



# MplifyHer

Empowering Women, Igniting Success

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**MPLIFYHER**

**"Empowering Women, Igniting  
Success: Welcome to MplifHer!"**

# About the Company

IT company driven by a majority female work force  
providing services in software development.

# Company Profile and Vision

About Us  
(What are we doing)

- SAAS Model (Web Development)

Vision  
(What we want to achieve)

- Engage existing women in tech
- Train new women
  - Bootcamps, Trainings and Internships
- Will provide a platform through which jobs can be assigned to our remote employees

# Market Size & Target Customers

## Web development services

- LMS / Educational Platforms
- E-commerce
- HealthCare
- Business Websites
- Portfolio Websites

## Our expertise in Tech Stack

- JAVA
- Python
- MERN
- MEAN
- Wordpress



## Local Industry

- local small businesses
- startups
- women run businesses



## Job Market Platforms

### Upwork (Available Jobs)

- 55,000+ ecommerce
- 23,000+ LMS
- 25,000+ business



## Returning Clients

- Maintenance Services

# Value Proposition



Stands out with its majority-female team.

Twofold Mission :

- To elevate the companies of IT professionals
- To empower individuals to participate from diverse backgrounds

Underscores capacity to unlock doors and create opportunities

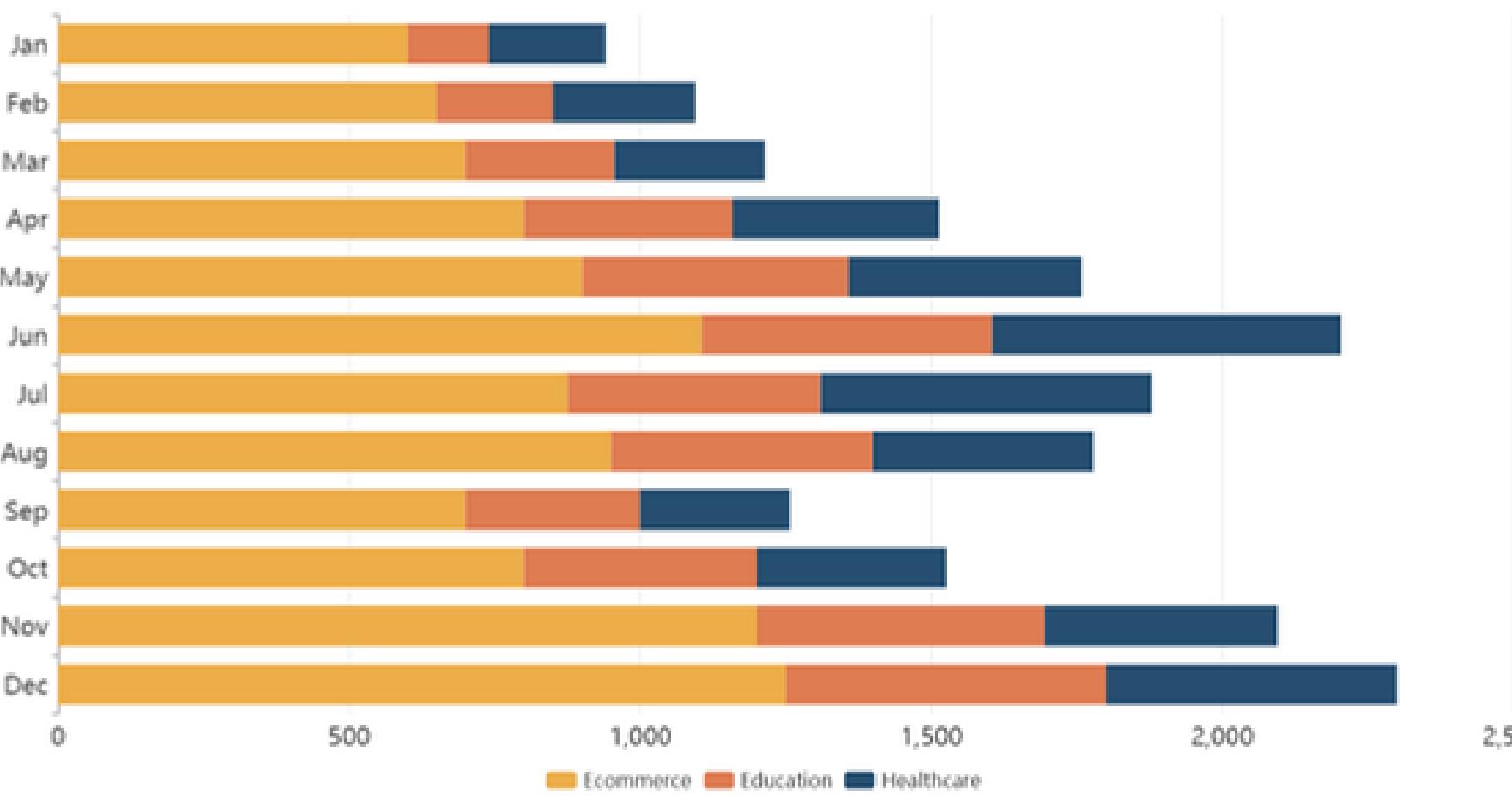
Essential role in shaping future opportunities for both businesses and individuals.

