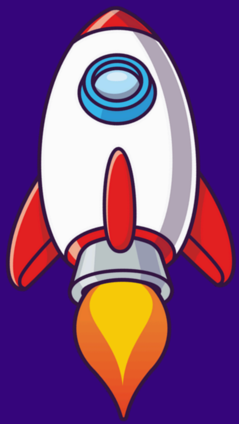
COHORT 12

One Pager



Meet the Startups of NIC Karachi's Cohort 12. A glimpse into the innovative ideas driving the future of entrepreneurship in Pakistan.

Atfaal
Women–led Business

Business Stats

Firm Size: 09
Market Size:
PKR 7.11 Million
Business Model:
B2C, B2B
Revenue to Date:
3,500,000 PKR
Revenue Projections:
6,000,000 PKR (for 1yr)
Amount of Funds raised:
None
Exit Options: Liquidation

Sustainable Development Goals
02 | 04 | 05 | 08 | 09 | 11 | 13

Key Performance Metrics
- Revenue Growth
- Gross Margin
- Net Profit
- Cost of producing one Unit

Management Team:
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Location:
Al-Ashraf society scheme 33
Website | Facebook | Instagram | LinkedIn

Business Details

Overview
Atfaal upcycles factory leftovers into affordable, quality kids' clothing, stitched by empowered women entrepreneurs. Our sustainable approach reduces waste, supports local communities, and offers stylish clothing at reasonable prices.

Name of Founder: Erum Sheheryar
Industry: E-Commerce
Startup Development Stage: Business – Market Fit

Problem:
Women lack stable income opportunities:
- **F**ashion industry waste and unsustainability
- Affordable, quality clothing is scarce.
- New moms face shopping challenges.
- Sizing issues and discomfort with male sellers
- Quality and comfort compromised for affordability

Solution:
Empower women
Sustainable fashion
Affordable quality
Convenient shopping with busy life
Sizing
Women-centric approach
Quality and comfort guaranteed
Reduce Waste
Renewable Energy (solar energy)
Recycling
Eco-Friendly Materials
Sustainable Practices
Zero Waste Goal

Target Market: Our target market is parents and grandparents.
Value Propositions for Customers: We prioritize comfort and modesty through accurate measurements for a perfect fit.

Revenue Model: Selling through Daraz, physical market places, Website, Resellers, and Shopkeepers.

Impact: Atfaal empowers women, reduces waste, and promotes sustainability. We provide livelihoods for 50+ women entrepreneurs, upcycle 10,000 kg of factory leftovers/year, and create affordable, quality clothing.

Competition: Bacha Party, Khaadi, Gul Ahmed Kids

Competitive Advantage:
Loyal customer, repeated customer, developed expertise in upcycling and sustainable fashion design, women lead business.

Auto Auditor

Business Stats

Firm Size: 03
Market Size:
PKR 24 Billion
Business Model:
B2B
Revenue to Date:
0 PKR
Revenue Projections:
1,000,000 PKR (for 1 year)
Amount of Funds raised:
None
Exit Options:
Merger & Acquisition

Sustainable Development Goals
08 | 09 | 12 | 16

Key Performance Metrics
- Product Development
- Cost of Development
- Customer Validation
- Partnerships & Collaborations

Management Team:
Ghazanfar Adnan – CEO
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Location: Remote

Business Details

Overview
Auto Auditor is a revolution in the field of assisting audits (specifically cybersecurity audits). We plan to develop AI-based audit tools that will reduce human engagement to the maximum, which will in turn make the audit process more affordable, less corrupt, efficient and flexible. Our first planned product that we are developing is an ISO 27001 internal audit bot.

Name of Founder: Ghazanfar Adnan
Industry: Cyber Security
Startup Development Stage: Ideation

Problem:
Many companies face high costs and inefficiencies due to the need for manual internal audits for ISO 27001 compliance. These audits require skilled human auditors and are time-consuming and prone to human error.

Solution:
The MVP of Auto-Auditor is an AI
Chatbot that can:
- Ask relevant control-related questions.
- Evaluate responses from control owners.
- Provide conformity or nonconformity assessments with explanations.

This solution saves time, reduces audit costs, and improves accuracy.

Target Market: Any sized business that requires a cybersecurity internal audit.

Value Propositions for Customers: Auto-Auditor has an AI-powered ISO 27001 internal auditor that performs the auditing process independently, providing quick and accurate evaluations of compliance without the need for a human auditor.

Revenue Model:
- Subscription-based model: Recurring monthly or yearly subscriptions based on the number of audits or users.
- Enterprise licensing: Offering enterprise solutions with customized pricing.
- Consulting services: Additional revenue by offering premium audit-related consulting services.

Competition: Krista AI, AuditBot, Audit Board, Wolters Kluwer Team Audit

Competitive Advantage: Our competitive advantage lies in the combination of advanced AI technology specifically tailored for ISO 27001 compliance and a deep understanding of the auditing landscape. Unlike competitors, Auto-Auditor offers a fully automated solution that not only speeds up the auditing process but also consistently delivers higher accuracy and reliability. Additionally, our expertise in compliance regulations allows us to continually enhance the platform, ensuring it remains aligned with evolving standards. This unique blend of technological innovation and industry knowledge sets Auto-Auditor apart, making it a go-to solution for businesses looking to streamline their internal audit processes.

AutoSquad
Women–led Business

Business Stats

Firm Size: 07
Market Size: 60% market and addressable market is approx. 2.1MLN units in KHI, 55% with addressable 1.2MLN in LHE, 50% in ISB is 50% with addressable 500k units these are approximate figures and will vary.
Business Model:
B2B2C
Revenue to Date: PKR 10Mn
Revenue Projections: PKR PKR 18Mn (for 1 year)
Amount of Funds Raised:
PKR20 Mn+
Exit Options:
Partnership Buyout

Sustainable Development Goals
08 | 09 | 12 | 13 | 17

Key Performance Metrics
- Customer Growth
- Service Delivery
- Turn Around Time on Service Provided
- Revenue Generation & Growth
- Mobile Application Downloads

Management Team:
Annahita Khambatta – CEO
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Location:
299 – MB, Phase 6, DHA, Lahore.
Facebook | Instagram | LinkedIn

Business Details

Overview:
AutoSquad is an innovative platform that seamlessly connects car owners, commuters, skilled mechanics, and auto parts suppliers through a comprehensive mobile application ecosystem. Our mission is to revolutionize the vehicle maintenance industry by providing a digital one-stop-shop solution.

Name of Founder: Annahita Khambatta
Industry: Transportation, Mobility, and Logistics
Startup Development Stage: Business – Market Fit

Problem:
Traditional auto repair shops can be inconvenient, requiring vehicle drop-offs and leaving customers disconnected from the repair process. This can lead to neglected maintenance and costly breakdowns. There's also a growing demand for mobile, on-demand services as a more convenient alternative.

Solution:
By bringing the service directly to customers' locations, we are and addressing the common pain points around vehicle maintenance that vehicle owners face by providing real-time visibility and control through mobile apps. Convenience and accessibility, reliability, transparency, more owners control, improved vehicle maintenance with quality workmanship, Unique market offering.

Target Market: Our Target market is: Car Owners, Commuters and individuals who rely on their vehicles for daily transportation, Vehicle fleet owners (e.g., ride-sharing services, delivery companies, corporate fleets) Mechanics & Technicians Value Propositions for Customers: Data Driven insights, Convenience and Accessibility, Integrated Digital Platform, Vetted & Skilled Mechanics, Comprehensive Automotive Services. One -Stop-Shop, Automotive Parts - eCommerce.

Revenue Model: Service Fees, Parts and Accessories Sales, Subscription-based Models, Commission-based Revenue

Impact: Data-driven Insights and Industry Optimization, Streamlined Vehicle Maintenance and Repair Process, Reduced Environmental Impact, Enhanced Productivity and Efficiency, Improved Customer Convenience and Satisfaction, Empowerment and Support for mechanics, Promotion of Preventive Maintenance.

Competition: Mechanic on Wheels, Auto Clinic, Mechanic.pk

Competitive Advantage:
First-mover advantage, Proprietary mobile technology, Exclusive partnerships or relationships, Operational efficiency and cost advantage, Scalable business model.

Biomic

Business Stats

Firm Size: 10
Market Size: 3 Million People all around the world have arm amputations.
Business Model:
B2C
Revenue to Date:
6,000,000 PKR
Revenue Projections:
50,000,000 PKR (for 1 year)
Amount of Funds raised:
None
Exit Options:
Merger & Acquisition

Sustainable Development Goals
01 | 02 | 03 | 04 | 08 | 09 | 10 | 16 | 17

Key Performance Metrics
- Grip Accuracy
- Reaction Time
- Durability
- Customer Satisfaction (CSAT)
- Adaption Time
- Retention Rate
- Revenue Growth
- Cost of Goods Sold (COGS)
- Profit Margin
- Prototype Development

Business Details

Overview:
Biomic Engineering manufactures brain controlled bionic hand for the people who had lost their arms or born without arms.

Name of Founder: Osama Bin Saeed
Industry: HealthTech
Startup Development Stage: Business – Market Fit

Problem:
Losing a human arm is a major disability that limits everyday capabilities and interaction with people. They became dependent on others for eat, drink and drive etc.

Solution:
Biomic Hand assist arm amputees to become independent so that they can work with their bionic arm and interact society cheerily.

