

ENTREPRENEURING PAKISTAN

27 stories of struggle, failure and success

ORDER YOUR COPY NOW!

27 Stories of Struggle, Failure and Success

Meet 27 Pakistani entrepreneurs who followed their hearts and built the ventures of their dreams.

These thinkers, dreamers and builders nurtured their ideas with the determination to succeed and create a brighter future for their country. Through struggles, challenges and failures, each has built successful enterprises producing jobs, wealth and social impact.

Mentor and coach Azhar Rizvi has documented these stories to prove that anyone with positivity, perseverance and the courage to take a leap of faith into the world of entrepreneurship has a chance to succeed.

This book is for all entrepreneurs to

- learn how others made it,
- gain from their experiences and
- receive valuable advice.

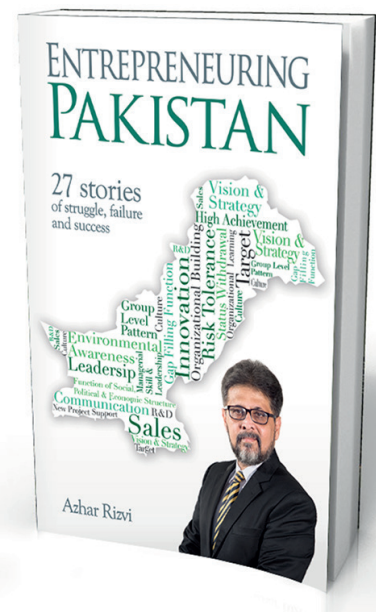
ABOUT AZHAR RIZVI



Consultant, trainer, mentor and coach, Azhar Rizvi has worked with close to 450+ fast-growth companies and 10,000+ student teams to develop their business plans and growth strategies since 2007. He is playing a key role in cultivating a new environment of promoting entrepreneurship at various universities as well as several business plan competitions, hackathons, innovation cups, startup weekends and other forums.

After 20 years in the IT industry, he is currently working as the CEO of Cambridge Advisers Network. An integral part of the entrepreneurship ecosystem, he serves as Chairman, Standing Committee on Innovation and Entrepreneurship at the Federation of Pakistan Chambers of Commerce and Industries (FPCCI). He is also co-founder of MIT-Enterprise Forum of

Pakistan, Pakathon Global, Women's Digital League, OPEN Pakistan amongst others. He is involved in technology projects with the Federal and the Sindh Ministries of IT, the ICTR&D Fund and the Karachi University.



ORDER NOW

Address:

F-30, KDA Scheme No 5, block-7, Karachi

Phone: (+9221) 3 587 9461-4

info@cambridgeadvisorsnet.com

entrepreneuring@cambridgeadvisorsnet.com

ENTREPRENEURING PAKISTAN

27 stories
of struggle,
failure and
success

WHAT YOU WILL FIND IN THE BOOK

Book 1: Technopreneurs : : Technology mavens that create new products, new service and new businesses

This section contains nine stories of Technopreneurs and their IT or ITeS ventures that have grown to compete internationally or scaled to the top of the game locally. The first seven stories are of people with IT backgrounds, while the last two are firms whose founders had never thought of going for technology-related ventures, but still established flourishing businesses. These stories also demonstrate the importance of non-IT skills that are required to take advantage of technology. All these entrepreneurs have had a close mentoring association with Azhar Rizvi during the growth stage.

“When you are running a business and doing well, and when you feel all your needs are being met, taking a new direction is a challenge. When Azhar Rizvi and his team evaluated us and asked us to focus on the gaming side of business, I could not even imagine that I could make a dent in the gaming industry dominated by big boys. However, the new direction helped us to focus and develop the venture into a multi-million dollar company being traded in the OTC Stock exchange now.”

~Khurram Samad, founder GenITeam,
Co-founder and CTO Tapinator Inc

Book 2: Socialpreneurs: Pakistan’s Social Catalysts for a Better Tomorrow

Social innovators develop new operational models for maximizing impact in society. Six stories of relatively new organizations are told here to highlight growth in this area. All these initiatives are by young Socialpreneurs with passion and determination to improve society. Their range of work covers the gamut of social industries: from changing the status quo in education, creating new livelihood solutions and job opportunities,

providing affordable healthcare; to pushing community development.