Tech Transformation with a Women-Led Initiative: MpilfyHer's distinctive composition and unwavering commitment take centre stage here.

Positions us as leaders in driving tech transformation while championing gender diversity.

# Revenue Streams

Key Domains of Web Projects (Annual Data)



## E-Commerce:

- A consistent source of income, contributing between \$1,000 to \$1,500 monthly.
- Projects in this domain showcase our proficiency in creating robust and scalable e-commerce solutions.

## Healthcare:

- Contributing to societal well-being, healthcare projects yield revenue in the range of \$900 to \$1,000 monthly.
- Our expertise in healthcare projects highlights our dedication to creating impactful solutions in this critical sector.

## Education:

- Establishing a foothold in the education sector, our projects generate revenue ranging from \$950 to \$1,100 monthly.
- These projects emphasize our commitment to enhancing educational experiences through innovative web solutions.

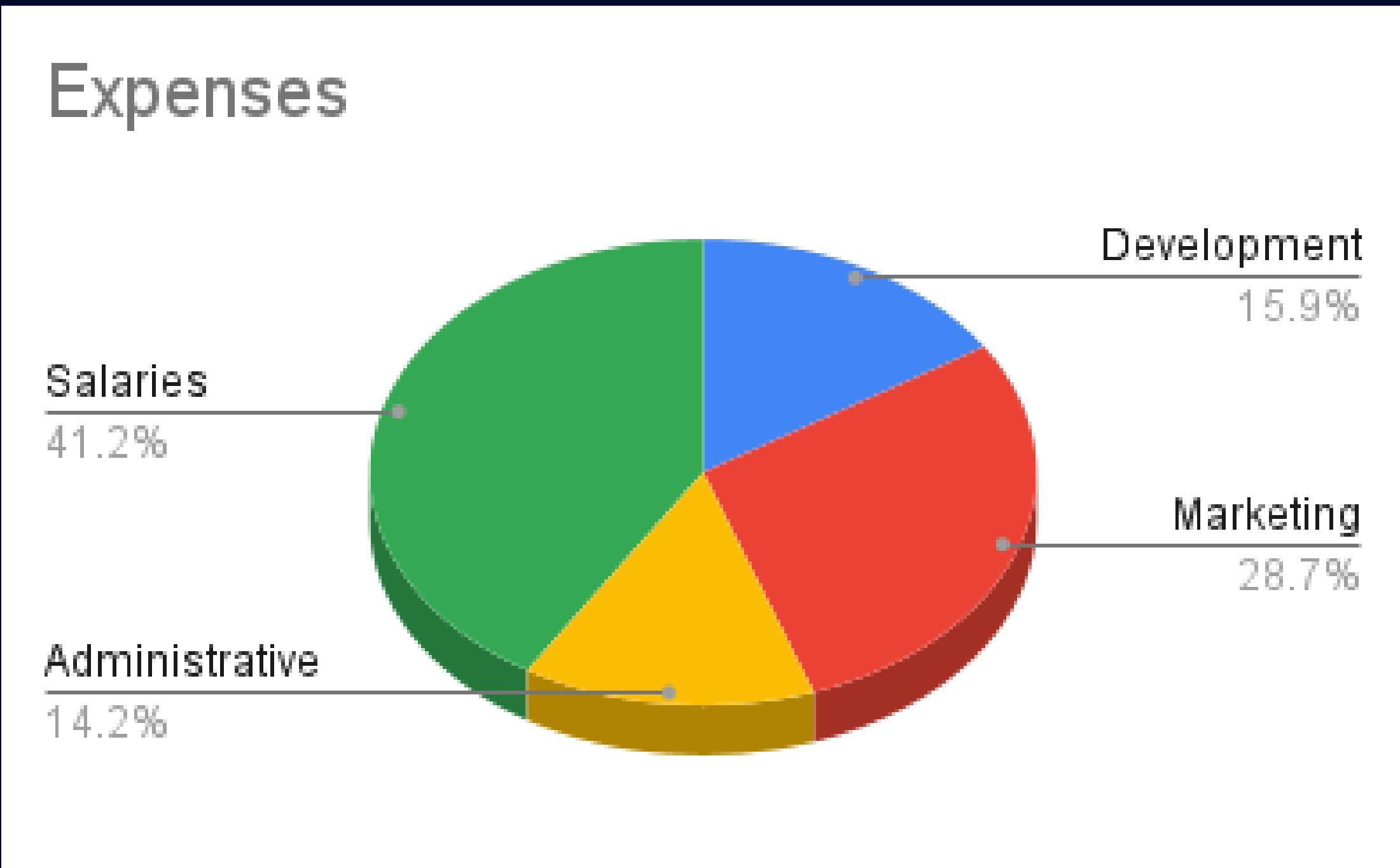
# Economic Cashflow Assessment

- 1 Annual Cashflow Table
- 2 Cost Structure Overview
