



# WAHEED WAIN INCUBATION CENTER

Empowering Startups for Success

Cohort-III





## ABOUT **Waheed Wain Incubation Center**

Waheed Wain Incubation Center (WWIC), established in August 2023 at the University of Sargodha in collaboration with the Wain Foundation and i2c Company, is a cutting-edge entrepreneurial facility aimed at fostering innovation, entrepreneurship, and sustainable growth. The center offers state-of-the-art infrastructure and a dynamic, supportive environment for nurturing early-stage ventures. WWIC runs one structured cohort per year, comprising a blend of startups and scaleups, to accelerate the development of innovative businesses by providing concentrated guidance, value-added support, and access to essential tools, training, mentorship, and networking opportunities. As the first incubation center in Pakistan to facilitate trademark registration for startups, WWIC is also connected with Silicon Valley networks for global exposure. With its strategic integration into the University Technology Park and Special Technology Zone, WWIC plays a pivotal role in transforming ideas into impactful ventures and strengthening the regional startup ecosystem.



## MESSAGE FROM THE VICE CHANCELLOR

The Waheed Wain Incubation Center is a game-changer for your future. It offers you the unique opportunity to transform your ideas into successful businesses with access to mentorship, resources, and a vibrant network of innovators. This platform can shape your careers, unlock your potential, and create lasting impact. I encourage you to take full advantage of this remarkable initiative and let it change your lives.



**Prof. Dr. Qaisar Abbas**  
Vice Chancellor

**Expressing support  
for startups and  
Innovation.**



## Amir Wain

Entrepreneur, Chairman  
Wain Foundation and  
CEO I2C

### Message From

## CHAIRMAN, WAIN FOUNDATION AND CEO I2C

It brings me immense pride and joy to see the vision of Waheed Wain Incubation Center come to life at the University of Sargodha. This center stands as a tribute to the spirit of innovation, resilience, and progress values that defined Waheed Wain's legacy. Our goal through this initiative is to empower the next generation of entrepreneurs and changemakers by providing them with the environment, mentorship, and tools they need to turn bold ideas into impactful realities.

At Wain Foundation, we firmly believe that innovation flourishes when young minds are given the freedom to think beyond limitations. The Waheed Wain Incubation Center is not just a physical space, it is a movement, a catalyst for regional transformation, and a bridge between local potential and global opportunity.

I look forward to witnessing groundbreaking startups emerge from this center, and I am confident that together, we will build a thriving entrepreneurial ecosystem that uplifts communities and drives sustainable growth across Pakistan.

**Empowering bold ideas to become tomorrow's breakthroughs.**



## MESSAGE FROM THE DIRECTOR ORIC

The Waheed Wain Incubation Center, under ORIC, is your gateway to innovation and entrepreneurship. It provides a nurturing environment where your ideas can thrive with access to cutting-edge resources and expert mentorship. Embrace this opportunity to explore your creative potential, as it has the power to transform both your academic and professional journey.



**Prof. Dr. Ahmad Raza Bilal**

Director, ORIC



From InCharge

## WAHEED WAIN INCUBATION CENTER



**Salman Hussain Piracha**

## ENTERPRENEURIAL DREAMS TO REALITY

Waheed Wain Incubation Center is here to help you turn your entrepreneurial dreams into reality. We provide the tools, guidance, and support you need to grow your ideas into successful ventures. Take this opportunity to innovate, collaborate, and learn from industry experts, as this journey can shape your future in ways you never imagined.





## MESSAGE FROM THE MANAGER



**Sumera Samar**

Manager WWIC

At our incubation center, we believe in nurturing the spark of innovation within you. We're here to provide you with the fertile ground where your ideas can take root, grow, and ultimately flourish into successful ventures. Remember, every great company started as a simple idea in someone's mind – just like yours. We at the incubation center are committed to support you every step of the way. Our doors are always open, our resources are at your disposal. Remember, the future belongs to those who dare to imagine it and work tirelessly to bring that imagination to life.

“

# Orientation with Third Cohort



# KickStart Your Entrepreneurial Journey: BIC Orientation and Roadmap to Success

## Resource Person:

Ibrahim Ahmed

CEO Goal Training



## Key Takeaways:

- Ibrahim Ahmed introduced the Business Incubation Center (BIC) as a launchpad for aspiring entrepreneurs, outlining the essential support systems such as mentorship, networking opportunities, and skill-building workshops that help early-stage startups thrive.
- He emphasized the significance of mindset in entrepreneurship—encouraging participants to adopt a growth-oriented approach, embrace calculated risks, and remain resilient in the face of challenges.
- Ibrahim highlighted the importance of setting clear, achievable goals and aligning them with a strategic roadmap. This structured planning ensures consistent progress and helps startups stay focused on long-term success.
- The orientation also offered a practical overview of how BIC's ecosystem is designed to guide startups from idea validation to market entry, emphasizing the role of discipline, innovation, and community engagement in shaping a successful entrepreneurial journey.

# Entrepreneurship Ecosystem Today and Future

## Resource Person:

Dr. Shahid Qureshi

Rector, GIFT University, Gujranwala



## Key Takeaways:

- Dr. Shahid Qureshi provided a deep dive into the current landscape of the entrepreneurship ecosystem, emphasizing how technology, innovation hubs, and global connectivity are reshaping how startups emerge and scale.
- He underlined the critical role of collaboration between academia, industry, government, and support institutions in nurturing sustainable entrepreneurship. This synergy accelerates innovation and opens up broader opportunities for growth.
- Dr. Shahid also discussed emerging trends such as digital transformation, green entrepreneurship, and social impact ventures, encouraging young entrepreneurs to align with future-focused sectors that offer long-term relevance.
- Looking ahead, he urged aspiring entrepreneurs to remain adaptable and future-ready by continuously upgrading skills, leveraging data-driven decision-making, and integrating purpose with profit in their business models.



# One to One Meeting with Industry Experts



## Resource Persons:



Faisal Abbas



Sheikh Hamza



Asad Rana

## E-Sargodha Team



## Key Takeaways:

- The session offered personalized guidance as industry experts from E-Sargodha engaged in one-on-one discussions with participants, helping them refine their business ideas, clarify startup challenges, and identify growth opportunities based on real-world insights.
- Faisal Abbas emphasized the importance of market research and customer validation before launching a product or service, urging entrepreneurs to focus on solving actual pain points rather than assumptions.
- Sheikh Hamza highlighted the need for digital integration and smart marketing strategies in today's competitive landscape, advising startups to build a strong online presence and data-driven branding.
- Asad Rana encouraged participants to leverage local resources and networks while maintaining a scalable vision. He also stressed resilience, strategic planning, and mentorship as key pillars of entrepreneurial success.
- The interactive format of the session allowed for direct feedback and practical suggestions, bridging the gap between theory and real business execution.

# Ice Breaker and Team Building Activity

## Resource Person:

Miss Hira Javaid

From Foster Learning



## Key Takeaways:

- Miss Hira Javaid emphasizes that strong teams are built on trust, communication, and mutual understanding—qualities that begin with meaningful human connection. Ice breaker and team-building activities serve as powerful tools to foster these connections, especially in startup environments.
- She highlights the importance of creating a comfortable and inclusive atmosphere where individuals feel safe to express themselves, collaborate openly, and contribute creatively. Ice breakers help break down social barriers, reduce anxiety, and set a positive tone for teamwork.
- Hira also showcases how well-designed team-building exercises enhance problem-solving, leadership, and adaptability. These activities not only strengthen interpersonal bonds but also reveal individual strengths that can be aligned with team roles and responsibilities.
- The session reinforces that behind every successful startup is a cohesive team. Investing in team-building from the start promotes a healthy work culture, boosts morale, and lays the foundation for long-term collaboration and productivity.



# Evaluation and Team Building – 2 days Session

## Resource Persons:



M Sannan Khan



Frasat Tanveer



Amna Ahsan



## Key Takeaways:

- Over two days, the Foster Learning team facilitated an immersive experience focused on self-evaluation, leadership, and building high-performing teams—equipping participants with core competencies essential for entrepreneurial success.
- Muhammad Sannan Khan emphasized the role of self-awareness and personal reflection in effective leadership. Through guided activities, participants were encouraged to identify their strengths, blind spots, and areas for growth.
- Miss Frasat Tanveer focused on emotional intelligence and trust-building, helping participants understand the value of empathy, active listening, and open communication in maintaining team harmony and handling conflicts.
- Miss Amna Ahsan introduced practical frameworks for team collaboration, goal alignment, and accountability. Participants learned how to divide roles based on individual strengths while maintaining a shared vision.
- The two-day format allowed for deeper group bonding and iterative feedback, reinforcing the idea that successful entrepreneurship depends not only on individual capability but also on cohesive, well-aligned teams.



# Financial Literacy

## Resource Person:

Ms Javeria Jalil

Business Development Executive



## Key Takeaways:

- Ms. Javeria Jalil introduced the fundamentals of financial literacy, emphasizing its critical role in the sustainability and growth of any entrepreneurial venture.
- She explained essential financial concepts such as budgeting, cash flow management, profit margins, and cost control—highlighting how informed financial decisions can prevent early-stage startup failures.
- Javeria stressed the importance of separating personal and business finances, maintaining accurate records, and understanding basic accounting principles for transparency and long-term scalability.
- The session also covered the significance of financial planning, setting SMART financial goals, and preparing for investment or funding by maintaining clean financial reports and projections.
- Participants left with a clearer understanding of how financial literacy empowers entrepreneurs to manage risk, optimize resources, and make strategic decisions with confidence.

