

# ONE PAGER

Meet the Startups of NIC Karachi's **Cohort 14**.  
A snapshot of bold ideas shaping the future  
of entrepreneurship in Pakistan.





# 8SolveAI

## Fintech

### Business Stats

**Company Size:** 05

**Market Size:**

\$33 Billion by 2030

**Revenue Model:**

Subscriptions, broker commissions, and marketplace fees from shared strategies.

**Revenue to Date:**

N/A

**Revenue Projections:**

PKR 1,700,000

**Amount of Funds raised:**

N/A

**Exit Options:** Merger &

Acquisition

**Sustainable Development Goals**

SDG 08 | 09

**Key Performance Metrics**

- User signups
- Strategy builds
- Backtests Executed
- Paid conversions, and Retention Rate.

**Management Team:**

Hamza Kiyani – CTO

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<https://www.linkedin.com/in/hamza-kiyani/>

Muhammad Yousuf – CEO

ranayousuf2017@gmail.com |

+92 310 2387276 |

<https://www.linkedin.com/in/muhammad-yousuf>

**Location:** NIC Karachi

### Business Details

**Overview**

8Solve AI is an AI-powered no-code trading platform that enables retail traders, prop firms, and fintech startups to build, test, and deploy trading strategies in minutes using simple English or drag-and-drop tools.

**Name of Founder:** Hamza Kiyani, Muhammad Yousuf

**Type of Registration:** N/A

**Startup Development Stage:** Ideation

**Problem:** Algo trading is complex, expensive, and requires coding, limiting access for most retail traders.

**Solution:** A no-code AI platform that builds, tests, and deploys trading algorithms automatically from simple prompts.

**Target Market:** Retail traders, prop firms, fintech startups, and trading educators seeking simple, AI-powered automation for strategy building and live trading.

**Value Propositions for Customers:** AI converts plain English into working trading bots with built-in backtesting, optimization, and live broker integration all in one platform.

**Business Model:** B2B2C

**Impact:** Empowers global retail traders with affordable, Accessible AI trading tools, Bridging the gap with institutional technology.

**Competition:** Tradetron, Kryll.io, Mudrex, QuantConnect, Composer Trade.

**USP:** Natural language → live trading strategies in minutes with integrated AI optimization and backtesting.



# Agrogen RealisNitro

## Agritech | Climate Tech

### Business Stats

**Company Size:** 05  
**Market Size:** 6 Million tons  
Per annum in Pakistan  
**Revenue Model:** Selling  
units/sacks  
**Revenue to Date:**  
PKR 8,000,000  
**Revenue Projections:**  
PKR 12,000,000  
**Amount of Funds Raised:**  
None  
**Exit Options:**  
Private Equity Buyout  
**Sustainable  
Development Goals**  
SDG 13  
**Key Performance Metrics**  
Field trials have been  
performed at farmers fields

### Management Team:

Dr. Zahoor Hadi – CEO  
drzahoorhadi@gmail.com |  
+ 92 300 8280874 |  
<https://www.linkedin.com/in/zahoor-hadi>

Dr. Alina Hadi – CTO  
alinahadi3@gmail.com |

Syed Naveed Haider |  
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<https://www.linkedin.com/in/naveed-haider>

**Location:** NIC Karachi

### Business Details

#### Overview:

Replacing chemical fertilizers like urea with eco-friendly and cost-effective alternatives

**Name of Founder:** Dr. Zahoor Hadi, Dr. Alina Hadi, Syed Naveed Haider

**Type of Registration:** N/A

**Startup Development Stage:** Product - Market Fit

**Problem:** 1. Chemical fertilizers like urea cause soil degradation. 2. Environmental pollution. 3. Leading to global warming and climate change.

**Solution:** Offering environmentally friendly and cost-effective alternative fertilizer products

**Target Market:** Farmers, Corporate Farming entities and Sugar Mills

**Value Propositions for Customers:** To cut down input cost, improve yields

**Business Model:** B2B, D2C

**Impact:** Have satisfied farmers

**Competition:** Companies manufacturing urea and other chemical fertilizers

**USP:** Cut down input cost, cut down emissions and protect the environment



# Aitisaal Technologies

## SaaS

### Business Stats

**Company Size:** 04

**Market Size:** PKR 7 Billion

**Revenue Model:**

Subscription Based

**Revenue to Date:**

PKR 20,000

**Revenue Projections:**

PKR 9,000,000

**Amount of Funds Raised:**

N/A

**Exit Options:** Private Equity

Buyout

**Sustainable**

**Development Goals**

SDG 02 | 12

**Key Performance Metrics**

- ARPU
- CAC
- Churn rate
- Conversion rate

**Management Team:**

Abdul Wahab Malik – CEO

abdul.wahab@aitisaltech.com |

+92 343 2842276 |

<https://www.linkedin.com/in/abdulwahabmalik/>

Muhammad Yousuf – CTO

muhammad.yousuf@aitisaltech.com |

+92 343 2842276 |

<https://www.linkedin.com/in/muhammad-yousuf-545366a4/>

**Location:** House No. 424,  
block 7/8, CP Berar soicity,  
PECHS, karachi

### Business Details

**Overview:**

Aitisaal is developing a unified SaaS to help restaurants and retail chains reclaim their profits with AI-powered marketing and operations management.

**Name of Founder:** Abdul Wahab Malik, Muhammad Yousuf

**Type of Registration:** Private Limited Company - Pvt. Ltd (2025)

**Startup Development Stage:** Product - Market Fit

**Problem:** Pakistan lacks affordable and diverse entertainment options, causing consumers to default to food and shopping platforms where businesses must rely on high-commission marketplaces, reducing their profitability

**Solution:**

We solve this by offering AI-powered marketing tools, enabling brands to build equity and retain margins.

**Target Market:** Restaurants and Retail

**Value Propositions for Customers:** Commission-free direct orders using AI-powered marketing.

**Business Model:** B2B2C

**Impact:** We aim to promote responsible consumption with our marketplace.

**Competition:** Blinkco, Indolj, etc

**USP:** Increase direct orders using AI-powered marketing



# Alif

## E-commerce

### Business Stats

**Company Size:** 09

**Market Size:** NA

**Revenue Model:** B2C,  
B2B

**Revenue to Date:**

PKR 54 Million

**Revenue Projections:**

PKR 67.5 Million (for 2026)

**Amount of Funds raised:**

NA

**Exit Options:** NA

**Sustainable Development  
Goals**

NA

**Key Performance Metrics**

NA

**Management Team:**

Haris Badar – Founder  
ceo@pakhtunwardrobe.com |  
+92 300 5530440

**Location:** PW Headquarters  
3rd floor, Bin Dawood Tower,  
Opposite Kings International  
Hospital,  
Saidu Sharif, Swat, PK

**Website:**

www.PakhtunWardrobe.com

### Business Details

**Overview:**

Pakistan's Most Affordable Premium Peshawari Chappals & Handwoven Shawls

**Name of Founder:** Haris Badar

**Industry:** E-commerce

**Startup Development Stage:** Business Model - Fit

**Problem:** Inavailability of moderately priced, genuine, ethical, premium handcrafted clothing and apparel

**Solution:** Alif started to challenge the traditional notion that handmade clothing should cost an insane amount.

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

**Value Propositions for Customers:** World's Largest Peshawari Chappal,  
World's First Digital Printed Handwoven Shawl

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

**Impact:** Enabling access of 400+ Artisans to basic social facilities by providing income growth opportunities across Pakistan.

**Competition:** Bera, Brayt, Ladirstore.

**USP:**

Premium Packaging, Easy Refund Policy, Exclusive Products, Artifact-focused



# RD Fertilizers (Automatic Fertilizers Mixing and Dispensing System) Industrial Automation

## Business Stats

**Company Size:** 05

**Market Size:** Exceeds 3 billion USD annually.

**Revenue Model:**

Generates revenue through the sale of its liquid fertilizer products.

**Revenue to Date:**

PKR 5,000,000

**Revenue Projections:**

PKR 1,600,000

**Amount of Funds raised:**

None

**Exit Options:** Initial Public Offerings (IPO)

**Sustainable Development Goals**

SDG 02, SDG 09, SDG 12 & SDG 13

**Key Performance Metrics**

- Sales Growth Rate
- Production Efficiency
- Customer Acquisition Rate
- Customer Retention Rate
- Revenue Growth
- Profit Margin
- Distribution Expansion
- System Efficiency (IoT/Automation)
- Product Performance
- Market Penetration

## Business Details

### Overview

RD Fertilizer delivers an IoT-powered automated liquid fertilizer mixing and dispensing system that ensures precise nutrient delivery, faster soil absorption, reduced waste, and higher crop yield—bringing advanced automation and sustainability to modern agriculture.

**Name of Founder:** Muhammad Adil, Faraz Ahmed

**Type of Registration:** Single Member Company - SMC Private Limited

**Startup Development Stage:** Product - Market Fit

**Problem:** Traditional crystal fertilizers take a long time to dissolve and absorb into the soil. Slow absorption causes nutrient loss and lower fertilizer efficiency. Farmers incur higher costs due to wasted nutrients. Manual mixing and application lead to uneven fertilizer distribution. Inefficient processes result in fertilizer wastage and lower productivity.

**Solution:** Unique liquid fertilizer formula that absorbs faster than crystal fertilizers, Automatic mixing and dispensing system for precise and efficient production, Ensures accurate mixing and uniform quality of fertilizer, Reduces material waste and improves production efficiency, Provides high-quality, eco-friendly fertilizer at scale, Delivers consistent product supply for wholesalers and large-scale farmers.

