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ONE PAGER

Meet the Startups of NIC Karachi's **Cohort 15**. A snapshot of bold ideas shaping the future of entrepreneurship in Pakistan.

YBG

LMKT

LUCKY LANDMARK

ORBIT VENTURES

Aerox ERP

AI & Big Data

Business Stats

Company Size:
More than 10

Market Size:
~$60B

Revenue Model:
SaaS subscription-based licensing; enterprise outreach with pilot deployments

Revenue to Date:
SaaS subscription-based licensing; enterprise outreach with pilot deployments

Key Performance Metrics:
40+ Test Users

Business Details

Overview
AEROX ERP is an AI-navigated, cyber-secure enterprise platform that autonomously analyzes data, automates operations, detects risks, and generates strategic insights acting like a digital co-founder that helps businesses scale smarter and faster.

Name of Founder: Aiman Fatima

Startup Development Stage: Product-Market-Fit (Growth)

Problem:
Outdated ERPs lack AI, automation, and real-time decision intelligence.

Solution:
AI-navigated ERP that analyzes, automates, predicts, and scales businesses.

Target Market:
Enterprises and businesses requiring AI-driven ERP: Finance, Sales & Operations, HR & Workforce, Cybersecurity & Compliance

Value Propositions for Customers:
AI-navigated ERP that autonomously analyzes data, automates operations, detects risks, and generates strategic insights — a digital co-founder for businesses

Business Model: B2B SaaS

Competition:
Traditional ERP vendors lacking AI, automation, and real-time decision intelligence

Impact:
Builds Pakistan's first globally competitive AI-driven ERP platform enabling smarter, faster scaling for businesses

USP:
World's first Physical Robotic ERP Intelligence with AI-navigated autonomous workflows and predictive cyber defense

Management Team:
Aiman Fatima
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0316-0115702
Linkedin
Add Text
Location: NIC Karachi

Agentic Fire Detection System
Industrial Automation

Business Stats

Company Size:
3 to 6

Market Size:
N/A

Revenue Model:
N/A

Revenue to Date:
N/A

Key Performance Metrics:
N/A

Management Team:
Muhammad Murtuza
murtuza.tps@gmail.com
0317-0225941
Linkedin
Website
Location: NIC Karachi

Business Details

Overview
Fire Guard is an AI-powered fire detection system that continuously monitors CCTV feeds in real time, instantly detects fire and smoke, and forwards critical frames to intelligent agents that generate incident descriptions and automatically alert firefighters before disasters escalate.

Name of Founder: Muhammad Murtuza

Startup Development Stage: Problem-Solution-Fit (Idea/MVP)

Problem:
Pakistan has widespread CCTV and sensors, but no intelligent system detects fire, assesses severity, and alerts firefighters instantly, causing delayed response and higher risk.

Solution:
AI-powered system monitors CCTV feeds, detects fire and smoke in real time, and automatically alerts firefighters and emergency responders for instant action.

Target Market:
Industrial facilities, government buildings, commercial properties with CCTV infrastructure

Value Propositions for Customers:
AI-powered real-time fire and smoke detection from CCTV feeds with automatic firefighter alerting — no human monitoring needed

Business Model: B2B SaaS + Hardware Integration + Monitoring Services

Competition:
N/A

Impact:
Prevents fire disasters like Gul Plaza by enabling instant AI-driven emergency response

USP:
Agentic AI that not only detects fire/smoke but generates incident descriptions and automatically alerts emergency responders

Ask Analyst

FinTech

Business Stats

Company Size:
3 to 6

Market Size:
$540M

Revenue Model:
SaaS subscription per analyst seat; platform licenses to institutional firms

Revenue to Date:
N/A

Key Performance Metrics:
Analyst productivity improvement; number of institutional clients onboarded; automation rate of repetitive tasks

Management Team:
Muhammad Azfer Naseem
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0321-9203173
Linkedin
Website
Location: NIC Karachi

Business Details

Overview
AskAnalyst is an AI-powered research productivity platform that integrates into the workflow of sellside and buyside firms — automating the repetitive 70% so analysts focus on alpha generation.

Name of Founder: Muhammad Azfer Naseem

Startup Development Stage: Product-Market-Fit (Growth)

Problem:
Research analysts are expensive, scarce and spend 60–70% of their time on repetitive data gathering, model maintenance, and formatting - leaving very little time for the high-value tasks

Solution:
AskAnalyst is an AI-powered research productivity platform that integrates directly into the workflow of sellside and buyside firms.

Target Market:
Sellside and buyside capital market firms in KSA (188+ CMIs, banks, hedge funds)

Value Propositions for Customers:
AI-powered research copilot automating the repetitive 70% of analyst work (data gathering, model updates, report drafting) so analysts focus on alpha generation

Business Model: B2B SaaS

Competition:
Bloomberg, LSEG, S&P, FactSet, Moody's, Morningstar (expensive, English-first, no AI workflows); Argaam, Mubasher (Arabic but limited analytics)

Impact:
Reduces research operations cost from $1–2.7M per firm; strengthens KSA capital market depth

USP:
Only platform combining institutional-grade analytics + Arabic-native UX + AI at a disruptive price point for KSA market

Assetable Ai

FinTech

Business Stats

Company Size:
1 to 3

Market Size:
N/A

Revenue Model:
Transaction fees on stablecoin minting/burning; platform fees for bank RM onboarding; premium analytics subscription

Revenue to Date:
N/A

Key Performance Metrics:
Banks onboarded; volume of gold tokenized; loan originations facilitated; stablecoin transactions

Management Team:
Syed Farhaj Mehdi Rizvi
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Linkedin
Website
Location: NIC Karachi

Business Details

Overview
Assetable AI is a fintech platform that turns physical gold into digital, tradable stablecoins. It solves the problem of gold being locked away and hard to sell quickly by creating an easy way to buy, sell, and use gold as a financial asset. The platform lets banks convert gold collateral into digital tokens and sell instantly on-chain if a borrower defaults, removing the need for slow auctions and reducing risk. Jewelers can access gold-backed loans and convert their inventory into liquid tokens to sell in the market. Individuals can buy gold-backed stablecoins and redeem them for physical gold delivery whenever they want. In short, Assetable AI makes gold liquid, tradable, and usable in everyday finance.

Name of Founder: Syed Farhaj Mehdi Rizvi

Startup Development Stage: Product-Market-Fit (Growth)

Problem:
Gold in Pakistan is largely locked in homes and lockers, making it illiquid. Individuals struggle to sell it, while banks face high risk and delays when liquidating gold collateral after defaults.

Solution:
We turn physical gold into tradable stablecoins. Banks liquidate collateral instantly, jewelers access loans and liquidity, and individuals buy digital gold redeemable for physical delivery.

Target Market:
Pakistani banks (gold collateral liquidation), jewelers (inventory liquidity), individuals (digital gold investment)

Value Propositions for Customers:
Turns physical gold into tradable stablecoins — banks liquidate collateral instantly, jewelers access loans and liquidity, individuals buy digital gold redeemable for physical delivery

Business Model: B2B (Banks/jewelers) + B2C (Individuals)

Competition:
Traditional gold financing through banks; informal gold lending markets

Impact:
Formalizes Pakistan's illiquid gold market estimated at $30B+; reduces bank risk and operational costs for gold-backed lending

USP:
Dual Shariah-compliant and conventional rails for gold-backed stablecoin lifecycle management with multi-bank RM onboarding

Barion AI

FinTech

Business Stats

Company Size:
1 to 3

Market Size:
N/A

Revenue Model:
N/A

Revenue to Date:
N/A

Key Performance Metrics:
N/A

Management Team:
Muhammad Bilal Khan
mbilalkhan.khi@gmail.com
0335-0344929
Linkedin
Website
Location: NIC Karachi

Business Details

Overview
PSXInvest.com is an AI-powered stock analysis platform designed to help investors navigate the Pakistan Stock Exchange (PSX) with professional-grade insights. Instead of a trading terminal, it offers real-time market data, AI-driven buy/sell/hold insights, confidence scoring, risk assessments, technical indicators, price targets, and automated opportunity detection

Name of Founder: Muhammad Bilal Khan

Startup Development Stage: Product-Market-Fit (Growth)

Problem:
Retail investors in Pakistan lack access to reliable, affordable, and localized market intelligence, leading to emotional decisions, poor risk control, and inconsistent investment performance.

Solution:
PSXInvest provides AI-powered stock analysis, signals, risk scoring, and real-time insights for PSX, helping investors make data-driven decisions without expensive institutional tools.