# Ideation, Concept Validation, and Refinement – Day 1

## Resource Person:

Frasat Tanveer

From Foster Learning



## Key Takeaways:

- Frasat Tanveer emphasizes that successful startups begin with powerful ideas—but not all ideas are worth pursuing without validation. The ideation process involves creative thinking, identifying real-world problems, and generating solutions that align with market needs and personal passion.
- He highlights that concept validation is a crucial step to avoid building products no one wants. This involves conducting market research, collecting feedback from potential users, and analyzing competitors to ensure the idea is feasible, desirable, and viable.
- Frasat also introduces the importance of continuous refinement. As ideas evolve through feedback and experimentation, entrepreneurs must stay flexible, willing to pivot or improve their concept to better serve their target audience.
- The session reinforces that ideation is not a one-time event—it's a dynamic, iterative process. Combining creativity with critical evaluation sets a strong foundation for building impactful, user-centered startups.

# Ideation, Concept Validation, and Refinement – Day 2

## Resource Person:

Frasat Tanveer

From Foster Learning



## Key Takeaways:

- On the second day, Frasat Tanveer dives deeper into refining startup ideas through structured validation techniques. He emphasizes the use of tools like customer persona creation, problem-solution fit analysis, and validation canvases to align ideas with real customer pain points.
- He highlights the significance of conducting lean experiments—such as MVPs (Minimum Viable Products), surveys, and user interviews—to test assumptions early without heavy investment. Real feedback from potential users is key to shaping a viable and market-ready concept.
- Frasat also encourages participants to adopt a growth mindset, embrace iteration, and avoid attachment to initial ideas. Being willing to pivot or reframe a concept based on evidence is what distinguishes successful entrepreneurs.
- The session reinforces that refining a business idea is an ongoing, insight-driven journey. By validating with data and remaining customer-focused, startups can increase their chances of launching solutions that truly resonate in the market.

# Access to Finance and Business Account Operations

## Resource Persons:



Frasat Tanveer  
Program Manager



Masood Iqbal  
Mobilink Microfinance Bank



## Key Takeaways:

- Frasat Tanveer laid the foundation by explaining the various types of financial resources available to startups—ranging from personal savings and microloans to venture capital and government grants—helping participants understand which funding sources align with different business stages.
- She emphasized the importance of financial readiness, encouraging entrepreneurs to maintain clear records, build credibility, and prepare solid business plans to increase their chances of securing external funding.
- Masood Iqbal provided a practical overview of business account operations, highlighting the benefits of maintaining a separate business account for better financial tracking, transparency, and eligibility for banking services like credit, loans, and digital payments.
- He also introduced participants to Mobilink Microfinance Bank's financial products tailored for entrepreneurs, explaining account types, transaction methods, and the digital tools available for efficient money management.
- The session concluded with actionable insights on improving financial literacy, building banking relationships, and leveraging financial tools to enhance business growth and stability.

# Market Research and Customer Discovery

## Resource Person:

Haseeb Khan

Trainer from Foster learning



Today's session at WWIC held on 'Market Research and Customer Discovery' by  
Haseeb Khan- Trainer & Actor and  
Ramayle Shahid- Trainer at Foster Learning

## Key Takeaways:

- Haseeb Khan emphasized that successful startups begin with a deep understanding of their target market. He introduced practical tools and techniques for conducting effective market research, including surveys, competitor analysis, and trend monitoring.
- He guided participants through the process of customer discovery—learning how to identify, approach, and engage with potential customers to uncover real needs, preferences, and pain points.
- The session highlighted the importance of developing customer personas and segmenting audiences based on behavior, demographics, and needs to build targeted value propositions.
- Haseeb encouraged an iterative approach to market research, where feedback loops and data analysis drive continuous improvement in product development and business strategy.
- Participants walked away with a clear understanding of how market validation reduces risk, sharpens focus, and creates a strong foundation for customer-centric innovation.

# From Ideas to Investments: A Guide for Founders

## Resource Person:

Kashaf Akhtar

Entrepreneur and CEO of Ecobricks



## Key Takeaways:

- Kashaf Akhtar shared her entrepreneurial journey, illustrating how raw ideas can be transformed into investable ventures through clarity of vision, strategic execution, and resilience.
- She emphasized the importance of validating business ideas through real market feedback before seeking investment, highlighting that investors back solutions that solve real problems and show measurable traction.
- The session outlined key elements that attract investors, including a strong founding team, scalable business model, unique value proposition, and a well-prepared pitch deck backed by financial projections and impact metrics.
- Kashaf encouraged participants to view investment not just as funding, but as a partnership—advising them to be selective about who they bring on board and to prioritize alignment in values and vision.
- She also shared practical tips on preparing for investor meetings, crafting compelling startup narratives, and building confidence to pitch with clarity and purpose.

# Building A Brand Story

## Resource Person:

Aamir Mahmood

Sales Marketing Manager  
at Foster Electric Pvt. Ltd.



## Key Takeaways:

- Aamir Mahmood emphasized that a compelling brand story is more than just a marketing tool—it's the emotional bridge between a business and its audience, shaping perception, trust, and loyalty.
- He explained the core components of a strong brand narrative: origin, mission, challenges, values, and the transformation journey—encouraging participants to craft authentic stories that reflect their startup's purpose and passion.
- The session highlighted the importance of consistency across all communication channels—from logos and taglines to customer interactions—ensuring that the brand story remains clear, relatable, and memorable.
- Aamir also shared insights on how storytelling influences buying decisions, urging founders to focus on connecting with customer emotions rather than just pushing products.
- Participants gained practical guidance on using storytelling in pitch presentations, social media, and content marketing, empowering them to differentiate their startups in crowded markets.

# Social Media and Business Profiling

## Resource Person:

Aamir Mahmood  
Sales Marketing Manager  
at Foster Electric Pvt. Ltd.



Today's session at WWIC held on  
'Social Media and Business Profiling'  
by Aamir Mahmood Naeem  
- Sales Marketing Manager  
at Foster Electric Pvt. Ltd.



## Key Takeaways:

- Aamir Mahmood outlined the vital role of social media in modern business growth, emphasizing it as a cost-effective platform for brand visibility, customer engagement, and lead generation.
- He guided participants on how to create a professional and consistent business profile across platforms like Facebook, Instagram, LinkedIn, and X (formerly Twitter), aligning visual identity and messaging with the startup's brand story.
- The session covered content strategies tailored to different business goals—such as awareness, conversion, or loyalty—and stressed the importance of storytelling, visuals, and audience interaction in building an online presence.
- Aamir emphasized the use of analytics to track performance and adapt strategies, encouraging entrepreneurs to test different formats, monitor engagement, and respond to audience insights.
- He also highlighted common pitfalls such as inconsistent posting, poor design, and lack of targeting, offering actionable tips to make social media a strategic business asset rather than a time-consuming afterthought.



# Financial Statements

## Resource Person:

Prof. Dr. Ahmad Raza Bilal  
Director ORIC



The insightful session at WWIC held on  
"Financial Statements" by  
Prof. Dr. Ahmad Raza Bilal  
- Director ORIC

## Key Takeaways:

- Prof. Dr. Ahmad Raza Bilal emphasized that understanding financial statements is essential for every entrepreneur, as they provide a clear snapshot of a business's financial health and performance.
- He explained the three core financial statements—Income Statement, Balance Sheet, and Cash Flow Statement—detailing how each serves a specific purpose in tracking profitability, financial position, and liquidity.
- The session highlighted how to interpret key metrics such as gross profit, net income, assets, liabilities, and cash movements, enabling founders to make informed operational and strategic decisions.
- Dr. Bilal also discussed the importance of financial transparency for investor trust, compliance, and long-term sustainability. He encouraged startups to maintain accurate and timely records from the beginning.
- Participants gained practical knowledge on how to read, prepare, and use financial statements not only to manage their businesses but also to communicate effectively with stakeholders, investors, and financial institutions.

# Pricing Model and Cost Analysis

## Resource Person:

Awais Afzal Mirza

Managing Director at Mohsan & Co.  
Chartered Accountants USA



Today's Session at WWIC held on  
'Pricing Model and Cost Ananlysis'  
By Awais Afzal Mirza - Managing Director  
at Arslan Mohsan & Co. Chartered  
Accountant USA

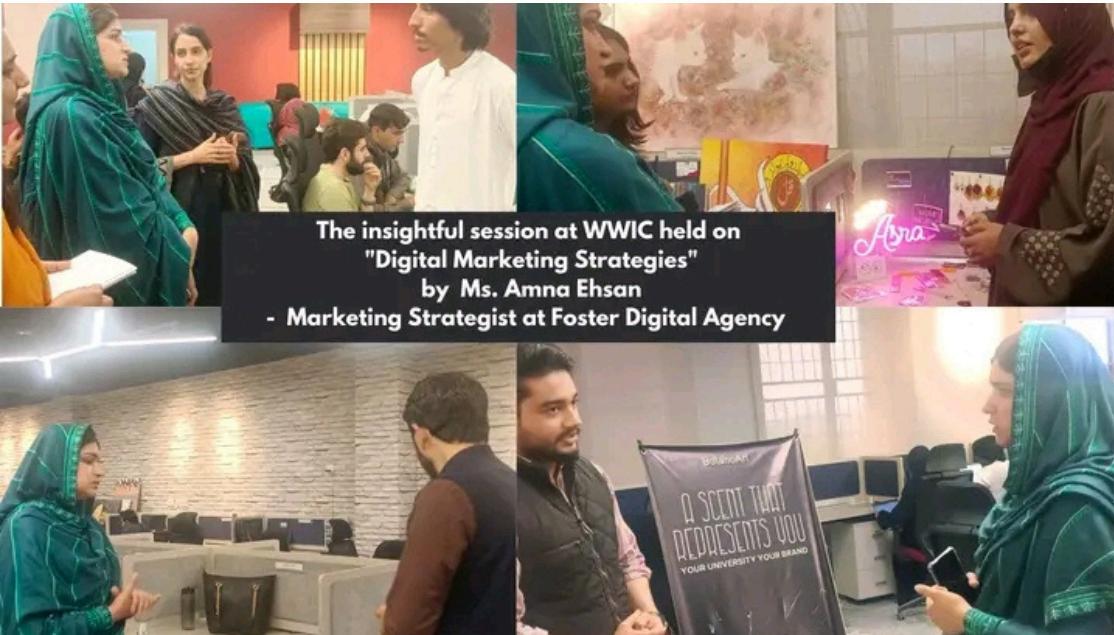
## Key Takeaways:

- Awais Afzal Mirza delivered a comprehensive overview of pricing strategies and cost analysis, emphasizing that accurate pricing is crucial for profitability, competitiveness, and long-term business sustainability.
- He explained various pricing models such as cost-plus pricing, value-based pricing, and competitive pricing, guiding participants on how to select the right approach based on product type, market demand, and customer perception.
- The session focused on cost analysis fundamentals, including fixed and variable costs, breakeven analysis, and contribution margins—empowering entrepreneurs to understand the true cost of delivering their products or services.
- Awais stressed that pricing should not be guesswork; it must be data-driven, market-tested, and aligned with the startup's positioning and value proposition.
- He also highlighted common pricing pitfalls such as underpricing, neglecting hidden costs, and ignoring customer psychology, urging startups to regularly review and refine their pricing as they scale.

# Digital Marketing Strategies

## Resource Person:

Ms Amna Ehsan  
Digital Marketing Expert



## Key Takeaways:

- Ms. Amna Ehsan delivered an insightful session on the power of digital marketing in building brand visibility, attracting customers, and driving business growth in today's digital-first economy.
- She introduced core components of a successful digital marketing strategy, including Search Engine Optimization (SEO), Social Media Marketing, Content Marketing, Email Campaigns, and Paid Advertising (PPC).
- Amna emphasized the importance of understanding your target audience—using tools like customer personas and analytics to craft tailored messages that resonate and convert.
- The session highlighted the value of content as a long-term asset. From blogs and videos to infographics and reels, she encouraged startups to create engaging, informative, and shareable content that reflects their brand voice.
- Participants learned how to measure digital marketing success using KPIs such as reach, engagement, click-through rates, and ROI, empowering them to optimize campaigns and scale results strategically.

# Pitching Skills

## Resource Person:

Ali Aqa Gardezi  
Manager Innovation and  
Entrepreneurship at Spark Tank  
and Beaconhouse Group



## Key Takeaways:

- Ali Aqa Gardezi conducted a powerful session on developing effective pitching skills, highlighting how a well-crafted pitch can turn an idea into opportunity by capturing investor interest and stakeholder support.
- He broke down the essential elements of a compelling pitch—problem, solution, market potential, business model, competitive edge, traction, and team—and explained how each component should be clearly communicated within a limited time.
- The session emphasized the importance of storytelling in pitching. Ali encouraged participants to present their journey, passion, and vision in a way that emotionally connects with the audience while maintaining professionalism and clarity.
- Practical tips on pitch deck design, tone of voice, body language, and handling Q&A were shared to help founders present confidently and leave a strong impression.
- Ali also stressed the importance of preparation and practice, urging participants to rehearse regularly, seek feedback, and continuously refine their pitches to align with different audiences—whether investors, partners, or customers.



# Pitching Skills

## Resource Person:

Frasat Tanveer  
From Foster Learning



The insightful session at WWIC  
held on "Pitching Skills" by  
Ms. Frasat Tanveer  
- Program Manager

## Key Takeaways:

- Frasat Tanveer delivered an engaging session on mastering the art of pitching, emphasizing that a strong pitch is not just about speaking—it's about storytelling, strategy, and clarity of purpose.
- She guided participants through the structure of an effective pitch, covering key components such as the problem statement, solution, market opportunity, business model, team, and call to action—ensuring every pitch tells a complete and persuasive story.
- Frasat emphasized the importance of tailoring the pitch to the audience—whether investors, mentors, or partners—by understanding their interests and expectations.
- The session included interactive practice rounds, where participants received live feedback on content, confidence, timing, and delivery—helping them build credibility and presence.
- She encouraged founders to practice regularly, keep their message clear and focused, and use visuals and storytelling techniques to create memorable, impact-driven presentations.

# Negotiation Skills for Founders

## Resource Person:

Amir Mahmood Naeem  
Sales Marketing Manager  
at Foster Electric Pvt. Ltd.



## Key Takeaways:

- Amir Mahmood Naeem highlighted that negotiation is a core entrepreneurial skill, enabling founders to build strong partnerships, secure favorable deals, and resolve conflicts effectively.
- He emphasized the importance of preparation—understanding both your objectives and the other party's needs—to create win-win outcomes rather than one-sided agreements.
- The session covered key negotiation strategies, including active listening, leveraging value propositions, maintaining flexibility, and using persuasive communication to build trust and credibility.
- Amir shared practical techniques for handling objections, managing high-pressure situations, and maintaining composure to ensure thoughtful decision-making.
- He encouraged founders to view negotiation as a relationship-building process rather than a battle, stressing that long-term success comes from fostering mutual respect and sustainable agreements.

# Conflict Resolution and Decision making

## Resource Person:

Usama Mehmood Majoka  
Founder of Elevators



## Key Takeaways:

- Usama Mehmood Majoka emphasized that conflict is a natural part of team dynamics and business growth, but when managed properly, it can lead to stronger collaboration and better decision-making.
- He introduced practical frameworks for conflict resolution, such as active listening, empathy, interest-based negotiation, and assertive communication, helping founders address disagreements constructively.
- Usama stressed the importance of identifying the root cause of conflicts—whether it's misaligned goals, unclear roles, or personality clashes—and resolving them through transparent dialogue and shared understanding.
- The session also focused on decision-making models like pros-cons analysis, SWOT, and data-driven evaluation, encouraging entrepreneurs to balance intuition with logic, especially under uncertainty.
- Participants were urged to create a culture of accountability and feedback within their startups, where conflicts are viewed as opportunities for growth, and decisions are made with clarity, confidence, and team input.

# Building Operational Systems for Growth

## Resource Person:

Syed Ommer Amer

Director Workforce Transformation IEC



Today's session at WWIC held on  
"Building Operational System for Growth"  
by Syed Ommer Amer  
- Director Workforce Transformation IEC

## Key Takeaways:

- Syed Ommer Amer highlighted that scalable startups require strong operational systems—structured processes, tools, and workflows that enable consistent performance and sustainable growth.
- He emphasized the importance of mapping out core business functions (e.g., sales, customer service, HR, finance) and establishing standard operating procedures (SOPs) to ensure efficiency, clarity, and accountability across teams.
- The session explored how to leverage automation, digital tools, and performance tracking systems to streamline operations, reduce errors, and improve decision-making.
- Ommer stressed that operational systems are not static—they must evolve as the business grows. Startups should remain agile, constantly reviewing and refining systems based on feedback and performance data.
- Participants learned how operational excellence not only reduces internal friction but also creates a competitive edge—allowing founders to focus on innovation, customer experience, and strategic scaling.

# Networking and Strategic Partnership

## Resource Person:

Asif Afzal  
President Global HR Professionals



## Key Takeaways:

- Asif Afzal underscored the power of networking as a foundational skill for entrepreneurs, emphasizing that meaningful relationships often open doors to new opportunities, insights, and collaborations.
- He guided participants on how to approach networking with intent, focusing on building genuine, long-term connections rather than short-term gains. This includes active listening, value exchange, and consistent follow-ups.
- The session highlighted how strategic partnerships can accelerate business growth by combining complementary strengths—such as distribution channels, technology access, or market insights—into win-win alliances.
- Asif shared strategies for identifying and evaluating potential partners, negotiating terms, and maintaining mutual trust, stressing that alignment in values and goals is critical for lasting collaboration.
- Participants left with practical techniques for growing their professional networks—both online and offline—and a deeper understanding of how strategic partnerships can unlock scalability, credibility, and competitive advantage.