Target Market: Our target market are those people who have lost their arm(s), either accidentally or by birth.
Value Propositions for Customers: We provide multifunction bionic arm so that user can do more work with our Bionic arm.

Revenue Model: We generate revenue by selling the robotic arm to customers and getting donations and grants.

Impact: We have impacted more than 40 people's life to help them regain their functionality by giving our advance bionic arm.

Competition: Since the bionic arm introduced in Pakistan it resists on the function of open and close.

Competitive Advantage:
We are trying to empower amputees with technology.

Management Team:
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Blinq Solutions

Business Stats

Firm Size: 10
Market Size:
4,000,000,000 paper based transactions.
Business Model: B2B2C
Revenue to Date:
40,000,000 PKR
Revenue Projections:
37,000,000 PKR (for 1 year)
Amount of Funds raised:
70,000,000 PKR
Exit Options: Initial Public Offerings (IPO)

Sustainable Development Goals
09 | 13

Key Performance Metrics
Gross Profit Margin

Management Team:
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Habeeb Hameed Paracha – Chief Strategy Officer
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Location:
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Website | Facebook |
Instagram | LinkedIn

Business Details

Overview:
Blinq is a B2B2C Fintech specializing in bill and payment aggregation. We provide digital bill presentment, payment collection, reconciliation, and settlement solutions to businesses of all sizes.

Name of Founder: Syed Asif Hassan
Industry: Fintech
Startup Development Stage: Business – Market Fit

Problem:
- High bill presentment costs (printing, paper and courier)
- Reliance on a single or few banks for payment collection
- Manual reconciliation
- Payment Integration deficiency
- Longer settlement cycles

Solution:
Blinq is a unified web-based platform that digitizes the invoice-to-payment cycle. Our integrated bill presentment, reconciliation, and payment acceptance engine allows merchants to send invoices via WhatsApp, SMS, and email, and collect payments from various channels with real-time reconciliation.

Target Market: 800,000,000 transactions. Our focus is high-volume sectors which include: Education, Government, Housing Schemes, Insurance, etc.

Value Propositions for Customers: Our deep understanding of industry-specific pain points, combined with our proven implementation methodology and exceptional customer support, sets us apart as a trusted partner in delivering transformative payment solutions.

Revenue Model: The revenue stream is based on recurring subscription fees and per-transaction charges.

Impact: Blinq has reduced emissions from fuel consumption by saving 300,000 km, while also reducing deforestation and energy consumption associated with paper consumption.

Competition: KuickPay, PayPro, Haball

Competitive Advantage:
Most experienced team and pioneers in the bill aggregation space .

Chaajao

Business Stats

Firm Size: 35
Market Size:
$ 185.2 Billion
Business Model:
B2B, B2C, B2B2C
Revenue to Date:
94,800,000 PKR
Revenue Projections:
100,000,000 PKR (for 1 year)
Amount of Funds raised:
45,000,000 PKR
Exit Options:
Merger & Acquisition

Sustainable Development Goals
04 | 05 | 08 | 10

Key Performance Metrics

- Gross Revenue
- EBITDA
- Customer Lifetime Value (LTV)
- Churn Rate

Management Team:
Azfar Ul Haque – CEO
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+92 345 2055525

Location:
C-38, Block N, North Nazimabad, Karachi, Pakistan.
Website | Facebook | Instagram | LinkedIn

Business Details

Overview
Chaajao is an online learning platform that provides premium learning solutions to students around the globe. Launched in May 2022, Chaajao has already reached the MVP stage with 185,000+ total users and 880,000+ test attempts on our applications.

Name of Founder: Azfar Ul Haque
Industry: Edtech
Startup Development Stage: Product – Market Fit

Problem:
We are looking to solve global learning inequalities in the form of limited access to qualified instructors, lack of data-driven insights for effective learning, lack of engagement and motivation, and limited or no content accessibility.

Solution:
We are building a platform that allows students worldwide to enhance their learning journey and improve outcomes anytime, anywhere, at their convenience.

Target Market: Aptitude Test prep, Grades 9-12, Professional Courses, and other teachers and educators through E-Learning Marketplace.

Value Propositions for Customers: Chaajao provides a powerful combination of expert-crafted courses for deep understanding and a personalized learning experience.

Revenue Model: For B2C operations, Chaajao offers multiple revenue streams: Live Classes operate on a one-time, advance payment model; Recorded Courses and Practice Zone are accessible through periodic subscription plans; and Study Material involves delivering physical learning materials directly to students' doorsteps. In the B2B segment, Chaajao generates revenue through bulk sales of the Practice Zone, integrated with a SaaS model for a scalable solution tailored to educational institutions or partners.

Impact: Chaajao addresses global educational inequalities through accessible, high-quality, and cost-effective learning solutions.

Competition: Maqsad, Nearpeer, PreMed.pk, EdKasa, Princeton Review, Magoosh, Kaplan, Physics in Seconds

Competitive Advantage:
Collaboration with IBAGRADS, our physical/offline model, a leader of the test prep market tracing back to more than 2 decades.

CoverAsaan
Women–led Business

Business Stats

Firm Size: 04
Market Size:
62 Billion PKR
Business Model: B2B2C
Revenue to Date:
55,000,000 PKR
Revenue Projections:
60,000,000 PKR (for 1 year)
Amount of Funds raised:
None
Exit Options: Partnership Buyout

Sustainable Development Goals
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Key Perfomance Metrics
- Revenue Growth

Management Team:
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Ebad Khan – Co-Founder
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Location:
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Main University Road, Karachi.
Website | LinkedIn

Business Details

Overview
A Virtual Insurance Club with Global Connectivity and Eco System.

Name of Founder: Javeria Tahir & Ebad Khan
Industry: Fintech
Startup Development Stage: Product– Market Fit

Problem:
We are addressing following challenges:
- Complex Processes
- Very Limited Global Reach
- Time Taking Proposal, Policies, and Inspections (Minimum 1-2 days)
- Digital Gap

Solution:
- Easy Process and Connections
- Streamlined Global Reach & Memberships
- Instant/Quick Proposals/Quotes
- Digital Innovation
- E-Policies and Instant Live Inspections for all LOBs

Target Market: Takaful/Insurance companies, Takaful/Insurance brokers, end users.
Value Propositions for Customers: Easy and simple process and strong connectivity.
Revenue Model:
- Commissions
- Membership Fees
- Sell Tech
- Re-Takaful & Treaty Arranging Fee
- Monetization (through insurance knowledge videos)

Impact: Takaful provider are ready to connect us for getting the Re-Takaful connectivity. 2. For supporting good health and life we have ready E-Health Pool with amazing benefits through joint collaboration with IGI and Jubilee.

Competition: Lloyd's of London, AKINOVA
B3i
§ Islamic Insurance Association of London (IIAL)

Competitive Advantage:
The Global Takaful Ecosystem - Virtual Takaful Club a Sharia-compliant Takaful/Insurance Platform Powered by AI & Automation. (Takaful, Re-Takaful and Takaful Treaties. Instant proposals and arrangements for all LOBs (AI & Automation)

DigiEstate

Business Stats

Firm Size: 10
Market Size: At present there are around 300,000 registered investors in the stock market. We want to onboard 3 million people as investors in real estate. In Pakistan, the total value of real estate assets is nearly around 550+ trillion PKR. Out of this, we aim to tokenize 0.01 % value property in the first year.
Business Model: B2B, B2C
Revenue to Date: None
Revenue Projections: 22,500,000 PKR (for 1 year)
Amount of Funds raised: 5,000,000 PKR
Exit Options: Initial Public Offerings (IPO)

Sustainable Development Goals
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Key Performance Metrics
- ROI for Investors
- Primary Transactions
- Secondary Transactions
- Revenue Generation
- Successful Sandbox Completion
- Investors Onboarding

Management Team:
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Location:
Office 107, 109, PECHS Community Office Complex, PECHS Block 2, Karachi.
Website | LinkedIn

Business Details

Overview
DigiEstate is Pakistan's first marketplace for the tokenization of Real Estate. It allows fractionalization of a real estate property and subsequent trading through its digital platform.

Name of Founder: Salman Arshad Qayyam
Industry: Fintech
Startup Development Stage: Product – Market Fit

Problem:
Real Estate tokenization is going to happen for the first time in Pakistan.

Solution:
- Democratization of real estate investing.
- Building trust
- Real-time trading for instantaneous liquidity

Target Market: Real Estate Developers, Individual Property owners, people with small savings e.g. house wives, students, shopkeepers, small businesses, overseas Pakistanis, Stock Market investors.

Value Propositions for Customers: Verified properties, available from ten thousand rupees, instantaneously tradeable through digital platform, get earnings in from your property in your account directly.
Revenue Model: 1.0% commission on property trade from seller and buyer.

Competition: "Xstate" - another company that SECP has approved for the pilot.

Competitive Advantage:
Our eco system consist of all pillars of Stock Market, thus we have great potential to win the trust of investors. We also capitalize on our strong relationship with the regulators.