- 3 Profit Margins Journey
- 4 Financial Risks and Mitigation Strategies

# Annual Cashflow Table

Month	Web Projects	Income	Miscellaneous	Marketing	Internet	Salaries	Total Expenses	Income - Expenses
Jan	\$940.00	\$100.00	\$650.00	\$100.00	\$500.00	\$1,350.00		-\$410.00
Feb	\$1,095.00	\$160.00	\$750.00	\$150.00	\$500.00	\$1,560.00		-\$465.00
Mar	\$1,214.00	\$75.00	\$450.00	\$75.00	\$500.00	\$1,100.00		\$114.00
Apr	\$1,514.00	\$150.00	\$300.00	\$100.00	\$500.00	\$1,050.00		\$464.00
May	\$1,758.00	\$220.00	\$200.00	\$200.00	\$500.00	\$1,120.00		\$638.00
Jun	\$2,203.00	\$350.00	\$300.00	\$200.00	\$500.00	\$1,350.00		\$853.00
Jul	\$1,879.00	\$180.00	\$200.00	\$150.00	\$500.00	\$1,030.00		\$849.00
Aug	\$1,778.00	\$160.00	\$250.00	\$150.00	\$500.00	\$1,060.00		\$718.00
Sep	\$1,258.00	\$200.00	\$300.00	\$200.00	\$500.00	\$1,200.00		\$58.00
Oct	\$1,525.00	\$240.00	\$260.00	\$250.00	\$500.00	\$1,250.00		\$275.00
Nov	\$2,095.00	\$270.00	\$230.00	\$200.00	\$500.00	\$1,200.00		\$895.00
Dec	\$2,300.00	\$220.00	\$290.00	\$300.00	\$500.00	\$1,310.00		\$990.00
Total	\$19,559.00	\$2,325.00	\$4,180.00	\$2,075.00	\$6,000.00	\$14,580.00		\$4,979.00

