shower, listen to soft music, meditate or

try the old remedy of drinking warm milk before cozying up to sleep. It works.

2. Pay attention to temperature

Make sure the room you are sleeping in is not too cold or not too hot. Extreme temperatures interrupt with our sleep cycles causing us to wake up constantly in the middle of the night. Ideal temperature for sleeping is somewhere between 65 to 68 degrees. So close that window if it's too cold. Or turn on the AC/fan if your room gets stuffy.

3. Don't hit snooze more than once

Guilty. Aren't we all? Yes, it's time we need to stop abusing the snooze button. The more we keep doing this, the more likely we will stay stuck in the sleep stupor that is no good. In fact, getting enough sleep daily should allow you to wake up near to the time that your alarm goes on. Sync

your internal body clock with alarm clock.

4. Turn off all electronics

Let's make this one simple rule that we need to commit to religiously. When in the vicinity of the bedroom, ban all forms of electronics. The white light emitted from your phones, tablets, laptops and Kindles disrupts your sleep by delaying it. We don't need that kind of negativity in the bedroom.

5. Let the light in

Once you rise and shine, it is time to let in all the light of the day into your room. Open the curtains/blinds. Expose yourself to as much light as you can in order to wake yourself up. Daylight improves mood and alertness in individuals. Go out for a morning stroll. Breathe in the fresh air.

OMER FAROOQ IS A STAFF CONTRIBUTOR AT STARTUP INSIDER

HOW I PROMOTED MY BUSINESS ON A LIMITED BUDGET?

One of the common situations of many startups is, they have no money, but they have to do marketing. I literally had no money when I was growing my Thailand-based cosmetics franchise then I learnt that effective marketing doesn't have to cost a lot of money. You just have to take the initiative and you will definitely get more sales by using these strategies:

NETWORKING

Networking is key. Don't neglect the opportunity to market in person. You'll meet great people in person whom you may never come across online. I got my very first lead when I met vice president Rawalpindi Chamber of Commerce. And after 48 hours of that meeting my products were priced and placed in three outlets of D-Watson, one of the leading super store chains in Pakistan. Every person you meet is another marketing possibility. After all, it's one of the fastest, easiest and most effective ways to build meaningful relationships that can help grow your business. Even if you do not have access to meet any person then check the upcoming events in your city. Socializing is an art. Some are gifted in the act while others need to learn the tricks of the trade.

SOCIAL MEDIA

Spending thousands of rupees in social media paid campaigns to generate leads is a very common practice these days. But I know a lot of startups who sell through social media without paying. Publish top-notch content and people turn to you because they're looking for advice on how to make their



lives better. Engage your personal friends on social media and ask them to generate referrals. The best forms of marketing are those that you can set up, turn on, and they grow – organically, automatically, and without too much effort. Referrals are the most effective, and cost-effective, way to generate new business. Just be direct and just ask for referrals from your best clients and offer incentives “like a card, a small gift or charitable donation in their name.

EMAILS

Growing your email list is one of the most enduring and effective methods of marketing. Believe it or not, email marketing is still effective ways to obtain new business; it also doesn't cost you anything but time. There are a lot of free or very cheap platforms available through which you can send personalized emails directly in their primary mail tabs. As long as you have a good list (organically curated, rather than bought), and a steady

outgoing email blasts, you should see a significant return on any time or money you put into it. Don't focus on the sale but try to set up an appointment. You also can share your calendar with them so that they can see your availability and then select a time that works for them. Keep a strong follow-up system and schedule as many appointments as you can.

SALMAN HUSSAIN IS A SENIOR CORPORATE TURNED ENTREPRENEUR

READING LIST

➔ See you at the top

By Zig Ziglar



If you want to become filthy rich in money and character then this book is for you. It is based on a metaphor that success is a stairway, and the elevator is out of order. To be successful and 'reach the top' you need to climb each stair in order. These six steps are your self-Image, relationships, goals, attitude, work and desire.

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➔ Principles

By Ray Dalio

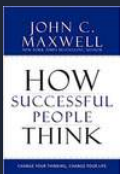


#1 New York Times Bestseller
Ray Dalio is one of the world's most successful entrepreneurs. In his book he outlined unique principles that he's researched, applied and refined over the past forty years to create meaningful results in business and personal life. Using these blueprints anyone can achieve life goals.

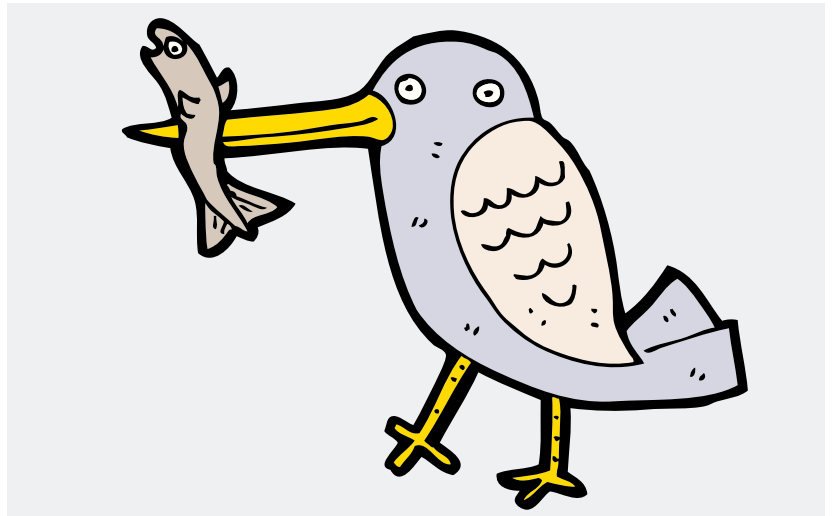
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➔ How Successful People Think

By John C. Maxwell



This workbook guides readers in applying the lessons they learned from How Successful People Think. Gathering successful people from all walks of life and then analyzing them what they have in common? Learn the way they think and revolutionize your work and life!