# Investment Strategies for Scaling your Startup

## Resource Person:

Mr Nadeem Ehsan

CEO Spark Solutionz



## Key Takeaways:

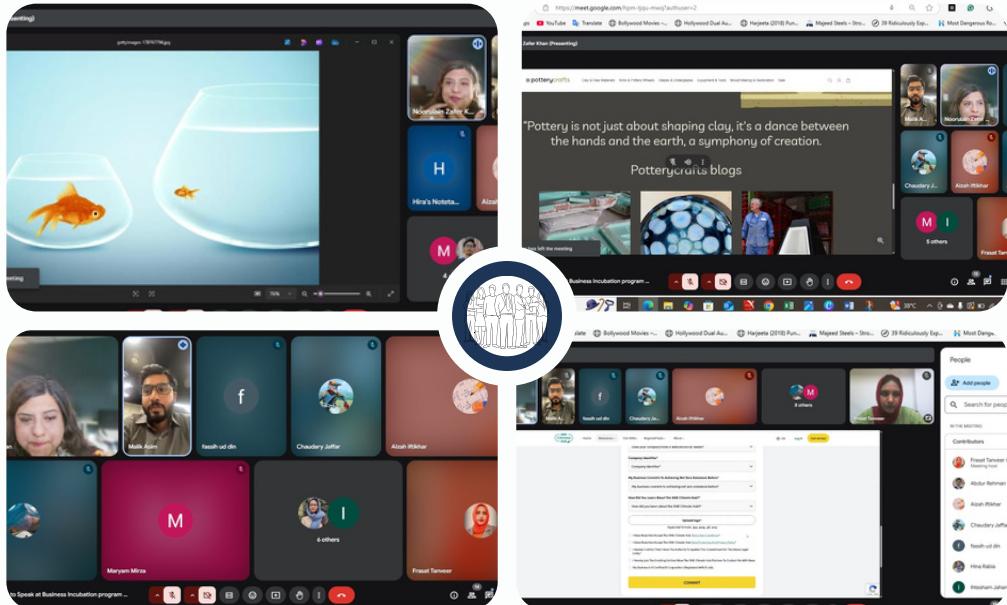
- Mr. Nadeem Ehsan provided an in-depth look into investment strategies tailored for scaling startups, emphasizing that the right funding approach can significantly influence growth trajectory and market positioning.
- He outlined various investment options—bootstrapping, angel investment, venture capital, crowdfunding, and strategic investors—explaining the pros and cons of each depending on the startup's stage and goals.
- The session highlighted the importance of being investment-ready: having a clear business model, financial projections, a strong team, and market validation to attract serious investors.
- Nadeem stressed the need for founders to strategically time their fundraising rounds, ensuring that capital is not only acquired but also deployed effectively to scale operations, expand reach, or improve offerings.
- He also cautioned against giving away too much equity too early and advised on maintaining control, negotiating smartly, and aligning with investors who bring more than just money—such as mentorship, networks, or industry expertise.

# Scaling operations with leadership

## Resource Person:

Noorulain Zafer

Founder Minds Works International  
& Director, Oxfordian College



## Key Takeaways:

- Noorulain Zafer emphasized that scaling a startup is not just about expanding operations—it's about evolving leadership to match growing complexities and responsibilities.
- She explained that as a business grows, so must the founder's mindset—shifting from doing everything themselves to building, empowering, and trusting high-performing teams.
- The session explored leadership styles that support scaling, such as transformational and situational leadership, and encouraged participants to adopt a growth mindset, emotional intelligence, and strategic thinking.
- Noorulain highlighted the importance of systems, delegation, and organizational culture in scaling. Without strong leadership guiding values and vision, operational growth can become chaotic or unsustainable.
- Participants were guided through real-life case examples showing how leadership decisions—such as hiring, communication, and performance management—directly impact a startup's ability to scale successfully.

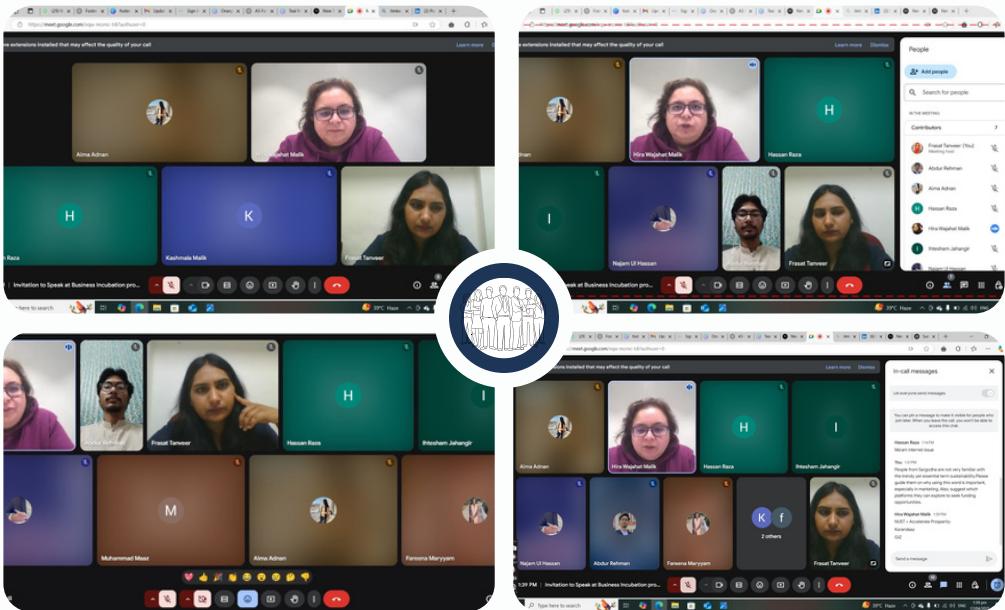
# Leadership for Sustainable Growth

## Resource Person:

Hira Wajahat Malik

Global Trainer (ClimateLaunchPad)

Sustainability Transition Researcher



## Key Takeaways:

- Hira Wajahat Malik emphasized that modern leadership must go beyond profit-focused growth and instead champion sustainable, responsible, and inclusive business practices.
- She introduced the concept of sustainability-driven leadership, where long-term value creation balances economic growth with environmental stewardship and social impact.
- The session explored how entrepreneurs can embed sustainability into their business models, from ethical sourcing and green innovation to inclusive hiring and community engagement.
- Hira encouraged founders to become agents of change, leading with purpose, transparency, and adaptability to navigate the challenges of climate change, resource constraints, and shifting stakeholder expectations.
- Participants were inspired to adopt systems thinking, engage in continuous learning, and align their ventures with global sustainability goals (such as the UN SDGs), building businesses that thrive while contributing to a better future.

# Startup Sparks: From Idea Generation to Product Development

## Resource Person:

Dr Ume Habiba

Assistant Professor MFKNBS



Today's session at WWIC held on  
"Startup Sparks: From Idea Generation  
to Product Development"  
by Dr. Um-e-Habiba  
- Assistant Professor MFKNBS

## Key Takeaways:

- Dr. Ume Habiba provided a structured roadmap for turning a raw idea into a viable product, emphasizing clarity, creativity, and customer-centered design.
- The session began with idea generation techniques, encouraging participants to identify real-world problems and apply creative brainstorming methods such as SCAMPER, mind mapping, and problem-reversal.
- She highlighted the importance of validating ideas early by gathering feedback from potential users, conducting surveys, and analyzing competitors to avoid product-market mismatches.
- Participants learned the stages of Minimum Viable Product (MVP) development, from sketching concepts and prototyping to pilot testing and iterative refinement based on user feedback.
- Dr. Habiba stressed on interdisciplinary collaboration, agile methodologies, and lean startup principles to efficiently build and scale solutions with limited resources.
- The session empowered aspiring entrepreneurs to adopt a solution-oriented mindset, take calculated risks, and move confidently from concept to product development in their startup journey.

# Business Idea Refinement and Product Finalization

## Resource Person:

Dr Ume Habiba

Assistant Professor MFKNBS



Today's session at WWIC held on  
"Business Idea Refinement and Product  
Finalization Workshop"  
by Dr. Um-e-Habiba  
- Assistant Professor MFKNBS



## Key Takeaways:

- Dr. Ume Habiba guided participants through the critical thinking process required to refine business ideas, emphasizing feasibility, viability, and desirability.
- The session focused on evaluating initial ideas against market needs, target audience pain points, and value proposition clarity.
- Participants were introduced to tools like the Business Model Canvas and SWOT Analysis to assess and reshape their ideas for better alignment with market realities.
- Dr. Habiba explained how to evolve a concept into a market-ready product, discussing aspects such as feature prioritization, customer feedback loops, and prototyping techniques.
- Emphasis was placed on finalizing a minimum viable product (MVP) that offers core functionality while keeping costs and risks manageable.
- The session encouraged participants to adopt a data-informed approach and make iterative improvements, ensuring the final product is well-positioned for launch and investment.

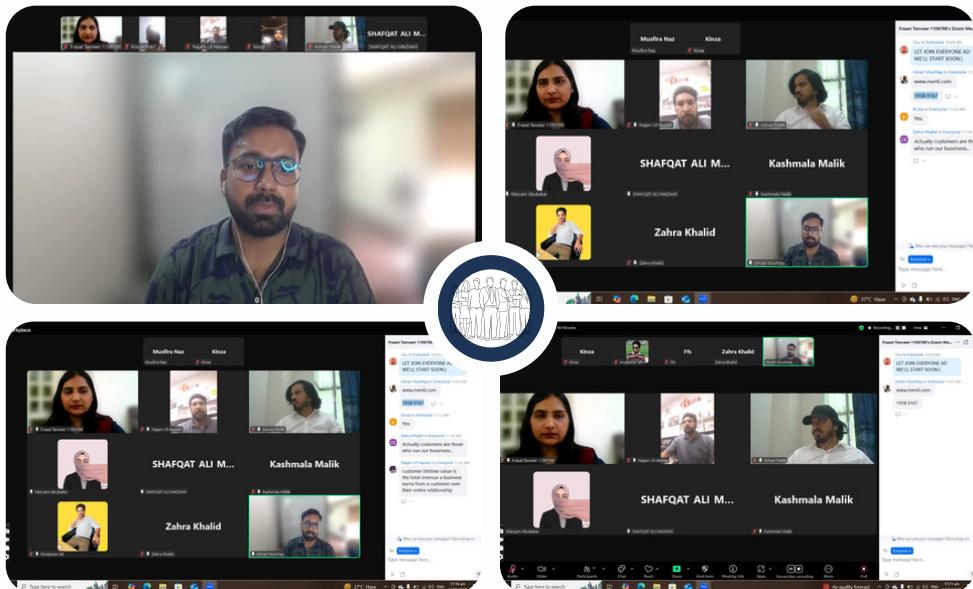
# Customer Life Time Value

## Resource Person:

Umair Mushtaq

Head of Communication & Development  
(the little Art)