# Cost Structure Overview

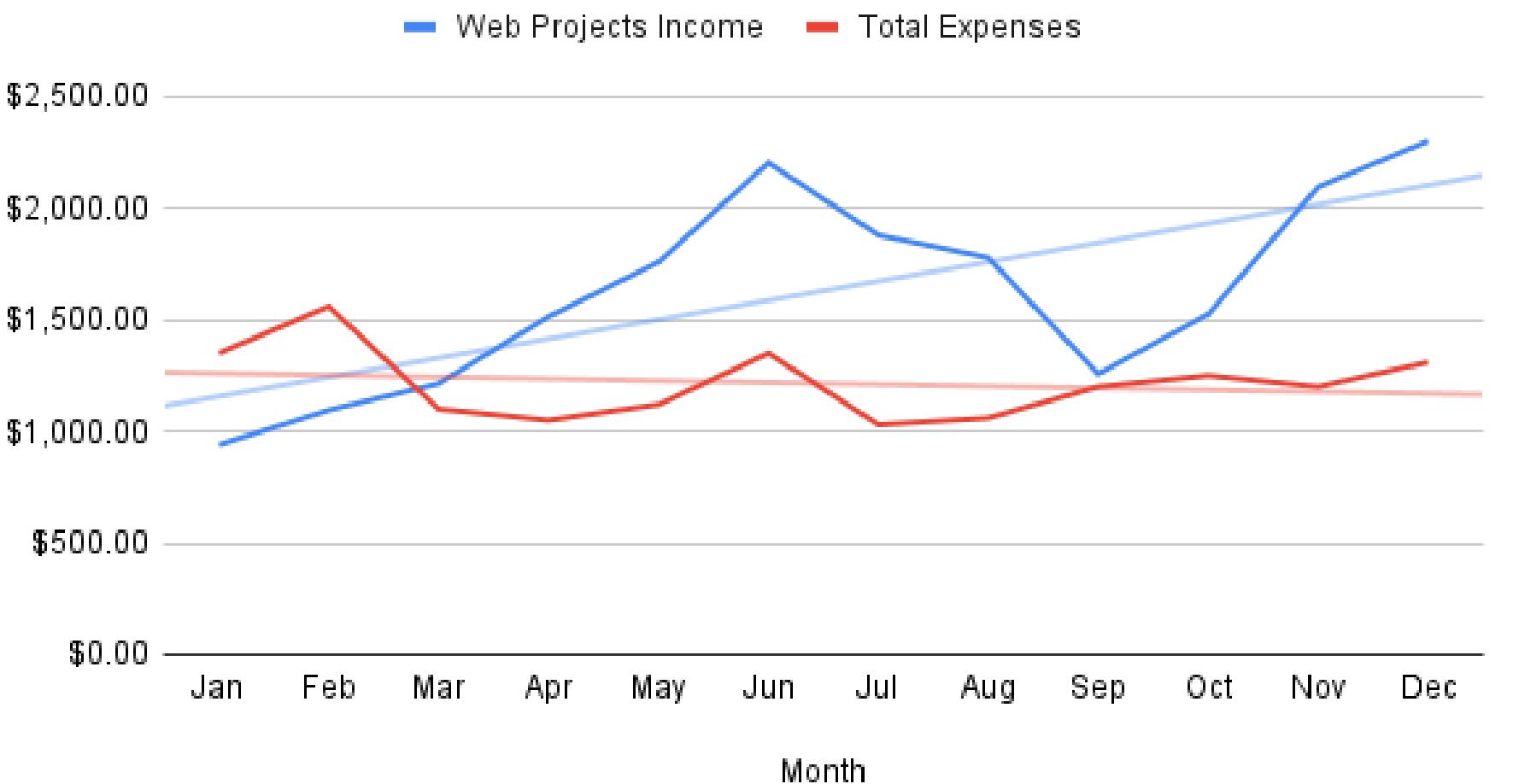


# Profit Margins Journey

Profit Trends



Web Projects Income and Total Expenses



# Financial Risks and Mitigation Strategies

Potential Financial Risk	Mitigation Strategy
Project delays	Establish clear project timelines and milestones. Break down large projects into smaller, more manageable phases. Implement effective project management tools and techniques. Track progress regularly and identify potential roadblocks early on. Communicate effectively with stakeholders and keep them informed of any potential delays.
Market changes	Diversify services and revenue streams. Expand into new markets or offer new products or services that are less susceptible to market fluctuations. Conduct thorough market research and stay up-to-date on industry trends. Monitor customer feedback and adapt offerings accordingly.
Economic downturns	Develop a strong balance sheet. Maintain a healthy cash reserve and keep debt levels low. Focus on cost efficiency and identify areas where expenses can be reduced. Negotiate favorable terms with suppliers and vendors.
Customer churn	Prioritize customer satisfaction. Provide excellent customer service and resolve issues promptly. Build strong customer relationships and foster loyalty. Offer incentives for repeat business.
Loss of key personnel	Invest in employee training and development. Create a positive work environment and promote employee engagement. Offer competitive compensation and benefits packages. Implement succession planning to ensure continuity in key roles.

# Marketing Plan



## Diversity and Inclusion Initiative

- Highlight success stories
- Organize events
- Participate in industry conferences



## Targeted Recruitment

- Identify tech-focused universities to recruit females
- Host recruitment drives, workshops and seminars



## Brand-Awareness Campaign

- Invest in marketing campaigns to empower women
- Utilize digital marketing, content creation, and thought leadership



## Niche Targeting

- Identify specific industries or sectors where the demand for tech solutions is high
- Tailor services to cater to their unique needs.

## Geographical Expansion

- Expand operations to other cities
- Target areas with untapped potentials
- Open satellite offices in multiple locations



