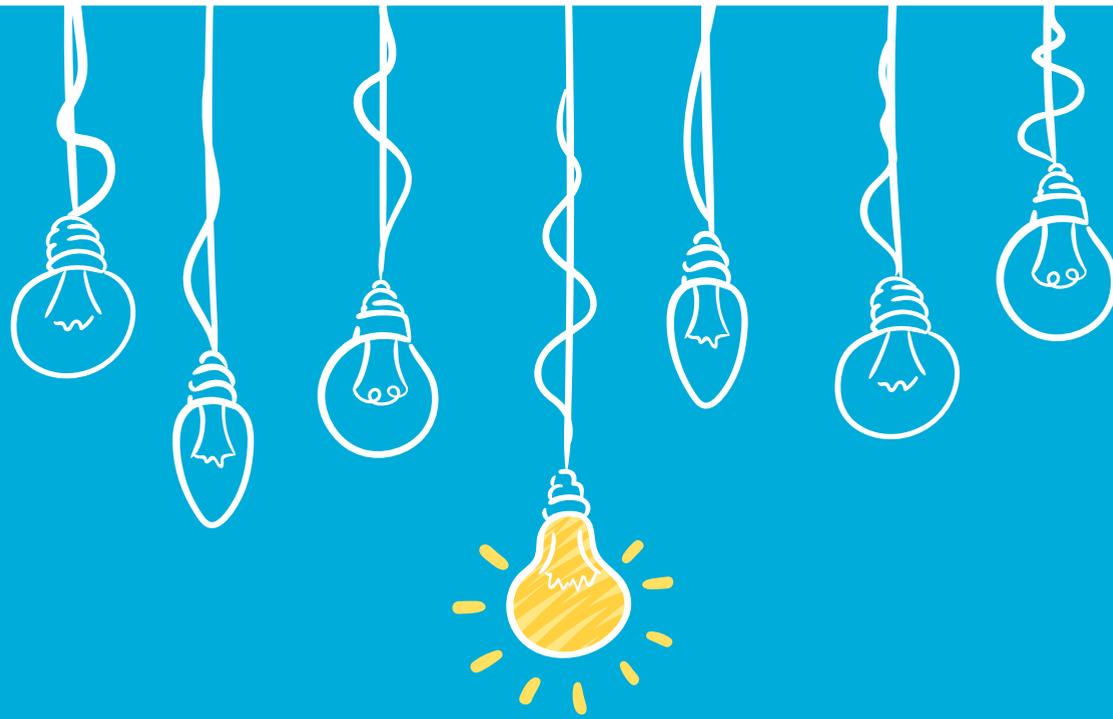


**JUMP**  
START.UP PAKISTAN



# 5 YEARS' JOURNEY

(2014-2018)

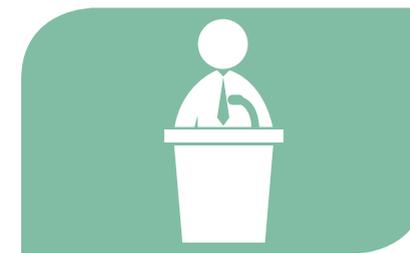


## JUMPSTART PAKISTAN THE IDEA

"We always see people around us whine and complain about how there are so many problems in Pakistan. What they fail to see is that with every problem, there rises an opportunity. An opportunity to grasp and make life better for yourself and others around you. "

– Khurram Mujtaba, CEO JumpStart Pakistan

It's a universally known fact that Pakistan has deeply rooted problems in dire need of immediate attention in order to make the country stable and sustainable. The think tanks designated to find solutions for said problems have only succeeded in narrowing down the list of possibilities to three options.



Politics



Philanthropy



Entrepreneurship

Now all three of these are arguable on if they actually have the potential of "fixing" Pakistan or not. Politics has been exhaustively tested and has borne the same results every single time. Philanthropy alone cannot accomplish a long term change since the number of effective philanthropists cannot stay the same over changing times nor does the country people have the same funds to give for the cause all the time.

*This brings us down to the last entry in the list, **Entrepreneurship**.*

# JUMPSTART PAKISTAN

## Why

CEO JumpStart Pakistan Mr. Khurram Mujtaba believes that Entrepreneurship is the way forward, Entrepreneurship is the future. And to make his belief visibly understandable, he initiated this concept he named JumpStart Pakistan.

He has envisioned a new, stronger and evolved Pakistan in the form of an entrepreneurially built Pakistan. And hence has catch phrased his idea "Let's Change Pakistan through Entrepreneurship!"

### The Margalla Hills Model

Another reason that stemmed from the main reason is the absence of Pakistan's own personal entrepreneurial model.

The replication of Silicon Valley Model has not proven fruitful in Pakistan, neither does it look like it ever will. That is because Pakistan and USA do not share the same resource diversity, neither the same public mindset. So Pakistan was in dire need of their own model and Mr. Khurram Mujtaba decided to be the pioneer of initiating this change of thought as well.

He came up with the model he wants to show fit for Pakistan and he aptly named it "The Margalla Hills Model". This model is designed kept in mind everything true about Pakistan and its Entrepreneurial Climate. It includes changes like hand holding, mentoring and more reality based progression expectations than that of any Silicon Valley criteria since Pakistan is yet to step into the "developed" zone of entrepreneurial growth.

# JUMPSTART PAKISTAN

## What

JumpStart Pakistan (JSP) is a basically a movement initiated in order to support and promote startups from all over Pakistan and provide them all that they need in order to grow into revenue generating businesses that will not only bring entrepreneurial stability in the country but also create more jobs for the people who still look at a career in employment.

It's a way to solve the problems of Pakistan one at a time through any means possible.

At JSP, we take on board budding startups and give them a naturally growth enabling environment (not an incubator) where they can reform and polish their ideas and work on the eventual goal of a successful pitch that gets them the basic need of every startup, investment.

We believe that along with all the enablers and the resources, every startup especially in their idea and development stages, still require hands-on

guidance. We call this procedure as "Hand Holding". We have developed a culture here at JSP where all our adopted startups are hand held up until the stage where we think they're ready to take their first leap into the world of investment grabbing.

Even then, when they're pitch-ready, we have developed platforms (that will be discussed in detail ahead) where we aid them in learning run-time and then participate by themselves in pitching their idea to real-time investors from all over the world.

# JUMPSTART PAKISTAN

## How

After all this discussion, a simple question arises that how exactly does JSP plan on executing this humongous task? There is a simple but detailed answer to this question.

JSP has come up with multiple ways to ensure they stand true to their intentions of grooming the startup talent of Pakistan in the right way. The basic level initiatives include training exposure like mentorship programs, live mentoring sessions, personalized mentoring sessions, group talks, and exposure with other similar minds to brainstorm and exchange ideas among other platforms.