HOW WAKING UP EARLY MAKES YOU SUCCESSFUL?

By Dr. Rubina Shaheen

Harvard biologist Christoph Randler discovered in 2008 that early risers are more proactive. They were more likely to agree with statements like "I spend time identifying long-range goals for myself" and "I feel in charge of making things happen." Forbes

By getting up 4 hours earlier every day, you gain 28 more hours in the week and 112 each month. Imagine what all you can achieve in that much time. When you rise early, it eliminates the need to rush in the morning and you can focus on the bigger goals of the day.

It is also a proven fact that you have more willpower in the early hours than later in the day. "Willpower is like a muscle [that] becomes fatigued with over-use," says Vanderkam. By now you have likely heard that successful entrepreneurs are early risers. In fact, some studies have shown that 90% of them wake up before 6am on weekdays, and nearly 50% of self-made millionaires wake up at least three hours before their workday actually begins. Here are some of them:

Apple CEO Tim Cook	CEO Twitter Jack Dorsey	Sir Richard Branson	CEO Amazon Jeff Bezos	CEO LinkedIn Jeff Weiner
wakes up at 3:45am Checks email, exercise, and takes coffee before work	wakes up at 5am to meditate, exercise, make coffee, and then go to work	wakes up at 5:45am to exercise and eat an early breakfast before work	wakes up at 7am to read the newspaper while exercising on the treadmill	wakes up at 5:30am, checks email, reads the news, exercises and eats breakfast

MEET THE NEW BOSSES

Young entrepreneurs like Basit Siddiqui proved that through innovation and creativity anyone can become a success in business, no matter how young he or she is.

Like many entrepreneurs, Basit Siddiqui co-founder and CEO Beeburg Innovatives Pakistan solved a problem that he, himself, struggled with. Basit graduated during the height of the recession with a degree in accounting and finance. After leaving college, he was able to land a job in a multinational marketing firm and then business, but all the while, he saw how difficult it was for him to run a startup in the industry of his choice. Basit says that during stressful moments when he feels like he is juggling a million things at once, he seeks inspiration from his own carefully cultivated network and takes a moment to feel grateful for the relationships he has been able to form over the years, not just for himself, but for the talented young people who came after him.

Apart from being a successful entrepreneur, he is also a guide, a motivator. His unshakable faith in the divine power grants him strength to thrive. It is quite surprising to know that money does not lure him. And that's why, profits don't drive his organisation. It's an emotional bonding with each and every person working in the company that matters for him. He is satisfied to adhere to his self-made

benchmark that states, "If you have more than you need, simply share it with those who need it the most." His vision is to ignite and inspire the entrepreneurial spirit of tomorrow's leaders and to help them succeed. Create your own destiny. You are the master of your own ship! Simply understand that while your circumstances may determine the colors that you have to work with, the choices that you make on a day-to-day basis are in fact, the brushstrokes that will define what your masterpiece looks like.

After three years of corporate experience, he quit his job to start Beeburg Innovatives and spent hundreds of sleepless nights to convert his startup into a company. "Sometimes life is going to hit you in the head with a brick. Don't lose faith."

He had a professor who has been a huge inspiration. He's the one that really helped to instill the importance of entrepreneurship in him as a student. "I think seeing someone like him who was so generous in making the plan [made a difference]. His name is Naveed, and he is this incredibly great teacher.

In recent years, Basit has focused much of his attention on packaging innovations venture. He also



signed joint ventures with two more companies with scaled composites to develop packaging products. Basit allowed him to be able to see all sides of the packaging industry, product development and corporate strategy. When analyzing any business opportunity, he would develop a profile of all the possible cases. "Sometimes when you innovate, you make mistakes. It is best to admit them quickly, and get on with improving your other innovations."

This is worth saying again. Basit had to take a PKR 250K loan to start his business. He admitted that he didn't know about this industry. He just wanted a job to help pay for bills, and he ended up building a great packaging startup in Karachi serving more than 100 B2B clients.

His story teaches us that you shouldn't let anyone belittle your ideas if you believe in them. Basit didn't realize what he'd made when he got started, and it worked out for him.

IF YOU HAVE MORE THAN YOU NEED, SIMPLY SHARE IT WITH THOSE WHO NEED IT THE MOST.

BEEBURG PACKAGES

INCREASING ITS PRODUCTION AT EVEN FASTER PACE



▼ Services

Beeburg Packages head office is located in Karachi, Pakistan. The company has become a successful creator of smart solutions by aiming to satisfy clients through technological innovation and quality excellence. We currently focus on the branding and design of all kind of hoteling essential's manufacturing. Beeburg Packages is a major global provider of hotel & catering solutions including its innovative's vision line of hotel & resorts products. Being, the first sachets manufacturer in Pakistan the demand for packaging was high. Within months of commencing production, Beeburg Packages started supplying containers of a variety of shapes and sizes for the food manufacturers to cater their packaging. For small take always to industrial food manufacturing operations; our products are space savers giving an additional advantage during supply chain or display. Your resourceful team help to explore the various dimensions of the packaging requirements for your product.