## Expansion Plan

### Govt. and NGO Collaborations

- Forge partnerships with:
  - Govt. bodies
  - NGOs working for women
- Assist in gaining support, funding and broader recognition

# Expansion Plan

## Scaling Operations

- As talent pool grows, consider expanding physical presence.
- Open offices in key tech hubs or metropolitan areas.

## Diversify Services

- Consider expanding services to related areas
- This diversification can widen client base



# Damage Control Plan

## Risk Identification & Risk Assessment

- Identify potential risks
  - a. Software bugs or defects
  - b. Data breaches or security vulnerabilities
  - c. Unrealistic project deadlines
  - d. Cybersecurity threats, system failures, natural disasters
- Evaluate the severity and likelihood of each risk

## Response Team

- Regular meetings and drills
- Choose calm & level-headed individuals
- Establish a dedicated response team
- Clearly define the roles and responsibilities
- Ensure that the team has the skills and experience
- Provide training on crisis management

## Communication Plan

- Identify key stakeholders
- Clear communication strategy for internal & external stakeholders
- Establish protocols for communicating during a crisis
- Specify who will communicate with the media, clients, employees, and regulatory bodies.
- Draft template messages for different scenarios to ensure consistency in communication.

# Damage Control Plan

## Response Strategies

- Investigate the cause of the incident
- Implement corrective actions
- Prevent further damage
- Communicate transparently with stakeholders
- Apologize sincerely for any inconvenience or harm caused

## Employee Training and Awareness

- Regular training sessions
- Culture of vigilance and responsibility
- Culture of open communication
- Encourage employees to speak up
- Empower employees to take action to prevent crises
- Provide them with authority & resources

## Testing and Review

- Regular Testing and Review
- Conduct simulated exercises
- Conduct tabletop exercises
- Identify weaknesses
- Necessary Improvements
- Update new risks

# Funding Sources

LOANS



GRANTS



## Key Customer Eligibility Criteria

Financing shall be available to women entrepreneurs across the country.

Financing shall be available to female business owners/entrepreneurs operating business/ about to start new business throughout the country.