However, after the handholding phase is completed and the startup needs to get out into the world and experiment, that's where the actual JSP initiatives kick in. International platforms like Shepherd's Pie, Change

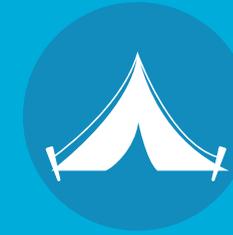
Pakistan Conference, Startup Pakistan Boot Camp among other likes are run throughout the year in order to make sure all resident JSP startups are given full access to both in house and field platforms to grow and reform.



Hand Holding



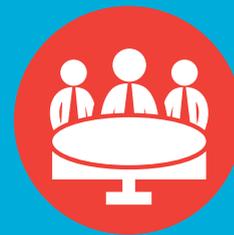
LaunchPad7



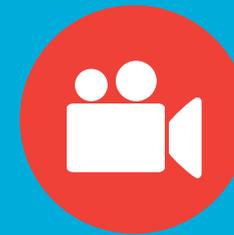
Boot Camps



Dinner with the CEO



24 Hours with CEOs



Entrepreneurial  
Movie Night



Shepherd's Pie



Shepherds



Leader's Track



Pitching



The Shepherd's  
Network



Change Pakistan  
Conference



JumpStart Pakistan  
Boot Camp



StartUp City



Native Team



Ambassadors



### Hand Holding

“Hand Holding” includes the initiatives and the ideas that have been developed in order to arrange mentorship and teaching activities for all the JSP resident startups. In these activities, startups are exposed to people from the industry, academia and other knowledgeable big shots who have the proven potential to educate youth in the right direction in order to make them field ready.



### LaunchPad7

Since hand holding is all about mentorship and training, there also should be a hub for said training as well.

LaunchPad7 is a state of the art co-working space envisioned and created to provide the best possible working environment to people who are looking for an office space. It is located in the hub of the Twin Cities, Murree Road Rawalpindi and is equipped with everything any professional might need from their workplace.

Not just that, whenever a startup is taken under the JSP wing, LaunchPad7 is made their home and the access to it is entirely free for them. It is a place where they can work and learn and grow all at the same time until they're ready to expand and have an operating space of their own.



### Boot Camps

Boot camps are tactic widely practiced among any enabler organization as a very effective method of mentoring or teaching new things to learners. JSP uses the idea in order to help equip their resident startups with all the state of the art tools and techniques they could require in their journey from startup to business.

Multiple kinds of boot camps, all with different background reasons (technical, tactical, moral, etc.) are arranged around the year and anyone who wishes to learn is welcomed.



### Dinner with the CEO

“Dinner with the CEO” is one of the most frequently practiced activity in the Hand Holding category. It's, as the name states, a dinner arrangement where startups get to sit down with CEOs from different companies and have a healthy discussion while they eat. It's a healthy way to both eat and discuss ideas in real time.



### 24 Hours with CEOs

This is an enhanced version of Dinner with the CEO. Here, a whole 24 hours plan is set and the participating startups get to spend the entire time with a panel of CEOs from different parts of the industry.

The day begins in the evening of one day and leads up to the evening of the next. Productive and learning activities like talk sessions, morning walk, discussions over lunch and dinner and even a movie with a relatable moral are few of the parts of the agenda.



### Entrepreneurial Movie Night

As mentioned above, watching movies together and holding discussions over them are a part of the mentoring tactics used frequently at JSP. A movie that relates to the type of mentoring intended for the time is picked, a gathering of startups, CEOs and other enablers watch it together while having discussions over it. Then there's a concluding session over dinner to sum up the night's learnings.



### Leader's Track

Apart from in-house activities, outdoor activities are also of a very high importance in order to keep the mind alert and at the highest learning capacity. Following this principle, JSP has come up with an idea they call Leader's Track. In this, startup teams along with a collection of mentors set out on a trekking trail where they hike while discussing ideas and development techniques. Talk about workout for both body and mind.



## Pitching

In sequence, pitching is the step that follows hand holding (mentoring). This is the phase where the startups that have been shaped and taught to a level where they are ready for the next leap are given platforms to finally pitch their ideas in front of investors from both inside and outside Pakistan. JSP has devised special initiatives and platforms for aiding the pitching process for their resident startups so that the startups that have been hand held till now get to take their first practical steps under the JSP mentorship umbrella as well.

## Shepherd's Pie

Shepherd's Pie is the master creation of JumpStart Pakistan. It is a startup-investor match up platform following the pattern of Dragon's Den and Shark Tank. It is conducted in a Season format and has been happening ever since the inception of JSP. Every episode is conducted in a new city and the number of cities covered is increased every year.

Investors who are called Shepherds are invited from around the world and are made available for startups to pitch their idea and try and impress the shepherds to score an investment handshake.

But that's not it. 2 startups are hand-picked by the participating Jury who then qualify for that year's Shepherd's Pie Finale. After all episodes are conducted and winners are acquired from every episode, the finale is conducted (usually at the end of the year) where the winners compete against each other. The winner from there then gets to compete on behalf of Pakistan in seedstarssummit\* held by SeedStars World in Switzerland.

Other than this main agenda, side activities like Keynote Speeches and Panel Discussions are also included in every episode with the motive of both entertaining and educating the attendees.



## Shepherds

One thing that's to be specially mentioned here is "What exactly is a Shepherd?"

A Shepherd is basically a person who is a Mentor, Investor, Angel Investor, VC, or in some cases even a CEO of a newly established Startup.

A Shepherd is a person who has a capacity and is willing to invest in new startups while their unparalleled experience of a decade or two in successfully building their own startup qualifies them to offer initial investment in new startups in exchange of equity.

This role of a shepherd was devised in order to fill in a core position in Shepherd's Pie. Startups are given 10 minutes to pitch and Shepherds get another 10 minutes for Q&A at the end of which they can decide to shake hand and finalize the deal or let that startup know that they are interested but need more information from them in order to finalize the deal of investment. Shepherds have the liberty to either commit investment to any startup at the spot or take them under their mentorship so they can refine the idea and then invest financially.

The position of a shepherd cannot be attained just like that. Anyone willing to be a shepherd with JumpStart Pakistan has to be eligible of a certain set of rules. They need to have about 10 to 15 years of hands-on entrepreneurial experience. They need to be able to invest at least PKR 1 Million in case they find a startup interesting enough for them to fund.

## The Shepherd's Network

The shepherds who have joined up in JSP are all part of a Shepherds' Network, maintained to serve the purpose of making shepherds available for all the startup and other members not only on the events but also for frequent mentoring purposes.

All shepherds are always connected and informed about all the new startups and the startups they get to mentor keeps changing so that everyone can benefit from every shepherd's wisdom.





### Change Pakistan Conference

Change Pakistan Conference (CPC) is also an initiative by JSP to aid the pitching process for startups. Usually CPC has a Shepherd's Pie Episode for that particular city embedded in the agenda. The rest of the proceedings are incorporated along with it. The number of Keynotes is more than just a typical episode of Shepherd's Pie. The number of attendees is also a lot higher than Shepherd's Pie episodes since CPC is a larger, more lucrative platform. It's not just a segment of a larger collection, it itself is a big phenomenon.