**Target Market:** Large-scale farmers, Wholesalers, Agricultural dealers

**Value Propositions for Customers:** RD Fertilizer offers an IoT-based automated liquid fertilizer system that delivers precise, fast-absorbing nutrients for quicker, healthier crop growth—far more efficient than slow-dissolving crystal fertilizers.

**Business Model:** B2B, B2C, B2B2C, D2C

**Impact:** RD Fertilizer boosts crop yields and soil health with fast-absorbing liquid fertilizer and automated dispensing, reducing waste and costs while enabling smart, sustainable farming.

**Competition:** Engro Fertilizers Limited, PakArab Fertilizers Limited, Agritech Limited, Jaffer Agro Services (Pvt) Ltd, Agro Smart Chemicals, Pak Agro Fertilizer & Chemicals (Pvt) Ltd.

**USP:** RD Fertilizer provides instantly-absorbing liquid fertilizer with automated precision mixing for higher crop performance and reduction in waste.

### Management Team:

Muhammad Adil – Founder  
adilnawab12255@gmail.com | +92 370 3270005 |  
<https://www.linkedin.com/in/nawab-adil-arain>

### Location:

House No. 11, Block B, Bhansingabad, Mirpurkhas.



# **B-Fit Revo**

## HealthTech | Healthcare | Women-Led

### Business Stats

**Company Size:** N/A  
**Market Size:** \$33 Million  
**Revenue Model:** Primary  
Segments: Diabetic Patients  
**Revenue to Date:** N/A  
**Revenue Projections:**  
PKR 195,000,000  
**Amount of Funds raised:**  
PKR 250,000  
**Exit Options:** Partnership  
Buyout

### Sustainable Development Goals

SDG 03 | 09 | 17

### Key Performance Metrics

- Business & Sales Metrics
- Customer & Impact Metrics
- Product & Technology Metrics
- Partnership & Growth Metrics

### Management Team:

Syeda Bushra Zehra Zaidi –  
Founder  
Syedabushrazehrazaidi@gmail.com | +92 316 0116968 |  
[www.linkedin.com/in/syeda-bushra-zehra-zaidi](http://www.linkedin.com/in/syeda-bushra-zehra-zaidi)

### Location:

B9 Anarkali Plaza Sector 5k  
North Karachi

### Business Details

#### Overview

We are revolutionizing healthcare by empowering older adults with smart, home-based rehab devices. Our mission is to deliver accessible foot fitness solutions that prevent diabetic complications and promote elder independence. By reducing hospital dependency and lowering healthcare costs, we are enabling healthier, more independent aging for millions.

**Name of Founder:** Syeda Bushra Zehra Zaidi

**Type of Registration:** Sole Proprietorship

**Startup Development Stage:** Product – Market Fit

**Problem:** BfitRevo delivers AI-powered home rehabilitation for diabetic patients in Pakistan, preventing ulcers and amputations by bringing hospital-level care to their doorstep and reducing costly, frequent hospital visits.

**Solution:** BfitRevo is Pakistan's first AI-powered diabetic foot rehabilitation device, developed and 100% manufactured locally at low cost. It combines smart sensors and the Sehat Saathi app to provide real-time monitoring, personalized exercise guidance, and early complication detection — all at an affordable price compared to imported alternatives.

BfitRevo — Smart. Affordable. Made in Pakistan.

**Target Market:** Diabetic individuals in Pakistan at moderate to high risk of foot complications (10 million people).

**Value Propositions for Customers:** BfitRevo combines an AI-powered diabetic foot rehab device with a smart app to track circulation, balance, and foot sensitivity in real time, delivering personalized exercises and early risk alerts for safe, home-based preventive care.

**Business Model:** B2B, B2C, B2B2C.

**Impact:** BfitRevo addresses Pakistan's 33M-person diabetes crisis by offering an AI-powered home-rehab device that enables early foot-risk detection, safe exercises, and accessible preventive care—reducing ulcers, amputations, and costly hospital visits.

**Competition:** Sukoon foot oils (1,500-35,000), Zero Lifestyle Foot Spa (65,000).

**USP:** BfitRevo is an AI-powered diabetic foot rehab and monitoring device with smart sensors and a companion app that delivers hospital-level preventive care at home through real-time tracking, personalized exercises, and early alerts—reducing hospital visits and empowering safe, independent self-care.



# Beecortex

## Industrial Automation

### Business Stats

**Company Size:** 05

**Market Size:**

USD 5 Billion+

**Revenue Model:**

- Hardware sales & Subscription (robots, sensor modules)
- Software subscription
- Maintenance, calibration, upgrades & support contracts

**Revenue to Date:** N/A

**Revenue Projections:**

USD \$20M

**Amount of Funds raised:**

None

**Exit Options:** Management

Buyout (MBO)

**Sustainable Development**

**Goals**

SDG 09 | 08 | 03

**Key Performance Metrics**

- 2 successful field demonstrations with major oil companies
- Collaboration with 4 inspection companies for R&D and testing
- 80% localized manufacturing and assembly achieved
- On-site repair and service capability within 48 hours
- Up to 50% cost reduction compared to imported systems
- 100% elimination of human exposure during inspections

### Business Details

#### Overview

Beecortex develops inspection robots to modernize Pakistan's asset integrity operations.

**Name of Founder:** Muhammad Shafay, Muzammil Jawed

**Type of Registration:** Sole Proprietorship

**Startup Development Stage:** Product - Market Fit

**Problem:** Industrial inspections in Pakistan rely heavily on manual methods, which often require scaffolding, rope access, and human entry into hazardous or confined spaces. This not only exposes workers to risk but also slows inspections, making it an expensive and process-dependent on imported robotic systems that are costly to maintain and repair abroad, causing further delays and downtime for industries.

**Solution:** Beecortex designs, manufactures, and services inspection robots, including wall crawlers, UAVs, and ground robots, locally in Pakistan, enabling fast deployment, on-site repair, reduced costs, and eliminating human exposure to hazardous environments.

**Target Market:** Inspection Agencies & O&G Asset Owners

**Value Propositions for Customers:** Locally serviceable robots that eliminate costly imports, customs, and long repair cycles, enabling Pakistani industries to maintain asset integrity with minimal downtime and risk.

**Business Model:** B2B, B2G

**Impact:** Beecortex reduces industrial inspection costs, improves worker safety, and strengthens Pakistan's self-reliance by replacing imported robots with locally built, serviceable systems.

**Competition:** Direct Competitors: Invert Robotics, Deep Trekker, Inuktun / Eddyfi  
Indirect Competitors: Local equipment providers

Local contractors offering traditional NDT inspections using: Scaffolding, Rope access, Handheld UT tools

**USP:** Beecortex provides locally designed and serviceable inspection robots that deliver the same performance as imported systems at a fraction of the cost, while eliminating human exposure and avoiding costly import logistics and downtime.

#### Management Team:

Muhammad Shafay – Director

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Muzammil Jawed – Director

muzammiljawed18@gmail.com | <https://www.linkedin.com/in/muzammiljawed/>

#### Location:

D73, Block 6, FB Area



# BlackCoreAI

## Industrial Automation

### Business Stats

**Company Size:** 02

**Market Size:** TAM \$6.74 Bn in 2024 to \$19.08 Bn in 2035.

**Revenue Model:** Unit sales of plug-n-play edge modules. Software licenses & subscriptions.

**Revenue to Date:** N/A

**Revenue Projections:** PKR 1,000,000

**Amount of Funds raised:** None

**Exit Options:** Initial Public Offerings (IPO)

**Sustainable Development Goals**

SDG 16 | 09

**Key Performance Metrics**

- Product Development & Technical Milestones
- Customer & Market Engagement
- Business & Financial Metrics

**Management Team:**

Abdul Hadi – CEO  
ahkhurramshah@gmail.com |  
+92 330 7980087 |  
<https://www.linkedin.com/in/abdul-hadi>

**Location:** NIC Karachi

### Business Details

#### Overview

Transforming aerospace defense with edge-based, plug-n-play solutions that seamlessly integrate into any existing autonomous fleet. They empower UAVs instead of building them.

**Name of Founder:** Abdul Hadi

**Type of Registration:** N/A

**Startup Development Stage:** Ideation

**Problem:** Threats are growing, and defense/security needs agile countermeasures, especially in GPS-denied environments. Current solutions in Pakistan are hardware-locked, require fleet upgrades, have long integration cycles, and offer critical capabilities as separate, disjointed systems.

**Solution:** A compact, edge-based, plug-and-play module that transforms any existing UAV or autonomous system into a countermeasure platform without hardware changes or fleet upgrades.

**Target Market:** Government defense agencies and commercial security operators across Pakistan and regional markets. Critical infrastructure operators and security contractors are procuring defense solutions.

**Value Propositions for Customers:** A single, compact, edge-based, plug-and-play module that transforms any existing UAV or autonomous system into a countermeasure platform. It is platform-agnostic and deploys instantly, unifying critical capabilities like AI-powered target tracking, vision/IMU-based GPS-denied navigation, etc.

**Business Model:** B2G, B2B

**Impact:** Redefining Autonomous defense with AI-powered systems built for GPS-denied warfare, RF disruption, and future-ready HPM integration. Aims to provide a unified, modular, and platform-agnostic counter-UAV solution to address the growing threat.