Target Market:
Retail and institutional investors navigating the Pakistan Stock Exchange (PSX)

Value Propositions for Customers:
AI-powered stock analysis with real-time buy/sell/hold insights, confidence scoring, risk assessments, technical indicators, and automated opportunity detection for PSX

Business Model: B2C SaaS / Freemium

Competition:
Sarmaaya.pk, Investify.pk, Finqalab, TradingView, MetaTrader

Impact:
Democratizes professional-grade investment intelligence for PSX retail investors

USP:
PSX-localized AI signals with confidence scoring and risk assessment — professional tools at retail prices

BASMAI
CyberSecurity

Business Stats

Company Size:
6 to 9

Market Size:
N/A

Revenue Model:
SaaS subscription-based platform; cybersecurity consulting services

Revenue to Date:
PKR 7,775,261

Key Performance Metrics:
Number of organizations onboarded; breach simulations conducted; dark web alerts generated; user awareness training completion rates

Management Team:
Salman Ali

salman.ali@threatcure.net

0346-8267181

Linkedin

Website

Location: NIC Karachi

Business Details

Overview
BASMAI is a unified cybersecurity platform combining dark web monitoring, user awareness, tabletop exercises, and cyber drills with shared intelligence to strengthen readiness and reduce cyber risk.

Name of Founder: Salman Ali

Startup Development Stage: Product-Market-Fit (Growth)

Problem:
Organizations face repeated data breaches due to low cybersecurity awareness. Employees and management make mistakes, while siloed security tools fail to provide full protection.

Solution:
BASMAI is a unified cybersecurity platform where dark web monitoring, user awareness, tabletop exercises, and cyber drills share intelligence to improve readiness and resilience.

Target Market:
Organizations seeking unified cybersecurity posture management: financial institutions, healthcare, enterprise

Value Propositions for Customers:
Unified cybersecurity platform where dark web monitoring, user awareness training, tabletop exercises, and cyber drills share intelligence to improve readiness and resilience

Business Model: B2B SaaS

Competition:
Standalone solutions: Security awareness tools, DLP platforms, dark web monitoring tools working in silos

Impact:
Reduces recurring data breaches caused by human error and siloed security tools; builds AI-driven resilient defense for enterprises

USP:
AI-driven Breach & Attack Surface Management platform combining dark web monitoring + user awareness + cyber drills into one shared-intelligence system

BlockLeaseCo

FinTech

Business Stats

Company Size:
1 to 3

Market Size:
N/A

Revenue Model:
Tokenization fee (one-time) for property owners; trading fee on secondary market; subscription for premium analytics

Revenue to Date:
N/A

Key Performance Metrics:
Properties tokenized; trading volume on secondary market; number of investors onboarded; rental income distributed

Management Team:
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Website
Location: NIC Karachi

Business Details

Overview
BlockLease revolutionizes real estate by enabling fractional property investment through blockchain. It lets users co-own high-value properties securely, transparently, and affordably. With smart contracts ensuring trust and automation, and built-in ROI tracking and recommendations, BlockLease makes real estate investment accessible to everyone — anytime, anywhere.

Name of Founder: Ali Siddiqi

Startup Development Stage: Problem-Solution-Fit (Idea/MVP)

Problem:
Real estate investment is inaccessible to most due to high costs, complexity, and lack of transparency. There's a need for a secure, transparent, and inclusive platform enabling fractional ownership.

Solution:
BlockLease uses blockchain to enable secure fractional ownership of real estate and other assets, allowing users to co-invest, track ROI, and diversify their portfolio transparently.

Target Market:
Property owners seeking liquidity (Karachi, Islamabad, Lahore); overseas Pakistanis and young investors with lower investment ceilings

Value Propositions for Customers:
Blockchain-based fractional real estate ownership with smart contract automation, ROI tracking, and secondary market liquidity — accessible to everyone

Business Model: B2B2C

Competition:
Traditional property investment (high minimum), real estate agents (paper-based), informal ownership structures

Impact:
Democratizes real estate investment in Pakistan; removes high capital barriers; creates transparent property ownership

USP:
Smart contracts automate rental payouts and transactions; secondary market creates essential liquidity for fractional real estate tokens

Cervana AI

SaaS

Business Stats

Company Size:
6 to 9

Market Size:
N/A

Revenue Model:
SaaS subscription per deployment; usage-based telephony fees; enterprise contracts for on-premise deployments

Revenue to Date:
PKR 419,527

Key Performance Metrics:
Revenue PKR 419,527; 100+ demos conducted; 2 paying clients (Austria); UK market entry; GCC on-premise deployment agreed

Management Team:
Muhammad Saad Tariq

saad@cervanaai.com

0336-8099272

Linkedin

Website

Location: NIC Karachi

Business Details

Overview
Cervana AI is an end-to-end AI phone system built to fix missed calls and inefficient phone support. We deploy human-like, multilingual voice agents that answer every call instantly, resolve common requests, qualify leads, and route complex cases. With on-premise deployment options and UAE data residency support, Cervana helps businesses recover lost revenue while meeting strict security and compliance requirements.

Name of Founder: Muhammad Saad Tariq

Startup Development Stage: Product-Market-Fit (Growth)

Problem:
Businesses lose $200K-$500K/year from missed calls. Existing voice AI needs developers and complex setup. GCC and finance sectors need on-premise—current solutions can't deliver.

Solution:
Complete on-premise AI phone agent with built-in telephony - no developers needed. Handles calls 24/7, multilingual, fully compliant for GCC and enterprise data residency requirements.

Target Market:
Enterprises in Europe (Germany, Austria), UAE/GCC, US needing 24/7 multilingual call handling with strict data compliance requirements

Value Propositions for Customers:
Complete on-premise AI phone agent with built-in telephony — no developers needed; handles calls 24/7, multilingual, fully compliant for GCC and enterprise data residency

Business Model: B2B SaaS + Enterprise Contracts

Competition:
Twilio (developer-heavy), Bland AI, Synthflow (no on-premise), Retell AI; traditional IVR systems

Impact:
Recovers $200K–$500K annually lost to missed calls; eliminates 33% unanswered calls during peak hours

USP:
Only complete on-premise deployable AI phone agent with built-in telephony requiring zero developers; GCC data residency compliant

ComplyEncrypt
CyberSecurity

Business Stats

Company Size:
3 to 6

Market Size:
~PKR 500M

Revenue Model:
Subscription-based (monthly/annual per user tier: Startup, Consultant, Enterprise); service-based compliance audits; project-based custom deployments

Revenue to Date:
N/A

Key Performance Metrics:
Number of SMEs onboarded; audit readiness rate; compliance frameworks supported; recurring revenue

Management Team:
S.M. Waqas Imam
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0332-2569317
Linkedin
Website
Location: NIC Karachi

Business Details

Overview
ComplyEncrypt empowers SMEs with lean, ISO?aligned compliance automation, simplifying audit readiness and enabling cost?effective global penetration.

Name of Founder: S.M. Waqas Imam

Startup Development Stage: Problem-Solution-Fit (Idea/MVP)

Problem:
SMEs in SaaS, fintech, healthcare, and outsourcing struggle with costly, complex compliance tools, leaving a gap for accessible, audit-ready automation.

Solution:
SMEs in SaaS, fintech, healthcare, and outsourcing lose contracts due to weak compliance readiness. Conventional solutions are costly and complex, leaving mid?market firms underserved.

Target Market:
SMEs in SaaS, fintech, healthcare, and IT outsourcing needing ISO 27001, SOC 2, GDPR, and other compliance certifications

Value Propositions for Customers:
High-performance SaaS platform that builds compliance documentation interactively with AI co-piloting — not just telling you what's missing, but building it with you

Business Model: B2B SaaS

Competition:
Drata (~$100M rev, 7,000+ customers); Vanta (~$200M rev); OneTrust; local consultants (expensive, slow)

Impact:
Makes global compliance accessible for Pakistani SMEs losing enterprise contracts due to lack of certifications

USP:
Lean, ISO-aligned compliance automation for SMEs with interactive modules, AI co-piloting, and living SaaS ecosystem that updates as standards evolve

Courtify

SaaS

Business Stats

Company Size:
6 to 9

Market Size:
PKR 90B+

Revenue Model:
Booking commission (10% per court booked); coaching commission (8–10%); paid memberships (PKR 299–499/month); marketplace cut (5–8%); sponsored collaborations; data & SaaS tools for venues

Revenue to Date:
N/A

Key Performance Metrics:
Court bookings; active users; coaches onboarded; sports gear transactions; venue partners

Management Team:
Zayan Ahmed
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0306-0220878
Linkedin
Website
Location: NIC Karachi

Business Details

Overview
Book | Play | Sell | Coach

Name of Founder: Zayan Ahmed

Startup Development Stage: Product-Market-Fit (Growth)

Problem:
Courts are booked through calls or WhatsApp groups. Solo players struggle to find team. Coaches and venues lack proper digital tools. There is trusted platform for the sports community.