CPC in particular was shaped around the core motive of JSP, changing Pakistan through Entrepreneurship. It depicts in highlight the patriotism behind the cause.

### JumpStart Pakistan Boot Camp

Even though boot camps is a tradition holily followed all-around the year, Startup Pakistan Boot Camp is still special. This is a boot camp arranged at the end of the year, just a few days before the Shepherd's Pie Finale for the year (Season Finale). Essentially, this is a boot camp for all the winners from all the cities covered in episodes along the year.

All winners are gathered in one place, mostly in Islamabad or Murree and a 3-7 day boot camp training session is organized where the final polishing is done on all startups to make them seedstarssummit\* ready.

This is included in the pitching category because this is the final step in pitch training before the Shepherd's Pie Season Finale.

### Ambassadors

The ambassadors are the noblest members of the team. They are volunteers who just want to give to the cause and still go all the heavy lifting.

While the rest of the team makes decisions, the ambassadors are responsible for executing them.



### StartUp City

StartUp City is another of the major initiatives by JumpStart Pakistan. By this, it is aimed to create an intertwined startup network within the cities that is so strong that every city on its own can achieve the entrepreneurial goals that JumpStart Pakistan aims to achieve all through Pakistan. The main motto is to take up 50 cities of Pakistan and select the top 50 startups who then participate in the regional Seed Stars Event. The thought behind this entire concept can be summed in one phrase Mr. Khurram Mujtaba uses to describe it; "Startup City, turning every city of Pakistan into a Startup City."

### Native Team

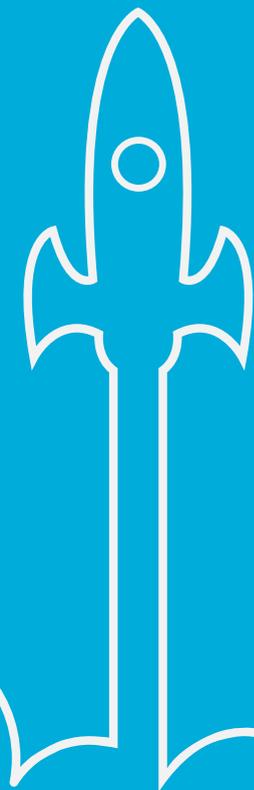
Every city under the JSP flag to become a startup city has their own native team. The native team comprises of people resident to the city itself, people who know the city better than an outsider would and are also enthusiastic about the cause.

The core JSP team operates from the twin cities and collaborates with the native team to organize the event in their city. Every startup city team has a

- President
- Vice President
- General Secretary
- Joint Secretary
- And then, Ambassadors



# JUMPSTART PAKISTAN THE INCEPTION



After the how's and the whys, comes the When. CEO JumpStart Pakistan Mr. Khurram Mujtaba is the pioneer mind behind this non-incubator like boon for startups in Pakistan. When he realized that Entrepreneurship was the only survival tactic sustainable to last long-term, he gave physical shape to his vision in the form of JumpStart Pakistan on March 1st, 2014, when JumpStart was officially launched to the world in Islamabad. JumpStart Pakistan came into being in the year 2014 which makes 2017 its 4th calendar year in running. Ever since the inception in 2014, JSP has taken in and mentored countless startups from all over Pakistan, mainstream and small cities alike. Countless others have been hand held to successful investment pitches, many have scored actual investments and others have flown to represent Pakistan in International competitive platforms like seedstarssummit\* Switzerland as well. All this has happened courtesy the initiatives and the platforms mentioned in the earlier sections.

# JUMPSTART PAKISTAN ACHIEVEMENTS



15

## STARTUP CITIES OF PAKISTAN

Jumpstart Pakistan has build eco-system around the 15 cities of Pakistan which reflected betterment in the economy and trade.

200+

## PROBLEMS CONVERTED INTO SUSTAINABLE SOLUTIONS

Jumpstart Pakistan created a platform for those start-ups, who were at their development stage(s) and projected them to grow bigger by directing them to the right source of opportunities.

100+

## INVESTORS & MENTORS

Jumpstart Pakistan, provided shepherds to groom up the start-ups and their business idea(s) which helped them to sustain in this competitive market by direct interaction with the established entrepreneur(s).

100

### SMEs ON BOARD

Jumpstart Pakistan, using SMEs as green houses where their CEOs provide space, direction, resources and funding to the early stage start-ups to further transform into SMEs.

20,000+

### KNOWLEDGE SEEKERS ON BOARD

Jumpstart Pakistan with only 20+ flagship events been successful in making an entrepreneurial mind-set.

3

### STARTUPS REPRESENTED PAKISTAN GLOBALLY

Jumpstart Pakistan from the consecutive 3 years have given the opportunity to start-up to represent itself internationally and generate seed money.