UNESCO APCEIU GCED Youth Consultant



## Key Takeaways:

- Umair Mushtaq explained the concept of Customer Lifetime Value (CLTV) as a strategic metric that estimates the total revenue a business can expect from a single customer throughout their relationship.
- The session highlighted why CLTV matters – not just as a number, but as a way to prioritize customer retention, improve marketing ROI, and guide pricing and service strategies.
- Participants learned the CLTV formula and the key variables involved:  
$$\text{CLTV} = (\text{Average Purchase Value}) \times (\text{Purchase Frequency Rate}) \times (\text{Customer Lifespan})$$
- Umair emphasized the importance of customer segmentation, showing how high-value customers can be identified and nurtured using insights from purchase behavior and engagement history.
- Real-world examples were shared to illustrate how customer experience, personalization, and loyalty programs can significantly boost lifetime value.
- The session also covered how to use CLTV in decision-making, such as budgeting for acquisition costs, allocating resources, and forecasting long-term revenue growth.
- Lastly, participants were encouraged to adopt a long-term mindset – building meaningful, trust-based relationships with customers to maximize sustainable growth.

# **Building Your Team : Employment Needs Assessment and Job Role Design**

## **Resource Person:**

Ms Anam

Lecturer at MFKNBS



## **Key Takeaways:**

- Ms. Anam emphasized that building the right team is critical to startup success, and it begins with a clear assessment of employment needs—understanding what roles are essential at each stage of business growth.
- She guided participants on how to conduct a needs-based analysis, helping founders identify skill gaps, prioritize hiring decisions, and align team structure with business goals and operational demands.
- The session focused on effective job role design, including writing clear job descriptions, defining key responsibilities, setting performance expectations, and ensuring alignment with organizational culture.
- Ms. Anam highlighted that strategic hiring is not just about filling positions, but about bringing in people who contribute to long-term vision, innovation, and team synergy.
- Participants were encouraged to create structured onboarding and evaluation processes, and to view team building as an ongoing, dynamic process that adapts with the startup's evolving needs.

# Motivational Factors Influencing Business Success

## Resource Person:

Ms Anam  
Lecturer at MFKNBS



Today's session at WWIC held on  
"Motivational Factors Influencing  
Business Success" by Ms. Anam  
- Lecturer MFKNBS

## Key Takeaways:

- Ms. Anam emphasized that internal motivation is a driving force behind entrepreneurial success, influencing how founders approach challenges, make decisions, and pursue long-term goals.
- She discussed key motivational factors such as passion, purpose, self-discipline, resilience, and a growth mindset, encouraging participants to reflect on their personal "why" behind starting a business.
- The session highlighted the impact of external motivators as well, including mentorship, peer support, recognition, and measurable progress, all of which contribute to sustained entrepreneurial energy.
- Ms. Anam also addressed common demotivators like fear of failure, lack of clarity, and burnout—offering strategies to stay focused, manage stress, and reframe setbacks as learning opportunities.
- Participants were encouraged to develop self-awareness and goal alignment, ensuring their motivations stay connected to their business vision and values throughout their journey.

# Advanced Marketing Research Techniques

## Resource Person:

Mr Irfan Ahsan  
Head of Corporate Linkages  
DEVSINC



## Key Takeaways:

- Mr. Irfan Ahsan emphasized that data-driven decision-making is vital for modern marketing strategies. Advanced research techniques allow businesses to uncover deep customer insights and market trends with precision.
- He introduced participants to both quantitative and qualitative methods, including surveys, focus groups, conjoint analysis, and sentiment analysis—each useful for understanding consumer behavior and preferences.
- The session highlighted the role of digital tools and platforms in market research, such as Google Analytics, social listening tools, and customer segmentation models, which help optimize marketing campaigns and product development.
- Mr. Irfan stressed the importance of defining clear research objectives, choosing appropriate methodologies, and avoiding bias in data collection and interpretation to ensure meaningful outcomes.
- Participants were encouraged to integrate marketing research into the early stages of business planning, product validation, and customer acquisition strategies to reduce risk and increase market fit.

# Business Growth and Development

## Resource Person:

Ms Anam

Lecturer at MFKNBS



Today's session at WWIC held on  
"Motivational Factors Influencing  
Business Success" by Ms. Anam  
- Lecturer MFKNBS

## Key Takeaways:

- Ms. Anam emphasized that sustainable business growth is rooted in clear strategic planning, adaptability, and continuous value creation for customers. Entrepreneurs must identify when to scale and how to do so responsibly.
- The session underlined the importance of market expansion, product diversification, and innovation as key drivers of development. Ms. Anam encouraged startups to track trends and customer needs to stay competitive.
- She discussed how building strong internal systems, like effective team management and financial controls, supports long-term scalability and reduces operational risks.
- Ms. Anam also highlighted the role of customer feedback and performance metrics in shaping growth strategies. Businesses that actively listen to their audience are better positioned to refine their offerings.
- Lastly, she encouraged founders to stay open to mentorship, partnerships, and incubation opportunities, leveraging external networks to fuel strategic growth and unlock new business avenues.

# Role of Creativity in Entrepreneurship

## Resource Person:

Mr Muhammad Imran  
Lecturer at MFKNBS



## Key Takeways:

- Mr. Imran emphasized that creativity is the cornerstone of innovation in entrepreneurship. It enables founders to think beyond conventional solutions, solve problems uniquely, and differentiate their ventures in competitive markets.
- The session highlighted how creative thinking fuels opportunity recognition—allowing entrepreneurs to identify gaps in the market and develop products or services that address real, unmet needs.
- Mr. Imran encouraged entrepreneurs to foster a creative mindset by embracing curiosity, risk-taking, and experimentation. He pointed out that many successful startups emerged from reimagining traditional ideas with a novel twist.
- He also underlined the importance of building creative work environments that support collaboration and idea-sharing among teams, ultimately enhancing productivity and innovation.
- Lastly, the session stressed that creativity isn't limited to product design—it also plays a vital role in marketing, customer engagement, business models, and overall strategic direction.



# Leveraging Daraz & Moblink for Success



## Resource Persons:



Mr Atta Ur Rehman



Mr Sheharyar Usmani



Ms Ayesha Ahsan

## Daraz & Moblink Team



## Key Takeaways:

- The session provided participants with practical insights into how Daraz, Pakistan's largest e-commerce platform, can be utilized to launch, manage, and scale online businesses, even with limited resources.
- Mr. Atta Ur Rehman shared a step-by-step walkthrough of setting up a seller account on Daraz, listing products effectively, managing inventory, and optimizing product visibility using keywords and promotions.
- Mr. Sheharyar Usmani emphasized the role of logistics and payment solutions provided by Daraz and its partners, particularly how Daraz ensures delivery efficiency and buyer trust with secure transactions.
- Ms. Ayesha Ahsan highlighted how Mobilink Microfinance Bank offers financial products, including digital wallets, merchant accounts, and financing options, to support online sellers in growing their businesses.
- The session also covered data analytics tools available through Daraz Seller Center, enabling entrepreneurs to understand customer behavior, improve decision-making, and refine product strategies..

# Scaling through Technology

## Resource Person:

Syed Naseh

Tech Entrepreneur, Founder and CEO of Diya Interactive, Sweden



The image displays three screenshots of the WhatsApp Business application interface. The first screenshot shows a group chat with participants Muzammil, Mish, Muhammad, Moosa, Syed, Sam, You, and fassih. The second screenshot shows a group chat with Frasat, Hira's Notetaker, SHAFQAT ALI, You, Hassaan, and Decordream11 others. The third screenshot is a quote from Syed Naseh: "Simple ideas sell better. Take away all the unnecessary features and focus on the core offering." It also shows a message from Syed stating "Syed is presenting".

## Key Takeaways:

- Technology is not just an enabler—it's a growth multiplier. Syed Naseh shared how tech-driven solutions allow startups and businesses to scale rapidly and efficiently, regardless of geography or size.
- He presented real-world case studies from his own entrepreneurial journey at Diya Interactive, illustrating how automation, AI integration, and cloud-based tools can streamline operations, cut costs, and expand customer reach.
- Emphasis was placed on identifying the right technology stack based on business goals and scalability—from CRMs and e-commerce platforms to APIs and low-code/no-code tools.
- Naseh introduced participants to the concept of “Digital Product Thinking”—designing tech solutions with scalability, adaptability, and user experience at the core.
- The session included discussions on outsourcing vs. in-house tech teams, how to manage tech talent remotely, and leveraging global collaboration platforms.
- Attendees were inspired to embrace digital transformation early, and explore how even simple tech solutions like WhatsApp Business, Zapier, or Google Data Studio can optimize workflows and improve decision-making.