**Competition:** UAS Global Pakistan, Stingray Technologies, Woot Tech Aerospace

**USP:** Single, compact, edge-based, plug-and-play module. Platform-agnostic and deploys instantly on any existing UAV/autonomous system. Unifies AI-powered target tracking, and GPS-denied navigation



# BlockApex Labs Cybersecurity

## Business Stats

**Company Size:** 40

**Market Size:** Global

Web3 security & infrastructure market

**Revenue Model:**

Project-based services, retainers, and productized consulting

**Revenue to Date:**

USD 3 Million

**Revenue Projections:** N/A

**Amount of Funds raised:**

None

**Exit Options:** N/A

**Sustainable Development Goals**

Secure digital finance infrastructure, support compliant and transparent Web3 ecosystems

**Key Performance Metrics**

- Number of audits delivered (580)
- Protocols secured (260)
- TVL and users protected (4 Billion USD)
- Repeat client rate (28%)

**Management Team:**

Mujtaba Raza - Founder  
mujtaba@blockapex.io |  
+92 331 2316941

**Location:**

191 Q, PECHS Block 2,  
Karachi, Pakistan

## Business Details

**Overview**

BlockApex is a thesis-driven, blockchain security and engineering firm focused on securing and scaling Web3 products. We provide smart contract audits, protocol development, and tokenomics engineering so founders can launch, grow, and maintain secure, sustainable blockchain ecosystems.

**Name of Founder:** Moazzam Arif, Mujtaba Raza, Wasif Rasheed

**Type of Registration:** N/A

**Startup Development Stage:** Growth – Solution & Market Fit

**Problem:** Web3 products operate in high-risk, adversarial environments. Many teams ship smart contracts, token models, and infrastructure without rigorous security reviews or economic stress-testing. This leads to exploits, broken incentives, loss of user funds, and regulatory/compliance headaches.

**Solution:** BlockApex offers end-to-end security and engineering services: smart contract and infrastructure audits, tokenomics design and review, and protocol development. Our team combines deep technical expertise in Solidity/Solana/Rust with economic modeling and DeFi-native risk frameworks to help teams ship secure, resilient, and scalable products.

**Target Market:** DeFi protocols, Interoperability systems and tokenization projects, Web3 infrastructure teams, enterprises exploring blockchain, and financial institutions building digital asset products.

**Value Propositions for Customers:** N/A

**Business Model:** N/A

**Impact:** Enables safer Web3 adoption by reducing vulnerabilities, improving protocol robustness, and helping teams design sustainable token economies that protect users and partners.

**Competition:** Global blockchain security and development firms, independent auditors, and tokenomics consultants.

**USP:** N/A



# Brand & Media Learning Hub (Pvt) Ltd

## MarTech & Media Tech | Women-Led

### Business Stats

**Company Size:** NA  
**Market Size:** TAM 20Mn, SAM 15Mn, SOM 10Mn.  
**Business Model:** NA  
**Revenue to Date:** PKR 7,000,000  
**Revenue Projections:** NA  
**Amount of Funds raised:** None  
**Exit Options:** strategic acquisition by a global marketing/tech firm  
**Sustainable Development Goals** NA  
**Key Performance Metrics**

- Active Users per Month
- Monthly Recurring Revenue (MRR)
- Annual Recurring Revenue (ARR)
- Customer Acquisition Cost (CAC)

#### Management Team:

Syed Sohaib ul Hassan – CEO  
sohaib.hassan@bmlh.org | +92 345 2411801

**Location:** NIC Karachi

### Business Details

#### Overview

As a distinguished Marketing Consultancy firm, we have a solution to your every marketing problem. No matter what your product or service is, we can make it a sustainable brand.

**Name of Founder:** Syed Sohaib ul Hassan

**Industry:** Martech and Media Tech

**Startup Development Stage:** Product – Market Fit

**Problem:** Marketing professionals and businesses in Pakistan face a fragmented ecosystem:

Brands, especially SMEs, lack access to consistent, high-quality marketing expertise without the cost of retaining full-time senior talent.

**Solution:** Below are solutions:

1. Brand Management Consultancy
2. Collaboration, PR & Influencer Marketing
3. Training & Recruitment
4. LinkedIn Optimization
5. BMLH Studio Podcast and Production
6. Marketing Events & Trade Execution

**Target Market:** Marketing Professionals (Entry to Mid-Level) SMEs and Growing Brands.

#### Value Propositions for Customers:

BMLH delivers flexible and impactful marketing solutions that adapt to the customer's stage and scale.

**Business Model:** Long-term brand and marketing consultancy for SMEs and growing businesses. PR Campaigns, training programs, Event sponsorship, subscription revenue.

**Impact:** Efficient marketing, consultancy, training, recruitment, PR, and community under one umbrella — accessible, affordable, and designed for Pakistan's marketing ecosystem.

**Competition:** Synergy Group, Adcom, PSTD, Learning Minds, Walee, INCA (GroupM)

**USP:** Unlike these fragmented alternatives, BMLH combines consultancy, training, recruitment, PR, and community under one umbrella — accessible, affordable, and designed for Pakistan's marketing ecosystem.



# ComplySec

## CyberSecurity

### Business Stats

**Company Size:** 09  
**Market Size:** \$44 Billion  
**Revenue Model:**  
Subscription of platform & managed consulting services  
**Revenue to Date:**  
PKR 100,000 PKR  
**Revenue Projections:**  
PKR 4,000,0000  
**Funds raised:** None  
**Exit Options:** Private Equity Buyout  
**Sustainable Development Goals**  
SDG 09 | 16  
**Key Performance Metrics**

- New users/sign-ups
- Customer Acquisition Cost (CAC)
- Website/App visitors
- Conversion rates (visitor to sign-up)

**Management Team:**  
Muhammad Azam Mughal – CEO  
mazam25@gmail.com |  
+92 300 9253206

**Location:** 226 NASTP Silicon

### Business Details

**Overview:**

ComplySec equips enterprises with automated compliance, real-time risk insights, and continuous assurance to enhance cyber maturity and build stakeholder trust.

**Name of Founder:** Muhammad Azam Mughal

**Type of Registration:** Unregistered

**Startup Development Stage:** Product - Market Fit

**Problem:** No product available to cover local cybersecurity compliance from regulators such as PSX, SECP, SBP, NEPRA, etc.

**Solution:** Automating local cybersecurity compliance by leveraging AI through a SaaS platform.

**Target Market:** International & Local, both

**Value Propositions for Customers:** Cybersecurity compliance, GRC, Auditor(s), Data Localization & Trust Model in one place.

**Business Model:** B2B2C, B2G

**Impact:** Disruption: It challenges existing norms or business models in the local industry.

**Competition:** DRATA / VANTA

**USP:** Local cybersecurity compliance.



# Cort Technologies

## Transportation / Mobility / Logistics

### Business Stats

**Company Size:** 14  
**Market Size:** \$10 Billion  
**Revenue Model:** We charge companies on subscription model  
**Revenue to Date:** PKR 32,000,000  
**Revenue Projections:** PKR 44,000,000  
**Amount of Funds raised:** None  
**Exit Options:** Merger & Acquisition  
**Sustainable Development Goals**  
SDG 11 | 09 | 08  
**Key Performance Metrics**

- Service Reliability
- Client Experience
- Fleet Efficiency
- Financial Health
- Client Retention
- Growth & Expansion
- Safety & Compliance

#### Management Team:

Aqeel Tarani – Founder & CEO  
aqeel@cort.com.pk |  
+92 336 2450386 |  
<https://www.linkedin.com/in/aqeeltarani>

**Location:** Park Avenue, Main  
Shahrah-e-Faisal, Karachi

### Business Details

#### Overview

We are a corporate mobility startup solving challenges being faced by both employers and employees

**Name of Founder:** Aqeel Tarani

**Type of Registration:** Single Member Company - SMC Private Limited

**Startup Development Stage:** Business Model - Fit

**Problem:** 80% of companies rely on fragmented, unreliable vendors.

**Solution:** Cort Technologies provides smart, reliable, and sustainable corporate transportation solutions that simplify employee mobility and enhance organizational efficiency.

**Target Market:** Businesses in Pakistan

**Value Propositions for Customers:** Cort Technologies provides reliable, comfortable, and technology-driven ground transportation for organizations — ensuring seamless employee mobility, reduced operational hassle, and a superior commuting experience

**Business Model:** B2B

**Impact:** Cort Technologies enhances corporate mobility by delivering reliable, efficient, and tech-driven transportation that saves costs, boosts productivity, and improves employee satisfaction

**Competition:** Buscaro, Indrive, Yango, Bykea, Local Transporters, Local Rent-a-car

**USP:** Cort delivers enterprise-grade mobility with personalized account management, real-time responsiveness, and guaranteed service reliability — built for organizations that can't afford disruptions



# DilKiBaat

## AI & Big Data | Women-Led

### Business Stats

**Company Size:** 05  
**Market Size:** USD \$7.5–18 Billion.  
**Revenue Model:** Pay-per-session model | Subscription plans | Enterprise partnerships | Future AI monetization  
**Revenue to Date:** PKR 1,000,000  
**Revenue Projections:** PKR 2,000,000  
**Amount of Funds raised:** None  
**Exit Options:** Merger & Acquisition  
**Sustainable Development Goals**  
SDG 03  
**Key Performance Metrics**

- Therapists onboarded: 49
- Therapy sessions delivered: 300+
- Billed revenue: PKR 1 million+
- Chatbot engagements: 4,000+
- User satisfaction rate: 85%+ (based on feedback forms)
- Conversion rate (Aiza → Therapy): ~10%
- Projected revenue (2025–26): PKR 50 million

#### Management Team:

Taj Muhammad – CEO  
tajmagsi2017@gmail.com |  
+92 332 3109690

#### Location:

Flat#G4, Ground Floor, VIP Arcade  
Phase One, Chakiwara, Lyari, Karachi

#### LinkedIn:

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

### Business Details

#### Overview

DilKiBaat is Pakistan's first AI-backed digital mental health platform that connects individuals with licensed, affordable therapists and provides 24/7 emotional support through our AI chatbot, Aiza.