Diginad
Women–led Business

Business Stats

Firm Size: 02
Market Size: DIGINAD's market size combines the rapidly growing global digital art market.
Business Model: D2C, B2C, B2B2C
Revenue to Date: 75,000 PKR
Revenue Projections: 20,000 PKR (for 1 year)
Amount of Funds raised: None
Exit Options: Partnership Buyout

Sustainable Development Goals
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Key Performance Metrics
- Revenue Growth
- Average Order Value
- Active Users
- User Retention Rate
- Number of Registered Artists
- Artist Sales Performance
- Geographic Distribution
- Customer Acquisition Cost (CAC)
- Customer Lifetime Value (LTV)
- Net Promoter Score (NPS)

Management Team:
Nadia Nadir – CEO
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Location: NIC Karachi, NED University, Main University Road, Karachi.
Website | Facebook | Instagram | LinkedIn

Business Details

Overview
DIGINAD is a digital art marketplace that connects Pakistani artists with global buyers, allowing them to showcase and sell their art at accessible prices while ensuring the protection of their intellectual property rights.

Name of Founder: Nadia Nadir
Industry: E-Commerce
Startup Development Stage: Product – Market Fit

Problem:
Our startup is trying to solve the following issues:
- Limited Exposure
- Intellectual Property Rights (IPR) Protection
- Fair Compensation
- Access to Authentic Art
- Market Navigation

Solution:
Empowering Pakistani Artists: Streamlined Sales Process, Intellectual Property Rights (IPR) Protection, Quality Assurance, Global Reach.

Target Market: Pakistani Artists, Global Art Buyers, Art Enthusiasts and Collectors, Digital Art Investors, Corporate Clients & People Seeking Intellectual Property (IPR) Protection. These represent the key segments DIGINAD aims to serve.
Value Propositions for Customers: Global Reach: Showcase your art to international buyers. Fair Pricing: Sell exclusive art at competitive rates. IP Protection: Secure your intellectual property rights. Monetization: Easily monetize your digital art, Community: Join a network of Pakistani artists and buyers.

Revenue Model: Transaction Fees, Listing Fees, Premium Services, Subscription Plans, Partnerships and Collaborations & IPR.
Impact: Supporting Local Artists-Economic Empowerment-Intellectual Property Rights (IPR) Awareness-Cultural Exchange-Sustainability in Art, Innovation in the Art Market

Competition:
§ Saatchi Art-Etsy-Artscene Galleries-Artfinder-Pakistan Art Gallery

Competitive Advantage:
DIGINAD's Competitive Advantages Niche Focus on:
Pakistani Artists: DIGINAD's dedication to showcasing only Pakistani artists provides a unique market positioning.

Discount World

Business Stats

Firm Size: N/A
Market Size: N/A
Business Model: B2B2C.
Revenue to Date: 20,000,000 PKR
Revenue Projections: N/A (for 1 year)
Amount of Funds raised: N/A
Exit Options: N/A

Sustainable Development Goals
N/A

Key Performance Metrics
N/A

Management Team:
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Location: N/A
Website | Facebook | Instagram | LinkedIn

Business Details

Overview
DW Platform: Offers personalized deals, discounts, and two-for-one promotions to enhance customer experience.

Name of Founder: Sultan Richard
Industry: Fintech
Startup Development Stage: Business – Market Fit

Problem:

- Centralization Challenge: Consumers face difficulty finding a single, user-friendly platform that aggregates a wide variety of deals, discounts, and exclusive offers from top global brands and local favorites.
- Lack of Personalization: The market falls short in providing a comprehensive ecosystem tailored to individual preferences, forcing users to navigate multiple sources and miss out on significant savings.
- Fragmentation and Inconvenience: The existing fragmentation across the deals and discounts landscape complicates the pursuit of spending less while enjoying more, underscoring the necessity for an innovative solution like the DW app.

Solution:
a. DW Platform
1. Personalized Deals-Discounts
2. Two-for-one
b. Values
1. Convenience
2. Variety
3. Affordability
c. Differentiation
1. User-Centric Personalization
2. Buy-1-Get-1 Platform
3. Comprehensive Coverage

Target Market: N/A
Value Propositions for Customers: N/A
Business Model: N/A
Impact: N/A
Competition: N/A

Competitive Advantage: N/A

EasyPay

Business Stats

Market Size: $ 300Mn
Business Model: B2B2C
Revenue to Date: None
Revenue Projections: 12,750,000 PKR (for 1 year)
Amount of Funds raised: None
Exit Options: Initial Public Offerings (IPO)

Sustainable Development Goals
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Key Performance Metrics

- Customer Acquisition Cost (CAC)
- Merchants Performance
- No. of Transactions
- User Engagement

Management Team:
Salman – Founder
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Location: NIC Karachi, NED University, Main University Road, Karachi.

Business Details

Overview
EasyPay is a fintech startup revolutionizing the payment landscape by offering a combined platform for instant payments and Buy Now, Pay Later (BNPL) services.

Name of Founder: Salman
Industry: Fintech
Startup Development Stage: Ideation

Problem:
Many consumers in emerging markets like Pakistan face financial exclusion due to limited access to flexible payments and credit. Businesses struggle with payment delays and inefficient systems, while rising inflation makes essential purchases harder without credit or installment options.

Solution:
EasyPay combines instant payments and Buy Now, Pay Later (BNPL) services, offering consumers flexible, interest-free installments and ensuring instant payments for merchants to improve cash flow. This solution promotes financial inclusion, expense management flexibility, and trust in digital payments.

Target Market: Our target market comprises people who are consumers of anything on a regular basis.
Value Propositions for Customers: EasyPay offers interest-free BNPL and instant payment solutions that are Sharia-compliant, providing customers with flexible, transparent payment options. The platform promotes financial inclusion and empowers women with dedicated programs while also offering cashback and rewards for enhanced customer value. Its user-friendly design and wide merchant network make it accessible to a broad range of consumers.

Revenue Model: EasyPay's business comes through merchant fees and customer BNPL fees.
Impact: Financial inclusion, digital transformation, economic growth.
Competition: Qist Bazaar, Baadmay, Kistpay, Kalpay

Competitive Advantage:
EasyPay's competitive advantage lies in its deep understanding of local markets and Sharia-compliant BNPL model, which caters specifically to cultural and religious preferences in Pakistan. The platform's commitment to women's financial empowerment through a tailored BNPL program is a unique offering that strengthens community ties and promotes inclusivity.

Ecofuel

Business Stats

Firm Size: 01
Market Size: 10M PKR
Revenue Model: B2B, B2B2C
Revenue to Date: None
Revenue Projections: 1,000,000 PKR (for 1 year)
Amount of Funds raised: None
Exit Options: Merger & Acquisition

Sustainable Development Goals
07

Key Performance Metrics
Sales Growth

Business Details

Overview
EcoFuel founded back in 2021 with the aim of providing efficient and safe hydrogen kits to the customers to save the environment, reduce fuel costs, and minimize maintenance costs.

Name of Founder: Dr. Shakeel Ahmed
Industry: Industrial Automation
Startup Development Stage: Product - Market Fit

Problem:
Increasing fuel prices.

Solution:
We are working on a portable and on-demand hydrogen system that is able to reduce or eliminate unburned hydrocarbons in internal combustion engines. Not only that, hydrogen can do many good things for an automobile's engine. The main purpose of this device is fuel saving by means of octane-boosting the regular hydrocarbon based fuels (Petrol, Diesel, LPG, CNG, LNG etc). It is an eco-friendly product. It results in 30 to 50% fuel savings and improved engine performance.

Target Market: 30M PKR
Value Propositions for Customers: 15K - 25K monthly fuel savings
Business Model: Direct Sales
Impact: N/A
Competition: I have no competitors who can install it in EFI vehicles.

Competitive Advantage: N/A

Management Team:
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Location: 1/9 Nazimabad 4D
Website | Instagram | Facebook | LinkedIn

Enerlytics

Business Stats

Firm Size: 10
Market Size: 7B USD
Revenue Model: B2B
Revenue to Date:
13,914,515 PKR
Revenue Projections:
41,743,545 PKR (for 1 year)
Amount of Funds raised:
None
E**xit Options:** Merger & Acquisition

Sustainable Development Goals
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Key Performance Metrics
N/A

Management Team:
Samir Ahmed – Founder
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Location: Suite 509, Fortune Center, Shahrah e Faisal Rd, Karachi.
Website | LinkedIn

Business Details

Overview
To revolutionize the energy sector by unlocking efficiency, sustainability, and cost savings through advanced analytics, empowering businesses to thrive in a dynamic energy landscape.

Name of Founder: Samir Ahmed
Industry: Industrial Automation
Startup Development Stage: Product – Market Fit

Problem:
Non-continuous monitoring of plant assets

Solution:
Enerlytics is an innovative, comprehensive energy asset management platform designed to address the challenges faced by the current energy management industry. It offers an end-to-end solution that integrates monitoring, analysis, optimization, and predictive capabilities for various energy assets, including grid systems, generators (gensets), solar PV, wind turbines, and battery storage systems. Enerlytics stands out with its user-centric design, developed by energy experts, and utilizes advanced AI and ML algorithms to provide actionable insights and predictive analytics. The platform is device agnostic, allowing seamless integration with a wide range of hardware and software, and offers flexible, cost-effective payment plans to accommodate diverse industries. Its proprietary algorithm is continuously refined to optimize generation dispatch plans based on factors like cost, reliability, and carbon budgets, helping users achieve greater efficiency, cost savings, and sustainability.