The top most name in the list of people who helped me is undoubtedly Azhar Rizvi. I was a starry-eyed young woman just starting my adventure without a clue about doing things... I do not know how to explain the role Azhar has played in shaping me not only as an entrepreneur but also as a person. He inspires the best in me. To a person who is on a mission but finds herself lost, Azhar is like the North Star guiding in the right direction.

~Maria Umar, Co-founder Women’s Digital League

Book 3: Silverpreneurs: Entrepreneurs who leveraged experience and shone

The Silverpreneurs come from the first generation of born Pakistanis. Beginning their entrepreneurial journey post mid-career, Silverpreneurs start with distinct sets of advantages, skills, discipline and leadership styles. Starting their new ventures, they have good chances of success through leveraging their existing networks, knowledge and skills. They not only extend their careers, but also utilize their experience for the economic growth of the country. Four stories in this book highlight the sheer velocity, scale, power and strength of Silverpreneurs--an inspiration for anyone looking to become mid-career or late second career entrepreneur.

Thank you to Azhar Rizvi for his efforts in bringing out an exceptional book. No doubt this book will help the nation towards promoting entrepreneurship. I hope it will, In Shaa Allah, help many others to strive and work hard after retirement.

~Brigadier(R) Saleem Ahmad Moeen,
Sitara-e-Imtiaz, Co-founder and CEO, Secure Tech Consultancy

Book 4: Futurepreneurs: Future innovators and entrepreneurs

The long-term growth of a nation is dependent on its ability to channelize its young to become inventors and innovators. Studentpreneurs are entrepreneurs who germinate their ideas during college and go on to start their ventures

ENTREPRENEURING PAKISTAN

27 stories
of struggle,
failure and
success

soon after. Five ventures whose founders began their entrepreneurial journeys at campuses in Pakistan are represented here out of the 10,000+ that we have trained through various business plan competitions. For the most part, these students have financed their ventures through bootstrapping or through customer acquisition.

Another set of students comprises those inclined towards pure or applied research. The last three stories in this book represent young, passionate and ambitious Researchpreneurs, determined to put Pakistan on the innovators' map of the world. These students possess tremendous passion, skills and knowledge about their field and require a future pathway for the commercialization of their research. Their path to commercial fame and fortune will take long; yet, they are also high-return entrepreneurs who need long-term nurturing.

Business planning was not a new subject for me as working with the Canadian government I had the opportunity to work on multi-million dollar projects. Coming back to Pakistan I got the opportunity of meeting Azhar as a trainer of a workshop on Commercialization of Research by National ICT R&D Fund. It was a pleasure to working with someone who can articulate and convince researchers to understand commercialization perspectives and his training was a good learning for me to understand the local perspective and opportunity. Researchers, PHDs and Academics need to learn this skill of being able to understand the elements of business planning and issues of commercialization as a rule. It will help them concentrate their efforts in areas which will benefit industry, and technology – and Azhar Rizvi is a great resource in the area!

~Dr. Shafaat Bazaz, Dean & COO CASE University.

WHAT OTHERS SAY

Zafar Siddiqui.

Former CEO Gillette Pakistan (Pvt.) Ltd, Founding Director IBA-Centre for Entrepreneurial Development (CED IBA), Co-founder, National Entrepreneurial Working Group (NEW-G).

A worldwide consensus on the critical role of competitive markets and entrepreneurs in economic development has grown over time. In developing countries, like Pakistan, the primary barrier to economic growth is often not so much a scarcity of capital, labor or land as it is a scarcity of both the dynamic entrepreneurs that can bring these together and the markets and mechanisms that can facilitate them in this task.

I met Azhar, when was I heading the CED at IBA. He and his team were making inroads in the Pakistani landscape, by providing the entrepreneurial acumen and expertise needed to groom young entrepreneurs and highlight the importance of entrepreneurship in the economic development of the country. With Azhar and his team as the main architects of IBA-INVENT, the competition introduced entrepreneurial grit and experience-based learning at universities. I appreciate the keystone role of Azhar and his team in developing the entrepreneurship program at IBA and in Pakistan.