**Name of Founder:** Taj Muhammad

**Type of Registration:** Private Limited Company - Pvt. Ltd

**Startup Development Stage:** Product - Market Fit

**Problem:** Pakistan faces an overwhelming mental health crisis:

- Only 0.19 psychiatrists per 100,000 people — severe shortage of professionals.
- Over 90% of people never receive treatment.
- Those who do often start therapy after 5–10 years of suffering.
- Root causes: stigma, low awareness, lack of access, and high costs.
- People silently struggle for years, not knowing where to go or how to get help.

**Solution:** A few proposed solutions:

- DilKiBaat bridges this gap by combining AI support with affordable, licensed therapy.
- AI Chatbot “Aiza”: 24/7 private, Urdu/English chat support to reduce stigma and guide users to care.
- Licensed Therapists: Affordable online sessions with accredited professionals.
- Smart Matching System: Helps users find the most suitable therapist, improving engagement.
- Digital Platform: Secure bookings, reminders, and progress tracking — all in one place.
- We make therapy accessible, affordable, and stigma-free for everyone.

**Target Market:** Young adults (18–35)

#### Value Propositions for Customers:

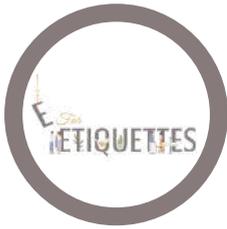
Aiza provides instant, private Urdu/English mental-health support and affordable, culturally aligned licensed therapy, secure, stigma-free, and accessible from home.

**Business Model:** B2B, B2C

**Impact:** DilKiBaat intends to reduce 90% of the mental health treatment gap in Pakistan by making therapy accessible, affordable, and stigma-free.

**Competition:** PsyCare Pakistan, ReliveNow, BetterHelp (international), MindEase (regional platform)

**USP:** AI + Human Hybrid, Cultural Relevance, Affordable Therapy, Instant Access, Therapist Network



# E for Etiquettes

## EdTech - Women Led

### Business Stats

**Company Size:**

**Market Size:** 40M+ students & professionals in Pakistan

**Revenue Model:**

Subscription

**Revenue to Date:**

PKR 250,000

**Revenue Projections:**

PKR 250,000

**Amount of Funds raised:**

None

**Exit Options:** Partnership

Buyout

**Sustainable Development Goals**

SDG 04 | 11 | 08 | 03

**Key Performance Metrics**

- Business & Financial Metrics
- Digital Engagement Metrics
- Program Impact Metrics
- Partnership & Community Metrics

**Management Team:**

Haddiqua Siddiqui– Founder  
eforetiquettes@gmail.com |  
+ 92 327 2140506

**Location:** NIC Karachi

**Linkedin:**

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

### Business Details

**Overview**

A tech-smart etiquette platform helping individuals build confidence, communication skills, and a polished presence in both physical and digital worlds.

**Name of Founder:** Haddiqua Siddiqui

**Type of Registration:** Unregistered

**Startup Development Stage:** Product - Market Fit

**Problem:** The global workforce faces a critical soft skills gap.

80%+ graduates lack employability skills (World Bank, Pakistan)

85% of job success depends on soft skills (Harvard Study)

Corporations spend millions on training employees in communication & grooming

Current solutions are fragmented, expensive, or not culturally contextualized

Southeast Asia lacks structured, tech-driven etiquette training.

**Solution:** A hybrid learning platform combining etiquette, emotional intelligence, and mentorship through online modules and real-world application.

1. Digital Platform
2. Offline Model

**Target Market:** Youth and Professionals

**Value Propositions for Customers:** Interactive micro-learning modules - Live mentor sessions - AI feedback and certification - Community-based learning.

**Business Model:** B2B, B2C

**Impact:** Gender-inclusive training, Youth employability improvement, Emotional intelligence awareness, CSR collaboration potential.

**Competition:** School of Etiquette (Islamabad), British Council/Language Centers, Local Corporate Trainers, International Platforms (Coursera, Udemy), MasterClass, Mindvalley/Skillshare

**USP:** ▪ Localized cultural etiquette content ▪ Affordable micro-learning ▪ Human + Digital mentorship blend ▪ Scalable impact model.



# Epsilon Systems Industrial Automation

## Business Stats

**Company Size:** 05

**Market Size:**

USD 80 Billion

**Revenue Model:**

product sales, software subscriptions, and maintenance contracts.

**Revenue to Date:**

PKR 150,000

**Revenue Projections:**

PKR 5,000,000

**Amount of Funds raised:**

None

**Exit Options:**

Secondary Sale

**Sustainable Development Goals**

SDG 09 | 07 | 12

**Key Performance Metrics**

- EMS Deployments Completed
- Motor Monitoring System Deployment
- Production Management System Demonstration
- HVAC & VRF Smart Automation Solutions: Currently in development
- Customer Engagement & Feedback

**Management Team:**

Rahim Bakhsh Bhutto – Founder & CEO

info@epsilonsystems.org |

+92 304 8995274 |

<https://www.linkedin.com/in/hassan-bhutto>

**Location:**

Office 08, Building S4, NASTP Silicon Valley 2

## Business Details

**Overview**

Epsilon Smart Solutions advances Pakistan's industrial digital transformation with AI-driven energy, motor health, and production management systems for higher efficiency, reliability, and sustainability.

**Name of Founder:** M. Hassan Bhutto, M. Saad Baig, Zayan Ikhlas

**Type of Registration:** None

**Startup Development Stage:** Product - Market Fit

**Problem:** Pakistan's industrial sector faces high operational costs, energy inefficiency, frequent equipment downtime, and a lack of real-time monitoring systems. Most factories rely on manual processes or outdated technology, leading to reduced productivity and increased losses.

**Solution:** Epsilon Smart Solutions provides Industrial Energy Management, Motor Health Monitoring, and Production Management Systems that deliver real-time insights, predictive maintenance, and process optimization. Our solutions help industries reduce energy costs, minimize downtime, and improve overall efficiency, enabling practical adoption of Industry 4.0 technologies.

**Target Market:** Industrial sector, including manufacturing textiles, pharmaceuticals, food processing, energy, cement, chemical, and other production-based industries.

**Value Propositions for Customers:** Epsilon Smart Solutions delivers affordable, locally supported industrial automation that cuts energy costs, prevents downtime, and boosts productivity—making digital transformation accessible for Pakistan's factories.

**Business Model:** B2B, B2G

**Impact:** Epsilon Smart Solutions is transforming Pakistan's industrial sector with smart automation that boosts efficiency, reduces costs, cuts energy use, and enables sustainable, Industry 4.0-driven growth.

**Competition:** National Competitors: Pakistan Automation, The Automators, SBEEC, Star Automation, Global Santafe

International Competitors: Siemens, Schneider Electric, Rockwell Automation, Emerson Electric Co., ABB, Honeywell, Yokogawa Electric Corporation

**USP:** Epsilon Smart Solutions delivers affordable, locally supported, and fully customizable industrial automation and monitoring systems tailored specifically for Pakistan's factories. Unlike expensive imported alternatives, our solutions integrate energy management, motor monitoring, and production monitoring systems into a single platform, providing real-time actionable insights to reduce operational costs and downtime.



# Farokht Pvt Ltd

## E-Commerce | Women-Led

### Business Stats

**Company Size:** 07

**Market Size:** \$12–13B

**Revenue Model:** Farokht earns through a 5-10% commission on sales, a cut of creator earnings, and ad promotions.

**Revenue to Date:** N/A

**Revenue Projections:** N/A

**Amount of Funds raised:** N/A

**Exit Options:** Initial Public Offerings (IPO)

**Sustainable Development Goals**

SDG 09

**Key Performance Metrics:**

- Active Users/Shoppers
- Merchant Growth/ Brands Signup
- Sales/No. of Orders on the Platform
- Users Average Time Spent on the App

**Management Team:**

Hina Bibi – CEO

hinab2255@gmail.com |

+92 333 3376017

**Location:** NIC Karachi

**LinkedIn:**

<https://www.linkedin.com/in/hina-bibi/>

### Business Details

**Overview**

Farokht is Pakistan's own content commerce platform built to empower creators, shoppers, and small businesses through community-driven digital retail.

**Name of Founder:** Hina Bibi

**Type of Registration:** Private Limited Company - Pvt. Ltd

**Startup Development Stage:** Ideation

**Problem:** Small & mid-tier brands rely solely on Insta Shops for discovery, exposing them and customers to bans and fraud due to a lack of control, with no local alternative to convert discovery into commerce.

**Solution:** Farokht is PK's own content commerce platform, a secure space for local brands, creators, & shoppers, offering culture-rooted experiences, easy exchanges, direct brand communication & advanced tech.

**Target Market:** Online Shoppers, Sellers & Content Creators

**Value Propositions for Customers:** Farokht connects verified sellers and shoppers, reducing scams and reliance on international platforms while enabling safe, community-driven shopping and experiences.

**Business Model:** B2B2C

**Impact:** Farokht enables trusted digital commerce, helping small sellers grow with transparency, authenticity, and community confidence.

**Competition:** Marketplace (Daraz, Highfy, etc.)

**USP:** Multi-Product, Collective Shoppable Ecosystem.

Each piece of content is capable of leading to 10 potential sales.



# Fortanix Technologies Cybersecurity

## Business Stats

**Company Size:** NA

**Revenue Model:** B2B, B2B2C, B2G

**Revenue to Date:** NA

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

**Amount of Funds raised:** None

**Exit Options:** Merger & Acquisition

**Sustainable Development Goals**

SDG 08 | 09 | 10 | 16 | 17

**Key Performance Metrics**

- Number of authentications processed
- Fraud reduction percentage
- Customer onboarding completion rate
- Monthly recurring revenue
- Number of banks onboarded
- GPU inference optimization metrics
- System uptime & SLA adherence

**Management Team:**

Muhammad Omer Khan – CEO  
omer.khan@fortanix.com

| +92 331 2866192 |

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

**Location:**

Basement, Vital Foakh Tower,  
Karachi, Pakistan.