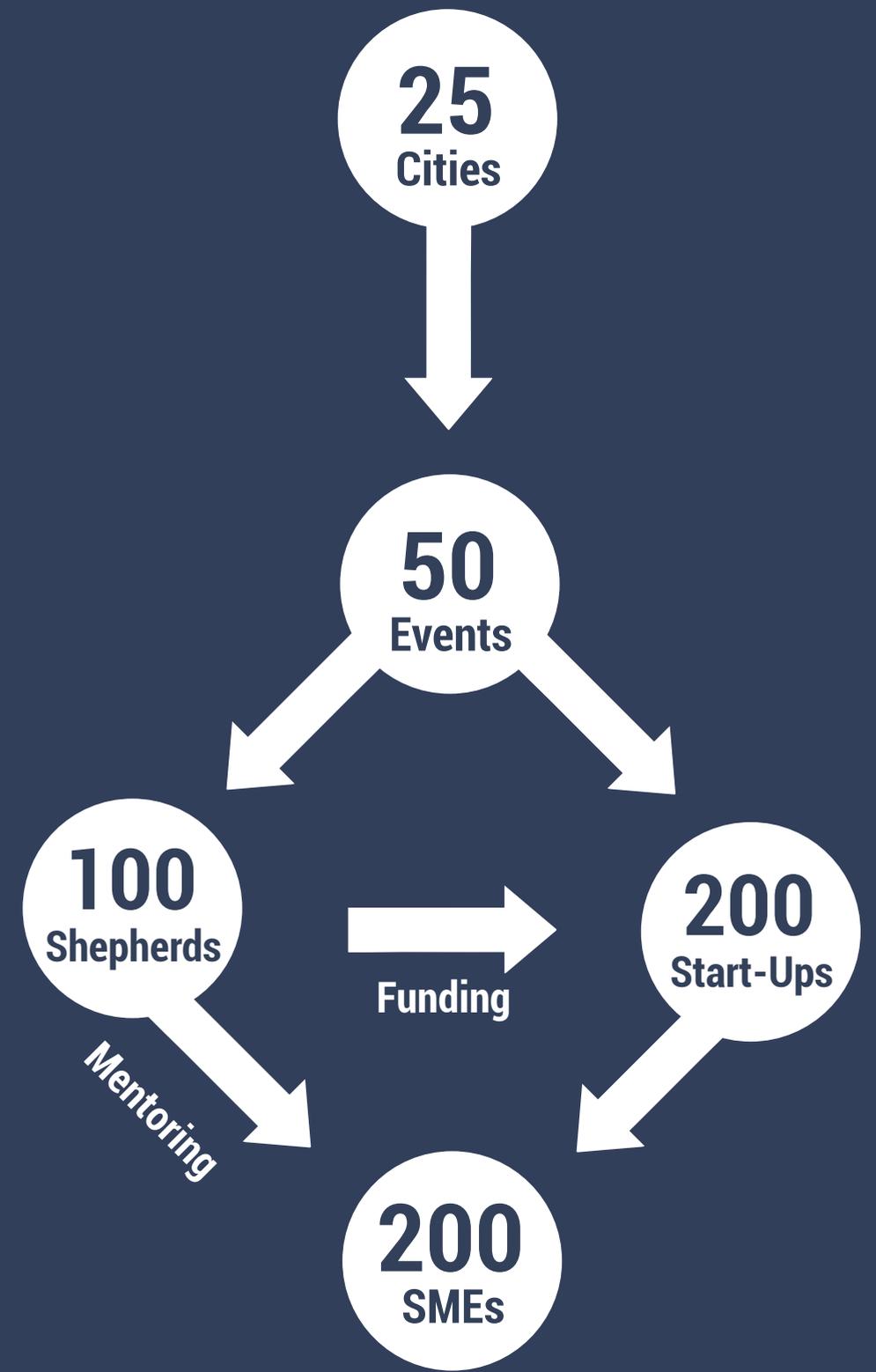
Jumpstart Pakistan stimulates job creation across our value chain. We contribute to the economic development of local communities by empowering local people and give them the opportunity to shape up their business to become SME.

Offering development programs and shaping up the economy by contributing in terms of human resource and shaping-up talent from youth.

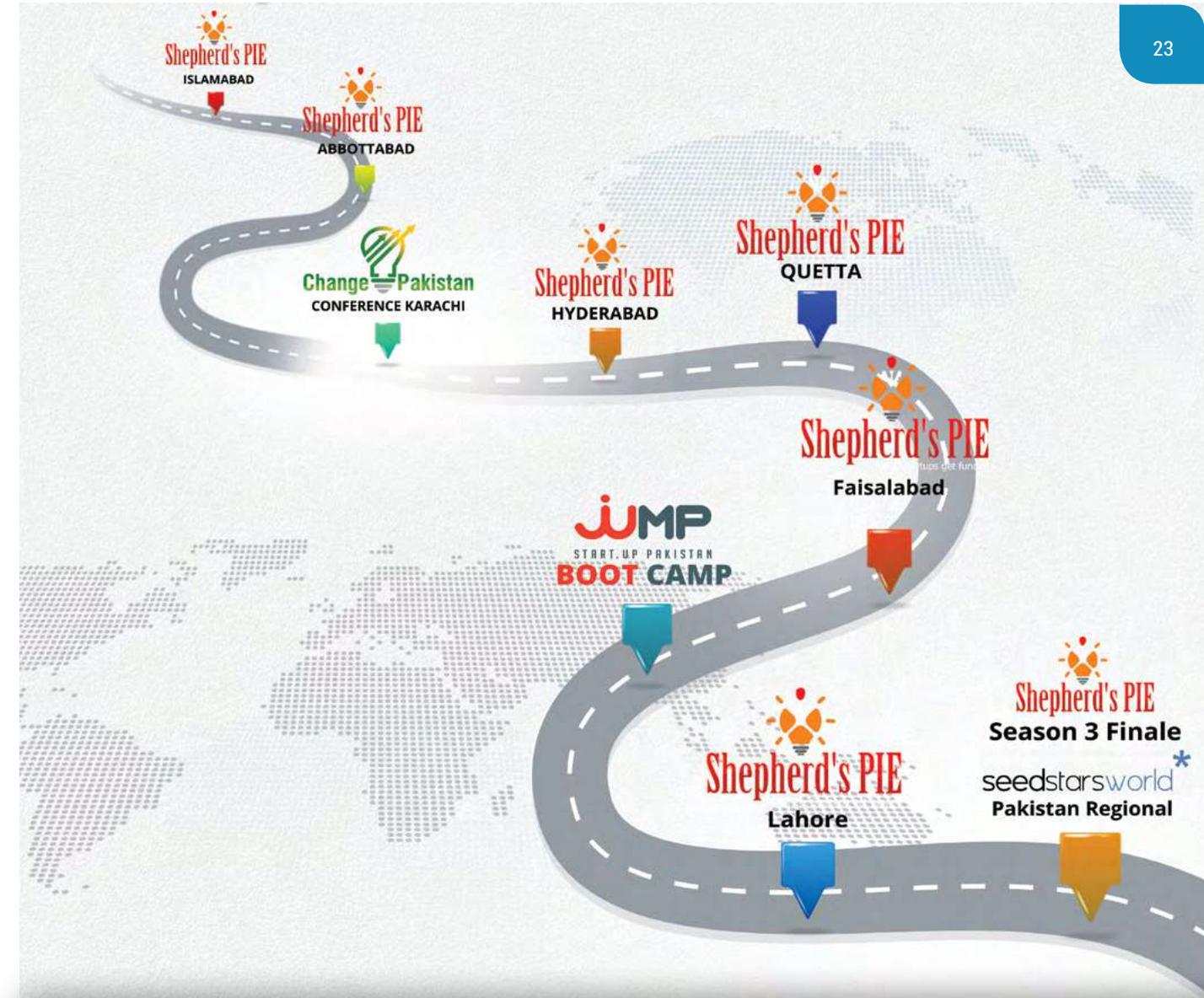
Lastly, the events enables a direct-indirect induced employment of people. It adds value in retail business which eventually supports the industry.



# START-UP MOVEMENT



# JUMPSTART PAKISTAN THE JOURNEY



After the inception, comes the journey till now.

JumpStart Pakistan has had its fair share of hurdles and speed bumps as does anyone who takes the road less travelled. Bringing change does not come easy. Te 4 years (ongoing included) so far have not been a smooth ride in any way. However, JSP has always emerged on top and has kept going no matter what.

Here is a break up of how each year went and how much growth every year brought in terms of creating change and keeping the mission alive and growing.

# HIGHLIGHTS 2014

## The Birth Year



### March 1st 2014

is the birthday and the birth year of JumpStart Pakistan. This year, the idea was put into motion in a practical form and the platform way declared open for all comers.