Target Market: B2B
Value Propositions for Customers: Our biggest differentiation is that we have developed a globally scalable off the shelf platform which can be used for all types of facilities and for all types of assets either on the generation side or consumption side. This makes Enerlytics as a one window source of intelligence for the entire energy and carbon value chain.
Business Model: SaaS
Impact: Supporting industries towards reduced energy and carbon footprint
Competition: Siemens, Schneider, Wattics and Energy CAP

Competitive Advantage: Energy Experts Developing this and Pakistan energy problems helping us develop the product.

Fame Wheels

Business Stats

Firm Size: 28
Market Size: $ 11 Billion
Business Model: B2B, B2C, B2G
Revenue to Date: 1,500,000 PKR
Revenue Projections: 50,000,000 PKR (for 1 year)
Amount of Funds raised: None
Exit Options: Initial Public Offerings (IPO)

Sustainable Development Goals
08 | 09 | 17

Key Performance Metrics
- SEO Optimization
- Application Downloads
- Website Traffic
- Inspection Demand
- Social Media Engagement

Management Team:
Munawar Abbas Shaikh – CEO
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Arham Abbas – Co-Founder
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Abdul Sattar Abro
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+92 300 8262487

Location:
Plot no.: A5, Block 5, Clifton, Karachi
Website | Facebook | Instagram | LinkedIn

Business Details

Overview
E-Commerce platform for Automobile.

Name of Founder: Munawar Abbas Shaikh
Industry: E-Commerce
Startup Development Stage: Product – Market Fit

Problem:
It is difficult to sell the car immediately; if anyone wishes, he or she has to post an ad and wait for calls. It takes enough time in processing and completion of transactions.

Solution:
We have developed a live bidding model where customers can sell easily without any wait. All you have to do is post an ad on our website or app and mark it to sell through bidding; we will inspect the car and post it live on the bidding platform. It takes 30 minutes to sell and 1 day to complete the transaction.

Target Market: Our target market is B2B, B2C, retail, and corporate car dealers.
Value Propositions for Customers: We provide live bidding & quality inspection to our customers.
Revenue Model: Our business comes from live bidding and inspections.

Competition: Direct competitors other than the bidding segment:
Pak Wheels - OLX - Inspection Pro

Competitive Advantage:
We have the first-mover advantage. We do not have any competitors in live bidding.

Haprow

Business Stats

Firm Size: 04
Market Size:
$ 404 Billion
Business Model:
B2B, B2C
Revenue to Date:
2,437,600 PKR
Revenue Projections:
88,640,000 PKR (for 1 year)
Amount of Funds raised:
22,223,976 PKR
Exit Options:
Merger & Acquisition

Sustainable Development Goals
03 | 04 | 08 | 09

Key Performance Metrics
- Revenue Growth
- Customer Retention
- Subscription Renewal Rate
- User Engagement
- Feedback from Educational and Defense Sector

Management Team:
Muhammad Ali Abbas – CEO
ali.abbas@haprow.com | +92 346 1013395

Location:
46-K, Block 6, P.E.C.H.S, Karachi, Pakistan.
Website | Facebook | Instagram | LinkedIn

Business Details

Overview
Haprow develops AI-powered robots and educational tools like TimTim, providing personalized learning and emotional support, especially for children with special needs.

Name of Founder: M. Ali Abbas
Industry: Industrial Automation
Startup Development Stage: Product – Market Fit

Problem:
Lack of personalized, adaptive education and emotional support tools for children with developmental challenges.

Solution:
AI-powered robots offering personalized education, emotional support, and real-time progress tracking.

Target Market: Special education schools, mainstream schools, parents, therapy centers, government, and defense.
Value Propositions for Customers: Personalized, adaptive learning, emotional support, real-time feedback, and cost-effective educational solutions.
Revenue Model: Hardware sales and annual subscription fees for continuous support and updates.
Impact: Improving learning outcomes, emotional well-being, and educational access for children, particularly those with special needs.
Competition: Milo Robot, Buddy Robot

Competitive Advantage:
Customization to local needs, lower costs compared to international competitors, and early deployment in defense training.

Highfy

Business Stats

Firm Size: N/A
Market Size: N/A
Revenue Model: N/A
Revenue to Date:
30,000 PKR
Revenue Projections:
N/A (for 1 year)
Amount of Funds raised:
N/A
Exit Options: N/A

Sustainable Development Goals
N/A

Key Performance Metrics
- N/A

Management Team:
Hanzala Raja – Founder
hanzala@highfy.pk | +92 321 2602454

Location: N/A
Website | Facebook | Instagram | LinkedIn

Business Details

Overview
A window beauty e-commerce curating a wide assortment of most-loved beauty products, providing exceptional value through incredible pricing and service, consistently.

Name of Founder: Hanzala Raja
Industry: E-Commerce
Startup Development Stage: Business – Market Fit

Problem:
The absence of a trustworthy source to buy health and beauty in Pakistan.

Solution:
A window beauty e-commerce curating a wide assortment of most-loved beauty products, providing exceptional value through incredible pricing and service, consistently.

Target Market: N/A
Value Propositions for Customers: N/A
Business Model: N/A
Impact: N/A
Competition: N/A

Competitive Advantage: N/A

IZAK 10

Business Stats

Firm Size: 02
Market Size: $ 45 Billion
Business Model: B2B
Revenue to Date: None
Revenue Projections: None (for 1 year)
Amount of Funds raised: None
Exit Options: Management Buyout (MBO)

Sustainable Development Goals
08 | 09

Key Performance Metrics

- No. of Potential Customers Approached
- % of Sales Pitch
- % of First Demos
- % of Participation in Bid
- Sales Growth

Management Team:
Fawad Kazi – CEO
fawad.kazi@izak10.com | +44 747 8449287

Location:
Remote, based out of United Kingdom
Website | LinkedIn

Business Details

Overview
We are a fast Credit Management Company with a focus on cross border dues. We have developed a customized CRM that we now want to market to the world.

Name of Founder: Fawad Kazi
Industry: Fintech
Startup Development Stage: Product – Market Fit

Problem:
Most financial institutions, except large ones, lack a comprehensive view of customer interactions across channels, leading to missed opportunities, poor experiences, and potential regulatory breaches. Existing CRM solutions are limited, costly for SMEs, and sold in fragmented modules, while legacy tech results in disconnected systems.

Solution:
The solution offers a unified platform for customer contact management, supporting teams in customer service, sales, complaints, arrears, and anti-money laundering. It covers company-initiated communications across departments like debt collections, client follow-ups, regulatory checks, fraud prevention, and surveys. Currently sold in modules, the solution will be offered as a cloud-based SaaS platform on Azure, addressing the entire business rather than individual departments.

Target Market: Financial Institutions, Utility Companies, FMCGs across Europe, USA and GCC
Value Propositions for Customers: To provide a comprehensive customer contact management solution/platform to help and support customer services, sales, complaints, arrears and anti-money laundering teams.
Revenue Model: Licensed users via SaaS and/or customized implementation.
Impact: The project is aimed at providing a cloud-based SaaS-based low-cost CRM solution to all SMEs.

Competition: Salesforce.com, Microsoft, SAP, Oracle, Adobe, Qualtrics, Zoho, Freshworks, Sprinklr, Financial Cloud

Competitive Advantage:
The cost of development in Pakistan is much lower compared to almost anywhere else in the world.

Megnus

Business Stats

Firm Size: 05
Market Size: 10,000 Restaurants in Pakistan (1st Phase)
Business Model: B2B, B2B2C
Revenue to Date: 1,000,000 PKR
Revenue Projections: 2,000,000 PKR (for 1 year)
Amount of Funds raised: None
Exit Options: Private Equity Buyout

Sustainable Development Goals
09

Key Performance Metrics
- Annual Recurring Revenue (ARR)
- Monthly Recurring Revenue (MRR)
- B2B2C Conversion Rate

Management Team:
Yasir Ahmed – CEO
yasir@megnus.app | +92 336 2316209

Location:
NIC Karachi, NED University, Main University Road, Karachi.
LinkedIn

Business Details

Overview
One Window Tech Stack for Restaurants.

Name of Founder: Yasir Ahmed
Industry: SaaS
Startup Development Stage: Business – Market Fit

Problem:
Running a restaurant is overwhelming—owners struggle with managing Tech, Inventory, staff, customer engagement, and orders, leading to inefficiencies and decreased profitability. Juggling multiple tools further complicates their day-to-day operations.

Solution:
Megnus provides an all-in-one, cloud-based restaurant management platform that automates operations, centralizes data, and simplifies workflows. It helps restaurant owners manage everything from inventory to customer engagement, freeing up time for them to focus on serving great food and creating memorable experiences.

Target Market: Our target market comprises of the restaurants all over the world.
Value Propositions for Customers: We provide one complete tech window with an option of complete customization.
Revenue Model: Subscription-based model.
Impact: We have increased the efficiency with cost reduction.

Competition: Toast, Blink, Square, Indolj

Competitive Advantage:
Pakistan's biggest pizza chain helped us to build this.

Meraal Cyber Security

Business Stats

Firm Size: 05
Market Size:
PKR 345 Billion
Revenue Model:
B2B2C
Revenue to Date: 0 PKR
Revenue Projections:
6,000,000 PKR (for 1 year)
Amount of Funds raised:
None
Exit Options:
Initial Public Offerings (IPO)

Sustainable Development Goals
03 | 04 | 05 | 08 | 09 | 16

Key Performance Metrics
- Customer Acquisition Cost (CAC)
- Quarterly Recurring Revenue (QRR)
- Customer Lifetime Value (LTV)

Management Team:
Salman Mushtaq Qureshi – CEO
office@meraal.me | +92 346 5328525

Location:
Office No.: 05A, Mian Safdar Ashraf Road, Alfalah Town, Lahore.
Website | LinkedIn

Business Details

Overview
Meraal Cyber Security protects Pakistan's digital infrastructure, empowering businesses and fostering secure technological progress.