## Business Details

**Overview**

Fortanix brings unbreakable, password-free security to Pakistan's banking sector, eliminating risks like phishing, SIM swaps, and weak OTPs. With a single fingerprint or device touch, customers get effortless, fraud-proof banking.

**Name of Founder:** Muhammad Omer Khan

**Industry:** Cybersecurity

**Startup Development Stage:** Product - Market Fit

**Problem:** Banks rely on outdated OTP-based authentication systems, which cause: High levels of fraud and social engineering, Slow transaction flow, Expensive SMS costs, Poor user experience, and Non-compliance with new cybersecurity regulations in Pakistan & GCC.

**Solution:** Fortanix provides FIDO2-based authentication, AI verification, and voice biometric systems which remove OTP completely, reduce fraud by up to 80% and improve user experience dramatically. This ensures compliance with SBP, SAMA, and CBUAE, and significantly cuts authentication costs.

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

**Value Propositions for Customers:** Eliminates OTPs → reduces SMS cost by 70–90% Phishing-resistant authentication AI Voice Authentication in Urdu, English, Arabic Lightning-fast onboarding with AI verification End-to-end FIDO2 security stack Reduces fraud by 50–80% Fully compliant with SBP, SAMA, CBUAE

**Business Model:** Annual SaaS subscription

**Impact:** Financial fraud reduction at the national scale. Major operational savings for banks through OTP elimination. Improved digital trust infrastructure for Pakistan's banking ecosystem. Seamless digital onboarding → supports financial inclusion Strengthens cybersecurity posture across the Middle East.

**Competition:** Nevis by Systems Limited in Pakistan, Thales by Avanza in Pakistan, OneSpan Entrust

**USP:** Deep expertise in SBP, SAMA, CBUAE compliance. First-mover advantage in Pakistan for FIDO2 deployment at scale. Proprietary AI models tailored for local languages. Strong relationships across multiple banks in the Middle East + Pakistan. Fast implementation and superior customer support.



# **JLD**

## Transportation, Mobility and Logistics

### Business Stats

**Company Size:** N/A

**Revenue Model:**

N/A

**Revenue to Date:**

N/A

**Revenue Projections:** NA

**Amount of Funds raised:**

N/A

**Exit Options:**

N/A

**Sustainable Development Goals**

N/A

**Key Performance Metrics**

N/A

### Business Details

#### Overview

Transforming e-commerce logistics with AI-driven same-city, same-day deliveries.

**Name of Founder:** Ahad Anwer

**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:** A tech-first logistics platform merging traditional courier models with the tech driven operations (Careem-style).

**Target Market:** N/A

**Value Propositions for Customers:** N/A

**Business Model:** D2C.

**Impact:** N/A.

**Competition:** N/A.

**Competitive Advantage:** N/A

#### Management Team:

Ahad Anwer – Founder

ahad@gojld.com |

+92 342 8001188

**Location:** N/A



# MeshTech Pakistan

## Industrial Automation

### Business Stats

**Company Size:** N/A  
**Market Size:** PKR 15 Mn  
**Business Model:** B2B  
**Revenue to Date:** N/A  
**Revenue Projections:**  
PKR 2,000,000  
**Amount of Funds raised:**  
None  
**Exit Options:**  
Merger & Acquisition  
**Sustainable Development Goals**  
SDG 09 | 12  
**Key Performance Metrics**  
Q1, 2026: CAC: 200,000  
PKR QRR: 1,200,000 PKR

### Management Team:

Shariq Shaikh – Founder  
shariq.shaikh@hotmail.com |  
+92 343 2895007

**Location:** NIC Karachi

### Website:

[Meshteckpk.com](http://Meshteckpk.com)

### LinkedIn:

<https://www.linkedin.com/in/shariq-shaikh>

### Business Details

#### Overview

Our vision is to revolutionize the way power systems in Pakistan are managed and optimized by making advanced network modeling, simulation, and AI-driven predictive analysis accessible to all entities with electrical infrastructure.

**Name of Founder:** Shariq Shaikh

**Industry:** Industrial Automation

**Startup Development Stage:** Product - Market Fit

**Problem:** Most electrical utilities, industries, and large facilities in Pakistan lack a digitized and validated model of their power network, making it difficult to: 1) Predict and prevent outages, 2) Simulate scenarios for decision-making 3) Integrate AI for forecasting and optimization.

**Solution:** Our service provides: 1) Power System Modelling and Analysis: Client provides network data; we build a full digital model. 2) AI Integrated Solutions: We generate datasets as per requirement and develop AI-based models for predictive insights and real-time monitoring.

**Target Market:** Electrical Distribution and Transmission Operators

**Value Propositions for Customers:** We turn raw network data into actionable insights by combining power system modeling, AI-driven predictions, and real-time monitoring delivered faster and at a very competitive cost compared to traditional engineering studies and solutions.

**Business Model:** Initial Project Fee and Recurring Subscription Fee

**Impact:** Cost-effective, easy to use, scalable, human-friendly

**Competition:** Other electrical-related software companies

**Competitive Advantage:** We utilize highly efficient AI Models, which can make predictions in milliseconds. AI/ML-based models are built on open source frameworks, which are much affordable solutions, without compromising on accuracy.



# Munafah.AI

## SaaS | Women-Led

### Business Stats

**Company Size:** 04

**Market Size:** \$25 Trillion

**Revenue Model:**

Subscription-based model

**Revenue to Date:** N/A

**Revenue Projections:**

PKR 23,490,000

**Amount of Funds raised:**

None

**Exit Options:**

Merger & Acquisition

**Sustainable Development Goals**

SDG 09

**Key Performance Metrics**

N/A

### Management Team:

Rameen Yahya Baig – Co -

Founder | [rameen@munafah.ai](mailto:rameen@munafah.ai) |

+92 331 3722048 |

<https://www.linkedin.com/in/rameen-yahya>

Owais Afzal Kothari – Co -

Founder | [owais@munafah.ai](mailto:owais@munafah.ai) |

+92 301 8386893 |

<https://www.linkedin.com/in/owais-afzal-kothari>

**Location:** 203-O/A PECHS

Block 2

### Business Details

#### Overview

Munafah.ai provides AI-powered business development agents that match your products with the right global buyers and automate the entire export process.

**Name of Founder:** Rameen Yahya Baig, Owais Afzal Kothari

**Type of Registration:** Private Limited Company - Pvt. Ltd

**Startup Development Stage:** Ideation

**Problem:** Exporting is expensive, slow, and inefficient for most businesses.

Existing channel lead-generation tools, export departments, and trade fairs - deliver thousands of mismatched leads, require heavy manual effort, and demand high costs. SMEs waste time sorting dead data, struggle to find the right buyers, and often cannot afford full export teams. The real need is accurate, research-backed global matchmaking that connects sellers directly with the right buyers - quickly, affordably, and without massive resources.

**Solution:** Munafah.ai provides each business with its own AI-powered International Business Development Manager that performs deep research, understands the company's products, and delivers qualified, data-backed global buyer matches—not raw leads.

**Target Market:** Small and medium businesses, including manufacturers, wholesalers, traders, and e-commerce brands across categories like home goods, textiles, sports goods, beauty, food, and industrial products.

**Value Propositions for Customers:** A 24/7 AI-powered International Business Development Manager that delivers qualified, research-driven buyer matches and scalable export growth at a fraction of the cost.

**Business Model:** B2B

**Impact:** AI-powered exporting that unlocks global opportunities and drives sustainable business growth.

#### Competition:

Direct Competition: Alibaba.com, ZoomInfo, Apollo.io, AiSDR, Tendata

Indirect Competition: Export Managers / Export Departments, BD Executives, Trade Fairs (Canton Fair, Gulfood, Ambiente), Online Directories (Kompass, Industry Buyer Lists, Generic Directories)

**USP:** Munafah.ai gives every business an AI-powered International BDM that delivers research-driven global buyer matches—not raw leads.



# Pak DroneX Industrial Automation

## Business Stats

**Company Size:** 05

**Market Size:** PKR 15–20 billion/year

**Revenue Model:**

- Per-acre drone spraying fees
- Per-acre NDVI crop scanning fees
- Seasonal spraying/monitoring contracts
- Partnerships with agri-dealers for bundled services
- Own pesticide/input product line
- Local drone assembly for high-margin recurring revenue

**Revenue to Date:**

PKR 9,000,000

**Revenue Projections:**

PKR 70,000,000

**Amount of Funds raised:**

None

**Exit Options:** Merger & Acquisition

**Sustainable Development Goals**

SDG 01 | 02 | 03 | 05 | 06 | 07 | 08 | 09 | 11 | 12 | 13 | 14 | 17

**Key Performance Metrics:**

N/A

**Management Team:**

Muhammad Irfan – CEO

kamboh.irfan18@gmail.com | +92 334 2660978 |

<https://www.linkedin.com/in/muhammad-irfan>

**Location:** Pangrio Badin

## Business Details

### Overview

PakDroneX offers accurate drone spraying and crop-health scanning that reduces pesticide waste 30–35% and saves farmers money per acre.

**Name of Founder:** Muhammad Irfan, Muhammad Rizwan

**Type of Registration:** N/A

**Startup Development Stage:** Business Model Fit

**Problem:** Challenges include high spraying costs and pesticide wastage. Additionally, critical spray timings are missed out and spraying mistakes.