▼ Technology & Innovation

Beeburg Packages prides itself on developing cutting-edge products that innovatively integrated Beeburg Packages promotes one single goal in both its business and hotel sectors. To provide efficient and easy-to-use solutions that incorporate the latest essentials and exceed the basic needs, requirements and expectations of our customers. The product that you choose features performance with low cost and affordable materials giving your food amazing compatibility and presentation right there. Practicality, functionality and performance are the main preferences of our products.



▼ Scaling up

Since then, Beeburg Packages has responded by increasing its production at even faster pace. The company has also set up a second manufacturing site to cope with the market demand. It is now considered one of the main suppliers for the packed food industry and food service packaging throughout Pakistan.



HOW I MADE IT WITHOUT INVESTMENT?

The initial plan was to get finances from three partners but finally I was on my own!



After the first month, my total sales from both the stores were about \$35 only. I was totally broke. I had lost my job, savings and had hard time paying bills mortgage of my apartment.

By Atif Mahar

I launched my company, FanciMall, a leading brand that provides skincare and cosmetics products, two years ago. As a first-time entrepreneur, I had no idea what to expect.

For the last two years, I straddled three jobs, being a full-time marketing manager by day, freelancer by evening and a part time entrepreneur by night. Even though I had great success at work, but I wanted the ultimate financial freedom, traveling, holidays and other life achievements that entrepreneurs are

entitled to. Leaving a paycheck for a personal endeavor is terrifying, risky, and unpredictable. But it can be incredibly rewarding if your idea pans out. It was a huge decision of my life and my family was not ready to support me in the journey.

I was joined by three other Pakistani overseas guys from America and agreed to put equal effort and money to make it a success. We started the company and I put all my savings in the startup. When the products were in

manufacturing phase we needed more money for marketing and establishing the retail outlets. I came to know that all other partners decided not to invest in the venture for some personal reasons. The advance payment was already paid to the vendors and supply was about to reach with the bill of the remaining payment.

"I was totally blank and did not sleep for the next 45 hours; remembering my old days when I saving just to be free from the problems and finally I was on my own."

After another seventy two hours passed, I received the call from my vendor asking about the remaining payment. I decided not to inform him on call so I asked about a short meeting. Initially, he was not even ready to listen but after my so many requests, he gave me one more month to arrange the cash. Now I had to arrange not only for him but also for the hiring, marketing and sales

I arranged more cash from my credit cards and through my personal circle and somehow paid the vendor and received my products. I visited hundreds of retail stores and requested to display the products but every time rejected. Only two stores agreed and placed my products. After the whole month, my total sales from both the stores were about \$35 only. I had lost my job, savings and peace of mind, I was totally broke. I had hard time paying bills, mortgage

of my apartment with my wife and a daughter. The life was total mess and miserable. One night I came to home and my wife encouraged me to try again but with different rules this time. I stocked all my products in our drawing room and contacted my ex-employer and hired again. Cut down my holiday plans for next 3 years, took some part time consultancy projects and worked over nights and weekends. After 10 months of non-stop hard work, research and planning, we started again. This time not only retail but I also learnt how to run an online store successfully. I launched my own eCommerce store and started selling the stuff online. The response was fantastic. I sold the stock worth of \$4500 in the first month. After careful planning and effective Facebook advertising campaigns of five months, I recovered all my money with 65% returns as well. I ordered again and reinvested all my earnings. Finally we launched first outlet in Karachi Clifton at Ocean Mall. It was a big success then second in Gulshan-e-Hadeed.

Currently I have got about 18 companies and individuals who are interested to get our franchise in their city or area and we are ready to expand in other regions through using investors money as franchisors. I advice people, not to leave the ground, just follow the rules and you win.



CREATING AN ENTREPRENEURIAL PAKISTAN

This is a story of Change!

By Sadaf Usman



Starting his career as a fresh graduate in IT (FAST Lahore), Nabeel spent the first five years of his professional journey getting his hands dirty. Convincing a factory full of skilled 'halwaa'i's' to use an automated system sounds like an eventful story now, but at that time it was a 'sticky' task on a tight deadline. These fundamental years taught him a lot about relationship building, stakeholder management and building good teams. Inadvertently, Nabeel had learned about intrapreneurship which helped him establish his own company, Technopsis Intl in 2009.

With an ambition to take over the management software world, bootstrapping was a way of life for Nabeel and his founding team (who are to-date with him). During this time, Nabeel decided he needed to expand his capacity if he wanted to further pursue his ambitions and went to the University of Strathclyde, Glasgow for his MBA.

'I'd spent most of my time hiking, walking and reflecting in Glasgow as any sane person would. That's what that city is built for. I went there to do my MBA, I ended up finding myself.'

If you've been his student, you'd have his mantra for impact memorized by now; Reflect, Focus, Execute and you'll get there. The toughest hurdle is to work on yourself, your empathy and recognize behaviors that are obstructing your path to becoming effective professionals.

From the time Nabeel jumped back into the system

Nabeel A. Qadeer, currently the Chief Innovation Officer at the Superior Group, Lead, Host and Producer of Pakistan's premium business reality show 'Idea Cronon Ka', Co-founder Innovation Distrist 92 (backed by Superior Group) and Chair UN Commonwealth Trade and Development (a Commonwealth Entrepreneurship Project focusing on the Youth and Women of Pakistan), has covered a long journey to be where he is today. With over fifteen years of managerial experience, an entourage of 1200+ startup founders and an unabashed passion for the country, Nabeel has been talking about creating opportunities from the very start.

in 2012 with a blank canvas to work on, he has propagated his message of building higher esteems for a stronger future. Plan9 had just gotten its foundation and Nabeel and his team traveled to every city in Pakistan and spoke to young people in 80+ universities and along the way graduated ten successful cycles in his five years with the Government. During this time, he explored different platforms and synergies for freelancers through 'TechHub Connect', innovative ways to impact children through 'WhizKids' and open avenues for financial and economic stability for women through 'Herself'.