## LAUNCH CEREMONY



The first event under the JSP banner was the Launch Ceremony of JSP. It was a mega scale full day event hosted in Margalla Hotel Islamabad where CEOs and other dignitaries from the industry and academia participated in launching JSP as well as educating the youth from its platform for the very first time.

VIPs included names like Mr. Khurram Mujtaba CEO JumpStart Pakistan, Mr. Wahaj Siraj CEO Nayatel, Mr. Asad Umar Celebrated Politician, Mr. Chaudhry Faisal Mushtaq CEO Roots Millennium, Mr. Michael Porter Professor Harvard Business School, Mr. Abdul Samad CEO Youth Impact, and many other likes. TED Style talks were delivered, pitches were made, panel discussions, audience quizzes, a grand lunch and tons of networking.

## SHEPHERD'S PIE



2014 was also Season Zero (Launch Season) for Shepherd's Pie. Just one city was part of the agenda. The city being Islamabad, the capital of Pakistan.

Shepherd's Pie proceedings were carried out as part of the Launch Ceremony of JSP. Startups in their early stages pitched their ideas to a panel of investors that JumpStart Pakistan likes to call Shepherds. A startup named Creanix secured PKR 5 Million in investment and an offer to open up their office in the USA.

## OTHERS



Alongside the biggies, a lot of other small scale events like movie nights, dinners with CEOs, Iftaar meetups and others were also conducted along the year.

# HIGHLIGHTS 2015



Next came the year 2015. Just like any other company, growth was the main goal. The number of problems solved, the number of startups launched and funded and the graph of change made, all were to be increased.

This year, 2 cities were covered for Shepherd's Pie and the Season Finale was conducted in Karachi, which makes 3 cities hit in total.

## CHANGE PAKISTAN CONFERENCE 2015 LAHORE



The first ever Change Pakistan Conference was held on 12th of April, in Pearl Continental Hotel, Lahore.

The day's proceedings included startup pitches, keynote speeches, a panel discussion, audience quizzes, Hi Tea and Lunch.



# SHEPHERD'S PIE LAHORE 2015

## SEASON 1 EPISODE 1



2015 being the 2nd year for Shepherd's Pie and with 2014 being the Season Zero, was the Season 1 for Shepherd's Pie.

The 1st episode was conducted as part of the CPC 2015 agenda where 6 startups pitched in front of a 7 member shepherds' panel and winners were selected to be part of the Season Finale/Seed Stars Regional later in the year.

# SHEPHERD'S PIE ISLAMABAD 2015

## SEASON 1 EPISODE 2



10 startups and their pitches, 12 shepherds, 5 keynotes, a panel discussion, a workshop, tea and lunch. That's what made up the humongous 2nd Episode of Shepherd's Pie Season 2. The entire day was packed with learning activities and then in the end, winners were chosen for the season finale. It was held in the capital of Pakistan Islamabad, in the beautiful La Montana, Pir Sohawa.

## SHEPHERD'S PIE SEASON 1 FINALE & SEED STARS WORLD PAKISTAN REGIONAL 2015, KARACHI



Expo Center Karachi bore witness to the 1st SeedStars Regional event in the Shepherd's Pie streak of JumpStart Pakistan. Season 2's Finale was held in Karachi on the 17th of September, 2017. All winning startups from Episode 1 (Lahore in CPC) and Episode 2 (Islamabad) were gathered and were given a chance to pitch in front of Local Jury (JSP) and International one (SeedStars) from where DoctHERS were chosen as the final winner and the recipient of the Regional SeedStars Ticket to the seedstarssummit\* in Switzerland.

## STARTUP CITY LAUNCH CEREMONY

**CEO** Mr. Khurram Mujtaba announced the StartUp City initiative at the closing ceremony of the Shepherd's Pie Season 2 Finale and SeedStars World Regional Event in Karachi. 50 Cities will be turned into StartUp Cities under this initiative, giving 50 startups at the end of every year who will be participating in the Seed Stars Regional Event with the winner going to Switzerland for seedstarssummit\*.

### OTHERS

The in-house and smaller scale events were arranged all through the year. The specific purpose of those is to make sure all members get their value given to them and that they remain connected to all the network members in an up to date manner.

- Boot camps (Technical & Non-Technical)
- Dinners with CEOs
- Movie Nights
- Occasion Celebrations (Independence, Ramadan, Eids)

Among others.



# HIGHLIGHTS 2016



The pattern of growth was continued. More problems were picked up to be solved, more opportunities seized, more startups, more shepherds, generally, a little bit more of everything.

This year, 5 cities were covered, 4 Shepherd's Pie Episodes and one Season Finale. 5 cities,  
-Rawalpindi -Peshawar -Karachi -Lahore -Islamabad

Were turned into StartUp Cities. Here are some of the highlights.

## LAUNCHPAD7; DECLARED OPEN!



A year in Pad7 was indeed. Launch- the making, Launch- opened for all on the 1st day of the year. A New Year's Present indeed. Launch- Pad7 is a co-working space and a unique green house for startups under the JSP banner. JumpStart has always believed in green housing startups and LaunchPad7 is their one foot forward in pursuit of that mission.

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# SHEPHERD'S PIE RAWALPINDI 2016

## SEASON 2 EPISODE 1



JumpStart Jugger-Shepherd's Pie's for 2016 Season 2 was held in the beautiful city of Rawalpindi at LaunchPad7. It also served as a preshow for this year's Seed Stars World Competitions with its Regional Finale in Islamabad later in the year. 16 start-up ideas were pitched to a panel of 6 Shepherds. 4 out of these were selected to move to round 2, the finale in Islamabad. The qualifying start-ups were Ultimo, Dastawezaat, Photolinga and Tame.

Pakistan's next event, first episode conducted in the city of Rawalpindi on the 9th of April 2016.

# SHEPHERD'S PIE PESHAWAR 2016

## SEASON 2 EPISODE 2



The 2nd episode was held in the city of Peshawar on the 15th of October, 2016 in IM Sciences Peshawar. 8 start-ups made their pitches to a panel of 7 shepherds out of which our esteemed jury members announced 3 winners. Ghar ka Khaana, Oyo Tabs and Micro Labs were the ones who qualified to the next round.

## SHEPHERD'S PIE KARACHI 2016 SEASON 2 EPISODE 3



Conducted on October 29, 2016, in IBA Karachi, Shepherd's Pie Season 2 Episode 3 covered 8 start-up pitches, out of which 4 were offered up to 4.8 Million PKR investment with 25% equity by our Shepherds' Panel. The jury selected 3 start-ups to be sent to the next round. They were Automate, Khazanay and Query Tech.