# Advance Growth Strategies for Startups

## Resource Person:

Ms Aimen Shahid

Project Manager and Business Analyst

National Incubation Center, FSD



## Key Takeaways:

- Ms Aimen emphasized that scaling a startup requires a structured and data-driven approach, not just passion. Growth should be strategic and sustainable.
- She outlined the startup growth lifecycle—from Product-Market Fit to Growth Hacking and then Scaling—with actionable strategies at each stage.
- The session focused on using KPIs and OKRs (Objectives & Key Results) to measure growth performance, enabling founders to make decisions based on metrics, not assumptions.
- She introduced frameworks like AARRR (Acquisition, Activation, Retention, Referral, Revenue) and how to apply them effectively in early-stage and scaling startups.
- Special focus was given to customer retention, channel optimization, and strategic partnerships as cost-effective growth boosters.
- Ms Aimen encouraged founders to leverage the NIC platform and government-backed ecosystems for mentorship, funding, and resource access.
- She concluded with a motivational insight: “Your growth is only as strong as your team’s alignment with your vision and execution.”

# Bookkeeping Essentials and Financial Forecasting

## Resource Person:

Mr Shoaib Sabir

Finance Expert



## Key Takeaways:

- Mr. Shoaib Sabir underlines the importance of accurate bookkeeping as the backbone of sound financial management. Maintaining up-to-date financial records not only ensures legal compliance but also empowers entrepreneurs to make informed business decisions.
- He highlights the significance of financial forecasting as a strategic tool for business planning. By projecting future revenues, costs, and cash flows, startups can better anticipate challenges, allocate resources efficiently, and set realistic growth targets.
- Mr. Shoaib also emphasizes the role of financial discipline. Entrepreneurs must track income and expenses meticulously, prepare budgets, and regularly analyze financial statements to stay financially healthy and investor-ready.
- The session reinforces that mastering bookkeeping and forecasting is essential for sustaining operations, attracting funding, and scaling responsibly.

# Marketing Automation

## Resource Person:

Mr Faisal Abbas

Digital Marketing Strategist



## Key Takeaways:

- Mr. Faisal Abbas introduces marketing automation as a powerful strategy to streamline repetitive marketing tasks, enhance customer engagement, and boost campaign efficiency. By leveraging automation tools, businesses can manage email marketing, social media scheduling, and customer segmentation with minimal manual effort.
- He emphasizes the importance of understanding customer behavior and using data-driven insights to deliver personalized content at the right time. This approach improves conversion rates and nurtures long-term customer relationships.
- Faisal also stresses the value of integrating automation with customer relationship management (CRM) systems. This synergy ensures consistent communication, timely follow-ups, and targeted messaging, ultimately increasing overall marketing ROI.
- The session highlights that marketing automation is not just about tools but about creating smart, scalable processes that align with business goals and customer needs.

# Managing Operational Cost and Profitability



## Resource Person:

Mr Khabeer Ul Tanvir  
CO-Founder of PecoDrop

Three screenshots from a video conference interface. The left screenshot shows a video feed of a man (Khabeer) and a grid of participant icons. The middle screenshot shows a spreadsheet titled 'Cutting' with data like 'Category: Internet' and 'Quantity: 1,130kbytes'. The right screenshot shows a digital notetaking board with names and icons, such as 'Frasat's Notetaker' and 'Hira's Notetaker'.

## Key Takeaways:

- Mr. Khabeer Ul Tanvir highlights that effective cost management is crucial for sustaining profitability in both early-stage and growing businesses. Identifying fixed and variable costs, and continuously evaluating them, helps entrepreneurs make strategic decisions to optimize operations.
- He emphasizes the importance of lean operations—minimizing waste, streamlining processes, and leveraging technology to reduce overhead without compromising quality. This ensures that resources are utilized efficiently, maximizing output per unit of cost.
- Mr. Khabeer also discusses the direct link between operational efficiency and profitability. Monitoring key performance indicators (KPIs), setting cost benchmarks, and maintaining financial discipline are vital for long-term success.
- The session underlines that profitability is not just about increasing revenue, but also about managing expenses wisely to maintain a healthy bottom line and ensure business sustainability.

# Monitoring KPI's and Scalling Up

## Resource Person:

Dr. Mohsin Zahid

Expert in Strategic Growth and Performance Management



## Key Takeaways:

- Dr. Mohsin Zahid emphasizes that tracking Key Performance Indicators (KPIs) is essential for measuring business performance, identifying growth opportunities, and making data-driven decisions. KPIs serve as a compass, guiding startups towards their strategic objectives.
- He highlights the need to select relevant KPIs aligned with business goals—such as customer acquisition cost, churn rate, sales growth, and operational efficiency. Monitoring these indicators regularly helps in recognizing patterns, addressing issues proactively, and driving continuous improvement.
- Dr. Mohsin also sheds light on the process of scaling up responsibly. He stresses that growth should be supported by a strong operational foundation, clear performance benchmarks, and adaptable strategies. Without proper KPI tracking, scaling can lead to uncontrolled costs and inefficiencies.
- The session reinforces that strategic growth is not accidental—it is achieved by consistently analyzing performance metrics, refining strategies, and staying aligned with the company's long-term vision.

# Conflict Management & Leadership During Scaling



## Resource Person:

Karin Wellbrook

Startup Mentor and leadership Coach

The image shows a screenshot of a video conference interface, likely from a platform like Zoom or Microsoft Teams. It features four separate video feeds arranged in a grid. The top-left feed shows a slide titled "What Is Conflict" with a small image of three people. The top-right feed shows a woman identified as "Frasat" and "Frasat's Notetaker". The bottom-left feed shows a slide with the text "A condition where people's contrasting views express irreconcilable..." followed by a quote from Aristotle. The bottom-right feed shows a man identified as "umair" and "fassih". Each video feed has a circular participant list below it. The participant lists include names like Hassan, Hira's Notetaker, Muhammad, mahnoor zia, haya, Return to top, Karin, 21 others, Malik, Kashmala, Adnan, Areez, and rao. There are also icons for "Return to top" and "End meeting" at the bottom of each list.

## Key Takeaways:

- Karin Wellbrook emphasizes that as startups grow, so do the complexities of team dynamics and leadership challenges. Conflict is natural during scaling, and effective leaders must view it as an opportunity for growth rather than disruption.
- She highlights the importance of proactive conflict management—encouraging open communication, active listening, and empathy within teams. Leaders must address tensions early, foster psychological safety, and mediate disagreements constructively to maintain team cohesion.
- Karin also underscores that leadership during scaling requires adaptability, clarity of vision, and emotional intelligence. As new roles and processes emerge, founders must evolve from hands-on doers to strategic decision-makers who empower others.
- The session reinforces that sustainable growth is not just about strategy and numbers—it's about cultivating a strong leadership culture that can navigate change, resolve conflicts, and inspire teams through transition.



# Pitching Skills

## Resource Person:

Ms. Hira Javaid  
CO-Founder & COO at Foster



## Key Takeaways:

- Ms. Hira Javaid emphasizes that a powerful pitch is more than just presenting facts—it's about telling a compelling story that connects with the audience emotionally and intellectually. Whether addressing investors, partners, or customers, clarity and confidence are key.
- She highlights the essential components of an effective pitch: a clear problem statement, a unique solution, market opportunity, business model, traction, and a strong call to action. Each element should be communicated concisely, focusing on the value and impact of the business.
- Hira also stresses the importance of knowing your audience and tailoring the pitch accordingly. Anticipating questions, maintaining a strong presence, and practicing delivery are crucial to building credibility and leaving a lasting impression.
- The session reinforces that great pitching is a skill that can be learned and refined. With the right structure, storytelling, and preparation, entrepreneurs can inspire confidence and secure the support they need to grow.

# Legal Compliance for Startups

## Resource Person:

Mr. Junaid Zahir Malik  
CEO of Abu Junaid Group



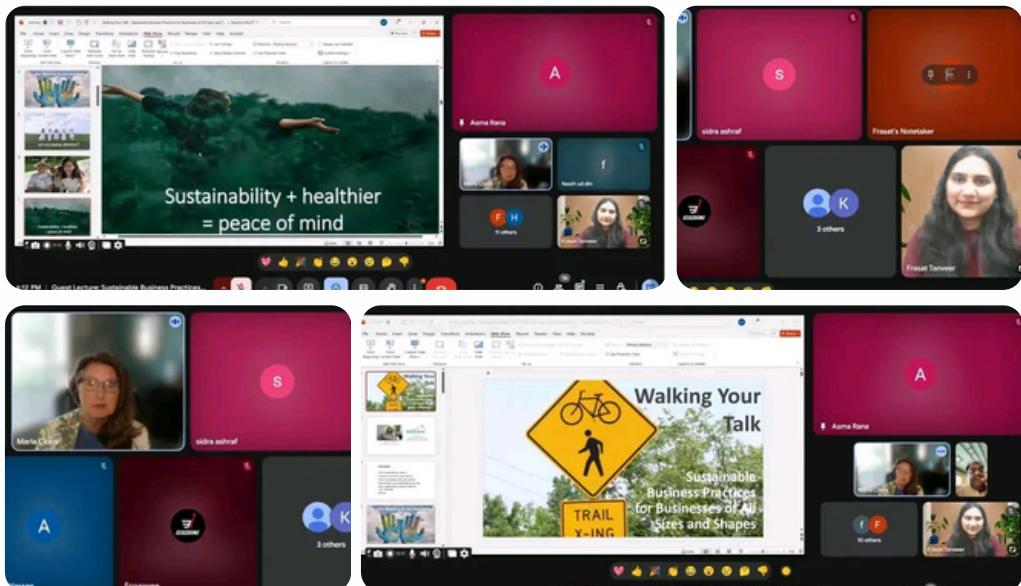
## Key Takeaways:

- Mr. Junaid Zahir Malik underscores that legal compliance is not just a formality—it is a strategic necessity for startups seeking sustainability and credibility. Early attention to legal structure, documentation, and regulatory obligations protects founders from costly setbacks down the road.
- He highlights critical areas such as business registration, tax compliance, contract management, and employment laws. Startups must ensure transparency in operations, maintain proper records, and fulfill local and international legal standards relevant to their industry.
- Mr. Junaid also emphasizes the importance of intellectual property protection, NDAs, and shareholder agreements to secure business interests and prevent future disputes. Proactive legal planning builds investor confidence and supports smoother scaling.
- The session reinforces that compliance is a continuous process. For startups, integrating legal and ethical practices from the beginning creates a strong foundation of trust, minimizes risk, and paves the way for sustainable growth.

