



MINISTRY OF IT & TELECOM



One Pager

Meet the Startups of NIC Karachi's **Cohort 13**.
A glimpse into the innovative ideas driving
the future of entrepreneurship in Pakistan.



YBG



LUCKY LANDMARK





Asaanghar Fintech

Business Stats

Firm Size: N/A

Market Size:

N/A

Revenue Model:

N/A

Revenue to Date:

N/A

Revenue Projections: N/A

Amount of Funds raised:

N/A

Exit Options:

N/A

**Sustainable Development
Goals**

N/A

Key Performance Metrics

N/A

Business Details

Overview

Start your e-commerce journey with Let's Trade! Launch your online business with minimal investment & maximize your earnings.

Name of Founder: Faiq Sattar Khan

Industry: Fintech

Startup Development Stage: Business Model - Fit

Problem:

Pakistani urban middle-class segment lacks affordable home financing solution. Pakistan with a population of 250m has 88K mortgages that represents lowest (0.5%) mortgage to GDP penetration in Asia.

Solution:

Using technology to provide affordable Islamic mortgages to first-time homeowners in large undeserved middle & lower middle-income communities in Karachi and Hyderabad.

Target Market: N/A

Value Propositions for Customers: N/A

Revenue Model: N/A

Competition: N/A

Competitive Advantage: N/A

Management Team:

Faiq Sattar Khan – Founder

faiq@asaanghar.com | +92 333

3516772

Location: NIC Karachi, NED

University

Website:

<https://asaanghar.com/>



Bids Master AI

AI & Big Data

Business Stats

Firm Size: 03

Market Size: 76 Million
Users

Revenue Model: B2C

Revenue to Date: 160,000
PKR

Revenue Projections:
350,000 PKR (for 1 year)

Amount of Funds Raised:
None

Exit Options:
Initial Public Offerings (IPO)

**Sustainable
Development Goals**
SDG 01 | 02 | 05 | 10

Key Performance Metrics

We have registered 141 users till date, and we are working on progress to streamline the feedback of users. Till date using our freelancers got earned more than 18,000 USD with in 10 months of period.

Management Team:

M. Furqan – CEO/CTO
mohammadfurqanofficial@gmail.com |
+ 92 312 8295712

Location:

Kickstart, Shahra-e-quideen

Website:

<https://www.bidsmaster.ai/>

Facebook:

<https://www.facebook.com/bidsmasterai>

Instagram:

<https://www.instagram.com/bidsmasterai/>

LinkedIn:

<https://www.linkedin.com/company/bidsmasterai/>

Business Details

Overview:

Bids Master AI is automated AI based bidding platform for freelancer.com to provide them ease of bidding on freelancer.com.

Name of Founder: Muhammad Furqan

Industry: AI & Big Data

Startup Development Stage: Business Model - Fit

Problem:

There are 3 different type of users, and all have different issues and problems.
Students: Struggle to start freelancing due to lack of clarity on how to find projects or write compelling proposals.
On-Job Professionals (Aspiring Freelancers): Have limited time for bidding and face similar challenges in crafting attractive proposals to win clients.
Small & Medium Software Houses: Often spend \$100–\$150/month on bidding resources with minimal results. Our AI Agent offers a cost-effective alternative by generating more qualified leads through automation.

Solution:

Bids Master AI have all those solutions. Bids Master AI provides AI proposal writing and automated bidding on freelancer.com. AI Agent will give you more leads. No need to spend more time because it is automated with solid proposal writing pattern. It is cost effective and placing bid with in 2 mins after project posting.

Target Market: South Asia

Value Propositions for Customers: AI based bidding with 2 mins to beat market competition.

Business Model: Subscription – Based Model

Impact: Self Employment and No Poverty

Competition: Bidman, Upalerts, Proposalgenie

Competitive Advantage:

Bids Master AI will be one stop solution.



Cloud Call Pakistan

SaaS

Business Stats

Firm Size: 10

Market Size: \$202 Million

Revenue Model: B2C, B2B, B2B2C, and D2C

Revenue to Date:

2,000,000 PKR

Revenue Projections:

15,000,000 PKR (for 1 year)

Amount of Funds raised:

None

Exit Options: Private Equity Buyout

Sustainable Development Goals

SDG 08 | 09 | 10 | 12 | 13 | 17

Key Performance Metrics

- Customer Acquisition Cost (CAC)
- Customer Lifetime Value (CLV)

Management Team:

M. Hamid Ejaz – Founder
hello@cloudcall.pk | +92 333 3129975

Location:

61T PECHS Block 6 Karachi.
Website: <https://cloudcall.com/>

Facebook:

<https://www.facebook.com/cloudcall.pk>

LinkedIn:

<https://www.linkedin.com/company/cloudcallpk/posts/>

Business Details

Overview:

CloudCall is a business-focused communication software with built-in call recording and archiving, seamlessly integrated with CRM systems to support smarter decisions, remote team management, and improved productivity.

Name of Founder: M. Hamid Ejaz

Industry: SaaS

Startup Development Stage: Business Model - Fit

Problem:

Lack of Affordable Solutions, Scalability Issues, Integration Challenges, Poor Customer Support, Limited Features for Analytics and Reporting, Data Security Concerns.

Solution:

Affordable Pricing, Scalability, Easy Integrations, Local Customer Support, Advanced Analytics, Data Security.

Target Market: Enterprises, SMBs, startups, call centers, e-commerce.

Value Propositions for Customers: CloudCall offers an inbuilt CRM along with the ability to integrate with leading industry CRMs, providing centralized communication, call recording, and analytics—all in a scalable, cloud-based solution designed to boost efficiency and customer experience.

Business Model: Subscription Based (\$5 / agent)

Impact: CloudCall is transforming business communication in Pakistan by offering affordable, cloud-based call center solutions. It helps SMEs—over 90% of local businesses—cut support costs by up to 40% and manage remote teams efficiently. Aligned with Pakistan's growing \$6.5B BPO industry, CloudCall drives digital transformation and supports the country's tech ecosystem.

Competition: Voxya, TechnoCall, Sparrow, InstaCall.

Competitive Advantage:

Already have big customer base, with very well known brands, combined expertise of 15+ years of industry.



Commify ai

MarTech/MediaTech

Business Stats

Firm Size: 06
Revenue Model: B2B
Revenue to Date: None
Revenue Projections:
None (for 1 year)
Amount of Funds raised:
6,000,000 PKR
Exit Options:
Merger & Acquisition
Sustainable Development Goals
SDG 08

Key Performance Metrics

- Waitlist signups
- Prototype Development
- Team Readiness
- Initial Partnerships
- Go-to-Market Plan
- Raising Investment

Management Team:

Dua Anjum – COO
duajanmuhammed@gmail.com
| +92 321 3277510
Hafiz Ibtehaj Samir Khan – CEO
ibtehajkhanoff@gmail.com |
+92 310 1062596
Saram Hai – CTO
saram@thebotss.com | +92
317 2547900

Location:

Gulistan e Johar, Karachi

Business Details

Overview

B2B AI SaaS Product, All in one AI solution for Ecommerce.

Name of Founder: Dua Anjum

Industry: Martech & Mediatech

Startup Development Stage: Product – Solution Fit

Problem:

Existing chatbot platforms are too simple and fail to handle complex user queries. Difficulty integrating Shopify and WooCommerce stores with existing tools. Businesses rely on multiple platforms for different AI use cases, leading to fragmented workflows. Platforms offering advanced automation are too complex and hard to use for SMBs.

Solution:

Deliver 24/7 automated customer support to resolve queries instantly, handle complex questions, and enhance user experience. Easily add, remove, or replace image backgrounds, create professional product visuals.

Target Market: E – Commerce Store owners

Value Propositions for Customers: All in one AI platform, one click integrations.

Business Model: Subscription – Based model

Competition: Sendbird, Tidio, Wati.io, make.com, Botpress.

Competitive Advantage:

Deep domain expertise



Ecoplast Cleantech | Women - Led

Business Stats

Firm Size: 00

Market Size: \$2.75 Billion

Revenue Model: B2C

Revenue to Date: None

Revenue Projections: None
(for 1 year)

Amount of Funds raised:
None

Exit Options: Initial Public Offerings (IPO)

Sustainable Development Goals

SDG 03 | 05 | 11 | 12 | 13 | 14 | 15 | 17

Key Performance Metrics

- Revenue Growth Rate
- Net Profit Margin
- Return on Investment (ROI)
- Customer Satisfaction
- Customer Retention Rate (CRR)
- Employee Engagement
- Product Capacity Utilization
- Supply Chain Efficiency
- Carbon Footprint Reduction
- Waste Reduction

Management Team:

Waresha Atif – CEO
wareshaatif27@gmail.com |
+92 320 8228305

Laiba Waheed – CMO
laibawaheed863@gmail.com |
+92 335 1267515

Warisha Malik – CFO
Warishamalik498@gmail.com |
+92 312 3610284

Amna Qadir – COO
Amnanazabdulqadir@icloud.com
| +92 315 2612858

Business Details

Overview

Ecoplast aims to tackle the pressing issue of plastic pollution by revolutionizing the conventional plastic industry. Our business model introduces biodegradable plastics made from locally sourced waste materials, such as corn cobs, which decompose naturally.