Prof Dr.S. Suhail H. Siddiqui, Sitara-I _Imtiaz

Prof. Dr. S. Sohail H. Naqvi, S.I. Vice Chancellor, Lahore University of Management Sciences (LUMS)

It is heartening to see the entrepreneurial grit and success demonstrated by the Pakistanis mentioned in this book. Entrepreneurial Pakistan documents the journey, challenges, successes and failures of entrepreneurs, who along the way create wealth, fame and jobs for others. These entrepreneurs, some of whom are LUMS graduates, demonstrate that hard work, combined with self-belief and a leap of faith that is the hallmark of all entrepreneurs, does lead to success. I am also pleased to read success stories of Pakistani researchers, ICT entrepreneurs, social entrepreneurs and, specially, silverpreneurs. This book documents the “method” behind the entrepreneurial madness that is engulfing Pakistan. It is the story of those who worked to build the ecosystem that allowed entrepreneurship to prosper in Pakistan. Azhar Rizvi, as one of the first ecosystems enablers, played an integral role in the entrepreneurial transformation process.

ENTREPRENEURING PAKISTAN

27 stories
of struggle,
failure and
success

In a short period of 10 years, we are able to see the fruits of developing entrepreneurship in Pakistan, particularly in the technology sector, where many promising ventures are now growing exponentially, as is the startup culture.

Idris Kothari

Innovative Scientist and Visionary serial entrepreneur, Chief Technology Officer at Vertical Systems Inc, Co-founder of OPEN Silicon Valley, Founding Director TIE Global

As part of an effort to give back to Pakistan, I started working with various programs including the one Azhar launched in mentoring and coaching startups in Pakistan. In less than a decade, a new entrepreneurship culture has taken roots in Pakistan.

In 2007, no Pakistani companies were mature enough to pitch to OPEN-USA. Today, I see Pakistani entrepreneurs competing on global platforms such as Y-Combinator, Draper University, Startup Grind, GIST and OPEN USA. Pakistani companies pitching to global Venture Capitalist has become commonplace, so is collaborating with US based entrepreneurs and organizations. Azhar and his team has played an integral part in maturing the Pakistani entrepreneurial landscape. In addition to mentoring participating teams in various programs, the process also helped create linkages between the entrepreneurial ecosystem of Pakistan and Pakistani diaspora in the USA. As a result, the mutual learning and networking has created exciting opportunities for the new Pakistani entrepreneurship landscape.

Naeem Zafar

Serial Entrepreneur, CEO and Founder of Telesense, Faculty member at University of California Berkeley, Professor of the Practice at Brown University, Past President and current Chairman OPEN Silicon Valley, Board member PlanX

Azhar's team and a small group of Pakistanis living in the Silicon Valley came together to set up the MITEFP-OPEN Business Acceleration Plan initiative which has since produced

several technology entrepreneurs and startups who are now competing on a global scale. The format of the competition and the subsequent student level programs, coupled with remote mentoring sessions, successfully laid down the foundation for the entrepreneurial culture in Pakistan as it is today. As I come to Pakistan every year and play an active role with several accelerators and growing entrepreneurial ecosystem in Pakistan, I have seen that each year, the quality and the quantity of promising new startups and early stage growth companies has gone up. This represents great hope for Pakistanis who set out to solve problems and can think beyond just the local level and have demonstrated their ability impact at a global level.

This book is an excellent collection of stories by Azhar Rizvi. I was inspired by reading that people from average backgrounds can impact the world through sheer will and grit. It reminds me of the time when I was growing up in a lower middle class home in Lahore studying at Central Model School. Such stories and books like these are the source of inspiration for many who I hope will take the time to reach and aim higher in their ambitions.

BOOK LAUNCH

At 3-6 PM

Venue
Management House,
Shahrah-e-Iran,
Clifton, Karachi 75600

Tel: (021) 99251711-14,
99251718, 99251680

Fax: (021) 99251715-16