# Sustainable Business Practices

## Resource Person:

Ms. Maria Esser Cloos  
Executive Director at Construct  
My Future



## Key Takeaways:

- Ms. Maria Esser Cloos emphasizes that sustainability is not a limitation but a strategic advantage for modern startups. Integrating responsible practices from the outset allows ventures to create long-term value while addressing global challenges.
- She highlights key areas including environmental responsibility, ethical sourcing, green innovation, and the adoption of circular economy models. Startups can embed these principles into product design, supply chains, and business operations—aligning profit with purpose.
- Maria also underscores the importance of aligning business goals with the UN Sustainable Development Goals (SDGs). Startups that prioritize social impact and environmental stewardship not only enhance their brand credibility but also attract conscious investors and customers.
- The session reinforces that sustainable business is smart business. By placing people and the planet at the core of strategy, startups can scale responsibly, lead meaningful change, and thrive in a future shaped by innovation and accountability.

# Preparing for Investment and Scaling

## Resource Person:

Ms. Ziana Sakhia

CEO & Co-Founder at Bechlo.pk



## Key Takeaways:

- Ms. Ziana Sakhia emphasizes that investment readiness begins long before approaching investors. Founders must craft a compelling pitch that not only highlights their solution and market potential but also demonstrates a scalable business model and a capable team.
- She underscores the importance of building investor confidence by understanding key financial documents, including term sheets and cap tables. Clear communication, transparency, and well-documented traction are essential in securing the trust of potential investors.
- Ziana also focuses on sustainable scaling strategies—aligning operations, refining internal systems, and preparing the team structure to handle growth without compromising efficiency or culture. Startups must know when to raise capital and how to manage investor relations post-funding.
- The session reinforces that raising investment is not just about funding, but about readiness—strategic clarity, operational strength, and alignment with long-term growth goals are vital for successful scaling in today's competitive landscape.

# Fund Raising and Investor Relations

## Resource Person:

Ms. Ziana Sakhia

CEO & Co-Founder at Bechlo.pk



The image shows a video conference interface with four participants visible in their respective video feeds. Below the video feeds, there is a slide titled 'TARGET MARKET' with the following content:

**Who We Serve**

Ages 15–40 | 85% Women  
Nationwide delivery across Pakistan

**Target customers :**

- University girls
- Gift buyers
- Trend-focused youth seeking handmade art

**Gender Breakdown**

Gender	Percentage
Women	85%
Men	15%

**Super-Personas**

Super-Persona	Description
1. University Girls	Demographic: 18-24 years old, Female, High education level, Interested in fashion and beauty products.
2. Trendy Professionals	Demographic: 25-35 years old, Female, Work in creative industries, Interested in unique and sustainable products.
3. Gift Buyers	Demographic: 35-40 years old, Female, Interested in gifting products for special occasions.

**In-call messages**

Participants can send messages during the call. A message from 'Zahra Khalid' is shown:

You 11:22 AM  
Hope you guys can see the slides now

Mahnaz Akram 11:23 AM  
Tug!

Share 'pitchdeck\_ZEENARTISAN\_ZK\_...

Send a message

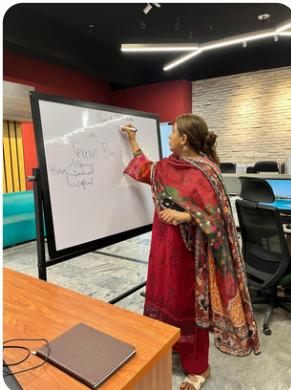
## Key Takeaways:

- Ms. Ziana Sakhia (CEO & Co-Founder, Bechlo.pk) delivered a strategy-rich session on Fundraising and Investor Relations, offering founders a clear roadmap to secure and sustain investment. She emphasized that successful fundraising begins with preparation—identifying the right investors, developing an impactful pitch deck, and negotiating terms that balance opportunity with long-term sustainability.
- She also highlighted the critical importance of trust-building and transparency in investor relations. Beyond securing capital, she stressed that lasting success comes from nurturing partnerships where founders and investors align on vision, growth milestones, and shared value creation.
- The session further shed light on valuation methods, investor expectations, and the fundraising lifecycle, equipping startups with actionable insights to align their growth strategy with funding opportunities.
- Looking ahead, Ms. Ziana encouraged participants to adopt a future-ready mindset—continuously refining their skills, adapting to investor dynamics, and leveraging resilient strategies to thrive in an increasingly competitive startup ecosystem.

# Ice Breaker and Team Building Activity

## Resource Person:

Miss Hira Javaid  
COO Foster Learning



## Key Takeaways:

- Ms. Hira Javaid (COO, Foster Learning) led a highly insightful session on Effective Team Building, offering practical strategies for startups to design, nurture, and sustain high-performing teams. She emphasized that strong teams are the foundation of any successful venture, where collaboration, communication, and shared purpose drive long-term results.
- She highlighted the importance of identifying the right talent, defining clear roles, and fostering constructive communication—ensuring that conflicts become opportunities for growth rather than setbacks. By aligning team dynamics with business objectives, startups can channel collective energy into achieving sustainable impact.
- The session also underlined the need to motivate team members, develop leadership within teams, and maintain morale during challenging phases—key ingredients for resilience in the entrepreneurial journey.
- Looking forward, Ms. Hira encouraged founders to adopt a people-first approach, cultivating workplace cultures that value trust, inclusion, and continuous growth. This mindset not only strengthens internal cohesion but also positions startups to thrive in an increasingly competitive ecosystem.

# Visits of Delegations At Waheed Wain Incubation Center



Visit of Mrs. Zahida Azher, Additional Secretary for Universities, Higher Education Department Punjab



Visit of Higher Education Commission (HEC)  
Monitoring & Evaluation Team



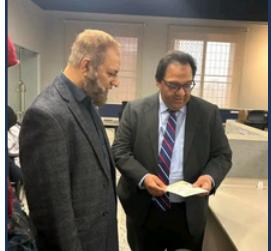
## Visit of National Business Education Accreditation Council (NBEAC) Team



## Visit of Delegation from China



## Visit of Mr. Ali Asghar, Director National Commission for Human Development, Islamabad



Visit of Mian Sarwar Sb, CEO of  
Punjab Mega Mall Sargodha

Visit of students from Various  
departments of UOS



Visit of International Scholars, Honoured to have Prof. Dr. Saeed Akbar, Prof. Dr. Irfan Saleem, Prof. Dr. Roman, Prof. Dr. Zaleha Othman, Prof. Dr. Hassan, and Prof. Dr. Talat Afza.



Visit of Mr. Ameer ul Azeem, CEO of Future Vision Advertising and owner of Special TV

Visit of a delegation of Probationary Officers from the 52nd Common Training Program (CTP) of the Civil Services Academy, Walton Lahore



Visit of Tanveer Hassan, Program Management Specialist, U.S. Consulate General Lahore.

# Delegations from U.S. Consulate



Visit of U.S. Consul General in Lahore, Kristin K. Hawkins



Visit of Ms. Raquel J. King-Nicudemus, Public Diplomacy Officer from U.S. Consulate Lahore

# Punjab Innovation and Technology Expo 2025



Waheed Wain Incubation Center, University of Sargodha, made a strong presence at the Punjab Innovation and Technology Expo 2025, featuring seven flagship startups developed by student entrepreneurs. Acting Vice Chancellor Prof. Dr. Masood Sarwar Awan and Director ORIC Prof. Dr. Ahmad Raza Bilal visited the arena, encouraging the incubatees. Mr. Salman Paracha, Incharge BIC, represented the university. The event reflected Vice Chancellor Prof. Dr. Qaisar Abbas's vision of empowering youth through SME-driven innovation and sustainable development.

# Investor Connect Event 2025



## World Startup Championship – SEC Pakistan | Sargodha Regional Round at University of Sargodha.



# Future Innovator Contest 2024



"Waheed Wain Incubation Center, University of Sargodha, hosted the 'Future Innovator Contest 2024', showcasing 100 top ideas from universities across Pakistan. The event was inaugurated by Punjab's Higher Education Minister, Rana Sikandar Hayat, with university leadership. Vice Chancellor Prof. Dr. Qaisar Abbas highlighted achievements in education, research, and innovation, earning praise and support from the minister."

# Tabeer Exchange Program



Mr. Salman Paracha, Incharge of the Business Incubation Center (BIC), has successfully completed the prestigious 18-month Tabeer Training Program, conducted in two phases—one under LUMS (Lahore University of Management Sciences) and the other through an Exchange Program in the United States.