Solution:
Users book courts and get matched with players. Solo players can join open matches,Users can book coaching classes near them. Players can buy or sell sports gear. A social feed connects the community.

Target Market:
Sports players (solo & team), coaches seeking students, court/venue owners, sports gear buyers & sellers in Pakistan

Value Propositions for Customers:
All-in-one sports ecosystem: court booking, AI-powered player matchmaking, coach marketplace, and sports gear exchange in one platform

Business Model: B2B2C

Competition:
Maidan, Legends Pak/Maidan, Playpadi, Sportsx Arena — none offer full ecosystem (matchmaking + coaching + marketplace)

Impact:
Makes sports accessible for 93M+ urban Pakistani youth; reduces barriers to finding courts, teams, and coaching

USP:
Only platform combining AI-powered matchmaking + OpenMatch for solo players + coaching marketplace + sports gear exchange for Pakistan sports community

Credvestor

FinTech

Business Stats

Company Size:
1 to 3

Market Size:
N/A

Revenue Model:
Freemium with premium subscription; financial tool monetization; community features

Revenue to Date:
N/A

Key Performance Metrics:
50+ active testers (closed beta); Android app live; web platform in development

Management Team:
Aqsa Chapsi
aqsa.chapsi@gmail.com
971-566-432-549
Linkedin
Website
Location: NIC Karachi

Business Details

Overview
Credvestor is a single Finance Super app that helps people take control of their money — not just by tracking investments, but by making smarter financial choices. We combine live market data, community-driven posts and tips, and practical tools — like tax Calculator, Commodity Calculator, Interest & EMI Caluclator and currency calculators — so users don't need different apps. Credvestor is their one Stop Solution You have Linkedin for Professional Networking, Facebook for Social Networking, Think of Credvestor as the financial dashboard, advisor and social club — built for everyday investors Networking

Name of Founder: Aqsa Chapsi

Startup Development Stage: Product-Market-Fit (Growth)

Problem:
Fragmented financial tools, poor financial literacy, and no single trusted place for investing + personal finance + community learning.

Solution:
-Credvestor solves this by unifying essential finance tools, curated community insight, and simple educational nudges all in one seamless experience

Target Market:
Everyday investors, new investors, financial professionals seeking unified finance tools in Pakistan and UAE

Value Propositions for Customers:
Single Finance Super App unifying live market data, community tips, tax/EMI/commodity/currency calculators, and investment tracking — LinkedIn for money.

Business Model: B2C Freemium + B2B

Competition:
Robinhood, Revolut (global); Zerodha, Groww (India) — all focused on single verticals; no unified solution for Pakistan/UAE market

Impact:
Improves financial literacy and decision-making for everyday investors; removes fragmentation from personal finance management

USP:
All finance tools in one app: market data + calculators + community + education — no need for multiple apps

CyberGaar

CyberSecurity

Business Stats

Company Size:
1 to 3

Market Size:
N/A

Revenue Model:
Subscription-based compliance audit platform; managed security service retainers; consulting fees

Revenue to Date:
N/A

Key Performance Metrics:
Number of businesses audited; compliance frameworks supported; time to audit-readiness; client revenue recovered from deals

Management Team:
Omer Rastgar

omer.rastgar@gmail.com

0314-2201364

Linkedin

Website

Location: NIC Karachi

Business Details

Overview
We are a cyber security firm helping small businesses to implement and audit security.

Name of Founder: Omer Rastgar

Startup Development Stage: Problem-Solution-Fit (Idea/MVP)

Problem:
Compliance gaps cost businesses time and money. Uncertainty around certification timelines and current security posture stalls momentum, leading to lost deals and missed revenue opportunities.

Solution:
Boost customer trust and ace security audits. Our tool centralizes your compliance and acts as an expert guide, giving you the confidence to answer every customer cybersecurity question with ease.

Target Market:
Small businesses needing cybersecurity compliance (ISO 27001, PCI DSS, SOC 2, GDPR, NIS2); enterprises in banking, fintech, iGaming

Value Propositions for Customers:
Automated compliance platform that centrally collects, maps, and monitors compliance evidence across multiple frameworks — eliminating manual work and reducing audit complexity

Business Model: B2B SaaS + Consulting

Competition:
Traditional auditors, Big 4 consulting firms (expensive); Vanta, Drata (US-focused); local IT consultants

Impact:
Helps Pakistani businesses close enterprise deals blocked by lack of cybersecurity certifications; first to certify Pakistan companies with PCI SSF

USP:
AI-powered evidence review with human-in-the-loop governance; auto-discovers compliance requirements; first PCI SSF certifier in Pakistan

ElaraAI

HealthTech/Healthcare

Business Stats

Company Size:
3 to 6

Market Size:
N/A

Revenue Model:
N/A

Revenue to Date:
N/A

Key Performance Metrics:
N/A

Management Team:
Dr. Kashif Mehmood
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0322-2007433
Linkedin
Location: NIC Karachi

Business Details

Overview
Elara AI exists to protect women through smarter, earlier breast cancer detection. Using AI-driven mammogram analysis, we enhance radiological accuracy, reduce missed cases, and aim to transform how early screening is delivered in hospitals.

Name of Founder: Dr. Kashif Mehmood

Startup Development Stage: Problem-Solution-Fit (Idea/MVP)

Problem:
Many women die from late breast cancer detection. Dense breast tissue in Asian women makes mammograms harder to interpret, leading to missed diagnoses and delayed treatment.

Solution:
ElaraAI provides an AI-powered mammogram analysis system that detects early lesions in dense breast tissue, highlights suspicious regions, and supports radiologists with accurate, decision assistance.

Target Market:
Hospitals and radiology departments in Pakistan and South Asia; women at risk of breast cancer

Value Propositions for Customers:
AI-powered mammogram analysis that detects early breast cancer lesions in dense breast tissue, highlights suspicious regions, and supports radiologists with accurate decision assistance

Business Model: B2B (Hospitals/Clinics)

Competition:
N/A

Impact:
Reduces late-stage breast cancer diagnoses; improves early detection for Asian women with dense breast tissue; addresses critical diagnostic gap

USP:
AI-driven mammogram analysis specifically optimized for dense breast tissue common in Asian women

Ezee Technologies & Ezee Insure

Other

Business Stats

Company Size:
6 to 9

Market Size:
N/A

Revenue Model:
SaaS licensing for insurers; distribution commission via Ezee Insure; platform integration fees

Revenue to Date:
PKR 5,000,000

Key Performance Metrics:
N/A

Management Team:
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Linkedin
Website
Location: NIC Karachi

Business Details

Overview
We are building digital infrastructure for Pakistan's insurance industry.
Through Ezee Technologies, we digitize and connect core insurance operations.
Through Ezee Insure, we stay close to customers and the market.
Together, technology and market insight drive what we build.
Our goal: transform how insurance operates in emerging markets.

Name of Founder: Nabeel Akhtar

Startup Development Stage: Business-Model-Fit (Acceleration/Scale)

Problem:
Insurance in Pakistan runs on fragmented systems, manual workflows, and poor visibility. Digital exists on the surface, but operational structure is still inefficient and reactive

Solution:
We build a plug and play digital operating layer for insurers that connects acquisition, servicing, claims, governance, and dashboards without replacing core systems.

Target Market:
Insurance companies in Pakistan needing digital operating layer; employers/organizations purchasing insurance (via Ezee Insure distribution)

Value Propositions for Customers:
Plug-and-play digital operating layer for insurers connecting acquisition, policy servicing, claims, governance, and dashboards — without replacing core systems

Business Model: B2B SaaS (Ezee Technologies) + B2B Distribution (Ezee Insure)

Competition:
Fragmented in-house systems; traditional insurance IT vendors; international insurance platforms not localized for Pakistan

Impact:
Transforms Pakistan's insurance industry from fragmented, manual workflows to structured, measurable digital operations

USP:
Two-sided model: technology (Ezee Technologies) + market distribution (Ezee Insure) — builds and validates insurance infrastructure simultaneously

FabriGrade

Industrial Automation

Business Stats

Company Size:
1 to 3

Market Size:
N/A

Revenue Model:
B2B SaaS subscription for textile manufacturers; per-inspection fees

Revenue to Date:
N/A

Key Performance Metrics:
30–35% faster inspection; 10–15% less material waste; up to 90% consistency in quality assessment

Management Team:
Diya Fatima
lilanidiya@gmail.com
0330-2542822
Linkedin
Location: NIC Karachi

Business Details

Overview
FabriGrade leverages the potential of AI for fully automated defect detection, GSM estimation, and real-time analysis of color consistency while providing the quality inspection services for fabrics. It provides textile manufacturers with the ability to eliminate the need for manual, and testing which is also destructive to the textile and provides, instead, the fast non-destructive method. This approach reduces wasted materials during the testing process and provides the manufacturers with the ability to retain a consistent quality of final products.