Name of Founder: Waresha Atif

Industry: Healthtech

Startup Development Stage: Problem – Solution Fit

Problem:

Ecoplast's innovative biodegradable plastics can have a significant impact across various areas. Such as, Environmental impact, Social impact, Economic impact.

Solution:

The solution to all these environmental and health hazards caused by conventional plastic is overcome by the production of biodegradable, sustainable, and compostable plastic the production of these bioplastics marks back to the year 1862.

Target Market: Industries with significant plastic usage, such as packaging, consumer goods, automotive, construction, medical devices, and other sectors.

Value Propositions for Customers: Ecoplast is crafted from waste materials like corn cob; it also offers biodegradable plastics with embedded seeds, providing a sustainable and environmentally friendly alternative to traditional plastics.

Business Model: Retail sales, Advertising revenue, Licensing and Technology Partnerships, Waste collection and recycling fees.

Impact: Ecoplast's innovative biodegradable plastics can have a significant impact across various areas such as environmental impact, social impact, and economic impact.

Competition:

NovumPack, Green Carry Bags, ACC Polymers, TekPak Solutions.

Competitive Advantage:

Market impact, difficult to replicate, Monopoly, Intellectual property.

Location:

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

Instagram: https://www.instagram.com/ecoplast_



Electric Ark

Cleantech

Business Stats

Firm Size: 04
Market Size: \$7.07 Billion
Revenue Model:
B2B, B2C, and B2G
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
SDG 07 | 09 | 13 | 14 | 17
Key Performance Metrics
None

Management Team:
Syed Haris Izhar – CEO
ceo@electricark.co |
+92 321 2023554

Location:
Office 608, Parsa Tower,
Shahrah e Faisal.

Website:
<https://electricark.co/>
Instagram:
<https://www.instagram.com/electricark.co>

Business Details

Overview

Electric Ark is Pakistan's first dedicated electric boat and marine propulsion Technology Company, pioneering sustainable innovation in the maritime sector. Headquartered in Karachi, Electric Ark designs and manufactures 100% electric, zero-emission boats and propulsion systems tailored for commercial, recreational, and defense applications across emerging markets.

Name of Founder: Syed Haris Izhar
Industry: Cleantech
Startup Development Stage: Product – Market Fit

Problem:

Economic Burden of Fuel, Environmental Pollution, Lack of Access to Clean Marine Technology, Fragmented Infrastructure, Need for Smarter Naval Solutions.

Solution:

Electric Ark – Our Proposed Solution
Electric Ark offers a scalable, locally-developed solution to transform traditional marine transport through 100% electric, zero-emission boats and propulsion systems — tailored for regional needs and environmental priorities.

1. Fully Electric Boats
2. Proprietary Electric Propulsion Systems
3. Smart Systems & Digital Integration (Future – Ready)
4. Local Manufacturing, Global Reach

Target Market: Africa, Middle East & Asia.

Value Propositions for Customers: Up to 80% lower running costs than diesel boats, Zero emissions, Low maintenance, Quiet & smooth operation, Modular use, locally made, Smart dashboard & tracking, Scalable & future-ready.

Business Model: Electric Boat Sales, Retrofitting Services, On-site support & Training, Subscription to Customer Portal, Defense & Government Contracts, Export Partnerships.

Impact: Yes — Electric Ark has already begun creating impact, even at this early stage. Environmental Impact, Industrial Innovation Impact, Economic & Strategic Impact.

Competition: Global players like Torqeedo and ePropulsion focus on US/EU, leaving Asia, Africa, and the Middle East underserved.

Competitive Advantage:

Unfair Advantage Electric Ark holds a first-mover advantage in Pakistan's marine EV space, with proprietary technology, regional focus, and early government engagement.



Fulflit Global Solutions Logistics

Business Stats

Firm Size: 01

Market Size: \$73.7 Million

Revenue Model: B2B,
B2B2C, and B2I

Revenue to Date: None

Revenue Projections:
77,246,400 PKR (for 1 year)

Amount of Funds raised:
None

Exit Options: Merger &
Acquisition

**Sustainable Development
Goals**

SDG 08 | 10

Key Performance Metrics

- Operational: Fulfillment Time, Delivery Speed, and Inventory Accuracy
- Financial: Monthly Recurring Revenue (MRR), Gross Margin, Customer Acquisition Cost (CAC), and Customer Lifetime Value (LTV)
- Tech: Uptime, API Success.
- Growth: Active SMEs, Order Growth, New Market Penetration.

Management Team:

Fawwad Haider – Founder &
CEO

fawwad@fulflit.com | +92 345
2286948

Syed Faisal Hasan – CPO
faisal.hasan.92@outlook.com |
+92 342 2175251

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

Business Details

Overview:

Fulflit is a platform for e-commerce businesses, enabling cross-border warehousing and fulfilment solutions, unlocking global business potential.

Name of Founder: Fawwad Haider

Industry: Transportation and Logistics

Startup Development Stage: Product – Market Fit

Problem:

Challenges faced by e-commerce businesses aspiring to go global:

- High Cross-border courier charges
- Longer transit times
- Lack of transparency
- Regulatory challenges

Solution:

Tech platform to manage cross-border warehousing and fulfilment of e-commerce businesses. Manage orders globally on the go with visibility across different stages, right from inbound to delivery. Integrate with e-commerce platforms for seamless process of order processing, fulfilment, packing and delivery.

Target Market: E – Commerce, and SMEs.

Value Propositions for Customers: Empower SMEs to ship globally at lower cost and quick delivery—leveraging logistics, strategic warehouses, and seamless e-commerce integration.

Business Model: Commission based.

Impact: Opened up doors for e-commerce businesses to grow globally, enhancing economic growth by increasing exports and thus creating a lasting impact on trade deficit by empowering SMEs.

Competition: Allied E-commerce solutions, Maersk-Local warehousing, Aramex, RGS Logistics, City Mail.

Competitive Advantage:

Logistics revolving around tech as the core function.



Godaam Tech Pvt Ltd

Logistics

Business Stats

Firm Size: N/A
Market Size: N/A
Revenue Model: N/A
Revenue to Date: None
Revenue Projections:
N/A
Amount of Funds raised:
None
Exit Options: N/A
Sustainable Development Goals
N/A
Key Performance Metrics
N/A

Management Team:

Habib Ullah – Founder
habib.ullah@godaamtech.com |
+92 321 8204974

Location:

NIC Karachi, NED University

Website:

<https://www.godaamtech.com/>

Business Details

Overview

Creating a network of digitally connected warehouses across the country that can provide financing to farmers against the produce using it as a collateral and helping them in sellout.

Name of Founder: Habib Ullah

Industry: Logistics

Startup Development Stage: Business Model - Fit

Problem:

As a fourth generation farmer, I aim to solve the issues faced by small scale farmers in Pakistan.

Solution:

Creating a network of digitally connected warehouses across the country that can provide financing to farmers against the produce using it as a collateral and helping them in sellout.

Target Market: N/A

Value Propositions for Customers: N/A

Business Model: N/A

Impact: N/A

Competition: N/A

Competitive Advantage: N/A



HealthTune

HealthTech

Business Stats

Firm Size: 04

Market Size: \$60 – 80 Billion

Revenue Model: B2B, and B2C

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

SDG 03 | 08 | 09

Key Performance Metrics

- Speech-to-Text Accuracy
- Clinical Note Accuracy
- Documentation Speed Improvement
- Reduction in Administrative Burden
- 5. User Adoption Rate
- 6. Retention Rate
- 7. Revenue Impact

Management Team:

S. Wasiq Muhammad – CEO
s.wasiq@wenawa.com | +92 332 3109690

S. Shariq Muhammad – Chief Strategy Advisor
syedshariq.muhammad@gmail.com | +92 321 2175405

Location:

Office No.9-A, Third Floor "Al-Khursheed Plaza", Plot No.Sb-33, Block No.13-C, Kda Scheme No.24, Gulshan-E-Iqbal, Karachi.