During this time he identified that there was a lack of investors and their trust in the local entrepreneurship ecosystem.

'I grew up listening to the stories of heroes like Jinnah and Muhammad Ali from my Grandfather but failed to find such people around me. What set them apart was their 'Awareness' of who they were, their 'Energy' in wanting to pursue their dreams, the 'Disruption' they brought through their actions and the 'Impact' they left the world with. This is a hero's 'IDEA', and it's a way of life.' – Nabeel A. Qadeer, TEDx LUMS, 2018.

Nabeel began his struggle of getting 'Idea Cronon Ka' on air in 2015. From getting rejected by multiple leading channels to being offered matrimonial shows and mobile phone ads, he wouldn't let anything tether his feathers and alter his focus. The show also had a self-funded pilot which as he jokes 'has been buried deep in the archives for your benefit'.

With a handful of supporters and an ambitious female producer (who is also the Program Manager of

Innovation District 92. He found his first believer in Chaudhry Abdul Rehman, Chairman Superior Group who provided his support through Neo Network to help Nabeel take entrepreneurship to masses). In 3 seasons the show has raised Rs. 220 million (season 1 & 2) and committed Rs. 170 million (season 3). Over the years it



I KEEP GOING BACK TO TEACHING BECAUSE IT GIVES ME A CHANCE TO CREATE SOME DIRECT IMPACT, TO ASK SOME DIFFICULT QUESTIONS AND TO HELP THEM SEE A PATH THAT IS FULL OF CLARITY OF PURPOSE, ZERO COMPLEXES AND FREE OF CULTURAL CONFUSION.

has earned the trust of the public, investors and the corporate world. The third season featured an all women panel of community leaders by Facebook and was supported by Sprite and Turkish Airlines.

For anyone who has visited Innovation District 92 (ID92) co-founded by Nabeel & Dr. Sumaira (Rector, Rector Superior University), they'd be familiar with the big blocks of chunky letters that spell out 'CHANGE' and serve as a backdrop for their activities. ID92 is an incubator that boasts a stellar board and a media group to train and escalate its founders.

ID92 has recently graduated its first batch with an investment of USD 100,000 in 'Careeb'; one of their startups. The industry has shown tremendous support along the way and the team is just getting started. ID92 also secured three international grants, namely; ATX+PAK, an Austin-Pakistan Business Development Program, D2PAK, a Detroit to Pakistan Entrepreneurial Exchange Program and a Professional Fellows Program with the University of Oklahoma.

'To lead a life of impact, one has to be willing to challenge their comfort zones and have a strong value system. There's no room for ego and self-righteousness and also requires you to constantly learn-unlearn-relearn. Before building on your dream you need to build on yourself and that comes with constant self-reflection and

help them see a path that is full of clarity of purpose, zero complexes and free of cultural confusion. We can no longer be unclear about 'who we are & what we stand for' because those who stand for nothing, will fall for anything!'

The biggest hurdle in anyone's life is finding clarity of purpose and that

correction. It's easy to slip in a state of delusion when adrenaline is high and responsibilities are low, but if you learn to discipline your mind in this time, you'd be unbeatable in everything you do. To solve the problems of tomorrow we need to work on the potential we have today.'

Nabeel's core aim in life is uplifting and strengthening this nation by making the youth realize its responsibility. The repercussions of ones actions mold and shape who they are and who they will be. No deed goes unnoticed and no act goes undocumented. In the race of being 'relevant', we are soon losing sight of all that is important. The quest to live a life that will be appreciated will keep you engaged in an endless, self-destructive loop of surface level discussions around mediocre topics. Such is a life that lacks depth and reflection and this is the 'responsibility' of the educators in this country to address.

'I keep going back to teaching because it gives me a chance to create some direct impact, to ask some difficult questions and to

begins with working on ones own 'self'. Define all your truths, list them down on paper and then question them. Understand what you interpret of faith, success and failure. This is the basis of all your self-doubt and this is the answer to going forward. Dissect the things that bring fear and joy in your life and then go backwards. Falling in life is inevitable, but what sets you apart is how fast you bounce back from it and it won't be possible if your foundation is weak. So build on it, find a value system and then tackle the next big hurdle, which is your focus. A solid plan without a direction is a misfire and will repeatedly cause more harm than any good. This would throw you in a state of confusion and lack of self-confidence, and the only escape from this dilemma will be your foundation yet again. There is no shortcut to success and a sense of fulfillment. It takes time, it takes practice, and it takes discipline. Whosoever suggests otherwise would not be found in the books of history.

In conclusion, Pakistan needs urgent reforms in education if it wants to uplift



its youth and women. There needs to be equality across the board in what is taught and how it is being taught. Women centered policies need to be introduced to integrate them as economic contributors and in turn uplift the national esteem.

'I grew up listening to the stories of heroes like Jinnah and Muhammad Ali from my Grandfather but failed to find such people around me. What set them apart was their 'Awareness' of who they were, their 'Energy' in wanting to pursue their dreams, the 'Disruption' they brought through their actions and the 'Impact' they left the world with. This is a hero's 'IDEA', and it's a way of life.'

– Nabeel A. Qadeer, TEDx LUMS, 2018.