Name of Founder: Diya Fatima

Startup Development Stage: Problem-Solution-Fit (Idea/MVP)

Problem:
In textile manufacturing, manual inspection of fabric leads to defects, color mismatches, material waste, and higher production costs as it is slow, inconsistent, and prone to errors.

Solution:
FabriGrade detects defects and color issues in fabrics using AI and helps textile factories enhance quality, minimize waste, and optimize processing time.

Target Market:
Textile manufacturers, QC teams/inspectors, SME textile factories, production managers, export-oriented textile firms

Value Propositions for Customers:
AI-based non-destructive fabric quality inspection combining defect detection + GSM estimation + color consistency analysis in real time — no destructive manual testing

Business Model: B2B SaaS

Competition:
Manual pick meters (destructive, inaccurate); human QC inspectors (subjective, fatigued); limited automated systems

Impact:
Reduces textile waste, improves export quality standards, eliminates costly manual inspection errors for Pakistan's $20B textile industry

USP:
Only non-destructive AI system combining defect detection + GSM estimation + color analysis in one platform — 30–35% faster than manual inspection

HiringMine

SaaS

Business Stats

Company Size:
1 to 3

Market Size:
N/A

Revenue Model:
SaaS subscription for recruiters; premium features for job seekers; job posting fees

Revenue to Date:
N/A

Key Performance Metrics:
6,000+ users; 3,000+ jobs listed; 180+ recruiters onboarded; ~100K monthly visits

Management Team:

Muhammad Sufiyan

muhammad.sufiyan@hiringmine.com

0342-2318760

Linkedin

Website

Location: NIC Karachi

Business Details

Overview
HiringMine is an AI-powered recruitment and career SaaS platform that connects job seekers and recruiters through ATS-based matching, talent discovery, and workflow-driven hiring dashboards. The platform is evolving into the world's first gamified recruitment ecosystem, combining AI, career tools, and engagement layers to improve hiring outcomes. With 6000+ users, 3,000+ jobs, 180+ recruiters, and ~100k monthly visits, HiringMine is growing organically and preparing for scalable monetization.

Name of Founder: Muhammad Sufiyan

Startup Development Stage: Product-Market-Fit (Growth)

Problem:
Hiring is inefficient due to poor job-candidate matching, high application noise, and lack of affordable tools for recruiters and guidance for job seekers.

Solution:
An AI-powered recruitment SaaS platform offering smart hiring workflows and evolving into a gamified career ecosystem for candidates and recruiters.

Target Market:
Job seekers and recruiters globally; HR departments needing AI-powered talent matching

Value Propositions for Customers:
AI-powered recruitment SaaS with ATS-based matching, talent discovery, and workflow-driven hiring dashboards; evolving into world's first gamified recruitment ecosystem

Business Model: B2B2C SaaS

Competition:
LinkedIn, Indeed, Rozee.pk; traditional ATS platforms

Impact:
Makes hiring more efficient and data-driven; builds global technology platform from Pakistan

USP:
World's first gamified recruitment ecosystem combining AI career tools with engagement layers for both job seekers and recruiters

IRIS
Industrial Automation

Business Stats

Company Size:
3 to 6

Market Size:
$886B

Revenue Model:
Subscription-based SaaS (multiple tiers based on size/requirements)

Revenue to Date:
N/A

Key Performance Metrics:
65–75% improvement in stock accuracy; 55% reduction in item location time; warehouse efficiency improvement of 30%+

Management Team:
Salman Ahmed
salmanahmed10124@gmail.com
0330-2476677
Linkedin
Website
Location: NIC Karachi

Business Details

Overview
Manual and cumbersome warehouse operations are the bane of scalable growth, operational efficiency, and data-driven decision-making. IRIS is the future for such warehouses, introducing computer vision and artificial intelligence in a low-friction manner to replace fragmented, manual workflows and increase warehouse efficiency by atleast 30%. For the local retail industry that is already under increasing competitive and technological pressure, IRIS provides the operational backbone required to transition from fragmented manual processes to intelligent, predictive warehousing.

Name of Founder: Salman Ahmed

Startup Development Stage: Problem-Solution-Fit (Idea/MVP)

Problem:
Inventory inefficiency and siloed warehousing have resulted in unpredictable stockouts and costly spoilage in the retail industry, an outcome likely caused by AI deterrence.

Solution:
IRIS is a SaaS platform combining Computer Vision with Agentic AI in a mobile and web app, promising rapid product scanning and improved business decisions with predictive analytics.

Target Market:
Small-to-medium retail grocery businesses with inventory tracking and warehouse management challenges

Value Propositions for Customers:
SaaS combining Computer Vision + Agentic AI in mobile & web app for rapid product scanning, predictive analytics, and 30%+ warehouse efficiency improvement

Business Model: B2B SaaS (Subscription)

Competition:
Logiwa WMS, Zoho Inventory, Odoo Inventory, NomadGo (CV-based), Pull Logic (AI agents)

Impact:
Addresses $1.77T global retail loss from stockouts/overstocks/spoilage (2023); reduces $112.1B global shrinkage losses

USP:
Combines real-time computer vision monitoring with AI-powered predictive analytics and security into a single scalable framework — unlike competitors offering only one capability

JobsterX

SaaS

Business Stats

Company Size:
More than 10

Market Size:
$40B

Revenue Model:
Job seeker subscriptions ($1–$15/month); employer B2B subscriptions ($50/month after 6 free months); mock interview credits; training credits; career fairs revenue

Revenue to Date:
N/A

Key Performance Metrics:
MVP developed; multi-role functionality live; initial demand validated in UAE

Management Team:
Sameer Saleem

sameer.saleem@jobsterx.com

0322-2385656

Linkedin

Website

Location: NIC Karachi

Business Details

Overview
JobsterX exists to change how people build their careers. From AI-powered resume creation to automatic job applications and real-time updates on profile progress, we give job seekers the visibility and support they've always deserved. Built for a global workforce, accessible to everyone.

Name of Founder: Sameer Saleem

Startup Development Stage: Problem-Solution-Fit (Idea/MVP)

Problem:
Millions of job seekers apply to roles worldwide without visibility. Existing platforms provide listings but no transparency, and feedback, leaving talent disconnected from opportunities

Solution:
JobsterX delivers AI-generated resumes, automatic global job applications, and real-time application progress updates. giving job seekers clarity, and a transparent path for global opportunities

Target Market:
Job seekers globally needing AI-powered career tools; employers needing efficient screening and hiring dashboards

Value Propositions for Customers:
AI-generated resumes + automatic global job applications + real-time application progress updates — giving job seekers visibility and a transparent path to global opportunities

Business Model: B2B2C SaaS

Competition:
LinkedIn, Indeed, Glassdoor, Rozee.pk (job listings only, no career enablement); traditional recruiters

Impact:
Bridges gap between talent potential and real opportunities globally; makes career enablement accessible to all

USP:
Only platform combining AI resume building + automatic job applications + real-time progress tracking — career enablement vs. just job listings

Laundryx360

SaaS

Business Stats

Company Size:
6 to 9

Market Size:
$140B

Revenue Model:
SaaS subscription for laundry operators; marketplace transaction fees; AI analytics add-ons

Revenue to Date:
N/A

Key Performance Metrics:
MVP developed (3 core applications); demos in Pakistan & UAE (GCC); go-live with Laundry Xpress Q1 2026

Management Team:
Bushra Javed

bushra.javed@laundryx360.com

0341-2677095

Linkedin

Website

Location: NIC Karachi

Business Details

Overview
LaundryX360 is a SaaS operating system designed to digitize and unify urban laundry operations. It evolves from workflow automation to AI-driven intelligence and marketplace connectivity—transforming fragmented laundries into a connected, scalable ecosystem.

Name of Founder: Bushra Javed

Startup Development Stage: Problem-Solution-Fit (Idea/MVP)

Problem:
Laundry businesses rely on manual systems lacking real-time visibility and automation, causing revenue loss, inefficiencies, delayed deliveries, poor customer experience, and limited scalability.