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## SHEPHERD'S PIE LAHORE 2016 SEASON 2 EPISODE 4



Shepherd's Pie's next episode and the final one before the Regional Finale was held in Lahore on November 19, 2016 at Arfa Software Technology Park. With the expertise of the honorable jury members, 3 out of 11 start-up pitch ideas were finalized to be accompanying the rest of the city qualifiers to appear and pitch in the regional finale SeedStars World all set to be conducted in the same month in Islamabad. 3 start-ups also got offers of around 4.5 Million PKR in return of 25% equity by the Shepherds. The winning start-ups were Bliinda, Auto Ads and Perhai.

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# SHEPHERD'S PIE SEASON 3 FINALE & SEED STARS WORLD PAKISTAN REGIONAL 2016, ISLAMABAD



4 cities, 4 events, 14 critically selected start-ups. Shepherd's Pie 2016 did its due all through the year and gathered 14 gems from around the country ready to be subjected to a chance to represent Pakistan in the seed-starssummit\* in Switzerland and win up to \$1 Million in investment. November 25, 2016, the stage was set at La Montana, Pir Sohawa Islamabad; the stakes were set up, all start-ups polished via Boot Camps, ready to take their entrepreneurial leap. It was judged by the best in the business, jury comprising of both Pakistan and SeedStars World representatives. One start-up came out on top, TAME won itself the right to being called the Shepherd's Pie Season II Pakistan Champion along with a chance to represent their country; Pakistan at the seedstarssummit\* in Switzerland.

## OTHERS



2016 was a busy year. Apart from the Shepherd's Pie activities, there were a lot of others as well.

- 24 Hours with the CEO
- Iftaar Meetup
- 72 Hours with the CEO (Boot Camp before the Season 2 Finale)

Constituted some of them.



**JumpStart Pakistan in it's fourth year presented**



**2017 is the fourth year of JumpStart Pakistan.**

**2017 has been a busy and by the Almighty's Grace, a very productive year.**

- Change pointer one from above image to " Shepherd's Pie Season 3 successfully featured Shepherd's Pie Episodes in 8 cities of Pakistan with 2 Change Pakistan Conferences ( held in Peshawar & Karachi) and one Shepherd's Pie Season Finale alongside SeedStars World Pakistan Regional 2017.
- Startup cities were upgraded from 5 cities to 10 cities with the aim to create entrepreneurial hub in Pakistan.
- The cities in the Shepherd's Pie 3 agenda included Peshawar, Islamabad, Rawal pindi, Karachi, Abbottabad, Quetta, Lahore and Faisalabad.

**1. Peshawar 2. Islamabad 3. Abbottabad 4. Karachi  
5. Quetta 6. Faisalabad 7. Lahore**

## CHANGE PAKISTAN CONFERENCE 2017 PESHAWAR



CPC17 was the 1st event for 2017. It was a grand spectacle organized in Shiraz Arena Peshawar on 28th of March, 2017.

- Startup Pitches
- An hour long panel discussion
- Entertainment and Motivation sessions
- 10 TED Style talks
- Over 5 TV Channels for live coverage
- Lunch and Hi Tea



Made up some parts of the agenda.

A 40 Stall Expo was also arranged to showcase innovations and inventions from both Industry and Academia alike. FYPs from universities were put on display. Innovators from the industry showed their creations. It was both a learning opportunity and a show of entrepreneurial power.

# SHEPHERD'S PIE PESHAWAR 2017

## SEASON 3 EPISODE 1



Shepherd's Pie progressed to its 3rd season in 2017 and the 1st episode for that was conducted as part of the Change Pakistan Conference 2017 Peshawar. 10 startups pitched their ideas to a panel of 5 shepherds. Anzen and Mohsin Electro General qualified for the finale.

# SHEPHERD'S PIE ISLAMABAD 2017

## SEASON 3 EPISODE 2



On 11th May 2017 in Bahria University Islamabad, JSP conducted Shepherd's Pie Season 3 Episode 2. Apart from the usual keynotes, panel discussions, networking activities and lunch, the main agenda for every episode was carried out, the pitches. 9 startups pitched in front of the shepherds and the jury, Neurostic and Ultimo Tech were selected for the next round, the season finale.

# SHEPHERD'S PIE ABBOTTABAD 2017 SEASON 3 EPISODE 3



The most recent installment in the 2017 proceedings was SPATD17. On 24th of July 2017, in COMSATS Institute of Information Technology, Abbottabad, the stage was set for the 3rd episode of Shepherd's Pie Season 3. 9 startups participated out of which a startup named FENAM got a "Handshake" from shepherds which is the symbol of on-stage investment commitment. Fenam was also declared as the winner of Shepherds Pie Abbottabad Chapter. B4Booking booking stood 2nd and was chosen to participate in season finale.

# CHANGE PAKISTAN CONFERENCE 2017 KARACHI



JumpStart Pakistan in collaboration with Start-up City Karachi presented Change Pakistan Conference 2017 on September 21st at Karachi School of Business & Leadership.

Names like Mr. Junaid Iqbal (MD Careem), Mr. Asad Batla (Planet N Group), Mr. Shariq ur Rehman (Country Manager IBM Pakistan) among others graced the occasion.

A panel of local and International Shepherds like Mr. Mehdi Zaidi and Mr. Liaqut Ali evaluated the startups. A total of 8 startups pitched their ideas out of which, 2 stood victorious. Wash EZ came in second place while TrashIt stood First.

# SHEPHERD'S PIE QUETTA 2017

## SEASON 3 EPISODE 5



Just 4 days after Karachi, Shepherd's Pie Season 3 came to Quetta on September 26th, in BUIITEMS Quetta for showcasing the strength of startups from Quetta which was indeed incredible. Startegic Partners like BUIITEMS and Zarmilians made the Shepherds Pie Journey way comfortable and successful. 7 Startups Pitched in front of investors and jury out of which 2 Prevailed. E-Proctor came 1st and Smart Helmet came in 2nd place, both qualifying for the year's pre finale boot camp and then the finale in Lahore.

# SHEPHERD'S PIE FAISALABAD 2017

## SEASON 3 EPISODE 6



Shepherd's Pie Faisalabad was strategically set exactly between Chiniot and Faisalabad to take the Shepherd's Pie initiative to as many cities as possible and having venue partners like FAST NU Chiniot-Faisalabad Campus made it a whole lot easier.

FAST NU along with IEEE NUCES made sure we had every resource at our disposal to arrange a one of its kind event in Faisalabad and Chiniot circuit.

Speakers like Dr. Aftab Maroof (Director FAST NU), Mr. Salman Ansari (Serial Banker since 47 years), and Mr. Zaydan Khan (Motivator par excellence) among others blew the crowd away.

A star studded panel of shepherds evaluated 9 startups out of which, 2 were declared qualifiers to the next round. Eyeautomate took the crown while Tez Kamaai came in 2nd.

# JUMPSTART PAKISTAN BOOT CAMP



As per tradition, JumpStart Pakistan organizes a boot camp immediately before the Shepherd's Pie Season Finale in order to give some final training and trimming to the startups and their pitch techniques. In this activity, the efforts are directed on how SeedStars evaluates startups so that all startups pitching in the finale have a clear picture of what they're getting into and have an equal and fair chance at winning.