Opportunity to Invest in REAL & CERTAIN

Tomorrow **Free**

ICC (Islamic community center) provides you opportunity to understand THE REASON OF YOUR EXISTENCE by bringing closer to YOUR CREATOR through Simple & Easy QURAN COURSES

Course	Day	For	Timings	Instructors
QC-1 (TPI Technique)	Sunday	Brothers and Sisters	10:00 AM to 12:20 PM	Dr Fahim Hashmi Mrs Anjum Rashid
QC-2 (TPI Technique)	Friday	//	Maghrib to Isha	//
QC-3 (TPI Technique)	Wednesday	//	Maghrib to Isha	//
Tajweed (Basic Course)	Sunday	//	9:00 AM to 9:50 AM	Qari / Qariah
Taleemul Hadith (Arbaliin Nawawi)	Monday	//	Maghrib to Isha	Asst. Prof. Ubaidullah Jamil
Hifz with Tajweed (Juz 30)	Thursday	Sisters Only	10:30 AM to 12 Noon	Qariah Mrs Asifa Tayyab
Duroos Lughatul Arabia	Sunday	Brothers and Sisters	6:00 PM to 7:30 PM	Ustadh Shafauallah Malik
Monthly Workshop	Wednesday	Sisters Only	11:00 AM to 1:00 PM	Guest Speakers
Arts and Craft Course	Saturday	Sisters Only	10:30 AM to 12:30 PM	Mrs Nayab Ali

Seperate arrangement for Ladies and Gents

For info & Registration

Brothers: 0323-5476516

Sisters: 0332-5264901

Islamic Community Center
ICC Building, 34 Garnet Road, Sector H,
Near Gate # 4, DHA Phase 2, Islamabad

WHY FRANCHISING?

Franchising provides excellent opportunities for rapid expansion and creating the brand awareness in minimum period of time. It also develops the franchising network across the globe and acceptance of goods and services according to the local needs. There are five major following reasons why companies franchise:

A PROVEN BUSINESS

An established business model needs expansion when growing in other areas, it is called franchising. A franchise has built-in customer base, access to vendors, built-in support networks and a very important recognized business name and reputation. Less time and energy is required in the start-up process.

EXPANSION

Franchising is always a symbol of expansion and growth where franchisors place their products in the hands of those who are motivated to run a business. Obviously franchisee will strive to make the business successful because their financial life depends upon it. Through this process, franchisors tap those markets that are difficult to target otherwise.

MINIMIZING RISK

Franchising offers individuals an opportunity to break free & own their own business whilst at the same time minimizing the risk that is natural in opening an entirely new business from scratch. Franchising reduces the start-up process and provides operating manual,



checklist, training and business videos to the franchisees.

SKILLS AND COMMITMENT

One of the main advantages of franchising is skill and one hundred percent commitment from franchisees that have a direct stake in business rather than managers and other employees of the business.

On the other hand, franchisor devises different training programs to equip the franchisees and his/her employees with efficient skills to make this franchising business a complete success.

ESTABLISHED MARKETING PLATFORMS

The franchising company already have the proven strategies and plans in order to sell products very fast.

Franchisor also has thousands of fans on their social media platforms who already purchased the products. Franchisee can use hundreds of reviews and comments as testimonials to sell the initial products. Emails databases and mobile numbers for sms marketing are also the big assets for the newly opened outlet.

TAIMUR HASSAN IS A LUMS GRAD CORPORATE LAWYER



HOT FRANCHISES

The franchisors in Pakistan have a wide variety of options when it comes to growing their brands from traditional business models to the state of the art automated business units operating in different locations. Many focus on food or apparels, while others offer a broader range of services in other industries. Whatever the franchisee needs, there's a franchise to fill it.

1. MINISO

Household items, daily life products, fashion accessories, digital, health and beauty products,

2. CHAYE KHANA

Cafe, restaurant and tea room

3. BOMBAY CHOWPATTY

Restaurant serving South Indian food, BBQ, rice variety, desserts and sweets

4. MAUSAMRY

Clothing brand offering lawns and fashion accessories

5. CHENONE

Clothing and home decor

6. SUPERIOR GROUP

Education franchise offering academic programs in medical and pharmaceutical sciences, engineering college and much more

7. DES PARDES

A Pakistani multi-cuisine restaurant offers lunch, dinner, coffee, snacks and drinks

8. AIR FOUNDATION

Air Foundation provides franchises in primary and comprehensive school system all across Pakistan

9. GLORIA JEANS

Coffee shop and fast food restaurant with over 1000 outlets in 40 countries

10. CITI LAB

CITI Lab possess a wide range of experience in the management of complex healthcare facilities including Pathology, Radiology and microbiology



MINISO HAS OPENED STORES IN 70+ REGIONS IN JUST 5 YEARS

Established in Japan in 2013, MINISO, actively explores the international market and has opened over 2600 stores in less than four years, with business turnover standing at USD 750 million in 2015 and nearly USD 1.5 billion in 2016. In 2017, the sales volume of MINISO reached USD 1.8 billion. At present, MINISO has reached strategic cooperation agreements with more than 70 countries and regions.

Disclaimer: All the above and upcoming franchises are not ranked. It is just a study to determine how many franchising brands exist in Pakistan.

UNIVERSITY EDUCATION; IS IT FOR, OR ABOUT ENTREPRENEURSHIP

By Dr. Alistair Anderson



There is a crisis being talked up about the usefulness of entrepreneurship education in our universities. The Times Higher reported on “The Sandpit” a virtual crowdfunding platform to give students a taste of the real thing, against the academic and hence hypothetical production of a business plan for a new business. Henry Jinman, co-founder of Crowdfund Campus, a “platform for backing the projects and businesses that come out of universities”, believes that the problem lies in the way that universities are approaching entrepreneurship education.