Website: <https://www.healthtune.io/>

LinkedIn:

<https://www.linkedin.com/showcase/healthtune/>

Business Details

Overview

Transforming clinical documentation through AI to enhance efficiency, accuracy, and patient care.

Name of Founder: S. Wasiq Muhammad

Industry: HealthTech

Startup Development Stage: Product - Market Fit

Problem:

Healthcare providers face an increasing administrative burden due to extensive clinical documentation requirements. Physicians often spend more time on paperwork than on patient care, leading to burnout, decreased efficiency, and reduced quality of service. Traditional methods of medical documentation are time-consuming, prone to errors which can result in compliance risks and revenue loss due to inaccurate coding and billing.

Solution:

Our AI Clinical Documentation solution leverages advanced natural language processing (NLP) and machine learning to automate and streamline the creation of medical records. By capturing and intelligently transcribing patient-provider interactions in real time, the solution generates accurate, structured, and compliant clinical notes with minimal manual input. This technology reduces documentation time by up to 70%, lowers administrative costs, and minimizes human errors.

Target Market: Hospitals, Clinics (General & Specialty), Private Practices, Telemedicine, Providers Urgent Care Centers.

Value Propositions for Customers:

Increased Efficiency & Reduced Administrative Burden, Improved Accuracy & Reduced Errors, Faster Clinical Decision-Making, Better Patient Experience.

Business Model: Subscription, and Enterprise Licensing.

Impact: Reduces documentation time per patient encounter from 15-20 minutes to under 5 minutes, enabling providers to see more patients. AI-driven transcription achieves up to 98% accuracy, reducing medical errors and misinterpretations.

Competition: Lyrebird Health, Suki, Abridge, Nuance DAX, Avaros.

Competitive Advantage: Our solution offers plug-and-play integration with major communication channels for telehealth and Electronic Health Record (EHR) systems, also support our native language.



Hydrosun Cleantech

Business Stats

Firm Size: 100

Market Size: Worldwide

Revenue Model: B2B

Revenue to Date:

80,000,000 PKR

Revenue Projections:

20,000,000 PKR (for 1 year)

Amount of Funds raised:

None

Exit Options: Initial Public

Offerings (IPO)

Sustainable Development Goals

SDG 06 | 07

Key Performance Metrics

- No. of Products.
- Partnerships
- Deployments

Management Team:

Ammad Farukh – CFO
ammad.farukh@bondheshams.org | + 92 304 5222254

Location:

Giga Mall

Website:

<https://www.hydrosuntech.com/>

Business Details

Overview

Solar innovation.

Name of Founder: Ammad Farukh

Industry: Cleantech

Startup Development Stage: Business Model - Fit

Problem:

Lack of access to clean drinking water.

Solution:

Easy access to clean drinking water in last mile communities.

Target Market: Non profits.

Value Propositions for Customers: Tech

Business Model: Business

Impact: Easy access to clean water

Competition: None

Competitive Advantage: None.



Inclusive Destiny

Edtech

Business Stats

Firm Size: 03

Market Size:

Approximately 15% of the total population in Pakistan.

Business Model:

B2B, and B2C

Revenue to Date:

500,000 PKR

Revenue Projections:

5,000,000 PKR (for 1 year)

Amount of Funds raised:

None

Exit Options:

Partnership Buyout

Sustainable Development Goals

SDG 04 | 05 | 08 | 09 | 10 | 11 | 16

Key Performance Metrics

- 1. Product Development
- 2. Customer Acquisition Cost (CAC)

Management Team:

Adeel Ahmed – Founder & CEO
adeelmustafvi@gmail.com | +92 344 2546945

Location:

House no: A-1053 Gulshan-e-Hadeed ph1 BinQasim Karachi.

Facebook:

<https://www.facebook.com/inclusivedestiny>

Instagram:

<https://www.instagram.com/inclusivedestinyofficial/>

Business Details

Overview

Our social enterprise aims to empower individuals with disabilities by providing comprehensive solutions, assistive technologies, and training programs. We strive to bridge the gap in accessibility and create a more inclusive society.

Name of Founder: Adeel Ahmed

Industry: EdTech

Startup Development Stage: Product - Market Fit

Problem: Limited awareness about assistive technologies and solutions among individuals with disabilities. Difficulty in finding suitable products and services, leading to potential miss purchases. Limited access to training and skill development opportunities. Blind individuals struggle to read/write in Urdu. Only 5% of blind students in Pakistan receive education. High costs make solutions inaccessible. Lack of training and workplace accessibility. Inaccessible environments limit participation.

Solution:

Our social enterprise aims to empower individuals with disabilities by providing comprehensive solutions, assistive technologies, and training programs. We strive to bridge the gap in accessibility and create a more inclusive society.

Target Market: Individuals with Disabilities, Educational Sector, NGO'S, and Banking Sector.

Value Propositions for Customers: Personalized assistive technology solutions catering to diverse needs 2. Innovative products and services, including accessible phone apps and software 3. Specialized training and development programs for marketable skills 4. A comprehensive platform for informed decision-making, offering relevant information, resources, and products.

Business Model: Service based model, Customized based model, personalized assistive technology solutions, project based model, and Inclusive education programs.

Impact: Inclusive Destiny's Urdu Screen Reader is revolutionizing access to information and opportunities for individuals with visual impairments in Pakistan, enabling: Equal access to education, improved employment opportunities, enhanced independence, increased social inclusion.

Competition: Freedom Scientific, NV Access, Dolphin SuperNova, and Microsoft Narrator.

Competitive Advantage:

Inclusive Destiny's deep understanding of the needs of individuals with disabilities, combined with its expertise in assistive technology, allows it to develop tailored solutions that are both innovative and practical, giving it a unique edge in the market.



Kuanta

AI & Big Data

Business Stats

Firm Size: N/A
Market Size: N/A
Revenue Model: N/A
Revenue to Date: N/A
Revenue Projections: N/A
Amount of Funds raised:
N/A
Exit Options: N/A

Sustainable Development Goals
N/A

Key Performance Metrics:
N/A

Management Team:

Meeran Malik – Founder
meeran@kuanta.ai |
+65 905 18941

Location:

NIC Karachi, NED University

Website:

<https://kuanta.ai/>

Business Details

Overview

Kuanta is the AI powered startup evaluation, support and analysis tool for “VC analysts, investors, accelerators” Kuanta deep-dives into startup evaluation with VC-grade analysis and research.

Name of Founder: Meeran Malik

Industry: AI & Big Data

Startup Development Stage: Business Model - Fit

Problem:

- Expensive: Traditional evaluation is time-consuming
- Slow: Large volumes of companies making it slow
- Bias: Human bias and miss high potential opportunities.

Solution:

Kuanta is the AI powered startup evaluation, support and analysis tool for “VC analysts, investors, accelerators” Kuanta deep-dives into startup evaluation with VC-grade analysis and research.

Target Market: N/A

Value Propositions for Customers: N/A

Business Model: N/A

Impact: N/A

Competition: N/A

Competitive Advantage: N/A



Liquify Now

Industrial Automation

Business Stats

Firm Size: 10
Revenue Model: B2B
Revenue to Date:
1,000,000 PKR
Revenue Projections:
10,000,000 PKR (for 1 year)
Amount of Funds raised:
None
Exit Options: Merger & Acquisition
Sustainable Development Goals
SDG 09
Key Performance Metrics

- Monthly Recurring Revenue
- Asset Liquidation Volume
- Customer Acquisition Cost (CAC)
- Client Retention Rate
- Time to Close Deal
- Customer Satisfaction (CSAT)
- Market Expansion

Management Team:

M. Mujtaba – CEO
mujtaba@liquifynow.com | +92 333 3599990

Location:

Suite 502, Bali Business Boulevard, DHA phase 2 ext., Karachi, Pakistan.
Website: <https://liquifynow.com/>

LinkedIn:

<https://www.linkedin.com/company/liquify-now/>

Instagram:

<https://www.instagram.com/liquifynow>

Business Details

Overview

Liquify Now is a scrap liquidation and asset recovery company that leverages 40 years of inherited industry expertise to maximize value for businesses. We provide a transparent, efficient, and profitable alternative to traditional tenders, ensuring faster transactions, higher returns, and seamless execution. Our end-to-end service helps companies optimize resources, improve cash flow, and promote sustainability while eliminating inefficiencies in the scrap industry.

Name of Founder: M. Mujtaba

Industry: Industrial Automation

Startup Development Stage: Business Model - Fit

Problem:

In the scrap industry, companies face significant challenges in efficiently managing and liquidating their scrap materials. The traditional process is often slow, opaque, and costly, involving multiple middlemen and long waiting times, typically ranging from 30 to 90 days. This results in blocked capital, inefficient space usage, and the potential for lower returns on scrap.