Name of Founder: Salman Mushtaq Qureshi
Industry: Cyber Security
Startup Development Stage: Business – Market Fit

Problem:
Rising cyber threats, low awareness, compliance challenges, and limited resources hinder effective cybersecurity.

Solution:
Cybersecurity services, SLA management, vulnerability assessments, compliance consulting, and ISO audits and implementation.

Target Market: SMEs need affordable cybersecurity, large corporations require comprehensive solutions, and public institutions must secure sensitive data and ensure compliance.

Value Propositions for Customers: Expert team, innovative solutions, tailored services, and trusted partnerships.

Business Model: Subscription packages for ongoing security and project-based services for specific challenges.

Impact: MCS enhances digital safety with innovative solutions, educational workshops, and diverse talent, fostering resilience and inclusivity in cybersecurity.

Competition: Cyber Espial Pvt. Ltd., Systems Ltd., Oplox Tech.

Competitive Advantage:
MCS leverages its partnership with IPCS, a trusted Saudi cybersecurity firm, to access market expertise, strategic networks, and joint R&D, enabling rapid growth and innovation.

Mergn

Business Stats

Firm Size: 07
Market Size: $ 40 Billion
Business Model: B2B
Revenue to Date: 98,000,000 PKR
Revenue Projections: 280,000,000 PKR (for 1 year)
Amount of Funds raised: None
Exit Options: Merger & Acquisition

Sustainable Development Goals
09

Key Performance Metrics

- Revenue Growth
- Gross Profit
- Net Profit
- Conversion Rate
- Retention Rate
- Ordering Frequency

Management Team:
Nauman Sikander Mirza – CEO
nauman@mergn.com | +92 341 2613227

Location:
The Hive, Defense Phase 6, Khayaban e Nishat, Karachi
Website | LinkedIn

Business Details

Overview
Mergn is a customer engagement platform that helps brands accelerate conversion and retention and increase customer lifetime value. Our comprehensive experience of scaling online businesses and building world-class technology enables us to drive incredible results for our partnering brands.

Name of Founder: Nauman Sikander Mirza

Industry: Martech / Mediatech

Startup Development Stage: Product – Market Fit

Problem:
Brands do not have the capability to access customers' behavioral data and engage with them in real time with relevance and in a personalized manner.

Solution:
Omni channel customer engagement platform that ingests customer data from brand sources and builds engagement with customers on 12 different channels.

Target Market: Our target market is both national and international clientele.
Value Propositions for Customers: Increase retention, ordering frequency, conversion, and customer lifetime value.

Revenue Model: Integration fee and monthly subscription model.
Impact: 130% increase in customer retention.

Competition:

- MoEngage
- Braze
- Insider

Competitive Advantage:
The founder's network in the Pakistan market is strong; the founder's business know-how is strong, highly skilled technical leadership and team, and it is the only home-grown, fully blown engagement platform in the country.

Mithra & Co.
Women–led Business

Business Stats

Firm Size: 12
Market Size: $40 billion
Revenue Model: D2C
Revenue to Date:
12,000,000 PKR
Revenue Projections:
18,000,000 PKR (for 1 year)
Amount of Funds raised:
None
Exit Options: Partnership Buyout

Sustainable Development Goals
05 | 08

Key Performance Metrics

- Revenue Growth
- Customer Acquisition Cost (CAC)
- Customer Retention Rate
- Average Order Value (AOV)
- Conversion Rate
- Social Media Engagement
- Email Marketing Performance
- Gross Profit Margin
- Website Traffic
- Inventory Turnover Rate
- Return Rate
- Customer Satisfaction Score (CSAT)
- Market Penetration Rate
- Growth Rate (YoY)

Management Team:
Madeeha Muneer – CEO
madeehamuneer2011@gmail.com

Location:
Block "L", F. B. Area, Karachi.
Website | Facebook | Instagram | LinkedIn

Business Details

Overview
Mithra & Co. creates high-quality, timeless jewelry that blends luxury with accessibility. Using 18k gold plating and stainless steel, our hypoallergenic pieces cater to diverse styles, from minimalistic to bold. Committed to durability and authenticity, we bridge the gap between fast fashion and lasting quality. With nearly 200 million PKR in sales and a growing international presence, Mithra & Co. is redefining affordable luxury.

Name of Founder: Madeeha Muneer

Industry: E-Commerce

Startup Development Stage: Business – Market Fit

Problem:
Lack of affordable, high-quality, hypoallergenic jewelry for daily wear.

Solution:
Timeless, affordable, hypoallergenic jewelry using stainless steel and 18k gold plating.

Target Market: Mithra & Co. caters to women of all ages, focusing on young professionals, students, and style-savvy individuals aged 19 to 35. Our target audience values affordable, high-quality jewelry that blends elegance with durability, making it perfect for daily wear. We appeal to customers who appreciate unique, hypoallergenic designs and want versatile pieces that complement their personal style.
Value Propositions for Customers: Mithra & Co. offers high-quality, hypoallergenic, and affordable jewelry designed for everyday wear. Using stainless steel and 18k gold plating, the brand provides durable, stylish pieces that cater to different personalities, from minimalistic to bold designs, filling the gap between fast fashion and luxury jewelry.

Business Model: Mithra & Co. primarily follows a direct-to-consumer (DTC) revenue model through its e-commerce platform, selling jewelry directly via its website and social media channels. The brand also generates revenue from retail partnerships and pop-up events. Income streams include one-time product sales, limited-edition collections, and potential future collaborations with influencers and designers for exclusive launches.

Impact: Empowering artisans, creating jobs, and promoting affordable jewelry options.

Competition: Local brands like "Esfir", and international fast-fashion jewelry brands.

Competitive Advantage:
Strong brand presence, innovative designs, and expertise in mixing metals for unique pieces.

Parchon
Women–led Business

Business Stats

Firm Size: 03
Market Size: PKR 1.96 Billion
Business Model: B2B2C
Revenue to Date: 69,581,340 PKR
Revenue Projections: 173,953,350 PKR (for 1 year)
Amount of Funds raised: None
Exit Options: Liquidation

Sustainable Development Goals
01 | 04

Key Performance Metrics

- Revenue Growth
- Net Sales
- Customer Count
- Customer Retention Rate
- Customer Acquisition Cost (CAC)
- Customer Lifetime Value (LTV)
- Order Fulfillment Rate
- Return Rate
- Customer Response Rate
- Social Media Engagement
- Profit Margin

Management Team:
Syed Saad Ali – Director
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Umer Farooq – CFO
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Sidra Waseem – Business Analyst
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Location:
Plot 5-C, Mezzanine Floor, D.H.A. Phase 7 Phase 2 Commercial Area Defence Housing Authority, Karachi, Sindh

Business Details

Overview
We are launching an advanced POS software in small businesses for the KSA market.

Name of Founder: Sidra Waseem

Industry: Fintech

Startup Development Stage: Product – Market Fit

Problem:

- Thousands of retailers are facing challenges due to ZATKA law integration law in KSA.
- Affordability for small retailers.
- Language is another major barrier for international POS.
- Local POS are lacking in reliability and features.

Solution:

- Hybrid POS software with inventory management.
- One-click integration with ZATKA Law.
- All major ERP connectors are already available, i.e. SAP, Oracle EBS, MS Dynamics, Odoo etc.
- Very low recurring cost.
- Works on all major hardware or on PC.
- Option to sell products online.

Target Market: Small sized retailers in the KSA market.
Value Propositions for Customers: Hybrid POS system capable of functioning efficiently in both online and offline modes.

Revenue Model: SaaS

Impact: A point of sale (POS) system can significantly impact a business by streamlining operations, improving customer experience, and increasing revenue through efficient sales tracking, inventory management, and data-driven decision making. By implementing a robust POS system, businesses can experience improvements in operational efficiency, customer satisfaction, and ultimately, revenue growth, leading to a competitive advantage in the market.

Competition:
RetailPro - Minerets Tech - Dynamic 365 - Odoo - Square.

Competitive Advantage:
A well-implemented Point of Sale (POS) system can provide an unfair advantage to a business by enabling real-time data-driven decision making, personalized customer experiences, and streamlined operations, ultimately leading to increased customer loyalty and revenue growth. By leveraging advanced POS features such as inventory optimization, automated marketing, and employee performance tracking, businesses can outmaneuver competitors and establish a strong market position.

Prowess

Business Stats

Firm Size: 04
Market Size: $ 2 Million
Business Model: B2B, B2C
Revenue to Date: 300,000 PKR
Revenue Projections: 1,000,000 PKR (for 1 year)
Amount of Funds raised: None
Exit Options: Merger & Acquisition

Sustainable Development Goals
08 | 09

Management Team:
Muhammad Hussain – CEO
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Muhammad Anas – Co-Founder
boundless@boundless.pk | +92 333 2529962

Location:
Office # 09, Ground Floor, Dashtiyar Pride, Block 13D, Gulshan e Iqbal, Karachi – 75400, Pakistan.
Website | Facebook

Business Details

Overview
Digital Marketing Platform.