Solution:
LaundryX360 is a SaaS platform that digitizes laundry operations, connects fleet and customers, and adds AI intelligence to optimize performance and power a scalable marketplace ecosystem

Target Market:
Urban laundry businesses in Pakistan and GCC needing digital operations management

Value Propositions for Customers:
SaaS operating system that digitizes laundry operations, connects fleet and customers, and adds AI intelligence to optimize performance and power a scalable marketplace

Business Model: B2B SaaS

Competition:
Paper-based operations, Excel spreadsheets, fragmented tools; no dedicated laundry-specific SaaS OS exists

Impact:
Transforms $140B global laundry industry that has never had a dedicated operating system; built by operators who ran a real laundry for 5+ years

USP:
Purpose-built by laundry operators (6+ years experience); evolves from rule-based SaaS to AI-driven intelligence to marketplace connectivity

Metaworks

CyberSecurity

Business Stats

Company Size:
1 to 3

Market Size:
N/A

Revenue Model:
SaaS subscription (Basic, Standard, Premium plans)

Revenue to Date:
PKR 500,000

Key Performance Metrics:
75% cost reduction; 90% faster compliance; 65% risk reduction; 100% Saudi regulation coverage (NCA, ECC, SAMA)

Management Team:
Abdul Aziz Roomi
aaroomi@gmail.com
0337-7484100
Linkedin
Website
Location: NIC Karachi

Business Details

Overview
Motivated to join NIC Karachi to gain mentorship, ecosystem access, and support to scale MetaWorks and transform cybersecurity compliance through innovation.

Name of Founder: Abdul Aziz Roomi

Startup Development Stage: Product-Market-Fit (Growth)

Problem:
MetaWorks solves the problem of complex, costly, and manual cybersecurity compliance by automating regulatory requirements into a simple, one-click, scalable compliance platform for organizations.

Solution:
MetaWorks delivers one-click, AI-powered cybersecurity compliance by automating policies, risk assessments, and regulatory alignment in a single platform.

Target Market:
Organizations in Saudi Arabia and emerging markets needing NCA/ECC/SAMA cybersecurity compliance

Value Propositions for Customers:
One-click, AI-powered cybersecurity compliance by automating policies, risk assessments, and regulatory alignment in a single platform

Business Model: B2B SaaS

Competition:
Manual compliance processes, Big 4 consultants, expensive traditional GRC tools

Impact:
Reduces compliance costs by 75%; achieves compliance in weeks vs months; decreases security incidents by 65%

USP:
One-click compliance automation with full Saudi regulation coverage (NCA, ECC, SAMA) at a fraction of traditional cost

NeuraGeek

Edtech

Business Stats

Company Size:
1 to 3

Market Size:
N/A

Revenue Model:
Subscription-based; school/institution licensing

Revenue to Date:
N/A

Key Performance Metrics:
Proprietary AI learning model developed and tested; partnerships with subject matter experts and examiners worldwide

Management Team:
Haider Qaizar Hussain
haider@neurageek.com
0316-5287425
Linkedin
Website
Location: NIC Karachi

Business Details

Overview
NeuraGeek was founded with a clear vision to harness the power of artificial intelligence in unlocking every student's academic potential. What initially began as a question, later evolved into a purpose-driven initiative to modernize education through advanced technology and carefully curated academic content. Our team, after extensive research and collaboration with subject matter experts and examiners worldwide, developed sophisticated AI models, designed to understand real-time learning behaviors and align with the specific requirements of various academic boards, including, but not limited to CAIEs, AQA, SAT, Edexel.

Name of Founder: Haider Qaizar Hussain

Startup Development Stage: Product-Market-Fit (Growth)

Problem:
In Pakistan, there is a huge financial discrepancy in education, paired with a lack of appropriate resources for highly specialised educational streams, especially in non-metropolitan locations.

Solution:
We offer perfectly tailored AI models at a financially feasible rate to diminish this discrepancy, paired with empowering students nationally in their academic endeavours.

Target Market:
Students (CAIE, AQA, SAT, Edexcel boards), teachers, school administrators, and policymakers in Pakistan and globally; focus on non-metropolitan and underserved areas

Value Propositions for Customers:
Sophisticated AI models fine-tuned on specific national/private curricula that adapt to real-time learning behaviors — personalized support 24/7 for any student

Business Model: B2C (students/parents) + B2B (schools/institutions)

Competition:
Khan Academy, Coursera, local tutoring centers, generic AI tutors — none curriculum-specific for Pakistan/CAIE

Impact:
Addresses financial discrepancy in Pakistan education; democratizes high-quality, curriculum-aligned learning for students in non-metropolitan areas

USP:
AI models specifically fine-tuned per school curriculum and teaching methods; includes adaptive support for students with disabilities — next Khan Academy from Pakistan

Nextgen
Industrial Automation

Business Stats

Company Size:
1 to 3

Market Size:
PKR 200–300Bn+

Revenue Model:
Pay-as-you-go output billing (per unit of compressed air/nitrogen/HVAC); IoT monitoring subscription; performance-based billing

Revenue to Date:
N/A

Key Performance Metrics:
Phase 1 deployment blueprint defined; unit economics structured; initial manufacturer validation discussions; vendor engagement initiated

Management Team:
Ahad Lodhi
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0335-2910097
Linkedin
Location: NIC Karachi

Business Details

Overview
We exist to free Pakistani manufacturers from Capex-heavy utility ownership that drains liquidity and raises risk, by turning industrial utilities into output-as-a-service with IoT monitoring and performance-based billing. This model unlocks SME capital, cuts energy waste by 25–30%, and ensures 99.9% uptime through predictable, Shariah-compliant Opex. Over time, it will reshape industry toward efficiency and resilience, creating broader societal impact through resource optimization, reduced waste, and equitable access to reliable utilities.

Name of Founder: Ahad Lodhi

Startup Development Stage: Business-Model-Fit (Acceleration/Scale)

Problem:
Manufacturers lock capital in inefficient utility equipment, causing energy waste, downtime risk, and reduced liquidity for core production growth.

Solution:
We provide Oil-Free Air, Nitrogen, and HVAC as Pay-as-You-Go services with IoT monitoring, eliminating Capex and ensuring reliable, efficient output.

Target Market:
Industrial manufacturers in food processing, pharmaceutical, textile & export sectors — factory owners, operations heads, facility managers

Value Propositions for Customers:
Oil-Free Air, Nitrogen, and HVAC as Pay-as-You-Go services with IoT monitoring, eliminating Capex and ensuring reliable, efficient output with 99.9% uptime

Business Model: B2B (UaaS — Utility as a Service)

Competition:
Equipment purchase (Capex model); equipment leasing; in-house utility maintenance teams.

Impact:
Frees Pakistani manufacturers from capital-heavy utility ownership; cuts energy waste by 25–30%; enables SME capital for core production growth

USP:
Guaranteed uptime with zero Capex; Shariah-compliant Opex; IoT-monitored performance — utilities delivered as a service, not a machine.

Nimbus Labs

Other

Business Stats

Company Size:
1 to 3

Market Size:
$60B+

Revenue Model:
Weather data subscriptions for businesses; API access for agritech/logistics; government/NGO contracts for early warning systems

Revenue to Date:
N/A

Key Performance Metrics:
Weather stations deployed; forecast accuracy improvement (target 25%+ over baseline); number of stakeholders served

Management Team:

Sarwan Shah
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0335-2731666
Linkedin
Location: NIC Karachi

Business Details

Overview
Nimbus Labs is a weather intelligence company building AI-powered forecasting technologies designed specifically for Pakistan's climate challenges. By combining affordable and scalable hardware with robust software models, we deliver hyper-local weather intelligence that strengthens early-warning capabilities and drives business needs. Our solutions make every dollar invested in climate resilience and adaptation go further, helping Pakistan act in time when the next storm forms.

Name of Founder: Sarwan Shah

Startup Development Stage: Problem-Solution-Fit (Idea/MVP)

Problem:
Advancing Pakistan's weather monitoring and forecasting capabilities for informed decision making & optimization for businesses stakeholder and communities vulnerable to changing weather patterns

Solution:
We are building a network of locally developed weather stations and AI-driven short and medium range weather forecasting models to deliver actionable hyper-local weather intelligence to stakeholders.