Solution:

Liquify Now offers a comprehensive and streamlined solution to the challenges companies face in scrap liquidation. Our service focuses on speed, transparency, and cost-efficiency, ensuring that businesses can quickly and effectively manage their scrap materials.

Target Market: Large industrial manufacturers, corporate enterprises, and government entities that generate significant amounts of scrap and surplus assets.

Value Propositions for Customers: Liquify Now's Unique Value Proposition (UVP) lies in our ability to offer a seamless, transparent, and highly efficient scrap liquidation process.

Business Model: Commission Based.

Impact: Liquify Now is making a positive impact in the scrap liquidation industry by offering more efficient, transparent, and cost-effective solutions for scrap management. Our services have helped companies optimize their scrap sales, resulting in faster transactions and better prices for their assets.

Competition: One notable indirect competitor is Metal Loop, an Austrian-based company.

Competitive Advantage:

Liquify Now's unfair advantage stems from our industry expertise and strong local network, built on over 40 years of combined experience in the scrap and recycling market.



LO (Loralai Olives) E-Commerce | Women - Led

Business Stats

Firm Size: 10

Revenue Model:

D2C, B2B, B2B2C, B2C

Revenue to Date:

807,382 PKR

Revenue Projections:

6,000,000 PKR (for 1 year)

Amount of Funds raised:

None

Exit Options:

Secondary Sale

Sustainable Development Goals

SDG 01 | 02 | 03 | 05 | 08 |
11 | 12 | 13 | 17

Key Performance Metrics

- Profit Margin
- Cycle Time [Harvest & Extraction, Transport, Label Printing, Packaging]
- Customer Satisfaction
- Customer Retention Rate (CRR)
- Customer Acquisition Cost (CAC)

Management Team:

Shaukat Rasool – CEO

ssr@loralaiolives.pk | +92 346
2020829

Aiza Imran – Brand Manager &
Founding Member

aiza.imran@loralaiolives.pk | +92
311 8394523

Location:

2nd Floor, City View Tower. 156
Shaheed-e-Millat Rd. near
Naheed Supermarket,
Bahadurabad Delhi Mercantile
Society, Karachi.

Business Details

Overview

LO is Pakistan's first-ever premium EVOO brand, proudly representing our country's untapped agricultural potential.

Name of Founder: Aiza Imran & Shaukat Rasool

Industry: E - Commerce

Startup Development Stage: Product – Market Fit

Problem:

- Import Dominance & Lack of Transparency: Over 4,000-4,500 metric tons of olive oil is imported annually, primarily from Spain, Italy, and Turkey, with little transparency on quality, freshness, or origin.
- Lost Economic Potential: Pakistan exported only

Solution:

LO is transforming Pakistan's olive oil industry by offering a premium, locally produced Extra Virgin Olive Oil (EVOO) that meets both local and global demand.

Target Market: Local: Health-conscious individuals, food enthusiasts, high-end restaurants & hotels - Global Markets: USA, Middle East & Europe.

Value Propositions for Customers: Pakistan's First Globally Competitive EVOO: Filling the market gap with a premium, locally produced alternative to expensive imports.

Business Model: Direct / Retail Sellers, and Agro Tourism / Sommelier Events.

Impact: By introducing this product to both local & international markets, we will be able to make a name for Pakistan's olive production while becoming the face of its ideal quality.

Competition: Siddiqui's, Jen's Deli, Borges, Sasso, Dalda.

Competitive Advantage:

LO's unfair advantage lies in the deep industry expertise and unique resources its founders bring. While many local brands are newcomers to the Pakistani olive oil market, LO's founders, through their agritech company Khaity Tech, have established a strong track record in the olive industry.

Website:

<https://loralaiolives.pk/>

Facebook:

<https://www.facebook.com/profile.php>

Instagram:

<https://www.instagram.com/loralai.olives>

LinkedIn:

<https://www.linkedin.com/company/loralai-olives/>



Mailall, LLC

MarTech/MediaTech

Business Stats

Firm Size: N/A
Market Size: N/A
Business Model: N/A
Revenue to Date: N/A
Revenue Projections: N/A
Amount of Funds raised:
None
Exit Options:
N/A
Sustainable Development Goals
N/A
Key Performance Metrics
N/A

Business Details

Overview

Mailall.io is an AI-driven email validation tool revolutionizing email verification with results 2X traditional tools. While others leave risky catch-all emails unverified.

Name of Founder: Salman Saleem

Industry: Martech / Mediatech

Startup Development Stage: Business Model - Fit

Problem:

We don't just validate emails; we engineer deliverability. Mailall.io's AI overcomes the 'catch-all' barrier, delivering unprecedented list accuracy and ROI.

Solution:

Mailall.io is an AI-driven email validation tool revolutionizing email verification with results 2X traditional tools. While others leave risky catch-all emails unverified.

Target Market: N/A

Value Propositions for Customers: N/A

Business Model: N/A

Impact: N/A

Competition: N/A

Competitive Advantage:

N/A

Management Team:

Salman Saleem – Founder
salman@mailall.io |
+92 337 0396235

Location:

NIC Karachi, NED University

Website:

<https://mailall.io/>



Manufacturing Marketplace Pvt Ltd

Industrial Automation

Business Stats

Firm Size: 04
Market Size: \$7 Billion
Revenue Model: B2B
Revenue to Date:
6,500,000 PKR
Revenue Projections:
50,000,000 PKR (for 1 year)
Amount of Funds raised:
None
Exit Options:
Private Equity Buyout
Sustainable Development Goals
SDG 08 | 09 | 12 | 17
Key Performance Metrics

- Registered Manufacturers.
- Completed Projects
- No. of Customers.
- Revenue Growth
- Quoting Efficiency
- Repeat Engagement Rate
- Platform Engagement
- Grant & Institutional Support

Management Team:

Muddassir Ahmed – Director
pakistanmanufacturing@gmail.com | +92 336 1111746
Muhammad Ali – Director
pakistanmanufacturing@gmail.com | +92 331 2292176

Location:

313, Insaf chambers, MA jinnah road, Karachi.

Business Details

Overview

Manufacturing marketplace Pvt. Ltd.

Name of Founder: Muddassir Ahmed

Industry: Industrial Automation

Startup Development Stage: Business Model - Fit

Problem:

Pakistan's manufacturing sector is highly dependent on imports and lacks a centralized, reliable, and digitized industrial sourcing ecosystem. OEMs, startups, and utilities face long lead times, high costs, and unstructured supply chains when trying to source or develop industrial components.

Key Pain Points:

No unified B2B platform for local manufacturing solutions, Fragmented and unverified vendor networks, Lack of digital tools for RFQs, prototyping, and vendor matching, Limited capacity to localize critical components for energy, mobility, and agriculture sectors

Solution:

Manufacturing.pk offers Pakistan's first digital industrial marketplace and sourcing platform that connects verified local manufacturers with large buyers, startups, and R&D institutions.

Key Features: Digital B2B Marketplace, Smart RFQ System, Rapid Prototyping & Tooling Services, Vendor Validation & Ratings, Local Manufacturing First, Integrated Consulting.

Target Market: Plastic & Metal products.

Value Propositions for Customers: Develop products locally, smoothen supply chain, access to verified manufacturers.

Business Model: Margins based, Commission based.

Impact: Plastic and metal products are localized, subsidizing import.

Competition: None

Competitive Advantage:

Deep Manufacturing Network, Proprietary Cost Estimation & RFQ Tools, On-Ground Industry Expertise, Strong Institutional Backing, Localized Knowledge Graph.

Website:

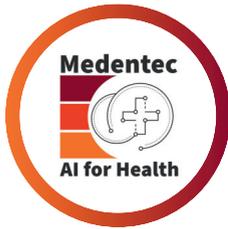
<https://manufacturing.pk/>

Facebook:

<http://facebook.com/manufacturing.pk>

LinkedIn:

<http://linkedin.com/company/manufacturingpk>



Medentec HealthTech | Women - Led

Business Stats

Firm Size: 05

Business Model: B2B,
D2C, B2G

Revenue to Date: None

Revenue Projections:
600,000 PKR (for 1 year)

Amount of Funds raised:
None

Exit Options: Initial Public
Offerings (IPO)

**Sustainable Development
Goals**

SDG 03 | 04

Key Performance Metrics

- Number of Active Users
- User Growth Rates
- Diagnostic Accuracy Rate
- Market Penetration
- Geographical Reach
- Annual Recurring Revenue
- Customer Acquisition Cost (CAC)
- Average Response Rates
- Downtimes

Management Team:

Fahad Umer – CEO
dr.fahadumer@gmail.com | +92
333 2165755

Niha Adnan – COO
nihasuriya@gmail.com | +92
353 83304276

Location:

NIC Karachi, NED University.