In 2017, since the number of cities covered was larger, the number of startup teams was also large. 12 startup teams from 6 cities participated in the year's installment of JSP Boot Camp held at LaunchPad7, a rising co working space star in the twin cities.



# FINAL PRE FINALE PREPS



The boot camp agenda was spread on 3 days. The 1st and the 3rd day were based on indoor activities while the 2nd day was entirely outdoors. The startup teams were exposed to

1. Mentoring Sessions both group and individual.
2. Lectures on how to pitch effectively and what to expect from the market.
3. Workshop on how Seed Stars works and how you can accommodate yourself according to their criteria.
4. A full day out in the wilderness. Hiking, mind expansion exercises, brainstorming and talks about how you can play your role in bringing about a change.
5. Talks over meals and bed time pillow talks.
6. And truckloads of other smaller activities.



The effort and the participation from the venue LaunchPad7 is commendable for this. They made available every possible resource required including immense patience for a whole 3 days.

# SHEPHERD'S PIE LAHORE 2017 SEASON 3 EPISODE 7



The last stop before the finale for Shepherd's Pie 2017 was the great city of Lahore. On October 14th, 2017, a few hours before the finale, the stage was opened to Lahore and their Startup Bran to prove their might and make our shepherds give them what they want. And did Lahore ever deliver!



2 investment handshakes, both by multiple investors in one event. That was a first for the entire year. RQL managed to grab investment from 3 shepherds Mr. Khurram Mujtaba (CEO JumpStart Pakistan), Mr. Ahmed Hamdhan (GM Hajej International Pvt. Ltd.) and Mr. Waqas Pitafi (CEO DevBatch).

While another one by the name DreamX gathered investment from 2 Shepherds, Mr. Khurram Mujtaba and Ms. Sadia Malik (Inaara Impact Ventures)

Both RQL and DreamX were also declared the winners by the jury, making them the final contenders in the upcoming season finale.

# SHEPHERD'S PIE SEASON 3 FINALE & SEED STARS WORLD PAKISTAN REGIONAL 2017, LAHORE



Finally, it was time.

On the same day as the Lahore episode, the finale was as set. 14 startups from 7 cities pitched their startup ideas to a 6 person Jury Panel of both local and International Judges in PlanX Lahore.

# SHEPHERD'S PIE SEASON 3 FINALE & SEED STARS WORLD

## PAKISTAN REGIONAL 2017, LAHORE

### Names Like



**Ms. Sadia Khurram**  
GM Careem Lahore



**Mr. Khurram Zafar**  
Dir. 47 Ventures Ltd.



**Ms. Adriana Collini**  
Asia Associate, SeedStars



**Ms. Rossie Keller**  
Asia Associate SeedStars



**Mr. M. Farrukh Mehmood**  
CEO 11 Values



**Mr. Muazzam Arsalan**  
A CEO Alfoze Technologies

Constituted the jury and after detailed deliberation, one startup was chosen as the winner.

# NEUROSTIC

Neurostic from Islamabad were announced as the winners and the Pakistan Qualifiers for seedstar-summit\* 2017. They have joined their predecessors DoctHERS and TAME and now will go down in history as the Shepherd's Pie Season 3 2017 Winners from the JSP Platform.



# OTHERS

Other than the Shepherd's Pie and CPC events, there were countless others throughout the year.

## FTAAR MEETUPS



## DINNER WITH CEO'S



## INDEPENDENCE CELEBRATIONS



## MEMBERS' INITIATIONS



## ENTREPRENEURIAL MOVIE NIGHTS



## LEADERS' TRACKS



# WHAT THE FUTURE LOOKS LIKE WHAT'S NEXT?

Another year, another journey. At least 150 startups, 100 shepherds and countless new members. JumpStart Pakistan is set to take things even bigger and higher in 2018. Shepherd's Pie covered 7 cities this year, 2018 will In Sha Allah be a year for 15 cities at the least. Some of the new additions that have already been decided include



Sargodha



Muzaffarabad



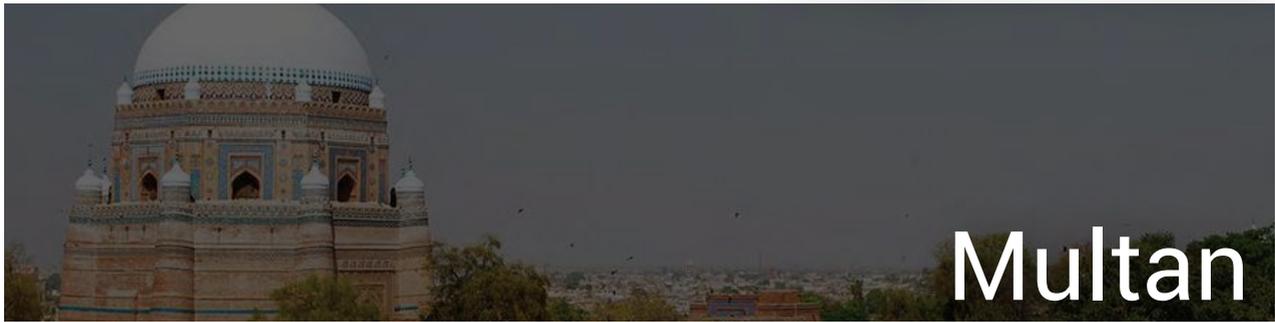
Gujrat



Gilgit, Baltistan



Gujranwala



Multan



Sialkot

LIFT  
Learning . Innovation . Funding . Technology  
PAKISTAN

20,000  
ATTENDEES

20  
VENUES

500  
STARTUPS

50  
INCUBATORS

6  
DAYS

200  
STARTUPS

50  
UNIVERSITIES

LIFT Pakistan

# HOW CAN YOU JOIN US?

If you feel the same patriotic drive and wish to play a part in bringing exclusive Entrepreneurial reforms in Pakistan, you're in luck. You can join us in our mission and we can get the job done together.



## SPONSOR PARTNERS

JumpStart Pakistan is an initiative based entirely on the drive of making change. A change strong enough that the generations to come get to live in a better and more sustainable Pakistan. Nothing about JSP has been based on money. All operations are carried out via the involvement of people who share the same drive as us and want to pitch in.