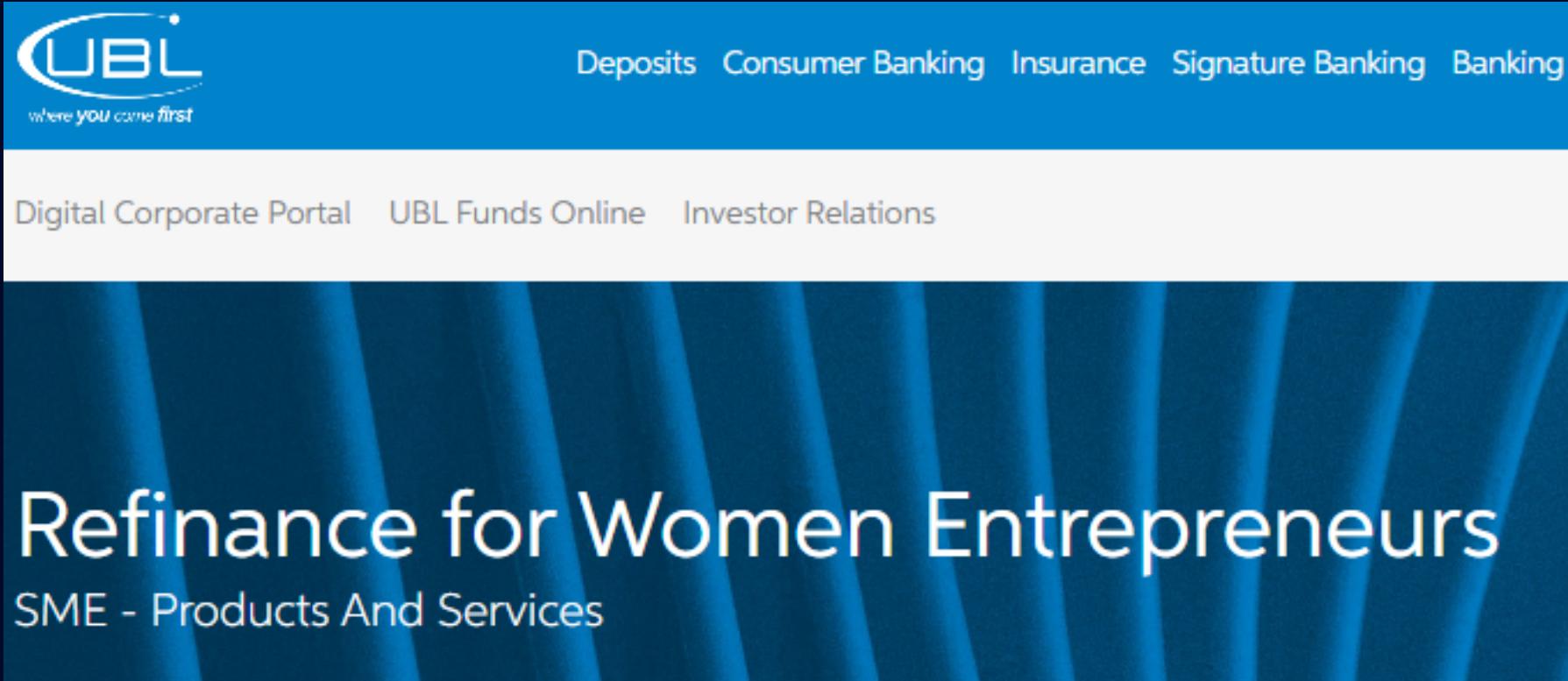
Financing under the scheme should be provided to women obligors preferably under the personal guarantee of the obligor for setting up of new business enterprises or for expansion of existing ones.

## Financing Amount

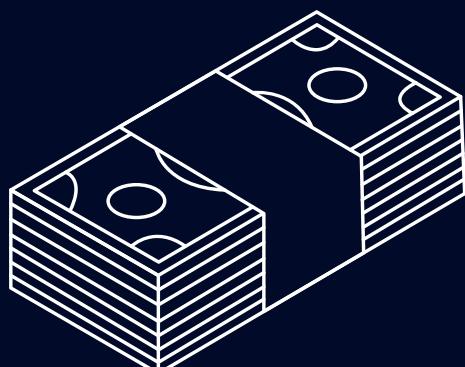
Maximum financing limit under the scheme will be Rupees Five million (PKR 5,000,000/-).



# United Bank Limited(UBL)



The image shows the header section of the United Bank Limited (UBL) website. It features the UBL logo with the tagline "where you come first" in a white box. Below the logo is a blue navigation bar with links to "Deposits", "Consumer Banking", "Insurance", "Signature Banking", and "Banking". Underneath the blue bar is a white bar containing links to "Digital Corporate Portal", "UBL Funds Online", and "Investor Relations". The main background of the page has a blue gradient with radiating lines, and the text "Refinance for Women Entrepreneurs" is prominently displayed in white. Below this, there is a link to "SME - Products And Services".