Business Details

Overview

Medentec is an AI-driven healthcare company revolutionizing oral disease detection through advanced deep-learning technology. Our AI-powered mobile application enables early diagnosis of dental caries and oral cancer, making oral healthcare more accessible, scalable, and affordable, especially in underserved regions.

Name of Founder: Fahad Umer

Industry: Healthtech

Startup Development Stage: Problem – Solution Fit

Problem:

Medentec is addressing the critical challenge of early detection of oral diseases. Many individuals, especially in underserved communities, face limited access to timely dental care, leading to undiagnosed or late-diagnosed conditions such as dental caries and oral cancer. Traditional diagnostic methods often fall short in scalability and efficiency.

Solution:

Medentec's AI-powered mobile application aims to provide quick, accurate, and cost-effective screening, enabling early intervention, reducing long-term healthcare costs, and improving overall oral health outcomes.

Target Market: Telehealth sector, underserved communities, government health programs, NGOs, and insurance providers.

Value Propositions for Customers: Our AI-powered mobile application offers a cost-effective, scalable, and user-friendly solution that enhances telehealth and traditional care models.

Business Model: Subscription fee, Licensing fee, Usage based charging, Partnership and grants.

Impact: Already served 1000 + patients in rural communities.

Competition:

Pearl, Overjet, Smile.io, Sehat Kahani.

Competitive Advantage:

Medentec has developed an innovative tool that enables patients to capture high-quality intraoral images using their smartphones. This patient-centric feature empowers individuals to perform self-assessments, facilitating early detection of oral diseases such as dental caries and oral cancer. By integrating this technology into our AI-driven mobile application, we enhance accessibility to oral healthcare, particularly in underserved regions, promoting proactive management of oral health and enabling timely intervention.



MedLoop Technologies

Sharing Economy

Business Stats

Firm Size: 05

Revenue Model: B2B, and B2C

Revenue to Date: None

Revenue Projections:

500,000 PKR (for 1 year)

Amount of Funds raised:

None

Exit Options: Merger & Acquisition

Sustainable Development Goals

SDG 03 | 12 | 13 | 14 | 15

Key Performance Metrics

- Total Medicines Collected
- Redistribution Rate
- User Engagement
- Partner Growth
- Environmental Impact
- Impact Tokens Sold
- Social Impact
- Revenue Growth

Management Team:

Mustafa Zaidi – Founder & CEO
mustafa.zaidi@getmedloop.com |
+92 339 6335667

Aadil Akber Ali – Developer
mustafa.zaidi@getmedloop.com |
+92 339 6335667

Location:

Gulshan e Iqbal Block 4.

Website: <https://getmedloop.com/>

Facebook:

<https://www.facebook.com/MedLoopTechnologies>

Instagram:

<https://www.instagram.com/medloop.technologies>

LinkedIn:

<https://www.linkedin.com/company/medloop-tech/>

Business Details

Overview

MedLoop is a circular healthcare initiative transforming how communities manage unused and expired medicines. We enable individuals to safely return their surplus or expired medications through local pharmacies, who then redistribute eligible medicines to those in need or dispose of them responsibly.

Name of Founder: Mustafa Zaidi

Industry: Sharing Economy

Startup Development Stage: Product – Market Fit

Problem:

Millions of households accumulate unused or expired medicines, leading to unsafe self-medication, environmental pollution, and wasted healthcare resources. Meanwhile, low-income communities struggle to access essential medications. There is no structured, incentivized system for safe medicine return, responsible disposal, or redistribution.

Solution:

MedLoop offers a tech-enabled platform that allows users to return unused or expired medicines through verified pharmacies. Usable medicines are redistributed to those in need, and expired ones are safely disposed of. Users earn rewards, while partners gain impact tokens for ESG/CSR. This creates a circular, responsible, and inclusive healthcare model.

Target Market: Urban and semi-urban households with surplus or expired medicines, pharmacies serving as collection partners, pharmaceutical companies seeking ESG impact, and NGOs distributing verified reusable meds to underserved communities.

Value Propositions for Customers: Safe & Easy Disposal, Earn Rewards, Social Impact, Environmental Responsibility, Track your impact

Business Model: Impact Token Sales, Subscription Fees, Transaction Fees, and Data Insights & Reporting services.

Impact: MedLoop reduces pharmaceutical waste, prevents environmental contamination, and improves medicine access for underserved communities.

Competition: PharmaSwap, and Sirum.

Competitive Advantage:

Unique combination of local community engagement, blockchain-powered impact tracking, and partnerships with pharmacies and pharmaceutical companies.



MiteXpert

HealthTech | Women Led

Business Stats

Firm Size: 00

Revenue Model: B2C

Revenue to Date: None

Revenue Projections:
38,880,000 PKR (for 1 year)

Amount of Funds raised:
None

Exit Options: Merger &
Acquisition

Sustainable Development Goals

SDG 03 | 05 | 09 | 11 | 12

Key Performance Metrics

- Sales & Growth
- Customer Engagement
- Product Effectiveness
- Operational Efficiency
- Expansion

Management Team:

Zahra Himayl – CEO
Zahra.himayl@gmail.com |
+92 322 2243006

Emaan Ghorl – CFO
emaanghorl@gmail.com |
+92 303 9123001

Amna Abdul Rahim – CMO
aamnarahim18@gmail.com |
+92 317 0875221

Kinza Imtiaz – COO
Kinzaimtiaz909@gmail.com |
+92 302 9219210

Location:

NIC Karachi, NED University

Business Details

Overview

MiteXpert is a dust mite neutralizer spray designed to reduce allergens and provide relief for allergy and asthma sufferers. It offers a safe, eco-friendly, and cost-effective alternative to traditional anti-allergen solutions.

Name of Founder: Zahra Himayl

Industry: Healthtech

Startup Development Stage: Product – Market Fit

Problem:

MiteXpert is addressing the widespread issue of dust mite allergies, which affect a significant portion of the global population. Dust mites are microscopic pests found in household dust, thriving in humid environments like beddings, carpets, car seats etc and their allergens can trigger asthma, respiratory issues, and skin irritations.

Solution:

MiteXpert aims to provide an effective, affordable, and safe alternative by offering a dust mite allergen neutralizer that is skin-friendly, free from harmful chemicals, and accessible to the average Pakistani consumer. The combination of benzyl benzoate, a scientifically proven Acaricide and citric acid, dust mite neutraliser along with mite repelling essential oils serves as a perfect dust mite killer spray.

Target Market: Allergy and asthma sufferers, households with children or elderly members, and health conscious customers who seek a healthier indoor environment.

Value Propositions for Customers: No harsh chemical smells, no skin or respiratory irritation, easily accessible, affordable.

Revenue Model: Retail Sales

Impact: It can reduce allergic reactions from dust mites, improving the quality of life for allergy sufferers and preventing chronic respiratory issues.

Competition:

Dust MiteX, Allersearch ADMS Anti Allergen Spray, PACAGEN, Bamboo Duvet.

Competitive Advantage:

First mover advantage: MiteXpert is the first of its kind in Pakistan's market.



Raahi TravelTech | Women - Led

Business Stats

Firm Size: 03
Market Size: 2.3 Million PKR
Revenue Model: B2B, B2C
Revenue to Date: 2,100,000 PKR
Revenue Projections: 3,500,000 PKR (for 1 year)
Amount of Funds raised: None
Exit Options: Private Equity Buyout
Sustainable Development Goals
SDG 03 | 05 | 08 | 11 | 13 | 16
Key Performance Metrics

- Customer Satisfaction Score (CSAT)
- Net Promoter Score (NPS)
- Customer Retention Rate (CRR)
- Community Engagement

Management Team:

Syed Rida Shahid – COO
contact@raahitravels.com |
+ 92 336 8906483

Location:

Flat no 506A falak bridge view ,
Nazimabad no 1 , Karachi.

Business Details

Overview

Raahi Travels is women led, nature based travelling platform. Provides personalized, rejuvenating, learning based travel experiences to the travelers and tourists.

Name of Founder: Syed Rida Shahid

Industry: Traveltech

Startup Development Stage: Business Model - Fit

Problem:

In today's fast-paced, urban lifestyles, people of all ages are increasingly disconnected—from nature, from themselves, and from each other. Travel has become transactional and rushed, often lacking depth, purpose, and rejuvenation. Families struggle to find safe, meaningful, and inclusive travel options that offer real connection and learning.