There is one good point here, that universities are not in business and may not be the best place to obtain real world experiences. But this raises the question of “what are universities for?” I don’t think their purpose is to simply provide real world experience. I believe their purpose is to produce and disseminate knowledge. Knowledge about how things are, and how they can be understood. Universities are not, nor should they be, about simply training people to be entrepreneurs, doctors or engineers. They are, quite properly, places where you learn about entrepreneurship, doctoring or engineering.

Entrepreneurship, moreover, is hardly a science, at best it is an art. There is no one way to be entrepreneurial, not even one best way. There are no recipes for successful entrepreneurship. BUT, knowing and understanding how things work is likely to be very useful preparation. This is the kind of knowledge that universities produce and disseminate. It is a different kind of knowledge from practitioner knowledge. I stress I am not denigrating practitioner knowledge in any way, but it can only ever be one way of tackling entrepreneurship. Practitioner knowledge is great for one set of circumstances, one context and appropriate for that very individualised entrepreneur. In contrast, university knowledge should synthesise this practitioner knowledge to build up an overview, an appreciation of what is entailed in becoming an



entrepreneur. This overview is often theorised to “explain” why things work in the way that they do. Thus good entrepreneurship education is about developing understanding of what is likely to work, or not work in practice.

The disparaged business plan exercise is actually about applying this knowledge. Of course it’s not perfect; risk is muted and opportunities are exaggerated. Nonetheless it is a risk free (real risks, save low marks and poor grades) situation to try ideas out. Is it better to do this within an informed and sympathetic environment or to experience the real risk of failure in the competitive environment? I argue the vilified business plan is truly experiential learning; but informed experiences, rather than simply the suck it and see of real world experiences. The Times Higher reports- “Mr Jinman was expanding on the ideas that he laid out in his white paper, which fundamentally criticised the fact that “enterprise skills are not yet a part of every student’s higher education experience”. I think Mr Jinman is confusing training (skills) with higher education. But perhaps I am wrong...

WHAT'S HAPPENING

➔ Startup India marked its three-year anniversary



Launched on January 16, 2016, the initiative marked its three-year anniversary last week. The 19-point Startup India Action Plan envisaged several incubation

centres, an INR 10,000 Cr (\$1.45 Bn) corpus fund, and a faster exit mechanism for newly built startup companies. According to a report, 15,472 startups have been recognized who have reportedly created 1,48,897 jobs under the Startup India program since 2016.

➔ Malaysia spent \$560M on women entrepreneurs



According to Malaymail, Deputy Prime Minister Dr Wan Azizah said women entrepreneurship programs in 2018 provided intensive training in entrepreneurship, export

support and financial assistance to women entrepreneurs. "These programs have benefited 364,052 Small and Medium Enterprise (SME) recipients," she said in her keynote address at the Asean-Japan Women Entrepreneurs' Linkage Programme (AJWELP) on 29th January.

➔ Nepal Entrepreneurship Summit 2019



The Summit aims to promote entrepreneurship landscape of Nepal to create sustainable and substantial economic drive all across the country. The Confederation of Nepali

Industries (CNI), in association with a local media group, is organizing the Nepal Entrepreneurship Summit 2019 in Kathmandu on February 2019. "We will aim to solve the issues at hand regarding brain-drain, technical deficiency, social outlook on businesses and entrepreneurs," says Satis KumarMore, Senior Vice-President of CNI.



50% FACEBOOK USERS ARE FAKE?

A report published by Aaron Greenspan, an old Harvard ex-classmate of Facebook CEO Mark Zuckerberg

"Its customers purchase advertising on Facebook based on the fact that it can supposedly target advertisements at more than 2 billion real human beings. To the extent that users aren't real, companies are throwing their money down the drain".

Aaron Greenspan, an old Harvard ex-classmate of Facebook CEO Mark Zuckerberg who claims to have come-up with the original idea for Facebook, later on had a private settlement with Facebook back in 2009 has sputed his opinion about Facebook monthly users.

In a report, Mr. Greenspan doubts Facebook's MAU saying that there is no way to measure the true Monthly User Base (MAU) accurately.

According to him, Facebook reported matrix just simply over-

estimates the number of real monthly active users, he says there are lot of fake and duplicated accounts. He believes that the actual number of active monthly users of Facebook is much less than reported by Facebook.

In the report, he also talks about how the fake accounts cheat and defraud other uses and how they are used for selling advertisements on the world's largest social networking website.

The report also accuses Facebook for selling ads to 2 millions of Ghost buyers who are fake and do not exist in reality on Facebook.

Facebook immediately denied the claims in the report saying "This is unequivocally wrong and responsible reporting means reporting facts, even if it's about fake accounts."