**Solution:** Pak Drone X delivers affordable, high-accuracy drone spraying that cuts pesticide waste 30–35%, saves farmers Rs500–700 per acre, and completes 1 acre in minutes. With NDVI crop-health scanning, farmers track pests, water stress, and nutrient gaps—boosting yields 20–35% and adding Rs15,000–20,000 in profit per season.

**Target Market:** Small and medium farmers (25–1000 acres) in Sindh and Punjab.

**Value Propositions for Customers:** Pak Drone X delivers fast, affordable, and precise drone spraying, cutting 30–35% pesticide waste while boosting crop health and yields. Farmers save Rs500–700/acre in costs, reduce chemical exposure, and gain Rs15,000–20,000 extra profit per season.

**Business Model:** B2B, B2C, B2B2C

**Impact:** Pak Drone X boosts smallholder farmer incomes by 20–35% while cutting pesticide use 30–35%, saving Rs500–700/acre. We create local jobs, train youth and women as drone pilots, and plan local pesticide and drone production by Year 5.

**Competition:** Direct Competitors: Kalam4Solutions, Pak Flying Lab, DJI-based local providers

Indirect Competitors: Manual Spraying Services, Tractor Boom Sprayers.

**USP:** First fully integrated DAAS platform, Fast spraying, Accurate spraying, Cost-effective, Precision + insights, Easy access, Technology for all



# Paltuu E-Commerce

## Business Stats

**Company Size:** NA

**Market Size:**

PKR 20-25 Billion

**Revenue Model:**

- Product sales via e-commerce dropshipping with a profit margin
- Future inventory model to increase margins and delivery speed
- Paltuu Special Delivery for animal transport (shelters ↔ homes)

**Revenue to Date:**

PKR 40,000

**Revenue Projections:**

PKR 5,000,000

**Amount of Funds raised:**

None

**Exit Options:** Partnership

Buyout

**Sustainable Development**

**Goals**

SDG 09 | 08 | 12 | 15

**Key Performance Metrics**

- Website 1.2k visitors last week
- Daily 30 visits avg
- 300 users
- 20-30 returning users

**Management Team:**

Aawaiz Ali – Co-Founder &

CEO

aawaizali8@gmail.com |

+92 315 3738555 |

linkedin.com/in/aawaiz

**Location:** Al Basit Tower, 4th Floor

## Business Details

**Overview**

Paltuu.pk is Pakistan's first comprehensive online platform for pet lovers — combining pet e-commerce, adoption, and welfare in one ecosystem. We enable users to buy verified pet products, adopt rescued animals, and connect with trusted vets and shelters.

**Name of Founder:** Aawaiz Ali, Syed M. Shuja Ur Rahman, Syed Ashhal Hassan

**Type of Registration:** None

**Startup Development Stage:** Product – Market Fit

**Problem:** Pet lovers in Pakistan face unsafe adoption channels, a lack of verified breeders, unreliable pet products, and poor treatment of animals due to an unregulated market.

**Solution:** A unified, ethical, and tech-enabled platform offering verified pet products, safe adoption, and animal transport while supporting rescue shelters.

**Target Market:** Urban pet owners, animal welfare organizations, and aspiring adopters across major Pakistani cities

**Value Propositions for Customers:** Verified and cruelty-free pet products delivered nationwide. Safe, transparent pet adoption and rescue network. Access to trusted veterinarians and shelters. A community-driven ecosystem built on trust, care, and convenience

**Business Model:** B2B, B2C, D2C

**Impact:** Paltuu.pk fights against the black market of pet sales, illegal breeding, and animal neglect by creating a transparent, ethical ecosystem. We promote responsible pet ownership and aim to improve the welfare of both stray and domestic animals across Pakistan.

**Competition:** Petshub.pk, MyPet.pk, PetMart.pk

**USP:** Paltuu combines e-commerce, adoption, and animal rescue — all under one trusted ecosystem, unlike competitors focused solely on retail.



# Saheli - Pregnancy and period tracking application

## HealthTech | Women Led

### Business Stats

**Company Size:** 04

**Market Size:** 50 Million

**Revenue Model:**

Subscription Packages,  
Corporate Wellness  
Partnerships, Sponsored  
Health Programs, Marketplace  
Commissions

**Revenue to Date:** N/A

**Revenue Projections:**

PKR 4,000,000

**Amount of Funds raised:**

None

**Exit Options:** Merger &

Acquisition

**Sustainable Development  
Goals**

SDG 03 | 05 | 10

**Key Performance Metrics**

N/A

**Management Team:**

Saba Nisar – Founder

Saba@saheliapp.com |

+92 316 2548757 |

[www.linkedin.com/in/saba-nisar](http://www.linkedin.com/in/saba-nisar)

**Location:** Karachi

### Business Details

**Overview**

AI-Powered Pregnancy and Period Tracker

**Name of Founder:** Saba Nisar

**Type of Registration:** Private Limited Company - Pvt. Ltd

**Startup Development Stage:** Product - Market Fit

**Problem:** Millions of women lack reliable maternal health information, emotional support, and culturally relevant guidance. Misinformation, limited access to doctors, and lack of community support result in increased stress and poor pregnancy outcomes.

**Solution:** A digital maternal-health companion that provides:

- Personalized pregnancy tracking
- Verified, localized health information
- Emotional well-being support
- Community engagement
- Access to experts & resources

All through a mobile app designed for South Asian women.

**Target Market:** Women aged 18 and above, with a primary focus on pregnant women and new mothers, hospitals, clinics, NGOs, donor organizations, and corporate wellness programs

**Value Propositions for Customers:** Saheli provides personalized maternal health guidance, pregnancy tracking, emotional support, and community connection—all in one mobile app. Unlike generic health apps, Saheli delivers localized, culturally respectful, doctor-verified information and offers real-time support for women throughout pregnancy and motherhood.

**Business Model:** B2C

**Impact:** Saheli improves maternal well-being by providing timely information, emotional support, and remote access to verified health guidance. The app helps reduce misinformation, improve pregnancy preparedness, and empower women to take control of their health - especially in underserved communities.

**Competition:** Direct: BabyCenter, Flo, MyPregnancy, Glow

Indirect: YouTube health content, social media groups, clinic-based programs, women's NGOs.

**USP:** Saheli is the only culturally tailored pregnancy and maternal support app focused on Pakistani and South Asian women, combining verified health guidance + emotional support + community connection in local languages.



# Scitforte

## SaaS | Women-Led

### Business Stats

**Company Size:** 12

**Market Size:** Projected to reach USD 2.5 billion by 2030

**Revenue Model:**

- Subscription Fees
- Customization & Integration Services
- Consulting Partnerships
- Data Analytics Add-ons:

**Revenue to Date:**

PKR 1,200,000

**Revenue Projections:**

PKR 50,000,000

**Amount of Funds raised:**

None

**Exit Options:** Merger & Acquisition

**Sustainable Development Goals**

SDG 08 | 09 | 12 | 13 | 16 | 17

**Key Performance Metrics**

- Number of Active Clients
- MRR & ARR
- Client Retention Rate
- Average ESG Report Generation Time
- Data Accuracy & Compliance Score
- User Engagement Metrics
- Carbon Emissions & ESG Impact Tracked
- Number of Frameworks Supported
- CSAT / NPS
- Partner & Consultant Integrations

### Business Details

**Overview**

Scitforte simplifies ESG compliance and reporting with an AI-powered platform that helps organizations measure, manage, and transparently disclose sustainability performance in line with global standards like GRI, SASB, TCFD, and CSRD.

**Name of Founder:** Faisal Mehmood, Dua Siddiqui

**Type of Registration:** N/A

**Startup Development Stage:** Product – Market Fit

**Problem:** Fragmented and inconsistent ESG data collection across departments. Lack of standardized frameworks (GRI, SASB, CSRD, etc.) integrated into their systems. Manual, time-consuming reporting processes prone to errors and compliance gaps. Limited analytics tools to assess sustainability performance or forecast risk. Difficulty demonstrating transparency and accountability to investors and regulators. These issues create inefficiency, compliance risks, and missed opportunities for sustainability-driven growth.

**Solution:** Scitforte offers a centralized AI-driven ESG compliance and reporting platform that simplifies, standardizes, and automates the entire ESG data lifecycle.

**Target Market:** SMEs, and Public Organizations Across Industries

**Value Propositions for Customers:** Automated ESG Data Collection, Reporting Frameworks, AI-Powered Insights, Regulatory Compliance, Transparent & Auditable Reports, Custom Dashboards.

**Business Model:** B2B, B2G

**Impact:** Environmental, Social, Governance, Economic

**Competition:** Diligent ESG, Sphera, Workiva, FigBytes, Novisto

**USP:** Scitforte is an AI-powered ESG platform that makes sustainability reporting easy for any business — big or small.

We automate ESG data, align with global standards, and show real-time insights through simple dashboards.

Affordable, fast, and built for emerging markets — sustainability without the complexity.