Solution:

Raahi Travels offers nature-based, purpose-driven journeys that help individuals and families reconnect with nature, rejuvenate mentally and emotionally, and learn through immersive travel experiences. Designed for all age groups, Raahi's offerings—from group learning tours and adventure escapes to wellness retreats and cultural immersions—promote deeper connections, mindful exploration, and lifelong learning, transforming travel into a tool for personal and collective growth.

Target Market: Corporate, Schools, Universities, Learning institutes and Foreigners to visit Pakistan.

Value Propositions for Customers: Personalized experience and distinguish events.

Impact: Sustainability, Reconnecting with nature.

Competition:

Green Tourism, Siyah, Dastaan, Youth Impact.

Competitive Advantage:

ARaahi Travels stands out through its purpose-driven, curated experiences. From Sukoon wellness retreats and Junoon adventure series to Kaafly educational tours and eco-voluntourism with Meri Dunya, each event blends connection, learning, and sustainability.



RILITS Industrial Automation

Business Stats

Firm Size: 28

Market Size: \$250 Million

Revenue Model: B2B

Revenue to Date:

86,252,125 PKR

Revenue Projections:

150,000,000 PKR

(for 1 year)

Amount of Funds raised:

None

Exit Options: Merger &

Acquisition

Sustainable Development

Goals

SDG 09

Key Performance Metrics

1. Customer Retention Rate
(CRR)

2. Customer Acquisition
Cost (CAC)

Business Details

Overview

RILITS (RFID Item Level Inventory Tracking Solution) is dedicated to revolutionizing inventory management in the apparel and garment manufacturing industry through innovative RFID technology.

Name of Founder: M. Jawwad Yacoob

Industry: Industrial Automation

Startup Development Stage: Business Model - Fit

Problem:

RILITS addresses critical inefficiencies in the apparel and garment manufacturing industry related to inventory management and shipment accuracy. The core problems we solve include: Inventory Inaccuracies, Packing Errors, Inefficient Tracking and Verification Processes, High Operational Costs.

Solution:

RILITS offers a comprehensive RFID-based solution designed to tackle the significant challenges faced by the apparel and garment manufacturing industry in inventory management and shipment accuracy.

Target Market:

RILITS targets the apparel and garment manufacturing industry, focusing on businesses that struggle with inventory management inefficiencies.

Value Propositions for Customers:

Increased Accuracy, Enhanced Efficiency, Scalability, Cost Savings, Real Time Data Visibility, Excellent After Sale Services.

Business Model: Solution Sale, Support & Maintenance Service Revenue, Hardware Sales, RFID Labels Sale.

Impact: Saving penalties for client - thus increasing export revenue earned by Pakistan. Also faster production & packing thus increasing speed of the container loading & unloading processes of the clients.

Competition: Clustag, SML, Avery Dennison, RPac.

Competitive Advantage: Proprietary Technology, Local Production & R&D facility, Deep Industry Knowledge, Expert Team with Specialized Skills & Scalable Solutions.

Management Team:

M. Jawwad Yacoob – CEO
jawwad@rilits.com | +92 303
2884452

Sheheryar Jawwad – Sales &
Growth Manager
sheheryar@rilits.com | +92 327
2233327

Location:

Plot # 51-H-1, Floor 1,
Kaimkhani House, Block 6,
PECHS.

Website:

<https://rilits.com/>



Sajiero

E-Commerce

Business Stats

Firm Size: 16
Market Size: \$400 Million
Revenue Model: B2B, D2C
Revenue to Date: 190,000,000 PKR
Revenue Projections: 150,000,000 PKR (for 1 year)
Amount of Funds raised: None
Exit Options: Merger & Acquisition
Sustainable Development Goals
SDG 05
Key Performance Metrics
N/A

Management Team:

M. Sohaib – CEO
sohaibsohail2@gmail.com | + 92 301 2769333
M. Maaz – CMO
Maazsohail38@gmail.com | +92 339 2003935

Location:

A-352 Sector 6/A mehran town
Korangi Karachi.

Website:

<https://www.sajiero.com/>

Business Details

Overview

E – Commerce Platform for intimate wear.

Name of Founder: M. Sohaib

Industry: E - Commerce

Startup Development Stage: Product – Market Fit

Problem:

In Pakistan, a lot of brands deal in outfits literally for every occasion, but what about our inner comfort and confidence? Options are limited, and the price point of those options is way too high.

Solution:

Here comes Sajiero, providing intimates with a huge variety of vibrant designs and at the most affordable prices and the products are available for all sizes.

Target Market: Females

Value Propositions for Customers: One step intimate wear solution.

Business Model: Product Sales

Impact: Providing woman a one stop solution for all their intimate wear need.

Competition:

IFG, BLS, Comfy Pajama, Losha, Espico PinK

Competitive Advantage:

Having connections and experience in the product side that do wonders.



SAZ Engineering

Industrial Automation

Business Stats

Firm Size: 15

Market Size: PKR 50 Billion

Business Model: B2B

Revenue to Date:

60,000,000 PKR

Revenue Projections:

30,000,000 PKR (for 1 year)

Amount of Funds raised:

None

Exit Options: Secondary Sale

Sustainable Development

Goals

SDG 09

Key Performance Metrics

- Monthly Recurring Revenue (MRR)
- Customer Acquisition Cost (CAC)
- Customer Retention Rate
- Product / Service Downtime
- 5. Operational Efficiency
- 6. On - Time Delivery Rate
- 7. Employee Productivity and Engagement
- 8. Return on Investment (ROI)

Management Team:

Zulfiqar Ali – CEO

zulfiqarali@sazengineering.com | +92

331 8883468

Saeed Khan – MD

saeedkhan@sazengineering.com | +92

331 2607835

Muhammad Ali Saeed – Director

muhammadali@sazengineering.com |

+92 335 2115278

Location:

Plot No. 22, Sector # 24, Korangi

Industrial Area, Karachi, 74900

Website: <https://sazengineering.com/>

Facebook:

<https://www.facebook.com/sazengineering/>

LinkedIn:

<https://www.linkedin.com/company/sazengineering>

Instagram:

https://www.instagram.com/saz_engineering/

Business Details

Overview

One Window Solution for Lifting, Managing and Handling Goods with safety and care as Aerial Working Platform, Material Handling Equipment, Elevators and Cranes.

Name of Founder: Zulfiqar Ali

Industry: Industrial Automation

Startup Development Stage: Business Model - Fit

Problem:

Many industries in Pakistan face challenges in finding reliable sources of industrial equipment and services that minimize downtime and are cost-effective. Businesses often struggle with equipment failure, long maintenance periods, and high operational costs, which negatively impact their productivity and profitability. There's a growing need for solutions that provide both reliability and affordability without compromising quality.

Solution:

SAZ Engineering provides reliable, high-quality industrial equipment and services, offering both locally customized and imported solutions to minimize downtime and reduce operational costs. Our tailored offerings are designed to meet the specific needs of each industry, ensuring optimal performance and long-term reliability. With a focus on affordability and efficiency, we help businesses improve productivity and achieve cost savings without compromising on quality.

Target Market: Almost every industry of Pakistan starting from superstores to massive oil refineries and power plants.

Value Propositions for Customers:

High-Quality Industrial Solutions, Customized Solutions, Cost-Effective Offerings, On-Time Delivery & Support, Expertise & Experience, and Commitment to Innovation.

Business Model: Equipment sale and services.

Impact: Our solutions have helped businesses improve operational efficiency, reduce downtime, and lower costs, contributing to the growth and success of our clients.

Competition: Allied Engineering, FG Industries, ITD (Intertrade Distributors), KZK, Orient Energy Services.

Competitive Advantage:

SAZ Engineering's unfair advantage lies in our unique combination of local expertise, personalized service, and a dynamic, energetic engineering team that deeply understands the challenges faced by industries in Pakistan.



Scouts.pk

Fintech

Business Stats

Firm Size: 12

Revenue Model: B2B,
B2C

Revenue to Date:
3,500,000 PKR

Revenue Projections:
10,000,000 PKR (for 1 year)

Amount of Funds raised:
None

Exit Options: Merger &
Acquisition

**Sustainable Development
Goals**
SDG 09 | 17

Key Performance Metrics

- No. of Customers
- Tax Return Filed
- App Downloads
- Customer Satisfaction
- Conversion Rate

Management Team:

Maqsood Ahmed – CMO
Maqsoodshaikh457@gmail.com
| +92 312 3931476

Jahanzeb – CEO
Jahanzeb@Scouts.pk | +92
307 3028764

Location:

I-thrive, near Teen Talwar,
Karachi.