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STARTUPS ARE GRADUATED FROM IGNITE - NIC PAKISTAN

31



AFNAN SHARIEF

NIC ISLAMABAD
MADHUNT

START
YEAR
2016

INDUSTRY
TECH

FUNDED
SELF

STAGE
STARTUP

RAISED
X

NUMBER OF
JOBS CREATED

9

WWW.MADHUNT.XYZ

32



MIAN BILAL

NIC ISLAMABAD
PANWIFI

START
YEAR
2015

INDUSTRY
TECH

FUNDED
SELF

STAGE
STARTUP

RAISED
X

NUMBER OF
JOBS CREATED

6

WWW.PANWIFI.CO

36



MUHAMMAD BILAL

NIC LAHORE
INSTACARE

START
YEAR
2017

INDUSTRY
HEALTHCARE

FUNDED
SELF

STAGE
PRE-REVENUE

RAISED
X

NUMBER OF
JOBS CREATED

15

WWW.INSTACARE.PK

37



MUHAMMAD YOUSAF

NIC LAHORE
PAKBUILDMART

START
YEAR
2016

INDUSTRY
CONSTRUCTION

FUNDED
SELF

STAGE
STARTUP

RAISED
X

NUMBER OF
JOBS CREATED

4

WWW.PAKBUILDMART.COM

33



HAFSAH HAQ

NIC LAHORE
JOURNAL POST

START
YEAR
2016

INDUSTRY
PUBLISHING

FUNDED
SELF

STAGE
STARTUP

RAISED
X

NUMBER OF
JOBS CREATED

15

WWW.JOURNALPOST.COM

34



HUMA EJAZ ZAMAN

NIC LAHORE
LATZ

START
YEAR
2017

INDUSTRY
ENTERTAINMENT

FUNDED
SELF

STAGE
PRE-REVENUE

RAISED
X

NUMBER OF
JOBS CREATED

30
Temporary

WWW.LATZ.COM.PK

35



KHAN SAFI ULLAH

NIC LAHORE
QANOON ONLINE

START
YEAR
2017

INDUSTRY
LAW

FUNDED
SELF

STAGE
PRE-REVENUE

RAISED
X

NUMBER OF
JOBS CREATED

5

WWW.QANOONONLINE.COM

38



WAJAHAT IQBAL

NIC LAHORE
SOLUTION AHEAD

START
YEAR
2017

INDUSTRY
TRAINING/CONSULTING

FUNDED
SELF

STAGE
STARTUP

RAISED
X

NUMBER OF
JOBS CREATED

3

N/A

39



ZIA UR REHMAN

NIC ISLAMABAD
DHOBI ONLINE

START
YEAR
2016

INDUSTRY
SERVICES

FUNDED
SELF

STAGE
START UP

RAISED
X

NUMBER OF
JOBS CREATED

3

WWW.DHOBIONLINE.PK

Analysis!

STARTUP SUCCESS

NIC's Startup Business Success Rate
from the next episode!



IGNITE STARTUP PORTAL LAUNCHED

The portal gives single point data access to national and international venture capitalists interested to invest in Ignite startups



By Correspondent

Ignite under the auspices of Ministry of Information Technology & Telecom focuses on fourth industrial wave tech and on ecosystem development initiatives to fulfil its mission of creating a knowledge economy in Pakistan. Its national network of incubators nurtures startups, while SEED Fund provides grants to innovative, deep tech projects and startups that solve local problems and target global opportunities. Ignite in collaboration with its funded project ElectroCure which is developed by Dr. Gul Muhammad, Director Company of Intelligent Systems Networks research (CISNR) organized seminar to help create awareness among the public policy stakeholders as to how Pakistan can address its energy crisis using ElectroCure that reduces electricity losses using Artificial Intelligence (AI) and Internet of Things (IoT). Ignite startup portal www.ignite.org.pk/nic that gives single point data access to national and international venture capitalists interested to invest in Ignite startups, was also launched on the occasion.

Dr. Khalid Maqbool Siddiqui, Federal Minister for IT & Telecom who was the chief guest at the occasion said innovation is the prime determinant of technology knowledge-based economy that can bring maximum dividends in the areas of agriculture, energy, water resources and IT. It is about time that alongside natural resources we should also start focusing on intellectual capital,

quality human resources, industrial development and value-added production. We are trying to encourage more innovative products like ElectroCure that has the potential to bring our electricity woes to an end. He further said I'm sure Ignite startups will raise funding from national and international venture capitalists. Earlier speaking on the occasion Yusuf Hussain, CEO Ignite said that the portal provides access to hundreds of startups like ElectroCure or those on the way.

Dr. Gul Muhammad, Director Company of Intelligent Systems Networks research (CISNR) explained that his Ignite funded product ElectroCure (which is now commercially available) aims to reduce electricity losses up to 90% through theft detection, load balancing and identifying other administrative/technical losses reduction procedures within the electricity infrastructure. ElectroCure is an innovative idea and solution for effective and efficient electricity data management with meter-less architecture that also provides a low-cost smart metering solution with added features of both prepaid and post-paid billing systems. The advance feature of ElectroCure introduces a Smart High Voltage Distribution System (HVDS) for reliable and secure electricity distribution. Senior officials of Ministry of IT & Telecom, Ministry of Energy and Power, WAPDA, Military Engineering Services (MES) attended the seminar.

MINISTER IT VISITED NIC LAHORE

On Monday 21st of January, the team at Ignite - National Technology Fund accompanied by the Minister of IT visited NIC Lahore and talked with the startup founders.

The members of the delegations interacted with the previously incubated start-ups and learnt of the progressive products and services they are offering to change the face of the entrepreneurial landscape of Pakistan.

Additionally, they also interacted with the new batch to see what ideas they have in store and in what ways they intend to contribute and bring about change in their respective fields.

NIC Lahore hopes to continue hosting similar visits to increase its own exposure and the exposure of its start-ups.



TEAM BUILDING STRATEGY WITH OWAIS ANJUM

NUST Technology Incubation Center Islamabad successfully concluded the training on Team Building Strategy with Owais Anjum, CEO eMumba on 23rd January. The workshop was enthusiastically participated by TIC incubatees, NUST Faculty, aspiring entrepreneurs from NUST Constituent Schools and Colleges.

Team-building workshop provided teams with the skills and discipline needed to drive the team's productivity, performance, and group cohesion.