Digital Corporate Portal   UBL Funds Online   Investor Relations

## Purpose:

To promote access to finance for women entrepreneurs across the country.

## Eligibility:

All women entrepreneurs across the country are eligible for the scheme.

## Loan Amount:

The maximum loan amount will be up to PKR 5 million.

# Innovator Seed Fund(ISF) by HEC

**TRANSFORM YOUR ENTREPRENEURIAL DREAMS INTO SUSTAINABLE START-UPS!**

- Innovator Seed Fund (ISF) is an initiative under HEDP that aims at engaging entrepreneurs and upcoming aspirants who want to convert their business ideas into action.
- The applications for the ISF program will be routed via the Business Incubation Centers established by the HEC
- The ISF grant is targeted at early-stage startups which will benefit majorly from a \$35,000 grant and entrepreneurial training.

Innovator Seed Fund (ISF) - Key Areas

## KEY AREAS

The priority sectors for ISF support include but are not limited to:

- Agriculture, Food Resources and Agri Tech
- Banking, Microfinance and FinTech
- Creative, Digital Media, Arts and Culture
- Education and EdTech
- E-commerce and Smart Retail
- Emerging Technologies
- Health Care and Health Tech

Innovator Seed Fund (ISF) - Eligibility Criteria

## ELIGIBILITY CRITERIA

**The lead applicant must:**

- Either be a student, recent alumni and/or faculty members / researchers of the Higher Education Institutions (public and private).
- Have endorsement from one of the HEC established Business Incubation Centers (BICs).

# USAID



- The United States Agency for International Development (USAID) is building the future of entrepreneurship in Pakistan by offering **Challenge Fund grants** of up to \$200,000 to motivated entrepreneurs and innovators.
- At an event in Islamabad in September, 2019, American and Pakistani officials celebrated the successes of 20 Challenge Fund grant recipients from Pakistan who have created exciting new business solutions in the information technology
- USAID runs two grant programs (Innovation Grants and SME Growth Grants), individual entrepreneurs and businesses in Pakistan can apply.
- Grants range from \$20,000 to \$50,000, and successful grantees can apply for larger Challenge Grant opportunities up to \$200,000.

From: Omer Nasim Khan | Business Development Officer <[omer.nasim@nic.org.pk](mailto:omer.nasim@nic.org.pk)>

Date: Mon, 25 Sept 2023, 13:32

Subject: Congratulations! You are shortlisted for Lahore Launchpad Cohort 6

To:

Cc: Khatbeer Ul Tameer Ahmed Khan | Programme Officer - Incubation | NIC's <[khatbeer.ul.tameer@nic.org.pk](mailto:khatbeer.ul.tameer@nic.org.pk)>

## Congratulations!

Your startup has been shortlisted for Lahore Launchpad.

The event will take place at the Incubation Center National Expansion Plan of NICs (Basement of Pakistan Institute of Fashion & Design, J3 Block, Johar Town, Lahore).

Deviator Pitch Round on Wednesday, 27<sup>th</sup> September 2023 (9:30AM SHARP)

Final Round on Thursday 28<sup>th</sup> September 2023 (9:30 AM SHARP)

Launchpad is a two-day event - for more details kindly read the attached guideline PDF thoroughly to avoid confusion.

These two days of the Launchpad are all about your innovation and preparing you to put your best front forward in front of our panel of judges. Please find attached the details of the event and Deviator Pitch Guidelines and guidelines.

You are required to fill out and send your UDIDTAKEOFF in the reply to this email.

Please note that you are required to send your UDIC, Picture and filled UDIDTAKEOFF in one PDF file.

One person from each startup can join the WhatsApp Group for further information : <https://chat.whatsapp.com/HvJLusj0f7DwQDw72o>

Once again, Congratulations to the shortlisted startups - We wish everyone the best of luck and we are looking forward to seeing you and your innovation at Launchpad.

Team:

National Expansion Plan of NICs,  
Lahore.



# Thank You

## Connect with us.

**Email**

[mplifyher@gmail.com](mailto:mplifyher@gmail.com)

**Social Media**

[@mplifyher](#)