Facebook:

<https://web.facebook.com/SindhCounts/>

LinkedIn:

<https://www.linkedin.com/company/sindhcounts/>

Business Details

Overview

We at Scouts.pk provide hassle-free tax consultancy services, including income tax and sales tax return filing, company registration, and tax notice handling. Our services cater to individuals, SMEs, startups, and corporations. We also have a mobile app that allows users to self-file tax returns in just 10 minutes, watch tax-related videos, and chat with experts for assistance. Users can choose between self-filing and expert-assisted tax filing options for a seamless experience.

Name of Founder: Maqsood Ahmed

Industry: Fintech

Startup Development Stage: Product – Market Fit

Problem:

Scouts.pk addresses the complexity of tax filing and business registration by offering fast, affordable, and expert-assisted services, especially for individuals and startups.

Solution:

Scouts.pk provides a user-friendly platform for quick and compliant tax filing, along with expert support and global business registration services.

Target Market: Small business owners, salaried class, Entrepreneurs.

Value Propositions for Customers: Scouts.pk offers fast, affordable, and expert-assisted tax filing with a user-friendly app and compliance support.

Business Model: Subscription – Based, and Fixed Fees.

Impact: Scouts.pk simplifies tax filing for individuals and businesses, ensuring compliance and empowering entrepreneurs with easy access to expert support and global business opportunities.

Competition:

Befiler, Apnatax, Activefiler.

Competitive Advantage:

Scouts.pk's unfair advantage is our easy-to-use mobile app that allows fast self-filing with expert support.



Securitanium

Cybersecurity

Business Stats

Firm Size: 04
Market Size: \$100 Million
Revenue Model: B2B, B2C
Revenue to Date: 800,000 PKR
Revenue Projections: 1,000,000 PKR (for 1 year)
Amount of Funds raised: None
Exit Options: Private Equity Buyout

Sustainable Development Goals
SDG 09

Key Performance Metrics

- Number of Clients
- Number of Licenses
- Email detected
- Attacks prevented

Management Team:
Waqar Ahmed – CEO
waqarahmed@securitanium.com
| + 92 333 7033747

Location:
A274 block 15 Gulistan Jauhar.

Website:
<https://securitanium.com/>

LinkedIn:
<https://www.linkedin.com/in/waqarahmedcybersecurity>

Business Details

Overview

AI based phishing detection and prevention solution.

Name of Founder: Waqar Ahmed

Industry: Cybersecurity

Startup Development Stage: Product Market - Fit

Problem:

85% of cyber-attacks are caused by phishing emails. This means existing technology is ineffective at stopping them because they only check the sender details and are unable to analyze content of email.

Solution:

We are addressing the rise of phishing attacks by not only checking the sender details but also using AI to analyze content, tone, vocabulary etc of emails body to detect phishing emails and remove them from the inbox thus preventing employees from getting phished.

Target Market: Fintech, banks, e-commerce

Value Propositions for Customers: Leveraging AI technology for detecting sophisticated phishing threats, providing organizations with enhanced protection against cyber-attacks.

Business Model: License based Model

Impact: Reducing cyber attacks

Competition:

Tessian, Abnormal Security

Competitive Advantage:

Team has decade of experience in cyber security and software engineering.



Sortech Incorporations

Industrial Automation

Business Stats

Firm Size: 03

Market Size: 28.7 Billion
PKR

Business Model: B2B

Revenue to Date: 250,000
PKR

Revenue Projections:
1,000,000 PKR (for 1 year)

Amount of Funds raised:
None

Exit Options: Private Equity
Buyout

**Sustainable Development
Goals**
SDG 08 | 09 | 11

Key Performance Metrics
None

Management Team:

Ghulam Mohi Uddin – COO
g.mohikhan@gmail.com | +92
300 2155004

Location:

A5 PCSIR Housing Society
Scheme 33 Sector 24-A

Instagram:

<https://www.instagram.com/sortech.incl/>

LinkedIn:

<https://www.linkedin.com/company/sortech-incorporations/>

Business Details

Overview

We create Ai model that detects fire & smoke through live CCTV footage once its installed in it.

Name of Founder: Ghulam Mohi Uddin

Industry: Industrial Automation

Startup Development Stage: Product – Market Fit

Problem:

In our country & especially in Karachi, Business owners, Marketers & even residential units doesn't have fire safety equipment mainly because of their high cost management & maintenance. Because of this neglecton of tools put human life at risk.

Solution:

An Ai model that detects fire & smoke through live footage, that is easily installed into your existing CCTV systems. This being a single software provides users a massive price gap between existing fire safety tools and also provides more value all in one package.

Target Market: Factories, Marketplaces, Public Spaces, Educational Institutions etc.

Value Propositions for Customers: The system is a life saver, in a very low cost customers gain an added layer of protection from fire incidents.

Business Model: Subscription (Monthly/Yearly), One - Time Payment.

Impact: Positive

Competition:
None

Competitive Advantage:
None



Sparktrum

AI & Big Data

Business Stats

Firm Size: 05

Market Size: Multi-Million Dollar

Business Model: B2B, and B2B2C

Revenue to Date: None

Revenue Projections: 5,000,000 PKR (for 1 year)

Amount of Funds raised: None

Exit Options: Initial Public Offerings (IPO)

Sustainable Development Goals

SDG 08 | 09 | 10 | 16

Management Team:

Ahad Jeyemby – CEO
ahad@sparktrum.com | +92 346 2768851

Location:

A-98, wasim bagh, block 13-D2, Gulshan-e-Iqbal.

Website:

<https://www.sparktrum.com/>

Facebook:

<https://www.facebook.com/sparktrum.io>

Instagram:

<https://www.instagram.com/sparktrum>

LinkedIn:

<https://www.linkedin.com/company/sparktrum>

Business Details

Overview

Agentic Dialog is an Omni channeled, Agentic customer service solution.

Name of Founder: Ahad Jeyemby

Industry: Industrial Automation

Startup Development Stage: Problem – Solution Fit

Problem:

Businesses today are caught in a customer service paradox: consumers demand faster, more personalized responses 24/7, while companies struggle with: Operational bottlenecks, Escalating costs, Employee burnout and turnover, Inconsistent service quality.

Solution:

Omni channeled, agentic customer service solution: works on Web Chat, Voice, WhatsApp, SMS, Email, Deliver instant, accurate responses, Scale customer service capabilities languages, use-cases, Connected with real-time databases.

Target Market: Companies, enterprises, startups.

Value Propositions for Customers: Customizable AI Customer Service with secure private/self-hosted LLMs.

Business Model: Subscription based model & Service based model.

Impact: 24/7 Availability, Cost Savings, Faster Response Time, Personalized responses.

Competition:

Intercom Resolution, Sagepilot.AI, OneInbox.AI, CloudTalk, AI Automation Agencies.

Competitive Advantage: Industry experience (Call center products, e-commerce).



SpendSnap

Fintech

Business Stats

Firm Size: 03
Market Size: \$3 Billion
Revenue Model: B2B, and B2B2C
Revenue to Date: None
Revenue Projections: 250,000 PKR (for 1 year)
Amount of Funds raised: N/A
Exit Options: Merger & Acquisition
Sustainable Development Goals: SDG 03 | 17
Key Performance Metrics:

- User Acquisition
- User Engagement
- User Retention
- Monthly Recurring Revenue (MRR)
- Annual Recurring Revenue (ARR)

Management Team:

M. Anas – CEO
anas@spendsnap.app | +92 303 8755552
Shamail Wasi – Chief Product Officer
shamail@spendsnap.app | +92 345 2165448
Faizan Rattani – COO
faizanrattani@spendsnap.app | +92 317 2122169

Location:

Plot 30-C, Stadium Lane 4, DHA Phase 5

Business Details

Overview

Turns invoices into smarter spending insights and rewards for consumers and businesses.

Name of Founder: M. Anas

Industry: Fintech

Startup Development Stage: Product – Market Fit

Problem:

Consumer brands don't have realtime visibility of first-party consumer data to be able to provide personalised rewards and engage with them while banks capture transaction data with zero line-item purchases visibility leading to an ineffective merchant credit scoring and personalised products and offers for their customers.

Solution:

We turn consumers purchase invoices into smarter categorised spending insights based on GS1 classification helping consumer brands gain deeper first-party consumer insights and enrich transactions' data for the banks to build deeper understanding of what is being bought by their account holders and sold by their merchants.

Target Market: MENATP, ASEAN and Europe

Value Propositions for Customers: Helps make better financial decisions while turning everyday purchases into rewards.

Business Model: Data Aggregation, Commission on Cashback, Pay Per API call from BFSIs, In-App Advertising and Engagement.

Impact: Yet to Pilot

Competition: Fetch Rewards, Ibotta, Shopkicks

Competitive Advantage: First Mover Advantage within our Target Markets.