FOSTER FLAGSHIP TRAINING PROGRAM

Institute of Space & Technology took initiative and launched a two month book-less training program for aspiring startup founders. The course will focus on the practical methods and techniques used by some seasoned entrepreneurs.



IGDA PAKISTAN GLOBAL GAME JAM 2019

National Incubation Center Islamabad hosted the IGDA Pakistan Global Game Jam 2019 in the last week of January. The session was joined by developers, mentors, gaming enthusiasts, and industry veterans. The aim of the competition was to get Pakistan on the International Game Development Map to create opportunities for the local developers.

PTCL HOSTED NIC PESHAWAR'S STARTUPS

Startup Founders from NIC Peshawar presented their business ideas and prototypes in a session held at PTCL Headquarters. "We are proud to collaborate with NIC Peshawar to empower the youth and provide an entrepreneurial environment for innovation" says, Dr. Daniel Ritz, President & CEO, PTCL



DESIGN THINKING WORKSHOP AT NIC QUETTA.

A very interactive and practical workshop started at NIC Quetta to get all startups started with design thinking and learning through doing. Some of the best tools are being shared to use when getting started with design thinking process.



DATA SCIENCE WORKSHOP AT NIC KARACHI

National Incubation Center Karachi organized Data Science Workshop on 26 January. Participants learnt how to visualize data using R; a language and environment for statistical computing and graphics. It was a hands-on-course to the world of data analysis and modeling using popular open source tools; R or Python.

IBA-UNDP YOUTH EMPLOYMENT PROGRAM

IBA CED organized a magnificent Graduation Ceremony for the students enrolled in the "Youth Employment Project (YEP)". IBA and UNDP collaborated for this project and trained 500 students belonging to the different vocational education and training institutes of Karachi.



WORLD FINANCIAL CRISIS

I SEE A WORLD FINANCIAL CRISIS BREWING SOON!

By Mir Mohammed AliKhan

T

he last time I had written something along these lines was in December 2014 because of China, Commodities, Crude Oil and Credit. And the world markets had crashed within the next 3 weeks. China had dropped 40% or so.

Asia Pacific dragged along. Russia panicked. Europe lost ground and it was a contagion, almost. The same reasons multiplied by a few times are looking us into our eyes plus a world wide trade war, including the EU that can absolutely slow down growth in the absence of all the quantitative measures.

The biggest thing that is of the concern is that China's corporate debt has hit almost an unheard of figure before. Never has the world seen corporate debt of any country touch \$20 trillion dollars. Almost 140% if it's \$14 trillion dollar GDP. And it's total debt has ballooned to \$32 trillion. Plus a trade war will slow economic output and the first signs of panic will be in equities markets of Shanghai then

in Hong Kong. Equities can be sold off in panic but corporate debt is an absolutely different phenomenon. Usually held by large banks or hedge funds and having the first right on the company's assets in case of liquidation, institutional investors choke off further credit to the companies, pushing the yield up and prices lower. And no avenues open to finance their ongoing operations. Europe has seen a 10 year bull run but its trade war with America

ALL THE MAJOR ECONOMIES ARE IN TROUBLE AND IF ONE OR TWO FACE A PROBLEM, IT WILL BE A CONTAGION EFFECT. LIKE JUNGLE FIRE SPREADING INTO THE NEIGHBORHOODS OF CALIFORNIA OUT OF THE JUNGLES AND INTO THE LIVING ROOMS.

and multiple tariffs on its exports and retaliatory tariffs on its imports will further dampen the financial enthusiasm. Italy looking for an exit like Brexit is very much a reality now. Shanghai has entered its bear market territory and so



has The Hang Seng Index in Hong Kong. Hong Kong being the best IPO market for the Asia Pacific since 4 years will see the death of new listings. That means technology companies will have no financing avenues because Asia is a bigger Tech financier than America as of today. Oil prices at its highest. With America demanding that the world stop buying Irani oil altogether before October, and this demand of Trump could put oil prices at its highest in 7 to 8 years. It may sound good for the Middle East but it will not be because even the biggest oil producer in the M.E, KSA has its budget deficit growing and will hit the highest since 2015. Its \$700 Billion Defence spending will outweigh its gains from a surge in the oil prices by 3 to 5 times. So no gains there. Dubai financial system in my view is about to collapse. Yes collapse. Because if Lehman brothers can cause the demise of the American financial system, ABRAAJ's collapse will wipe out confidence in the Dubai financial system as well. Absolutely. Because Dubai's biggest financial strength was not its stock market but its ability to raise funds in private transactions. No longer will this ability be there after Abraaj, at least in perception. Not because Abraaj was that big, and neither was Lehman Brothers in 2008, but their perception of Goliath-like

presence was. Russia is suffering a tremendous set back for 5 years at least with its Rouble in trouble and its stock market in the gutter. On the other hand India with its interconnect trade dependency and procurement weaknesses of raw material is directly in the lime of Chinese fire. China suffers, so does India. South America's biggest economy Brazil is seeing upheaval related to its politics spilling over into its economy. Venezuela has come to a point because of the American pressures that its financial system has entirely collapsed. Argentina is in hot waters with uncontrollable inflation and they just borrowed \$50 billion from The IMF two weeks ago.

To sum it all up, all these major economies are in trouble and if one or two face a problem, which they will soon in my view, it will be a Contagion Effect. Like jungle fire spreading into the neighborhoods of California out of the jungles and into the living rooms.

When can this happen? Nobody can give you an exact date. Maybe next week or maybe in a month or few. Will this happen, I am certain that it will.

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