Name of Founder: Muhammad Hussain

Industry: Martech / Mediatech

Startup Development Stage: Product – Market Fit

Problem:
In the ocean of marketing, one of the most serious pains is the management of multiple leads along with tracking marketing achievements.
Our platform will provide a one-window solution for all marketers to manage, track, and generate more business.

Solution:
Management of all social media channels can be done from one platform, including the stats & analytics; leads management is available, follow-up automation is included to save leads, project management, a drag & drop email builder for quick marketing campaigns, and a drag & drop landing page builder are included.

Target Market: All digital agencies & SMEs.
Value Propositions for Customers: We provide cost-effective and prompt support to our customers.

Revenue Model: It's on a recurring basis.

Impact: It is a one-stop, single-login platform for marketing executions and stats.
Competition:

- HubSpot
- HootSuite
- Mailchimp
- Social Champ
- Wishpond

Competitive Advantage:
Our main competitive advantage is the cost-effectiveness of our product.

QRInsight

Business Stats

Firm Size: 12
Market Size: $13.7B
Budiness Model: B2B, B2C, B2B2C
Revenue to Date: PKR 550,000
Revenue Projections: PKR 1.5M (for 1 year) organic
Amount of Funds raised: None
Exit Options: Merger & Acquisition

Sustainable Development Goals
05 | 08 | 09 | 12 | 13 | 15 | 16 | 17

Key Performance Metrics
- Cost Efficiency
- Interactive Digital User Experience
- Net Profit Margin
- Customer Lifetime Value
- Customer Feedback
- Recurring Revenue

Management Team:
Hafiz Ibad – Founder
ibad@techoid.co | 0311-0206987
Kaleem Jabbar – Co-Founder
kaleem@techoid.co | 0346-2782320

Location:
Suite# C-2, 3rd Floor, Osif Center, Block 13-A, Main University Road
Website | Facebook | Instagram | LinkedIn

Business Details

Overview
QRinsight is a platform based on QR code technology. Through this platform, user can generate multiple use cases of QR codes having content, which the user can later change, edit, & update without changing the QR code.

Name of Founder: Hafiz Ibad & Kaleem Jabbar

Industry: SaaS

Startup Development Stage: Business-market fit

The Problem:
Quickly outdated information severely impacts the experience of 40% of customers and leads to a decline in user engagement with the product.
Moreover, 55% of companies struggle to provide a phygital experience to their target audience.
Businesses are spending up to 15% of revenue on printing and reprinting marketing materials. With paper costs rising, it's becoming INCREASINGLY EXPENSIVE to keep materials up to date in real-time.

The Solution:
Dynamic QRC can direct users to product digital info, surveys, reviews, or loyalty programs, providing businesses with valuable analytics.
Dynamic QRCs allow instant content updates, ensuring customers always have the latest information just upon scan.
Dynamic QRC link to multimedia content (product catalogue, libraries, menus) providing richer and more engaging customer experiences.

Target Market: Consumer Businesses, individuals, restaurants, event/marketing companies, corporates, SMEs, and enterprises.

Value Propositions for Customers: Cost-efficient, pay as you go.
Revenue Model: Subscription-based revenue, One-time cost, Brand equity value (white labeling), Global Resellers / Affiliates, Custom QR Code Solutions, QR Code Generator, API.

Impact: Encouraged paperless environment, reduced paper consumption, saving trees, reduced marketing material and printing cost, established in the retail barcode industry with a solid track record. https://barcodes.pk/

The Competition:
Supernova - QR Tiger - QR Code Chimp - QR Code Monkey - Me QR

Competitive Advantage: Custom type QR (maximum use cases in one single QR), working on AI QR (text to scannable QR image), in discussion with some service provider with AR QR.

RAYMAPS

Business Stats

Firm Size: 05
Market Size: $ 1 Billion
Business Model: B2B, B2C
Revenue to Date: 500,000 PKR
Revenue Projections: 2,000,000 PKR (for 1 year)
Amount of Funds raised: None
Exit Options: Merger & Acquisition

Sustainable Development Goals
09

Key Performance Metrics

- Application Downloads
- Software Licensing

Management Team:
Yasir Ahmed – CEO
yasir@raymaps.com | +92 317 4411129

Location:
House No.: 58/2, Lane 20, Phase 7, DHA, Karachi.

Business Details

Overview
Radio Frequency Planning Using Ray Tracing.

Name of Founder: Yasir Ahmed

Industry: SaaS

Startup Development Stage: Ideation

Problem:
Radio Frequency (RF) planning is an essential component of wireless network planning, rollout, upgradation, expansion, etc. This requires RF planning software such as Forsk Atoll or EDX Signal Pro. Historically, such software used empirical models that are quite simple and easy to implement but are inaccurate.
Another option is drive testing, which is very accurate but requires a lot of field work and is expensive (it also has a high carbon footprint). One solution to this problem is ray-tracing which is very accurate and can be implemented without ever going in the field. However, the computational complexity of Ray-Tracing is quite high and requires accurate information on 3D building data.

Solution:
RAYmaps has developed a Ray-Tracing engine for RF planning of 4G/5G networks. Ray tracing has been around for a while now but the availability of higher processing power and free 3D building databases has made it much more practical. It is especially useful for dense urban environments where street-level transceivers are replacing telecom towers and Reconfigurable Intelligent Surfaces are being used to fill coverage holes. Our simulation engine works for millimeter wave and terahertz bands as well, which is very important for the next generation of wireless networks.

Target Market: Target market includes telcos, R&D and defense organizations, and universities.

Value Propositions for Customers: Low cost and accurate coverage prediction of cellular networks.

Revenue Model: Licensing our product(s) to potential customers.

Impact: Research papers, books, apps.

Competition:
Forsk, EDX Wireless, Remcom, CelPlan, RanPlan Wireless

Competitive Advantage:
Access to skilled talent at significantly lower costs, enabling us to reduce development expenses while maintaining quality.

Rocco Video

Business Stats

Firm Size: 50
Market Size: $ 1.9 Billion
Business Model: B2B2C
Revenue to Date: 20,269,512 PKR
Revenue Projections: 61,086,201 PKR (for 1 year)
Amount of Funds raised: None
Exit Options: Secondary Sale

Sustainable Development Goals
01 | 02 | 03 | 04 | 05 | 06 | 07 | 08 | 09 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17

Management Team:
Muhammad Afzaal Khan – Co-Founder
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Bilal Ashfaq – CEO
bilal.ashfaq@roccovideo.com | +92 322 0588068
Hussnain Junaid – Co-Founder
info@roccovideo.com | +92 313 4019988

Location:
Johar Town, Lahore
Website | Facebook | Instagram | LinkedIn

Business Details

Overview
Short Video & Live Streaming Application.

Name of Founder: M. Afzaal Khan

Industry: SaaS

Startup Development Stage: Business – Market Fit

Problem:
The biggest problem in the market is that the local user is not able to access any of the company's officials. Due to this, the local user does not get the correct information.
The applications that are working earlier on the market do not provide a standard policy to the users. That, most companies benefit, and the user is not benefiting from it. Applications are not properly guiding people on how to create “content.”

Solution:
We have built a system that allows us to listen to all user issues and resolve them. Not only from this system, we will hear the problems of the user but we will also take their feedback and suggestions from the user and if the suggestions are effective, we will work on them.
We have created a user friendly policy that will benefit all users as well as the company.
And we've introduced a system on top of our app to improve content, where we'll train all our creators every week on how to deliver content.

Target Market: Our target market is every smartphone user in the world.

Value Propositions for Customers:
Quick, Engaging Content, Real-Time Interaction, Creativity and Self-Expression.
Revenue Model: In-App Purchases.

Competition:
- TikTok
- Poppo Live
- Snack Video
- Kwai

Routify

Business Stats

Market Size: $ 73 Billion
Business Model: B2B
Revenue to Date: 100,000 PKR
Revenue Projections: 500,000 PKR (for 1 year)
Amount of Funds raised: None
Exit Options: Merger & Acquisition

Sustainable Development Goals
11

Key Performance Metrics
- Average Revenue Per Unit (ARPU)
- Number of billable clients
- New leads acquired
- Leads converted
- Revenue Growth

Management Team:
Syed Mohammad Ammar – COO
syed.ammar@routify.ai | +92 332 3139575
Muhammad Ammar Khan – CTO
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Hamza Khan – CEO
hamza.khan@routify.ai | +49 152 31421049

Location:
B-157, Block 2, Gulistan e Johar, Karachi.
Website | LinkedIn

Business Details

Overview
Routify is a logistics automation SaaS tool, offering delivery planning, execution, and analysis.

Name of Founder: Syed Mohammad Ammar

Industry: Transportation, Mobility, and Logistics.

Startup Development Stage: Product – Market Fit

Problem:
In today's fast-paced world, 89% of companies in the logistics sector face 3 key problems:
- Manual or Inefficient Planning – Imagine planning 10,000 deliveries manually each day. It's time-consuming and resource-intensive.
- High Delivery Failures – Lack of operational transparency leads to missed deliveries and low customer satisfaction.
- High Logistics Costs – These inefficiencies drive up costs significantly.

Solution:
Routify offers a one-window, holistic solution in three phases:
- Plan: where we provide AI-powered tools to create efficient delivery plans in minutes.
- Execute: where we provide real-time tracking of vehicles and orders.
- Analyze: where we provide in-depth reports e.g., planned vs. actual operational costs.
- This helps identify bottlenecks and allows companies to grow their logistics operations.