Website: <https://spendsnap.app/>

Facebook: <https://www.facebook.com/spendsnapapp>

Instagram: <https://www.instagram.com/spendsnapapp/>

LinkedIn: <https://linkedin.com/company/spendsnapapp>



Vigilant 360

Cybersecurity

Business Stats

Firm Size: 05

Market Size: \$50 Billion

Business Model: B2B

Revenue to Date: None

Revenue Projections:

1,000,000 PKR (for 1 year)

Amount of Funds raised:

None

Exit Options: Initial Public

Offerings (IPO)

Sustainable Development Goals

SDG 09 | 11 | 16

Business Details

Overview

Our plug-and-play device automatically protects computers and factory machines—no IT staff needed. Using battle-tested open-source tools, we detect threats, block attacks, and generate compliance reports at 1/10th the cost of enterprise solutions.

Name of Founder: Bilal Samir Khan

Industry: Cyber Security

Startup Development Stage: Product – Market Fit

Problem:

- The Gaps in SME Cybersecurity
- No Protection: 80% of SMEs use ineffective antivirus against ransomware and OT threats.
- OT Blindspots: Factories run on unprotected PLC/SCADA systems.
- Legal Risks: PECA law mandates forensic evidence—SMEs can't comply.

Solution: How It Works

- Plug In: Connect to any network—no IT skills required.
- Auto-Detect: Unified AI monitors IT (servers) and OT (machines) 24/7.
- Self-Defend: Blocks attacks and auto-generates court-ready forensic reports for PECA compliance.

Target Market: Small and medium enterprises (SMEs) in emerging markets, particularly targeting textile factories, small e-commerce businesses, and logistics firms.

Value Propositions for Customers: SOC-360 breaks new ground by delivering four transformative benefits in one compact solution.

Business Model: Hardware sales, Recurring Subscriptions, Priority Support Tier, Compliance Services, Forensic report generation, and Audit preparation package.

Impact: Reduced cybersecurity compliance costs by 80% for pilot users. Cut threat response time from days to minutes for non-technical staff.

Competition:

Antivirus Software, Splunk.

Competitive Advantage:

Proprietary AI-powered OT threat detection on low-cost hardware, perfected for emerging markets' legacy systems—patent pending.

Management Team:

Bilal Samir Khan – Founder & CEO

bilalsamir04062004@gmail.com

| +92 335 3782134

Location:

NIC Karachi, NED University

LinkedIn:

<https://www.linkedin.com/company/vigilant-360>



Vorker

AI & Big Data

Business Stats

Firm Size: 07

Market Size: \$100 Billion

Revenue Model: D2C,
B2B2C

Revenue to Date: 10 PKR

Revenue Projections:

16,800,000 PKR (for 1 year)

Amount of Funds raised:

None

Exit Options: Initial Public Offerings (IPO)

Sustainable Development Goals

SDG 01 | 04 | 08

Key Performance Metrics

- Revenue Growth
- Customer Acquisition Cost (CAC)
- Memorandum of Understanding (MoU)
- Recognition and Awards

Management Team:

Shahrukh Ali – Founder & CEO
shahrukhali966@gmail.com |
+92 332 3232950

Location: NIC Karachi, NED University

Website:

<https://www.vorker.co/>

Facebook:

<https://web.facebook.com/vorkerofficial/>

Instagram:

<https://www.instagram.com/vorkerofficial/>

LinkedIn:

<https://www.linkedin.com/company/vorkerllc/>

Business Details

Overview

Vorker exists to help businesses and individuals find skilled professionals easily while giving talented people great job opportunities.

Name of Founder: Shahrukh Ali

Industry: HRTech

Startup Development Stage: Business Model - Fit

Problem:

We often witness that busy professionals, new entrepreneurs, SMEs often struggle with managing time, as they want to do everything by themselves, in order to avoid hiring costly resources.

Solution:

Vorker provides them Virtual Assistants in cost effective rates that help them save time and be more productive by focusing on growing their businesses.

Target Market: Busy individuals and skilled professionals in North America, Europe, MENA and emerging markets.

Value Propositions for Customers: Managed staffing-not just hiring, tailored talent matching, save time & boost productivity, cost-effective.

Business Model: Service Fee.

Impact: We help them by handling their basic administrative tasks, social media management, graphic design, content creation, basic accounting, and data entry. This allows our clients to focus on growing their business.

Competition:

Upwork, Rapstack, AbroadWorks, Toptal, Rozee, Indeed.

Competitive Advantage:

None



Y&S Automations

Industrial Automation

Business Stats

Firm Size: 05

Market Size: All manufacturing industries that can use automation and maintenance management solutions.

Revenue Model: 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

SDG 07 | 09

Key Performance Metrics

- No. of Sales
- Maintenance Support
- Monthly Recurring Revenue (MRR)

Management Team:

M. Talha Khosa – CEO
talhakhosa_91@hotmail.com |
+92 335 3432251

M. Taha Khosa – CTO
tahakhosa_93@hotmail.com |
+92 336 2321941

Location:

NIC Karachi, NED University

LinkedIn:

<https://www.linkedin.com/company/y-s-automations/about/>

Business Details

Overview

Machine monitoring solutions that will help industries remote monitoring, control and optimize their manufacturing processes.

Name of Founder: M. Talha Khoso

Industry: Industrial Automation

Startup Development Stage: Problem – Solution Fit

Problem:

Small and medium scale industries (SMIs) face significant challenges in optimizing their industrial processes, resulting in reduced productivity, increased downtime, and higher operational costs.

Current solutions such as SCADA systems are very costly and will have a very long ROI for SMIs.

Solution:

With IIoT devices we will bridge the gap between industrial automation and digital transformation for Small and Medium scale Industries (SMIs). We will transform the industry by providing cost-effective, reliable and easy to use automation solutions that cater to the unique needs of SMIs.

Target Market:

Small and Medium Industries.

Value Propositions for Customers:

Optimize industrial operations with our affordable, easy to use automation solutions, increasing productivity by up to 30%.

Business Model: Hardware Sales, Subscription Based, Services Fee.

Impact: Will improve small and medium scale manufacturing sector.

Competition:

Siemens, ABB, Rockwell, Schneider.

Competitive Advantage:

Deep understanding of SMIs pain points, modular low-cost technology, localized and personalized support - something traditional automation giants cannot match.



Zaha Vacation Homes

TravelTech | Women Led

Business Stats

Firm Size: 15

Market Size: \$360 Million

Business Model: B2B, and B2C

Revenue to Date:

2,000,000,000 PKR

Revenue Projections:

30,000,000 PKR (for 1 year)

Amount of Funds raised:

None

Exit Options: Initial Public Offerings (IPO)

Sustainable Development Goals

SDG 08

Key Performance Metrics

- 1000+ bookings till date across platforms.
- 13 apartments onboard.
- 4.9 average user rating out of 5 consistently.
- Super Host, Top Host, Premier Host titles across platforms.

Management Team:

Mariam Hassan – Founder

Mariam@zahavacationhomes.com | +92 321 8700520

M. Hassan – CEO

hassan@zahavacationhomes.com | +92 321 8282195

Location:

D-121, Block 4 F.B Area,

Karachi.

Website:

<https://zahavacationhomes.com/>

Facebook:

<https://www.facebook.com/share/1FNLBB139C/>

Instagram:

<https://www.instagram.com/zahavacationhomes>

Business Details

Overview

Providing stylish & comfortable accommodation for families and business travellers and providing management services to clients to turn their properties into profitable vacation homes.

Name of Founder: Mariam Hassan

Industry: TravelTech

Startup Development Stage: Business Model - Fit

Problem:

Lack of reliable family-friendly or long-stay accommodations with home-like Comforts.

Lack of management services catering to short term rentals.

Solution:

Providing stylish & comfortable accommodation for families and business travelers and providing management services to clients to turn their properties into profitable vacation homes.

Target Market:

Expats, tourists, families, business travelers.

Value Propositions for Customers:

Providing seamless, trustworthy & user friendly experience that addresses the guest's concerns about security, quality & convenience. We provide property management that is reliable, transparent and profitable.

Business Model: Commission Based.

Impact: Pioneers in vacation rentals management in Pakistan.

Competition:

Hotels, guesthouses houses, real estate agents located, builders with multiple properties.

Competitive Advantage:

Early entrants/pioneers in the market.

Let's Stay Connected!

Keep up with what's new



[LinkedIn](#)



[Facebook](#)



[Instagram](#)



[Youtube](#)



[TikTok](#)



[Threads](#)



www.nickarachi.com



info@nickarachi.com



National Incubation Centre, NED university, main university road,
Karachi. Sindh 75270 [Location](#)