Target Market:
Agriculture businesses, logistics companies, government disaster management authorities, NGOs, communities vulnerable to extreme weather in Pakistan

Value Propositions for Customers:
Hyper-local AI weather intelligence combining locally developed affordable weather stations + ML forecasting models achieving 25%+ accuracy improvement over global solutions

Business Model: B2B + B2G (government contracts)

Competition:
AccuWeather, OpenMeteo, Google (global NWP models with low spatial resolution); PMD (Pakistan Met Dept — outdated); no local hyper-local solution

Impact:
Addresses $60B+ in climate disaster losses in Pakistan; protects lives and livelihoods with early warnings; covers 250M+ Pakistanis currently underserved

USP:
Only locally-developed hyper-local weather intelligence for Pakistan combining ground-truth weather stations (10x cost reduction) + AI forecasting tailored to South Asian climate patterns

Orkyst

AI & Big Data

Business Stats

Company Size:
1 to 3

Market Size:
$1.3T+

Revenue Model:
SaaS subscription for marketing teams and agencies; usage-based AI content generation fees

Revenue to Date:
N/A

Key Performance Metrics:
Campaign ROI improvement; marketing budget waste reduction (from 37%); team hours saved (from 20+/week)

Management Team:
Moazzam Kamran
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0300-2291970
Linkedin
Website
Location: NIC Karachi

Business Details

Overview
Orkyst is an AI-led marketing orchestration platform that turns strategy into execution. It plans what to launch, creates the content, routes it across channels, manages approvals and collaboration, and continuously optimises performance. Instead of assisting marketers, Orkyst leads them, guiding teams from idea to impact with full traceability, accountability, and measurable ROI.

Name of Founder: Moazzam Kamran

Startup Development Stage: Product-Market-Fit (Growth)

Problem:
Modern marketing is fragmented across tools, teams, and channels. Work moves non-linearly, losing context and accountability, making ROI hard to trace and budgets inefficient.

Solution:
Orkyst is an AI-led marketing orchestration platform that plans, creates, coordinates, and optimizes campaigns, guiding teams through execution with clear action pathways.

Target Market:
Marketing teams at brands, agencies, and enterprises needing AI-led campaign orchestration and ROI traceability

Value Propositions for Customers:
AI-led marketing orchestration that plans campaigns, creates content, routes across channels, manages approvals, and continuously optimizes performance — with full ROI traceability

Business Model: B2B SaaS

Competition:
Sprout Social, Hootsuite, HubSpot (single-channel management); traditional agencies; fragmented tool stacks

Impact:
Reduces $1.3T+ global marketing waste; saves 20+ hours/week from team coordination; makes 83% of unclear marketing ROI measurable

USP:
Orkyst leads marketing teams — not assists; AI plans, creates, executes, and optimizes entire campaigns with full traceability from idea to impact

OSquare

SaaS

Business Stats

Company Size:
3 to 6

Market Size:
$400–600M

Revenue Model:
SaaS subscription (modular, based on organization size and modules selected)

Revenue to Date:
PKR 5,000,000

Key Performance Metrics:
PKR 9M+ revenue; 2,000+ business users; 13,000+ students on platform; client testimonials from Columbia IT and Minerva Education

Management Team:
Iqbal Yousuf Shaikh
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0333-2342925
Linkedin
Website
Location: NIC Karachi

Business Details

Overview
OSquare is an AI-enabled enterprise platform simplifying people, processes, and performance.
It unifies HR, Payroll, Accounts, Operations, Attendance, Academics, and Reporting in one system.
Its cloud-native, mobile-first architecture enables automation, real-time visibility, and smarter decisions.
Built for growing organizations, OSquare makes digital transformation simple, scalable, and cost-effective.

Name of Founder: Iqbal Yousuf Shaikh

Startup Development Stage: Product-Market-Fit (Growth)

Problem:
Organizations rely on disconnected tools and manual processes for HR, finance, payroll, and operations, causing data silos, inefficiencies, errors, poor visibility, and delayed decision-making.

Solution:
OSquare unifies HR Finance Payroll Operations Academics and Reporting into one platform, eliminating silos reducing costs automating workflows, improving compliance, and enabling real-time visibility

Target Market:
SMEs, educational institutions (schools, universities), software houses, and growing enterprises needing integrated HR/Finance/Operations management

Value Propositions for Customers:
Modern AI-enabled enterprise platform unifying HR, Payroll, Accounts, Operations, Attendance, Academics, and Reporting in one system — 360-degree insight across every corner of the business

Business Model: B2B SaaS

Competition:
Fedena (education-focused, narrow scope); FlowHCM, PayPeople, SmartHCM (HR-only); Odoo, SAP Business One (expensive/rigid); QuickBooks/Zoho (limited)

Impact:
Eliminates fragmented tools and manual workflows; enables real-time visibility and automated processes for SMEs and educational institutions in Pakistan and MEAF

USP:
OSquare + OBrain AI delivers 360-degree integrated insight across people, processes, finance, and operations in one customizable, affordable platform

Safirrah

Transportation, Mobility and Logistics

Business Stats

Company Size:
3 to 6

Market Size:
$6.3M

Revenue Model:
Commission per ride (15–25%); rider subscription plans; corporate packages; delivery services; brand partnerships; in-app advertising

Revenue to Date:
PKR 240,000

Key Performance Metrics:
50 riders onboarded; 150 customers; 30 riders/delivery girls placed with partners; MOU with Sindh Police, Traffic Police, Khud Muhafiz

Management Team:
Muhammad Adeel Karim

adeelbuksx@gmail.com

0343-2323221

Linkedin

Website

Location: NIC Karachi

Business Details

Overview
Safirrah is a women focused, bike-hailing platform designed to provide safe, affordable, and reliable transportation for women in Pakistan. Our mission is to create a women-led mobility ecosystem by training female riders, offering secure rides, and enabling economic empowerment through employment opportunities. Safirrah integrates technology, safety protocols, and strategic partnerships to build Pakistan's first structured women mobility network.

Name of Founder: Muhammad Adeel Karim

Startup Development Stage: Problem-Solution-Fit (Idea/MVP)

Problem:
Women in Pakistan face unsafe, expensive, and unreliable transport, limiting access to education, jobs, and economic participation.

Solution:
Safira is a women-only bike-hailing platform connecting female riders with female passengers, ensuring safe, affordable mobility and employment.

Target Market:
Female university students, working women, corporate employees, female entrepreneurs, mothers in Pakistan

Value Propositions for Customers:
Women-only bike-hailing with female-to-female ride matching, background-verified riders, panic button, live tracking, and affordable pricing — Safe, Affordable, Empowering Mobility By Women, For Women

Business Model: B2C (ride-hailing) + B2B (corporate packages, delivery partnerships)

Competition:
inDrive, Yango, Bykea (mixed gender, no safety focus); public buses, rikshaws, family transport

Impact:
Creates economic opportunities for women riders; provides safe transport for 6.3M+ daily commuting women; government-aligned with Sindh Pink Bike Program

USP:
Pakistan's first women-only bike-hailing with government collaboration (Sindh Police, Traffic Police MOUs) + economic empowerment model for riders

FJZ Disrupt

AI & Big Data

Business Stats

Company Size:
1 to 3

Market Size:
N/A

Revenue Model:
N/A

Revenue to Date:
N/A

Key Performance Metrics:
N/A

Management Team:
Syed Fahad Jilanee
Fahad@fahadjilanee.com
0321-2143575
Linkedin
Location: NIC Karachi

Business Details

Overview
FJZ Disrupt is an enterprise AI and automation firm helping organisations move from experimentation to measurable outcomes. We combine business-first strategy with secure, enterprise-grade engineering to design intelligent workflows, forecasting engines, HR agentic systems, and scalable decision infrastructure. Led by experienced corporate and technology leaders, we enable companies across Pakistan and globally to adopt AI responsibly, securely, and profitably.

Name of Founder: Syed Fahad Jilanee

Startup Development Stage: Problem-Solution-Fit (Idea/MVP)

Problem:
Enterprises recognise AI's urgency but lack secure, structured execution. They struggle to prioritise ROI use cases, integrate with legacy systems, and scale beyond pilots into measurable impact.

Solution:
We design and deploy secure AI automation and decision systems, including HR agents, forecasting engines, and workflow orchesation—combining business-first strategy with enterprise-grade engineering.

Target Market:
Enterprises in Pakistan and globally that need to move from AI experimentation to measurable outcomes

Value Propositions for Customers:
Enterprise AI and automation deployment combining business-first strategy with secure, enterprise-grade engineering — intelligent workflows, forecasting engines, HR agentic systems

Business Model: B2B Consulting + SaaS

Competition:
Global AI consulting firms; local IT consultants; in-house AI teams

Impact:
Enables organizations to adopt AI responsibly, securely, and profitably; bridges gap between AI pilots and real business impact

USP:
Led by experienced corporate leaders; combines business-first strategy with enterprise-grade AI engineering for measurable ROI

Soul Whispers

HealthTech/Healthcare

Business Stats

Company Size:
1 to 3

Market Size:
N/A

Revenue Model:
Session fees; subscription plans; corporate wellness partnerships

Revenue to Date:
PKR 50,000

Key Performance Metrics:
Revenue PKR 50,000; 100+ users acquired; 25 providers onboarded; CXO Global Forum Startup recognition; Visionary Award by Aptech Pakistan

Management Team:
Aemah Iqbal

Iqbal.ys@gmail.com

0321-8278324

Linkedin

Website

Location: NIC Karachi

Business Details

Overview
Soul Whispers is a digital mental wellness platform connecting users with therapists, coaches, and counselors.
AI-powered onboarding helps users find the right professional for their needs.
It enables appointments, secure calls, chat, notes, prescriptions, and consultant referrals.
Professionals can manage both online and physical clinics through the platform.
Available on iOS and Android, with an integrated SOS support feature.