**Management Team:**

Faisal Mehmood – CEO

faisal.mehmood@scitforte.com | +92 345 8808088 |

<https://www.linkedin.com/in/faisal-mehmood>

**Location:** 101, C-91 , 11th Jami Commercial Street , DHA phase 7. Karachi



# SOCByte

## Cybersecurity

### Business Stats

**Company Size:** 29  
**Market Size:** TAM: \$30B  
SAM: \$8b SOM: \$50m - \$100m  
**Revenue Model:** Annual Subscription  
**Revenue to Date:** PKR 23,693,726  
**Revenue Projections:** PKR 28,206,900  
**Amount of Funds raised:** None  
**Exit Options:** Merger & Acquisition  
**Sustainable Development Goals**  
SDG 09  
**Key Performance Metrics**  
AI Learning Improvement  
Threats Detected/Resolved:

- Cost Efficiency
- User/Client Growth
- Client Deployments

**Management Team:**  
Sulaiman Asif – Founder/CEO  
sulaiman@socbyte.ai |  
+92 301 2730261  
**Location:**  
Block 5 Gulshan e Iqbal  
**Linkedin:**  
<https://www.linkedin.com/in/sulaiman-asif>

### Business Details

#### Overview

Agentic AI-powered SOC platform

**Name of Founder:** Sulaiman Asif

**Type of Registration:** Private Limited Company - Pvt. Ltd

**Startup Development Stage:** Product - Market Fit

**The Problem:** - Pakistan lacks indigenous cybersecurity tools, especially SOC. - SOC analysts have to use different tools on different platforms. - Security teams are drowning in alert fatigue and manual tasks, while cyber threats intensify (banking malware attacks alone rose 114% in 2024) causing missed threats and wasted resources.

- The Solution: Built locally by Pakistani youth, making it highly trusted by Pakistani audiences.
- Unified cloud-native SOC platform combining SIEM, SOAR, Threat Intel, Phisher, and an AI SOC Analyst—scalable and easy to deploy.
- AI-powered Dexter reduces alert fatigue and automates repetitive tasks, augmenting (not replacing) human analysts.

**Target Market:** SMBs, banks, fintech and security providers to reduce alert fatigue

**Value Propositions for Customers:** AI-powered SOC platform with Dexter, the autonomous analyst - Cuts alert fatigue, automates repetitive tasks, unifies tools Cloud-native, scalable, and easy to deploy - SOCByte is already serving names like Pakistan Stock Exchange, Soneri Bank, and CyberDome in Nigeria.

**Business Model:** B2B

**Impact:** Gen Z-led team behind Pakistan's first AI SOC Analyst. Strengthening national cybersecurity with AI automation, local innovation, and real-world deployments.

**Competition:** Prophet Security, Cynomi, Exaforce, Legacy SIEM/SOAR (Splunk, IBM QRadar, ArcSight, etc.)

**USP:** Unified platform with agentic AI



# Sports Vector

## AI & Big Data

### Business Stats

**Company Size:** 05

**Market Size:** \$32 billion market by 2032

**Revenue Model:** B2B Sales and Custom Solutions

**Revenue to Date:** 0

**Revenue Projections:** PKR 50,000

**Amount of Funds raised:** None

**Exit Options:** Private Equity Buyout

**Sustainable Development Goals**

SDG 09 | 10

**Key Performance Metrics**

- User Growth
- Retention Rate
- Conversion Rate
- Match Plans Created
- AI Query Usage
- Geographic Expansion
- Partnership Growth
- Revenue Metrics

**Management Team:**

Muhammad Saad – CEO  
saad@sportsvector.co |  
+ 97 433 151191

Hamza Faisal Ghauri – COO  
hamza@sportsvector.co

**Location:** NIC Karachi

### Business Details

#### Overview

Advancing & Making Sports Strategy Accessible with AI

**Name of Founder:** Hamza Faisal Ghauri

**Type of Registration:** Unregistered

**Startup Development Stage:** Product - Market Fit

**Problem:** Most cricket teams at the grassroots and semi professional level lack access to advanced strategic tools and expert tactical guidance. Coaches and captains often rely on spreadsheets, group chats, or intuition to plan matches, which limits their ability to make data informed decisions. Hiring professional analysts or strategy coaches is expensive and unrealistic for most teams. As a result, players miss out on learning structured, high level thinking, and teams struggle to perform consistently against better resourced opponents.

**Solution:** CricTier provides an AI powered strategy platform that helps teams plan, analyze, and execute like professionals. Coaches and captains can use the platform to design batting, bowling, and fielding plans, assess performance, and generate AI driven tactical recommendations before and during matches. Everything happens in one simple interface built for real users on the ground. The platform also includes a consulting marketplace where teams can book sessions with professional coaches and analysts, giving them access to expert advice without the high cost.

**Target Market:** Sport Teams

**Value Propositions for Customers:** CricTier brings professional level strategy and insight to every cricket team by transforming how coaches and captains plan, analyze, and execute. Using AI generated tactics, clear planning tools, and simple dashboards, the platform helps teams think and act like elite analysts without needing complex systems or expensive coaching staff.

**Business Model:** B2B, B2B2C

**Impact:** 50+ Plans Made, Teams involved in planning more.

**Competition:** Direct Competitor: CricHeroes, CricClubs, and Ludimos.  
Indirect Competitors: include general analytics platforms like Veo and Hudl

**USP:** CricTier focuses on planning and decision making, the most crucial but underserved part of the game. It bridges the gap between elite analytics and everyday cricket, giving all teams access to professional level strategy.



# Stellisys (Fifth Thought)

## AI & Big Data

### Business Stats

**Company Size:** 04

**Market Size:** PKR 14 billion annual market

**Revenue Model:**

Subscription-based. Add-on revenue from setup, customization, and advanced analytics modules.

**Revenue to Date:**

PKR 4,000,000

**Revenue Projections:**

PKR 8,000,000

**Amount of Funds raised:**

None

**Exit Options:** Merger &

Acquisition

**Sustainable Development**

**Goals**

SDG 08 | 09 | 12

**Key Performance Metrics**

- Monthly active SMEs onboarded
- Monthly recurring revenue (MRR)
- Client Retention
- Customer acquisition cost (CAC) vs lifetime value (LTV)

**Management Team:**

Lohana Rajiv Pardhan – CEO

rajiv@fifththought.com |

+92 333 1358002 |

<https://www.linkedin.com/in/rajivpardhan/>

**Location:** NIC Karachi

### Business Details

**Overview**

Stellisys (Fifth Thought) is building an AI-native ERP system for small and mid-sized businesses in Pakistan and the Middle East. Our platform simplifies sales, finance, HR, inventory, and procurement into one cloud-based system that is easy to deploy, localized for regional compliance, and affordable for SMEs.

**Name of Founder:** Lohana Rajiv Pardhan,

**Type of Registration:** N/A

**Startup Development Stage:** Product - Market Fit

**Problem:** SMEs struggle with fragmented operations, manual record-keeping, and high-cost ERP solutions that are not localized to their needs.

**Solution:** A cloud-based, AI-ready ERP offering end-to-end management (sales, finance, HR, inventory and procurement) with quick setup, intuitive UX, and local customization.

**Target Market:** SMEs with 25–300 employees in e-commerce, retail, wholesale, and light manufacturing sectors.

**Value Propositions for Customers:** Fast to implement (live in weeks, not months). Localized (tax rules, workflows). Simple & affordable (subscription model). Analytics First and Future-ready with AI-native Zero-UI design for predictive insights.

**Business Model:** B2B

**Impact:** Digitizing SMEs reduces operational waste, improves financial transparency, and promotes formalization. Stellisys helps SMEs transition from paper-based processes to digital operations, contributing to Pakistan's SME productivity and digital inclusion.

**Competition:** Odoo, SAP Business One, SowaanERP, QuickBooks / Zoho, In-house spreadsheets

**USP:** The fastest-to-deploy ERP built for SMEs — localized, modular, and AI-powered



# Stock Sense

## Fintech

### Business Stats

**Company Size:** N/A

**Market Size:** 15.5 trillion  
PKR TAM.

**Revenue Model:**

Subscription-based model

**Revenue to Date:** N/A

**Revenue Projections:**

PKR 6,000,000

**Amount of Funds raised:**

None

**Exit Options:** Partnership

Buyout

**Sustainable Development**

**Goals**

SDG 04 | 08 | 09 | 10 | 17

**Key Performance Metrics**

- Total Register User
- Active Users
- User Growth Rate
- Free to Paid Conversion Rate

**Management Team:**

Yassa Fareed – Founder

yassafareed1999@gmail.com |

+ 92 332 7980363 |

<https://www.linkedin.com/in/yassa-fareed>

**Location:** NIC Karachi

### Business Details

**Overview**

StockSense brings algorithmic investing to everyone by offering a simulated PSX trading platform with real market data and beginner-friendly tools. Users can learn, test, and refine strategies through a no-code builder or Python, with backtesting and paper trading built-in. Creators monetize their models, investors gain insights, and the ecosystem grows into Pakistan's first scalable retail quant platform.

**Name of Founder:** Yassa Fareed

**Type of Registration:** N/A

**Startup Development Stage:** Ideation

**Problem:** Most beginner investors in Pakistan struggle to understand how to make data-driven investment decisions in the Pakistan Stock Exchange (PSX). Existing platforms either provide limited financial data or complex trading tools that are not beginner-friendly, lack strategy testing, and offer no way for creators to monetize their trading expertise. As a result, users have access to information but not to actionable, algorithmic insights that could guide real investing behavior.

**Solution:** StockSense bridges the gap between professional algorithmic trading and beginner investors by offering:

- A no-code and Python-based strategy builder to create, test, and deploy trading algorithms.
- Paper trading and simulated holdings that help users learn and invest safely.
- A marketplace where strategy creators can monetize their strategies through user subscriptions or AUM-based revenue.
- Beginner-friendly quantitative insights (e.g., SMA, RSI, and other metrics) that simplify decision-making.

**Target Market:** Retail investors, beginner traders, and tech-savvy individuals in Pakistan.

**Value Propositions for Customers:** Stock Sense AI turns complex PSX analysis into clear, data-driven Buy/Sell signals.

Next: Pakistan's first marketplace for automated trading strategies.

**Business Model:** B2B, B2C

**Impact:** StockSense democratizes data-driven investing in Pakistan, helping everyone learn, test, and invest smarter — no finance background needed.