We have had multiple Sponsor Partners in the past. Together we have organized awe inspiring events in multiple cities all across Pakistan For instance



KHYBER PAKHTUNKHWA



**Universities like**

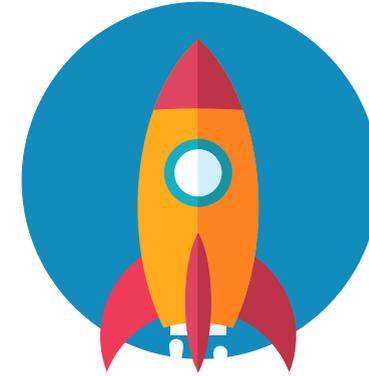
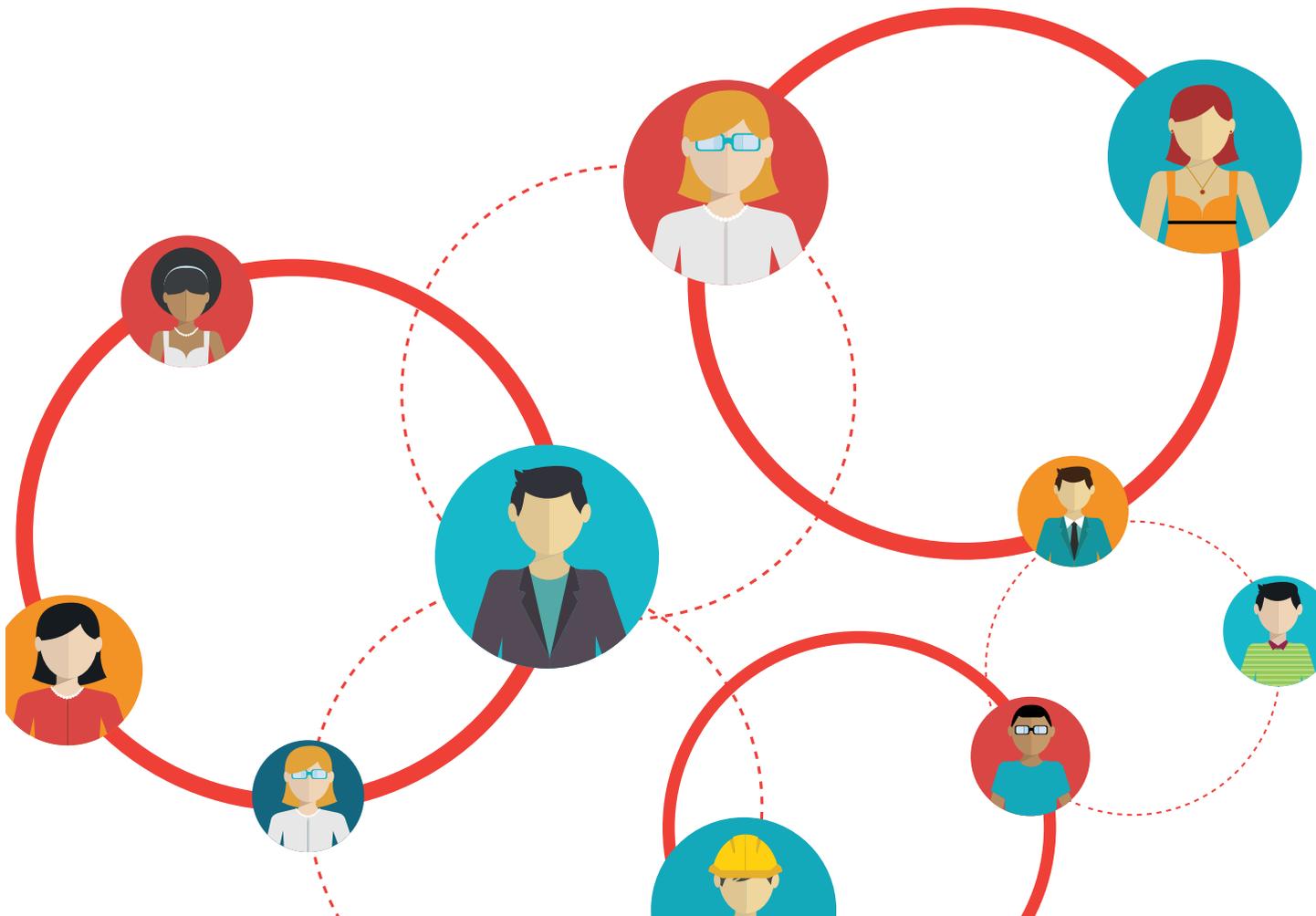


Also contributed in creating the right ecosystem for our up and coming youth, especially from the business fields.

You can also play your part by being Sponsor Partners with us. Not only do you get to fulfil your patriotic duty, you also get to avail all the incentives attached to the JSP Sponsor Partners capacity.

# JUMPSTART PAKISTAN MEMBERS' NETWORK

Now there are multiple ways and roles you can join JSP in. Generally, we call the opportunity "The JumpStart Pakistan Members' Network". There are multiple types of memberships set for different kinds of approaches people can use to collaborate with us.



## STARTUP MEMBERSHIP

The basic and the most important type. The Startup Membership. Ever since Season 3 began, all start-ups who pitch in Shepherd's Pie have been given the status of JSP Startup members. The membership is initially 1 yearlong with multiple extensions available. Startup Members get to enjoy amazing incentives alongside their chance at pitching and grabbing investment.



## SHEPHERDS' MEMBERSHIP

The Shepherds' membership is an opportunity for people who wish to play their part in Pakistan's Entrepreneurial Ecosystem by aiding other startups in growing, i.e. investment. Investors, however, have to fall fit on a criteria for becoming Shepherd Members with JSP. Once they have it, they are added to the official JSP Shepherds' Network and can actively interact with the resident Startup members. They also get to join live events' shepherds' panels and pick which startup they want to invest in.

## CORPORATE MEMBERSHIP

This is somewhat similar to the Sponsor Partners opportunity with a slight difference, this has a fixed amount attached to it while Sponsor Partners can contribute as much as they like. Corporate membership is for companies and organizations who wish to join hands with JSP. They get full access to the network, including all members. Their company gets branding via the JSP platform and they get to enjoy a full set of incentives alongside the satisfaction of aiding their homeland's growth towards betterment.



## STUDENT/REGULAR MEMBERSHIP

This is the type of membership for people who are students or do not currently fit into the other specified roles and yet wish to be a part of JSP's crusade. They have the option of a simple JSP membership.

This way, you get to take part in JSP's mission while keeping your own learning curve on the rising side. You get to participate in all JSP events, interact with all the other members alongside the entire JSP Mentors and Shepherds Network.



## SPEAKERS & PANELISTS

You can also join the JSP Speakers' Network. That way you get to educate the youth directly via stage. Same goes for the panelists. Panelists sit and talk on a single topic that is of highest criticality at the time and then answer questions of the curious minds in the audience.



## MENTORS

The Mentors' Network is another capacity you can lend your expertise in. Mentors have a direct link with the resident startups and one of the toughest jobs, teaching and refining. The startups look up to the mentors the most since they are the guidance they have been looking for. Mentors teach the startups how to use the investment right and how to turn startups into profit bearing businesses.



## ARE YOU IN?

If we've been able to convince you, here are a few ways you can reach out to us. Let's Change Pakistan Together!

www.jumpstartpakistan.com  
Facebook: @JumpStartPakistan  
Twitter: @JumpStartPk