Name of Founder: Aemah Iqbal

Startup Development Stage: Product-Market-Fit (Growth)

Problem:
Mental health support remains stigmatized, inaccessible, and unaffordable, preventing individuals from seeking timely help and treating mental wellness as a basic necessity of daily life.

Solution:
Soul Whispers makes mental wellness accessible, integrated, and stigma-free, helping individuals receive the right support at the right time from trusted professionals—anywhere, anytime

Target Market:
Individuals seeking mental wellness support; therapists, coaches, counselors building their practice; organizations needing employee wellness

Value Propositions for Customers:
Digital mental wellness platform connecting users with licensed therapists and coaches — AI-enabled onboarding, secure in-app calls, DAP notes, SOS function, and physical/online clinic options

Business Model: B2C + B2B (corporate wellness)

Competition:
BetterHelp, Wysa, local therapist networks — all lack integrated SOS + note management + physical clinic booking in one app

Impact:
Makes mental wellness accessible, integrated, and stigma-free; removes geographical barriers to professional mental health support

USP:
Only mental wellness platform combining AI onboarding + in-app SOS call + therapist notes (DAP/Progress) + physical and online clinic setup in one Pakistan-focused app

Telipano

Gaming & Animation

Business Stats

Company Size:
1 to 3

Market Size:
N/A

Revenue Model:
Per-project fees for 3D/360° virtual tours and animations; custom 3D modeling services; retainer packages

Revenue to Date:
PKR 250,000

Key Performance Metrics:
30+ high-quality projects delivered; 38 users acquired; PKR 240K revenue; pioneer of 8K capture and custom 3D modeling in Pakistan

Management Team:
Muhammad Aahil Hussain

info.telipano@gmail.com

0330-3419028

Linkedin

Website

Location: NIC Karachi

Business Details

Overview
Telipano delivers immersive 3D and 360° virtual tour solutions that help businesses showcase spaces, build trust, and engage audiences—anytime, anywhere.

Name of Founder: Muhammad Aahil Hussain

Startup Development Stage: Business-Model-Fit (Acceleration/Scale)

Problem:
Many businesses in Pakistan misunderstand 3D/360 virtual tours, comparing them to simple photos or videos. This leads to the belief that prices are high, despite the strong long-term value and impact.

Solution:
We provide 3D and 360° virtual tours along with professional 3D modeling and animation to help businesses showcase spaces, projects, and ideas with high visual impact and long-term value.

Target Market:
Real estate agents, hotels, offices, schools, healthcare facilities, showrooms needing immersive virtual presence in Pakistan

Value Propositions for Customers:
Immersive 3D and 360° virtual tours with 8K capture and custom 3D modeling — businesses can showcase spaces remotely, increase engagement, and build trust without physical visits

Business Model: B2B services

Competition:
Traditional photography/video; Matterport (expensive, imported); no local high-quality 3D/360° provider in Pakistan

Impact:
Bridges physical distance and human presence; reduces environmental cost of travel; enables accessibility for remote property inspection and virtual tourism

USP:
Pioneer of 8K capture + custom 3D modeling in Pakistan; proprietary stitching software delivers immersive tours embeddable on websites within days

Two Rings Global

Services/ Agency

Business Stats

Company Size:
1 to 3

Market Size:
N/A

Revenue Model:
Ad-supported (100% free for users); brand/business advertising targeting marriage journey (events, jewelry, venues, honeymoon)

Revenue to Date:
PKR 400,000

Key Performance Metrics:
314,000+ Facebook community members; 100% organic growth; strong user trust and engagement

Management Team:
Fakiha Khan

Fakihakhan21@gmail.com

0320-3116242

Linkedin

Facebook

Location: NIC Karachi

Business Details

Overview
Two Rings Global is a community-driven matchmaking platform with 314,000+ organic members across Facebook groups. It connects individuals and families through culturally aligned, values-driven matchmaking. Its community-first model uses moderation and structured posting to build trust, safety, and authenticity. The vision is to evolve into a dedicated app with verified profiles, smart matching, and private communication. With NIC Karachi's support, Two Rings Global aims to become a scalable, tech-enabled matchmaking platform with global reach.

Name of Founder: Fakiha Khan

Startup Development Stage: Business-Model-Fit (Acceleration/Scale)

Problem:
Finding a life partner is fragmented and unsafe. Existing platforms lack trust, cultural alignment, and structure, while most social media matchmaking is unmoderated and unscalable.

Solution:
A trusted, community-driven matchmaking platform that verifies profiles, structures interactions, and preserves cultural values, transitioning from social media to a dedicated app.

Target Market:
Individuals and families in Pakistan seeking culturally aligned, values-driven marriage connections

Value Propositions for Customers:
Community-first matchmaking platform with verified profiles, moderation, peer accountability, and structured posting — transitioning to a dedicated app with smart matching and privacy features

Business Model: B2C (free) + B2B advertising (wedding industry brands)

Competition:
Dil Ka Rishta, Muzz, Simple Rishta, Shaadee.pk — all charge users and stop at matchmaking; Two Rings owns full marriage economy

Impact:
Provides trusted, culturally-aligned matchmaking alternative to unsafe/unmoderated social media; owns entire marriage journey ecosystem

USP:
Pakistan's first Marriage Super Platform: 100% free for users, ad-supported from the full marriage journey economy (events, jewelry, venues, honeymoon)

Vasayl

FinTech

Business Stats

Company Size:
1 to 3

Market Size:
$70B+

Revenue Model:
B2B settlement rail: ~35bps gross / ~15bps net per transaction; Embedded CaaS SDK: 2.5% consumer trading fee (50/50 rev-share with banks) + SaaS licensing per bank

Revenue to Date:
N/A

Key Performance Metrics:
PVARA licensing in progress; SBP sandbox engagement; $307B global stablecoin market cap as tailwind

Management Team:
Yuman Mansoor Chowhan
yumanchowhan@vasayl.com
447-471855122
Linkedin
Website
Location: NIC Karachi

Business Details

Overview
Vasayl is building regulated cross-border settlement infrastructure bridging global stablecoins to Pakistan's banking grid. We formalize the estimated $4B in freelance flows currently lost to the grey market by offering compliant, instant USD-to-PKR settlement that matches P2P efficiency with full SBP/PVARA oversight.

Name of Founder: Yuman Mansoor Chowhan

Startup Development Stage: Problem-Solution-Fit (Idea/MVP)

Problem:
Billions in freelance income bypass banks via informal P2P & offshore wallets. This undocumented leakage blinds SBP to real inflows and leaves earners without credit history

Solution:
We are pass-through infrastructure, not a wallet. By replacing slow banking with compliant, FX-neutral stablecoin rails, we match P2P efficiency to re-route informal capital back to formal banks.

Target Market:
Global fintechs and remittance aggregators needing Pakistan corridor settlement; Pakistani banks wanting stablecoin services without asset risk; freelancers and digital workers

Value Propositions for Customers:
Pass-through settlement infrastructure bridging global stablecoins to Pakistan's banking grid — instant T+0 settlement, no pre-funding required, full PVARA/SBP compliance

Business Model: B2B (settlement rail for fintechs) + B2B2C (embedded CaaS SDK for banks)

Competition:
Informal P2P, Hawala, offshore wallets — zero compliance; traditional banking rails (slow, costly pre-funding)

Impact:
Formalizes $8–10B/year in informal freelancer and crypto flows; gives freelancers documentable income for tax/loan applications; strengthens Pakistan FX reserves

USP:
Only regulated stablecoin-to-bank-rail infrastructure in Pakistan with PVARA license, T+0 settlement, zero bank balance-sheet risk, and ISO 20022 compliance

Visibii

Industrial Automation

Business Stats

Company Size:
1 to 3

Market Size:
N/A

Revenue Model:
Hardware sales (custom IoT inspection stations) + SaaS subscription for cloud analytics dashboard

Revenue to Date:
N/A

Key Performance Metrics:
Functional MVP (defended as FYP 2025); Zero Latency defect detection achieved; CIO & Production Head endorsements; Oracle Cloud & Generative AI certified team

Management Team:
Zain Tariq
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Linkedin
Location: NIC Karachi

Business Details

Overview
Visibii is an industrial automation startup modernizing Pakistan's textile sector. Our flagship product, VisionTex, is a hybrid Edge-Cloud AI solution that replaces subjective manual fabric inspection with real-time, automated defect detection. By integrating custom hardware with computer vision, we help manufacturers reduce waste, cut labor costs, and guarantee export quality standards.