Target Market: Logistics, distribution, manufacturing and ecommerce companies.
Value Propositions for Customers: Automate your logistics with a holistic window solution.

Revenue Model: Subscription-based.

Impact: 30% reduction in logistics cost.

Competition:
Routific, Locus, Onfleet, Fynd

Competitive Advantage:
Customized solutions as per client needs and consultancy for bringing improvement in logistics

RobAutoSTEM
Women–led Business

Business Stats

Firm Size: 30
Market Size: PKR 20Mn
Business Model: B2C, B2B
Revenue to Date: None
Revenue Projections: 3,000,000 PKR (for 1 year)
Amount of Funds raised: None
Exit Options: Merger & Acquisition

Sustainable Development Goals
03 | 09

Key Performance Metrics
- Customer Acquisition Cost (CAC)
- Quarterly Recurring Revenue (QRR)
- Customer Lifetime Value (LTV)

Management Team:
Riaz Uddin – CEO
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Madiha Akbar – CFO/CDO
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Abdullah Haider Ali – CTO/COO
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Location:
HHRCM Lab, Department of Electrical Engineering, NED University, Main University Road, Karachi.

Business Details

Overview
We create affordable, easily accessible, locally developed medical devices and automation solutions providing patient care and quality control with the aim of advancing the Made in Pakistan mission.

Name of Founder: Madiha Akbar
Industry: Industrial Automation
Startup Development Stage: Product – Market Fit

Problem:
Pakistani hospitals and industry rely heavily on imported medical devices, which incur high costs and their supply can be affected by disruption in world trade and export controls.

Solution:
We offer locally manufactured, indigenous solutions comparable in performance and design to these imported devices, at a much lesser (8-10 times). It is our aim to develop medical devices that provide maximum accessibility to the local Pakistani community with innovation and reliability.

Target Market: General and training hospitals, rural health units, medical instrument manufacturers, home care patients, industries.

Value Propositions for Customers:
Affordable, high-quality local devices with no import delays or middlemen.

Revenue Model: Product sales, training, maintenance, and IP licensing.

Impact: Promoting self-sufficiency in medical devices and industrial automation, reducing imports, supporting "Made in Pakistan," and strengthening health and industry sectors.

Competition: Competing with costly international brands and Chinese imports, as Pakistan lacks local medical device manufacturers.

Competitive Advantage:
- Budget Friendly
- Regulatory Compliance (ATP by PEC and RMVS by UK Govt.)
- State-of-the-Art Control Implementation (No Reverse Engineering)
- Rapidly Manufacturable

She6 Fashion

Business Stats

Firm Size: 21
Market Size: PKR 113.68 Million
Business Model: D2C, B2B2C
Revenue to Date: 49,000,000 PKR
Revenue Projections: 150,000,000 PKR (for 1 year)
Amount of Funds raised: None
Exit Options: Merger & Acquisition

Sustainable Development Goals
05 | 08 | 09 | 12

Key Performance Metrics
- Gross Sales
- Net Sales
- AdSpent
- Customer Base
- Customer Acquisition Cost (CAC)

Management Team:
Syed Shahmeer Riaz – CEO
shahmeershah98@gmail.com |
+92 315 1112136

Location:
House No.: 112, Sector 9F1, New Saeedabad, Baldia Town, Karachi.
Website | Instagram

Business Details

Overview
She6 Fashions is a brand specializing in high-quality, ready-to-wear hijabs and abayas. She6 Fashions aims to build a brand like GulAhmed and Khaadi, but focused on the niche of hijabs and abayas.

Name of Founder: Syed Shahmeer Riaz
Industry: E-Commerce
Startup Development Stage: Business – Market Fit

Problem:
Pakistan's 113.68 million hijab-wearing women lack a dedicated brand like GulAhmed or Khaadi, leaving a market gap. Key challenges: no hijab-specific fabric, impractical designs, high import costs, and low confidence due to negative media portrayals.

Solution:
She6 Fashions offers locally made, affordable hijabs and abayas with specialized fabrics, practical designs, and positive representation to empower modern hijabi women.

Target Market: 98% of Pakistani women wear hijab, abaya, or chaddar as their choice of outerwear.

Value Propositions for Customers: She6 Fashions provides stylish, comfortable, and affordable hijabs and abayas crafted from specialized fabrics to empower modern hijabi women in all aspects of life.

Revenue Model: Our business comes through the direct sales of our products. Impact: She6 Fashions has empowered thousands of hijabi women with high-quality modest clothing, promoted diversity in fashion, engaged the community, and supported economic growth through job creation.

Competition:
- TheHijabCompany
- Kefpk
- Malbus

Competitive Advantage:
Our commitment to fabric research and innovative design. Additionally, our strong distribution network across Pakistan helps us reach customers in both urban and rural areas.

SKYTech Dot
Women–led Business

Business Stats

Firm Size: 100
Market Size: PKR 15 Million
Business Model: B2B2C
Revenue to Date: 1,500,000 PKR
Revenue Projections: 5,000,000 PKR (for 1 year)
Amount of Funds raised: None
Exit Options: Initial Public Offerings (IPO)

Sustainable Development Goals
01 | 02 | 04 | 05 | 08 | 17

Key Performance Metrics
- Social Media Marketing
- E-Commerce Stores
- Local Market Introduction
- International Market Introduction
- Online Services Growth

Management Team:
Numaira Manzoor – CEO
jnumaira11@gmail.com | +92 333 5673810

Location:
77/2 Area H, North Nazimabad, Karachi.
Website | Facebook | Instagram | LinkedIn

Business Details

Overview
We are your partners in turning ideas into powerful solutions. With a team of dedicated professionals, we combine cutting-edge technology with creative expertise to craft software that drives growth and transforms industries.

Name of Founder: Numaira Manzoor
Industry: Edtech
Startup Development Stage: Product – Market Fit

Problem:
- Lack of Resources: Discrimination and stereotypes.
- Limited Access to Technology: Time Constraints
- Quality Education: Early Marriages and Divorces
- Unavailability of logistics resources and reach to national & international markets.

Solution:
We train (IT skills) digital marketing trainings to the underprivileged areas of Sindh, to uplift the community through the e-commerce business to introduce the handicraft products in national & international markets.

Target Market: All over Pakistan.
Value Propositions for Customers: End-to-End Solution, skills training, business establishment, explore opportunities, optimal utilization leading to a sustainable business model, ancillary support services to maintain long-term sustainability.
Revenue Model: Our business comes through the sale of our digital services.
Impact: 1500+ youth train and get placed/freelancing.

Competition:
- Enablers
- Xtreme Commerce
- Saylani Welfare
- JDC
- Google
- Amazon

Competitive Advantage: Customers don't have to invest anything.

Smartsphere
Women–led Business

Business Stats

Firm Size: 25
Market Size:
$ 3.78 Billion
Business Model:
B2B
Revenue to Date:
4,500,000 PKR
Revenue Projections:
4,500,000 PKR (for 1 year)
Amount of Funds raised:
None
Exit Options:
Merger & Acquisition

Sustainable Development Goals
08 | 09 | 10

Key Performance Metrics
- Customer Acquisition Cost (CAC)
- Monthly Recurring Revenue (MRR)
- Churn Rate
- Customer Satisfaction Rate (CSAT)
- Conversion Rate

Management Team:
Rakhshan Zulfiqar – CTO
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Location:
NIC Karachi, NED University,
Main University Road, Karachi.
Website | Facebook | LinkedIn

Business Details

Overview
Our startup specializes in developing advanced AI solutions, with a focus on creating intelligent chatbots designed to fully automate customer care services.

Name of Founder: Rakhshan Zulfiqar
Industry: AI & Big Data
Startup Development Stage: Product – Market Fit

Problem:
Inefficient and costly customer support processes. Businesses often struggle with handling high volumes of inquiries, leading to long wait times, inconsistent responses, and increased operational costs due to the need for large support teams. These inefficiencies negatively impact customer satisfaction and business growth.

Solution:
Our business offers an AI-powered chatbot solution designed to fully automate customer care operations while also managing additional tasks like scheduling meetings and sending reminders.

Target Market: Our target market includes businesses across industries such as e-commerce, telecommunications, finance, healthcare, and customer service centers that seek to enhance customer support through automation.

Value Propositions for Customers: 24/7 Availability - Cost Efficiency - Scalability

Revenue Model: Our business model is based on a subscription-based model with the following key components:
Tiered Pricing Plans - Custom Solutions - Usage-Based Fees
Impact: The impact of our AI chatbot solutions includes: Enhanced Customer Experience - Operational Efficiency - Scalability

Competition: Botisfy, Convo AI, Cognitive Digital

Competitive Advantage:
These include proprietary technology that offers superior performance and customization, local market expertise that tailors solutions specifically for Pakistani businesses, and strong partnerships with local firms to enhance our service offerings.