**Competition:** Sarmaaya.pk, Investify.pk, Finqalab.com, TradingView, Simply Wall St, MetaTrader (MT4/MT5)

**USP:** StockSense is Pakistan's first beginner-friendly algorithmic trading platform that combines: No-code + Python strategy creation, Backtesting with local PSX data, Paper trading with simulated holdings, and Strategy monetization for creators



# Lendverse Fintech

## Business Stats

- Company Size:** 13  
**Market Size:** USD 140 Billion  
**Revenue Model:**  
Subscriptions, Per Transaction  
**Revenue to Date:**  
PKR 10,234,531  
**Revenue Projections:**  
PKR 2,500,000  
**Amount of Funds raised:**  
None  
**Exit Options:** Initial Public Offerings (IPO)  
**Sustainable Development Goals**  
SDG 09 | 10 | 12  
**Key Performance Metrics**
- Credit Scoring Accuracy (%)
  - Loan Approval Turnaround Time (TAT)
  - Default Rate Reduction (%)
  - Automation Rate (%)
  - Model Precision & Recall
  - Portfolio Growth (%)
  - Operational Cost Reduction (%)
  - Financial Inclusion Impact
  - Data Processing Speed
  - User Adoption Rate

### Management Team:

Sibtain Raza – CEO  
sibtain@tawha.com |  
+92 334 3557678 |  
<https://www.linkedin.com/in/sibtainraza/>

**Location:** Unit 202, Roshan Trade Center, Shaheed e Millat Road, Karachi

## Business Details

### Overview

AI embedded Lending as a Service (LaaS) Platform

**Name of Founder:** Sibtain Raza, Muhammad Baqir

**Type of Registration:** Private Limited Company - Pvt. Ltd

**Startup Development Stage:** Business Model - Fit

**Problem:** Lending in Pakistan is still manual, fragmented, and collateral-heavy. Banks and financial institutions use inconsistent and paper-based credit evaluation processes, making it difficult to accurately assess SMEs. As a result, loan approvals are slow, biased, and often exclude creditworthy businesses due to the lack of standardized, data-driven credit scoring.

**Solution:** Lendverse is an AI-driven credit scoring and risk analysis platform that automates the entire credit evaluation process. It analyzes bank statements, transaction patterns, and financial behavior to generate instant, data-backed credit scores. By standardizing decision-making across lenders, Lendverse helps financial institutions reduce risk, accelerate approvals, and extend fair access to credit for SMEs in Pakistan.

**Target Market:** Banks, Fintechs, Government

**Value Propositions for Customers:** Integration and Automation of Lending Platform

**Business Model:** B2B, B2G

**Impact:** Enabling SMEs to get seamless loans

**Competition:** Haball, Adalfi, Fauree

**USP:** A single loan origination and management platform, with own facility and scoring model creator.



# Three Shelves

## SaaS

### Business Stats

**Company Size:** 12  
**Revenue Model:** NA  
**Revenue to Date:** NA  
**Revenue Projections:** NA  
**Amount of Funds raised:**  
None  
**Exit Options:** NA  
**Sustainable Development Goals**  
NA  
**Key Performance Metrics**  
NA

### Management Team:

Hammad Tayyab Kamal –  
Founder  
hammad@three-shelves.com |  
+92 321 8977752

**Location:** I-thrive, near Teen  
Talwar, Karachi.

### Facebook:

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

### LinkedIn:

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

### Business Details

#### Overview

The Digital infrastructure for Complaint Pharma Supply Chains. We begin where patient safety and compliance intersect by unifying prescriptions, traceability, and reimbursements to power a compliant, scalable supply chain.

**Name of Founder:** Hammad Tayyab Kamal

**Type of Registration:** NA

**Startup Development Stage:** Product – Market Fit

**Problem:** Blind spots affecting planning & performance. There's no unified view across SKUs, batches, or outlets just scattered reports and siloed teams. Recalls are reactive, often triggered by patient complaints or quality issues shared over WhatsApp.

**Solution:** AI-Powered Forecasting - Pharmacy-Ready. ONE uses AI models trained on clinical, sales, and inventory data to forecast demand, detect anomalies, and optimize stock in real time.

**Target Market:** NA

**Value Propositions for Customers:** We're not just a tool — we become the system of record, the compliance backbone, and the intelligence layer for pharma distribution.

**Business Model:** Subscription – Based, and Fixed Fees.

**Impact:** Lean Inventory, Fewer Write-Offs — cuts expiry loss and overstock simultaneously. Faster Clinical Response — adapts instantly to seasonal surges and outbreaks.

**Competition:** Dynamics 365, ORACLE NET Suite

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



# Wellfolks

## HealthTech | Healthcare | Women-Led

### Business Stats

**Company Size:** 10  
**Market Size:** SOM: 6 Million  
**Revenue Model:** Service-Based  
**Revenue to Date:** PKR 50,000  
**Revenue Projections:** PKR 75,000  
**Amount of Funds raised:** None  
**Exit Options:** Initial Public Offerings (IPO)  
**Sustainable Development Goals**  
SDG 03 | 04 | 09 | 17  
**Key Performance Metrics**

- 70-30 ratio on consultancy.
- high user satisfaction score.
- 5 schools, 5 colleges and 5 universities.

#### Management Team:

Hira Shafi – Founder / CEO  
contact@wellfolks.co |  
+ 92 330 1039003 |  
<https://www.linkedin.com/in/hira-shafi>  
**Location:** NIC Karachi

### Business Details

#### Overview

At Wellfolks, we're committed to raising awareness and normalizing holistic development practices for a healthy future. We strive to ensure easy access to resources, early intervention and actionable plan that maximize wellness and reduce stigma. Wellfolks provides Personalized Counseling, Therapy, and Performance Coaching through Academic Wellbeing Programs as Holistic Wellbeing Ecosystem.

**Name of Founder:** Hira Shafi

**Type of Registration:** Single Member Company - SMC Private Limited

**Startup Development Stage:** Business Model Fit

**Problem:** Young minds are burning out early because most of the mental health issues start before 24, but go unnoticed. Particularly in academia where students spend most of their time, the lack of systems that can identify and support them is missing. This silent struggle affects students' learning, performance, and emotional growth.

**Solution:** Wellfolks is reimagining student and staff wellbeing through a hybrid model that combines in-person coaching with an intelligent system for real-time mental health support, counselling, and performance tracking—all seamlessly integrated into the academic ecosystem.

**Target Market:** Academia - Students and Faculty

**Value Propositions for Customers:** Awareness - Consultation - Collecting Pain Points - Provide Tailored Services (Stats and Reports) - Do Followups (Growth and Maintenance) - Make Healthy Minds and Happy Hearts!

**Business Model:** B2B

**Impact:** Quality wellness, Innovation and disruption.

**Competition:** Coach Possible – AI-Powered Student Support

Hey Sunny – Chatbot for College Students

Wysa – AI-Driven Mental Health App

Sonar Mental Health – AI Chatbot for Students

MindHYVE.ai and Smart Learnify – Personalized Learning Platform

**USP:** We utilizes various techniques to analyze and perform optimal wellbeing services ideally under same academic setups.



# WhatFlow E-Commerce

## Business Stats

**Company Size:** 08

**Market Size:** \$25 billion by 2030.

**Revenue Model:**

Subscription-based SaaS model.

**Revenue to Date:**

PKR 20,000

**Revenue Projections:**

PKR 50,000

**Amount of Funds raised:**

None

**Exit Options:** Merger &

Acquisition

**Sustainable Development Goals**

SDG 08 | 09 | 10 | 11 | 17

**Key Performance Metrics**

- 2,000+ active e-commerce users globally
- 25%+ of Pakistan's online stores use WhatFlow
- 15% month-over-month MRR growth
- 40% reduction in COD returns among active users
- User satisfaction rate: 4.8/5 average
- Serving users in 100+ countries

**Management Team:**

Safwan Adnan – Founder

safwan@whatflow.tech |

+ 92 335 5191903

<https://www.linkedin.com/in/hasan-latif>

**Location:** N/A

## Business Details

**Overview**

WhatFlow is a WhatsApp automation platform for e-commerce businesses. It enables online stores to automate customer communication through order confirmations, abandoned cart recovery, fulfillment updates, and personalized marketing — all with easy setup and no coding required.

**Name of Founder:** Muhammad Hassan, Safwan Adnan, Muhammad Riaz Ahmed

**Type of Registration:** N/A

**Startup Development Stage:** Product - Market Fit

**Problem:** E-commerce merchants struggle to maintain consistent customer engagement, manage high cart abandonment rates, and control the rising issue of RTO (Return-to-Origin) on COD orders. Many also face challenges with fake or unverified orders, leading to wasted fulfillment costs and reduced profit margins.

**Solution:** WhatFlow turns WhatsApp into an automated growth engine, reducing RTO losses and increasing sales, retention, and operational efficiency.

**Target Market:** WhatFlow targets small to mid-sized e-commerce sellers globally, especially in Pakistan, India, and MENA, seeking affordable WhatsApp automation and customer engagement solutions.

**Value Propositions for Customers:** WhatFlow helps online sellers boost conversions, reduce cart abandonment, and enhance customer engagement with automated WhatsApp workflows—offering catalogs, order tracking, and broadcast marketing at lower cost and easier setup than competitors.

**Business Model:** B2B, B2B2C

**Impact:** WhatFlow helps e-commerce brands automate communication to boost engagement, improve efficiency, and cut COD RTO losses by confirming order intent, filtering fake orders, and recovering lost sales—driving measurable revenue growth globally.

**Competition:** Whatify, H3 WhatsApp Order

**USP:** WhatFlow delivers all-in-one WhatsApp automation — cart recovery, marketing, order updates, and analytics — with easy setup, affordable pricing, and no technical barriers.

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