

LAUNCHING SUCCESSFUL IT STARTUPS
PSEB's Workshop Series for IT Startups & Entrepreneurs

May 24th & 25th, 2016

Bahria University, National Stadium Road, Karachi

Day 1: May 24th, 2016 (Tuesday)

Start Time	End Time	Agenda	Speaker
08:30	08:55	Arrival & Registration of Participants	
09:00	09:05	Tilawat-e-Quran	
09:05	09:15	Welcome Address	Dir, Operations (PSEB)
09:15	09:25	PSEB's role in the development of Pakistan's IT Industry	Dir, Marketing (PSEB)
09:25	09:30	PSEB's documentary on IT industry	
09:30	10:15	Preparing a Business Plan for an IT company: Market Analysis	Azhar Rizvi, CEO, Cambridge Advisors Network
10:15	11:00	Preparing a Business Plan for an IT company: Product/Service/Solution Development	Azhar Rizvi, CEO, Cambridge Advisors Network
11:00	11:15	Tea Break	
11:15	12:00	Preparing a Business Plan for an IT company: Competitive Analysis	Azhar Rizvi, CEO, Cambridge Advisors Network
12:00	12:45	Preparing a Business Plan for an IT company: Go to Market Strategy	Azhar Rizvi, CEO, Cambridge Advisors Network
12:45	13:30	Preparing a Business Plan for an IT company: Financial Planning and Exit Strategy	Azhar Rizvi, CEO, Cambridge Advisors Network
13:30	14:00	Lunch and Prayer Break	
14:00	14:45	Success Story of Daraz.pk: Raising Funds for your venture	Muneeb Idrees, Co- Founder, Daraz.pk
14:45	15:30	Preparing a Business Plan for an IT company: How to fill a Business Plan Template	Azhar Rizvi, CEO, Cambridge Advisors Network
15:30	16:15	Preparing a Business Plan for an IT company: Developing your Business Model Canvas	Azhar Rizvi, CEO, Cambridge Advisors Network
16:15	17:00	Preparing a Business Plan for an IT company: Delivering an Effective Elevator Pitch	Azhar Rizvi, CEO, Cambridge Advisors Network
17:00	17:15	Q&A	
17:15		Tea & Discussion	

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Day 2: May 25th, 2016 (Wednesday)

Start Time	End Time	Agenda	Speaker
09:00	09:30	Recap of Business Planning for an IT company	Azhar Rizvi, CEO, Cambridge Advisors Network
09:30	11:15	Team Presentations	Participants
11:15	11:30	Tea Break	
11:30	13:15	Team Presentations (continued)	Participants
13:15	14:00	Lunch & Prayer Break	
14:00	14:45	Success Story of Systems Limited: From Startup to a global company, best practices	Asif Peer, CEO, Systems Limited
14:45	15:00	Q&A	
15:00	15:45	Success Story of TPS: From Startup to a global company, best practices	Shahzad Shahid, CEO, TPS
15:45	16:00	Q&A	
16:00	16:45	Pakistan's IT sector's journey, personal experiences, success stories and future outlook	Ashraf Kapadia, Country Manager, AT&T
16:45	17:00	Q&A session	
17:00	17:10	Closing Remarks	Dir, Operations (PSEB)
17:10	17:15	Shield Distribution	
17:15		High Tea & Discussion	