SuperButler

Business Stats

Firm Size: 16
Market Size: $ 1.49 Billion
Business Model: B2B
Revenue to Date: 1,800,000 PKR
Revenue Projections: 3,000,000 PKR (for 1 year)
Amount of Funds raised: None
Exit Options: Merger & Acquisition

Sustainable Development Goals
08 | 09 | 11 | 13 | 17

Key Performance Metrics

- Number of active users, Retention Rate, Average Order Value (AOV), Customer Satisfaction (CSAT), Avg. number of orders per month

Management Team:
Syed Waqar Hussain Shah – CEO
finance@superbutler.ai | +92 300 2360683

Location:
Suit A-203, Karim Terrance, Block 10 /A, Gulshan -e Iqbal, Karachi, Pakistan
Website | Facebook | Instagram | LinkedIn

Business Details

Overview
Superbutler is an AI-powered digital concierge SaaS solution designed for the hotel and hospitality industry, providing essential e-commerce services like room service, dining, spa bookings, minibars, laundry, limousine reservations, and tour packages.

Name of Founder: Syed Waqar Hussain Shah
Industry: Proptech
Startup Development Stage: Product – Market Fit

Problem:
Hotel traffic rose 37% in 2023, nearing pre-pandemic levels, but 79% of hoteliers face labor shortages. Additionally, language barriers hinder communication with international travelers.

Solution:
A QR code-based web app streamlines guest requests without requiring downloads, reducing staff workload. AI supports over 140 languages, identifies ancillary services, and enhances personalized upselling strategies to boost revenue while easing operational demands.

Target Market: Pakistan's largely offline hospitality sector aims to digitize 100+ hotels in year one, targeting AI-driven leadership and global expansion within five years.

Value Propositions for Customers:
AI-powered chatbot, speech-to-speech, QR code integration, no app or sign-ups, 140+ languages, remote ordering, payments, analytics, and PMS/POS integration.
Revenue Model: One-time setup fee, monthly subscription, and per-order transaction fee.

Impact: Saves $200,000 annually by reducing paper and time, using digital systems, and streamlining staff communication via WhatsApp.

Competition: Room Order, Bbot, HubOS, Duve, Intelity, Hotel Buddy

Competitive Advantage:

- No app download - Integration with all the top-rated POS/PMS
- No guest sign-up, manager can monitor live order and change prices.
- QR code scan enable seamless access to digital experiences.

The Direct Sell

Business Stats

Firm Size: 10
Market Size: PKR 84.3 Billion
Business Model: B2B
Revenue to Date: 750,000 PKR
Revenue Projections: 5,000,000 PKR (for 1 year)
Amount of Funds raised: None
Exit Options: Merger & Acquisition

Sustainable Development Goals
09

Key Performance Metrics

- Customer Acquisition Cost (CAC), Quarterly Recurring Revenue (QRR), Customer Lifetime Value (LTV), Churn Rate, Conversion Rate

Management Team:
Muhammad Umer – CEO
mohammadumer704@gmail.com | +92 310 2472589

Location:
NIC Karachi, NED University, Main University Road, Karachi.

Business Details

Overview
The Direct Sell is a field sales solution designed to help small industries manage and track their sales activities effectively.

Name of Founder: Muhamamd Umer
Industry: Transportation, Mobility, and Logistics
Startup Development Stage: Product – Market Fit

Problem:
Field sales software users frequently face high costs, limited customization, and usability issues, highlighting the need for affordable, user-friendly solutions with offline capabilities.

Solution:
The Direct Sell streamlines field sales with customizable, affordable software that ensures offline functionality and an easy learning curve for swift adoption. Designed for small to medium-sized businesses, it boosts efficiency by addressing major industry challenges like usability and connectivity gaps.

Target Market: SMEs in sales-driven industries, direct selling companies, franchise networks, real estate agencies, and service-based businesses with mobile teams.

Value Propositions for Customers: Personalized direct selling software designed for your business, with seamless offline functionality, a low-cost structure, and an easy learning curve for field sales reps.

Revenue Model: Subscription-based.
Impact: National Foods boosted field sales efficiency by 20% in the first quarter with The Direct Sell, leveraging its offline functionality and user-friendly design for seamless operations, better team coordination, and enhanced market presence.

Competition:
WS Provision, Centegy Technologies, Convex Solutions, Go Live, Repsly, E-Ocean, Intellexal Solution, Spotio, Sales Rabbit, Badger Maps, Outfield, LeadSquared

Competitive Advantage: Our competitive advantage lies in significantly lower customer support costs, and minimal production expenses, giving us a unique edge over competitors.

The Disrupt Labs

Business Stats

Firm Size: 10
Market Size: $ 4 Billion
Business Model: B2B
Revenue to Date:
30,000,000 PKR
Revenue Projections:
20,000,000 PKR (for 1 year)
Amount of Funds raised:
None
Exit Options: Private Equity Buyout

Sustainable Development Goals
03 | 08

Key Performance Metrics
- Recurring Clients
- Multinationals onboarding

Management Team:
Muhammad Umair – CEO
Umair@thedisruptlabs.com | +92 336 8515895

Location:
Suite No B-6, Block 3A, Gulistan e Johar, Karachi.
Website | Facebook | Instagram | LinkedIn

Business Details

Overview
The Disrupt Labs is a Safety AI Tech company that provides computer vision AI solutions for industrial safety. We are Empowering safety teams to proactively identify potential hazards with computer vision-driven alerts by upgrading their existing CCTV infrastructure with Artificial Intelligence.

Name of Founder: Muhammad Umair
Industry: Industrial Automation
Startup Development Stage: Business – Market Fit

Problem:
Every minute, 4 people die around the globe because of work-related accidents or disease.

Solution:
By empowering safety teams to proactively identify potential hazards with computer vision-driven alerts, workplace injuries can be drastically reduced.

Target Market: Our target market is manufacturing, and oil & gas sector businesses.

Value Propositions for Customers: Upgrade existing CCTV network with Artificial Intelligence for enhanced worker safety.

Revenue Model: Initial deployment cost, plus subscription.

Impact: Created 15 Jobs and developed a deep tech startup in Pakistan.

Competition:
- Intenseye.com
- protex.ai
- buddywise.com

Competitive Advantage: Our competitive advantage is our team. It is based in Pakistan, and cost-effective.

WiMetrix

Business Stats

Firm Size: N/A
Market Size: N/A
Revenue Model: N/A
Revenue to Date:
46,000,000 PKR
Revenue Projections: N/A
(for 1 year)
Amount of Funds raised:
N/A
Exit Options: N/A

Sustainable Development Goals:
N/A

Key Performance Metrics:
N/A

Business Details

Overview
We are helping manufacturers to improve their efficiency by 20%, reduce rejections by 50%, and save material by 3%. Hence making them more sustainable and reducing their carbon footprint.

Name of Founder: Abdul Moiz Sajjad
Industry: Industrial Automation
Startup Development Stage: Business – Market Fit

Problem:
The absence of a trustworthy source to buy health and beauty in Pakistan.

Solution:
A window beauty e-commerce curating a wide assortment of most-loved beauty products, providing exceptional value through incredible pricing and service, consistently.

Target Market: N/A
Value Propositions for Customers: N/A
Business Model: N/A
Impact: N/A
Competition: N/A
Competitive Advantage: N/A

CONTACT DETAILS
Management Team:
Abdul Moiz Sajjad – Founder
abdulmoiz@wimetrix.com |
+92 321 4049503

Location: N/A
Website

Zeesy

Business Stats

Firm Size: 35
Market Size: PKR 4 Billion
Revenue Model: B2C, B2B
Revenue to Date: None
Revenue Projections: 200,000,000 PKR (for 1 year)
Amount of Funds raised: None
Exit Options: Merger & Acquisition

SUSTAINABLE DEVELOPMENT GOALS 01

Key Performance Metrics

- Financial Performance
- Customer Behavior
- Operational Efficiency
- Customer Acquisition & Engagement
- Market Position

Management Team:
M. Zeeshan – CEO
ceo@zeesy.pk | +92 345 3800039

Location: N/A
Website | Facebook | Instagram | LinkedIn

Business Details

Overview
Zee.sy Jewellery is a leader in the artificial jewellery market, offering stylish, high-quality pieces that combine modern trends with traditional charm, making premium jewellery accessible and affordable for all.

Name of Founder: M. Zeeshan
Industry: E-Commerce
Startup Development Stage: Business – Market Fit

Problem:
Our product fulfills the need for affordable, stylish, and durable jewellery, enabling individuals to express themselves without the expense of real gold or diamonds, making trendy, high-quality options accessible to a wider audience.

Solution:
We offer a wide range of stylish, high-quality artificial jewellery that mirrors luxury designs at an affordable price. Our trendy, durable pieces cater to diverse tastes, empowering customers to express their unique style for any occasion without compromising on quality or budget.

Target Market: Pakistan, USA, Canada, Europe, Australia
Value Propositions for Customers: Artificial jewellery drives economic empowerment, supports women entrepreneurs, and promotes cultural preservation and sustainability while offering affordable, stylish, and secure alternatives to traditional gold jewellery.

Business Model: E-Commerce, and Retail Stores
Impact: Artificial jewellery fosters economic growth, empowers women entrepreneurs, enhances affordability for consumers, and supports sustainability while preserving cultural heritage and reducing security risks.
Competition: No Competition yet.

Competitive Advantage: Zee.sy Jewellery leverages a robust digital presence, innovative designs, and an affordable luxury approach to capture a significant share of the market, reinforced by brand credibility from platforms like Shark Tank Pakistan. With first-mover advantage in e-commerce, a loyal customer base, and a strong network of artisans and suppliers, the brand sustains its competitive edge through exceptional product quality and customer service.

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