Name of Founder: Zain Tariq

Startup Development Stage: Problem-Solution-Fit (Idea/MVP)

Problem:
Manual Quality Check is slow/error-prone; humans miss 30% of defects. This causes millions in losses via waste and rejections. Factories lack digital data to track faults.

Solution:
VisionTex is a hybrid Edge Cloud system. It combines a custom IoT station, local Edge AI (YOLOv8) for instant detection, and an Oracle APEX dashboard for real time analytics.

Target Market:
Textile mill owners, production managers, QC heads at Pakistan textile manufacturers seeking export-quality standards

Value Propositions for Customers:
Hybrid Edge-Cloud AI system (VisionTex) replacing subjective manual fabric inspection with real-time automated defect detection — reducing waste, cutting labor costs, guaranteeing export quality

Business Model: B2B (hardware + SaaS hybrid)

Competition:
Manual human inspection (30% miss rate); imported automated systems (expensive, no local support)

Impact:
Prevents millions lost annually from preventable defects; helps Pakistan's textile exporters meet international quality standards

USP:
Zero-latency defect detection with proprietary Hybrid Edge-Cloud architecture; custom IoT station + local Edge AI (YOLOv8) + Oracle APEX dashboard — first in Pakistan textile sector

VR Digital LLP

AI & Big Data

Business Stats

Company Size:
More than 10

Market Size:
N/A

Revenue Model:
N/A

Revenue to Date:
PKR 100,000

Key Performance Metrics:
N/A

Management Team:
Saadan
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Website
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Business Details

Overview
Reducing friction and enhancing performance across various industries using AI and automation engineering.

Name of Founder: Saadan

Startup Development Stage: Business-Model-Fit (Acceleration/Scale)

Problem:
Day to day tasks handled by companies require precision, timeliness and assembly.

Solution:
Reducing friction in day to day tasks handled by SMBs and enterprises using AI and automation engineering.

Target Market:
SMBs and enterprises needing AI and automation engineering to reduce operational friction

Value Propositions for Customers:
Reducing friction and enhancing performance across industries using AI and automation engineering

Business Model: B2B services

Competition:
VisionRD, Skyward Automation & Intelligence, PyxDigital,

Impact:
Provides opportunities to youth; enables digital transformation for SMEs and enterprises

USP:
End-to-end AI Automation Engineering that reduces operational friction and enables businesses to run key workflows on autopilot.

Waply, Inc.

SaaS

Business Stats

Company Size:
1 to 3

Market Size:
$45B+

Revenue Model:
SaaS subscription by conversation volume/tier; enterprise contracts; usage-based AI agent fees

Revenue to Date:
PKR 21,000

Key Performance Metrics:
Platform live; WhatsApp Business API integration active; Facebook + Instagram channels unified

Management Team:

Muhammad Nabeel

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Website

Location: NIC Karachi

Business Details

Overview
Waply.io is a SaaS platform designed to help businesses automate and manage their WhatsApp, Facebook, and Instagram interactions in one place.

Name of Founder: Muhammad Nabeel

Startup Development Stage: Product-Market-Fit (Growth)

Problem:
Waply.io is solving problem of fragmented and inefficient customer communication for businesses.

Solution:
Waply.io is solving problem of fragmented and inefficient customer communication for businesses by unifying WhatsApp, Facebook, and Instagram interactions into one centralized platform.

Target Market:
Small to mid-sized e-commerce businesses globally, especially Pakistan, India, and MENA needing WhatsApp automation and customer engagement

Value Propositions for Customers:
No-code WhatsApp/Facebook/Instagram automation platform with context-aware AI agents (RAG-based), deep commerce integration, and unified inbox — turns chat into revenue

Business Model: B2B SaaS

Competition:
Twilio (developer-heavy), WATI (rigid), Manychat; Whatify, H3 WhatsApp Order

Impact:
Democratizes enterprise-grade conversational AI for SMBs; eliminates manual customer support overload; recovers lost sales from cart abandonment

USP:
Visual no-code orchestration + RAG-based context-aware AI agents + deep Shopify/WooCommerce commerce integration — enterprise power without technical barriers

WisprNet

FinTech

Business Stats

Company Size:
1 to 3

Market Size:
$50B+

Revenue Model:
Node sales (~PKR 25,000/unit); deployment fees; maintenance contracts; enterprise agreements; future IoT data services

Revenue to Date:
N/A

Key Performance Metrics:
Functional prototype architecture validated; named Top 12 startups in IBA CED; LoRa + ESP32 mesh prototype operational

Management Team:
Simrah Falak

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Website

Location: NIC Karachi

Business Details

Overview
WisprNet is a low-cost, solar-powered, decentralized mesh communication network that enables secure offline to online messaging and digital connectivity in areas without reliable mobile or internet coverage.

Name of Founder: Simrah Falak

Startup Development Stage: Problem-Solution-Fit (Idea/MVP)

Problem:
Many regions in Pakistan still lack connectivity due to the high cost, power dependency of cellular networks. That's why people are unable to communicate, or access essential digital services.

Solution:
WisprNet is a solar-powered, decentralized mesh network using low-cost ESP32 + LoRa nodes to enable secure offline-to-online messaging, with future expansion into payments and agritech.

Target Market:
Disaster Management Authorities, Rural Development Departments, NGOs (primary); Agritech companies, microfinance providers (secondary phase)

Value Propositions for Customers:
Solar-powered decentralized mesh network enabling secure offline-to-online messaging 80x cheaper than cell towers — operates completely offline, energy-independent, Pakistan-specific

Business Model: B2G + B2B

Competition:
Cellular towers (expensive, power-dependent), satellite phones (costly), WiFi local networks, international mesh systems (Meshtastic, Helium — not locally deployable/affordable)

Impact:
Eliminates communication blackouts in rural/disaster-prone Pakistan; enables digital inclusion for underserved communities; supports emergency response coordination

USP:
80x cheaper than cell towers; operates completely offline; solar-powered; rapid deployment; designed specifically for Pakistan's connectivity gaps

Zairen

AI & Big Data

Business Stats

Company Size:
1 to 3

Market Size:
$2.5B+

Revenue Model:
Project-based pricing: Startup PKR 75K (<50K lines of code); Growth PKR 150K (50K–200K lines); Enterprise PKR 300K–1.12M (200K–500K lines)

Revenue to Date:
N/A

Key Performance Metrics:
300+ security patterns scanned per analysis; 8-day turnaround; 95% cost reduction vs traditional consulting; PKR 75K–1.12M pricing vs PKR 8–50M traditional

Management Team:
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Business Details

Overview
An AI-powered platform that analyzes company code repositories and generates ISO 27001-aligned technical reports to make companies audit-ready.

Name of Founder: Aquib Haq

Startup Development Stage: Problem-Solution-Fit (Idea/MVP)

Problem:
Companies pursuing ISO 27001 struggle to make code audit-ready. Security controls are often undocumented or unmapped, causing audit delays, costly fixes, and reliance on consultants.

Solution:
Our system analyzes source code, configurations, access controls and development workflows then generates structured ISO 27001-aligned reports highlighting gaps, risks and remediation recommendations.

Target Market:
Pakistani B2B SaaS startups needing ISO 27001 certification to win enterprise deals; emerging market startups facing same barrier

Value Propositions for Customers:
AI-powered source code analysis that generates ISO 27001-aligned compliance reports in 8 days at PKR 75K–300K — vs 6–12 months and PKR 8–50M with Big 4 consultants

Business Model: B2B (per-project)

Competition:
Big 4 (Deloitte, PwC, KPMG — PKR 50M, 6–12 months); Vanta/Drata (PKR 25M/yr, no code review); Snyk/Semgrep (no ISO mapping, not audit-ready); DIY (200+ hrs, fails auditors)

Impact:
Unlocks enterprise sales for Pakistani startups blocked by ISO 27001 certification costs; accelerates B2B SaaS ecosystem in Pakistan

USP:
Only solution combining actual source code analysis with ISO 27001 compliance mapping — Big 4 skip code, Vanta/Drata ignore application code; 95% cost reduction + 10x faster

Ministry of IT & Telecom

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