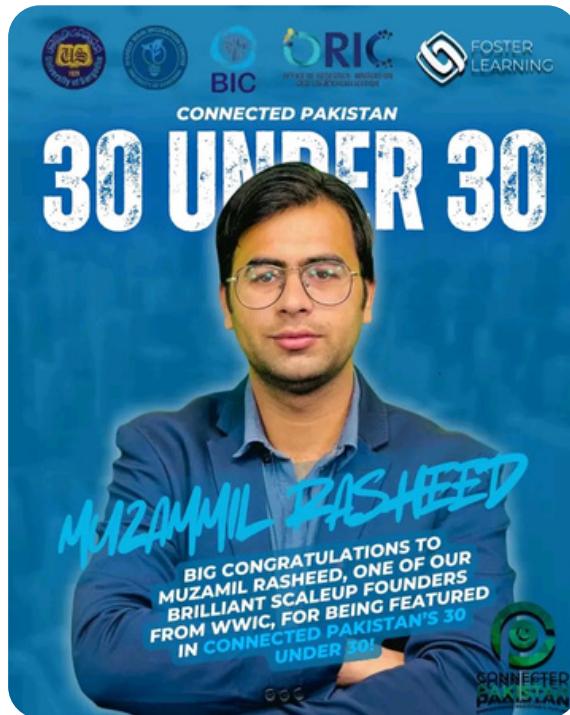
The concluding ceremony was held at LUMS, where the Vice Chancellor of the University of Sargodha graciously received a souvenir from the Rector of LUMS, symbolizing a continued commitment to academic collaboration and innovation.

# MoU Signing Ceremony – ASPIRE & Business Incubation Center, UOS

The Business Incubation Center (BIC), University of Sargodha, signed a Memorandum of Understanding (MoU) with ASPIRE, Silicon Valley, during the visit of Mr. Hassan Syed, CEO of ASPIRE. This collaboration, led by Mr. Hassan Syed and Mr. Salman Hussain Piracha (In-Charge BIC), aims to empower young entrepreneurs, foster innovation, and connect the UOS startup ecosystem with global expertise. Mr. Hassan Syed also met with Prof. Dr. Qaisar Abbas, Vice Chancellor UOS, and the Director ORIC to discuss future avenues of cooperation.



# ACHIEVEMENT OF WAHEED WAIN INCUBATION



## A PROUD MOMENT FOR WWIC

A proud moment for Waheed Wain Incubation Center! Big congratulations to Zimi Rajpoot, one of our visionary scaleup founders, for being featured in Connected Pakistan's 30 Under 30. A true testament to talent, dedication, and the power of innovation. Keep shining!

# ACHIEVEMENT OF WAHEED WAIN INCUBATION



**ICE  
2025**  
CONNECT &  
COLLABORATE



MR. MUZAMMIL  
(MR DATA LAB)



**ORIC**  
OFFICE OF RESEARCH, INNOVATION  
AND COMMERCIALIZATION

*Congratulations*

on Selection of UOS-BIC startup to exhibit at

## ICE-2025 HEC NATIONAL COMPETITION



PROF. DR. QAISAR ABBAS  
Vice Chancellor  
University of Sargodha

STC BUILDING, 1ST FLOOR  
ORIC.MEDIA@UOS.EDU.PK  
048 9230783  


## A PROUD MOMENT FOR WWIC

Proud moment for Waheed Wain Incubation Center! Congratulations to Mr. Muzammil (MR DataLab) on being selected to showcase his startup at HEC's prestigious Investor Connect Event (ICE25). Wishing him great success as he represents the University of Sargodha on this national stage of innovation!

# Investment Raising at WAHEED WAIN INCUBATION



Prof. Dr. Qaisar Abbas  
Vice Chancellor  
University of Sargodha



## Congratulations

**INVESTMENT RAISED  
PKR 5 Million**

by

**ZAA In Investor Connect Event 2025  
Agreement Signed Between**

**Zain Abdullah**  
CEO  
Zaa Company

&

**Ch. Arsalan Amjad**  
Investor / CEO  
Unique Security Solution



## A PROUD MOMENT FOR WWIC

Milestone Achieved! ZAA, led by Zain Abdullah, secures a PKR 5 million investment at the Investor Connect Event 2025, UoS. A strategic partnership with Ch. Arsalan Amjad (CEO, Unique Security Solution) marks a new chapter in entrepreneurial growth—proudly supported by Waheed Wain Incubation Center and ORIC.

# Success Story of WAHEED WAIN INCUBATION



UNIVERSITY OF  
SARGODHA



ORIC  
OFFICE OF RESEARCH, INNOVATION  
AND COMMERCIALIZATION

## Success Stories of UoS Incubatees

### From Campus to National Platforms!

**Muhammad Awais Iqbal**, a passionate young entrepreneur and incubatee of the University of Sargodha's Business Incubation Center, is making the university proud through his startup **Botano Art**. As a sustainable brand rooted in creativity and innovation, Botano Art has become a symbol of green entrepreneurship. Awais has proudly represented UoS at numerous **prestigious platforms**, including the **PHEC Competition 2023**, **Pak-China Expo 2023 & 2024**, **NTU Interloop 2024**, **Research Arena 2024**, **GC University Faisalabad**, and the **UoS Business Incubation Center Startup Competition**. His journey proves that students have the potential to transform their ideas into impactful and successful ventures.



Follow us:

## A PROUD MOMENT FOR WWIC

Rooted in innovation at UoS Business Incubation Center! Muhammad Awais Iqbal, founder of Botano Art, is championing sustainability through creative green products that inspire. From campus to national expos, Awais has proudly represented UoS on prestigious platforms across Pakistan. With a mission to grow eco-conscious entrepreneurship, Botano Art is turning fresh ideas into national impact. A flourishing story of passion and purpose!

# Success Story of WAHEED WAIN INCUBATION



UNIVERSITY OF  
SARGODHA



ORIC  
OFFICE OF RESEARCH, INNOVATION  
AND COMMERCIALIZATION

## Success Stories of UoS Incubatees

### Kinzay: Crafting Dreams into Creations!

**Kinza Irshad**, a passionate entrepreneur from the **Business Incubation Center, UoS**, is the creative mind behind **Kinzay** — a unique startup that crafts customized and **scented candles**, **elegant bouquets**, ceramic **decoration pieces**, and thoughtfully curated **gift baskets** for every occasion. With a strong presence on **social media**, Kinza has successfully turned her artistic passion into a thriving business, attracting a **wide customer base** through her creativity and dedication. Her journey reflects the power of **dreams backed** by determination, as she now sets her sights on **expanding Kinzay across Pakistan**. Kinza aims to inspire by turning **small ideas** into **big success**.



Follow us:

## A PROUD MOMENT FOR WWIC

Crafting success at UoS Business Incubation Center! Kinza Irshad, founder of Kinzay, is captivating hearts with her handcrafted scented candles, elegant bouquets, and thoughtful gift baskets. With a growing online presence and creative flair, she's turning her passion into a rising brand. Now aiming for nationwide reach, Kinza is on a mission to turn inspired ideas into lasting impact. A true spark of entrepreneurial creativity!

# Success Story of WAHEED WAIN INCUBATION



## Success Stories of Incubates

Ahmad Hassan,

CEO of Knock Tock Tea,

leads this promising **startup** incubated at Waheed Wain Business Incubation. Specializing in the research and development of **flavored teas**, Knock Tock has already made its mark by offering a variety of unique tea flavors at several restaurants and **cafés across Sargodha**.

With a warm market response and growing customer demand, Knock Tock is now focusing on market penetration and plans to **establish dedicated cafés** in **Sargodha and other cities**. Ahmad envisions Knock Tock Tea as the go-to brand for tea lovers, redefining the tea-drinking experience with innovative flavors and premium quality.



Follow us:

## A PROUD MOMENT FOR WWIC

Brewing success at Waheed Wain Incubation Center! Ahmad Hassan, CEO of Knock Tock Tea, is turning heads with his innovative flavored teas now served in cafés across Sargodha. With plans to expand and redefine the tea experience, Knock Tock is on a mission to become a beloved national brand. A true taste of entrepreneurial passion!

# Success Story of WAHEED WAIN INCUBATION



UNIVERSITY OF  
SARGODHA



ORIC  
OFFICE OF RESEARCH, INNOVATION  
AND COMMERCIALIZATION

## Success Stories of UoS Incubatees

### Zain Abdullah's Vision: ZAA Leading Global Beauty & Opportunity'

ZAA is more than just a **marketing** and e-commerce platform, it's a **global movement** shaping the future of **beauty and business**. With **four** highly successful **cosmetics brands**, ZAA is making a powerful impact through strategic **digital marketing** and efficient **national & international** delivery services. The company is committed to excellence, offering customers quality products **worldwide** while also creating **employment opportunities** and empowering individuals. Under the visionary leadership of Zain Abdullah, ZAA continues to grow fearlessly, **breaking boundaries** and turning ambition into achievement every single day.



Follow us:

## A PROUD MOMENT FOR WWIC

Empowering beauty and business at UoS Business Incubation Center! Zain Abdullah, founder of ZAA, is making waves with his thriving cosmetics brands and innovative e-commerce model. With global reach and a passion for impact, ZAA is redefining beauty through digital excellence and job creation. Fueled by vision and drive, Zain is building more than a business—he's leading a movement. A bold step toward global entrepreneurship!



## Get In Touch

For inquiries or more information about our programs, please feel free to contact us. We're here to assist you and provide any details you need to make the most of what we offer. Let's connect and explore how we can support your goals!



[048-9230890](tel:048-9230890)



[wwic@uos.edu.pk](mailto:wwic@uos.edu.pk)



New Academic Block, Second Floor,  
University Of Sargodha



[Business Incubation Center](#)



[Waheed Wain Incubation Center](#)



[Waheed Wain Incubation Center](#)