



Social Technology Entrepreneurship Program



2021
Impact
Report



Our Outreach Partners

**National
Incubation
Center**

Dream. Build. Rise

Funded by Ignite, MoITT



**DHA
SUFFA
UNIVERSITY**

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Entrepreneurship and Youth Development Society (EYDS) was created in 2015 and is registered under the Societies Registration Act, XXI of 1860. The Society aims to initiate, run and execute community development and upliftment projects, act as a resource centre for the promotion of awareness, education and entrepreneurship among young people, women, underrepresented communities, and students belonging to diverse and underrepresented backgrounds.



Philip Morris Pakistan Limited (PMPKL) is a public limited tobacco manufacturing company, listed on the Pakistan Stock Exchange. PMPKL is an affiliate of Philip Morris International ("PMI"), a leading international tobacco company. PMPKL supports a wide range of charitable projects in communities where it sources and manufactures its tobacco with a focus on anti-littering, women empowerment, providing economic opportunity and community development.

About

Social Technology Entrepreneurship Program

Social Technology Entrepreneurship Program (STEP) was a 6-month program, designed to identify young social ventures that are leveraging technology to deliver social interventions to alleviate socio-economic issues and/or propose business process innovations.

With the spread of COVID-19, the world changed dramatically. Unemployment and joblessness in Pakistan tested the human spirit. PMPKL in collaboration with EYDS developed the program to boost social enterprises within Pakistan and provided them with an arena to learn and develop skills which would enable them to create a larger impact.

The program was a first of its kind in Pakistan to support social enterprises exclusively. At the end of the program, STEP awarded **\$10,000** each to 3 promising enterprises. In addition, they were given 3 months of mentorship to further grow their enterprise and create a lasting impact in Pakistan.

“Technology and innovation have become an essential part of our lives. With creativity and through the ideas presented by young people, this project aimed to pave the way for tech-driven, sustainable solutions for socio-economic issues while enabling the youth of the country”

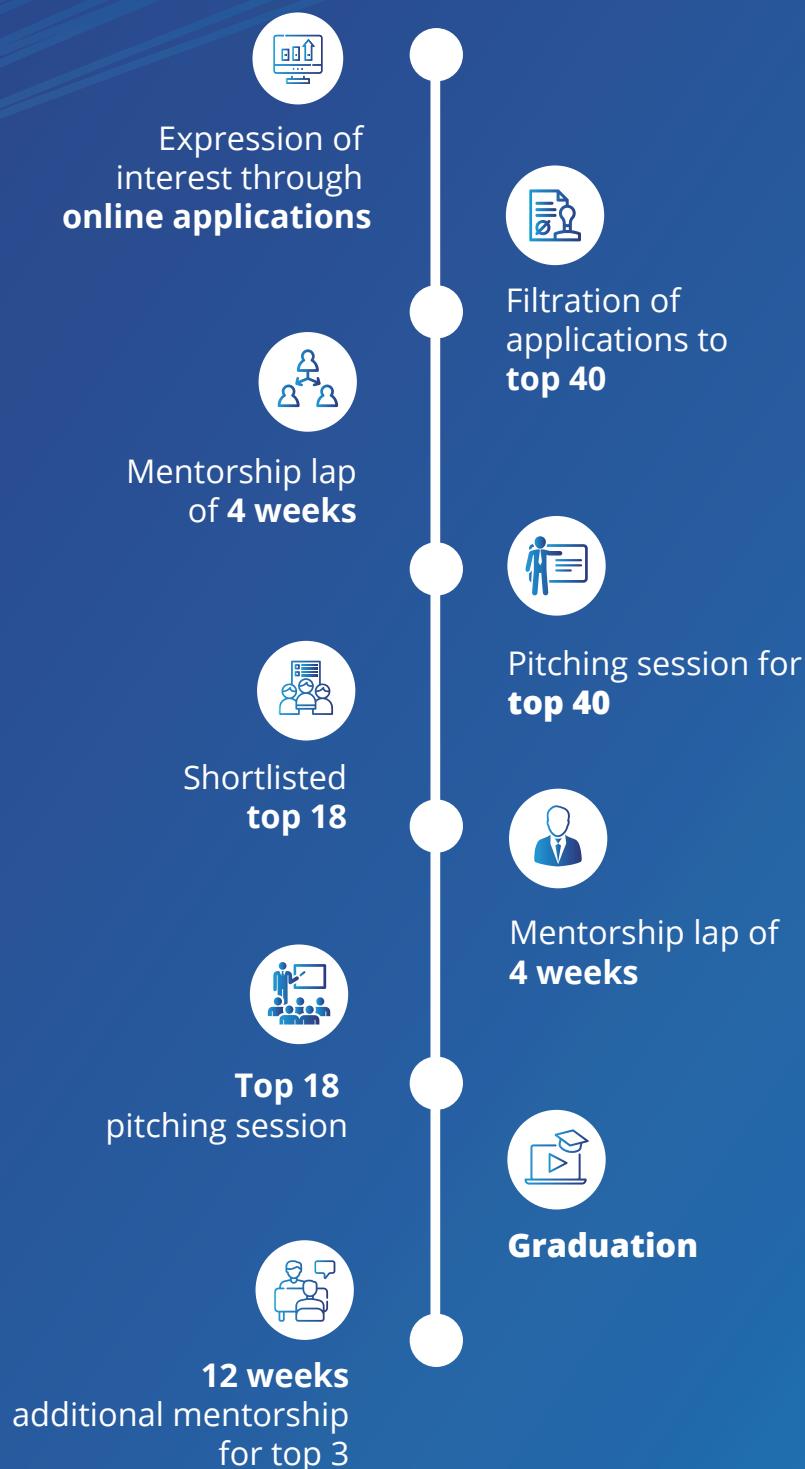
*Shaista Ayesha
VP, EYDS*

“PMPKL saw an opportunity to make a change. Mentoring and networking social enterprises after an incredibly difficult year was a pleasure. As a company, we hope to continue creating programs like STEP and enable youth-led enterprises to create empowering solutions in Pakistan”

*Roman Yazbeck
Managing Director
Philip Morris (Pakistan) Limited*

Program Journey

The program launched in February 2021 and received applications over 160 applications from 5 regions and 22 cities.



Our Top 40 Enterprises



Our Mentors



Adnan Zaidi
Chief AI Officer
Proxima.pk



Ahad Nazir
Head, Centre for Private
Sector Engagement,
Sustainable Development
Policy Institute



Aurangzaib Alamgir
Founder, Porter Pakistan



Babar Hussain
Founder, 360 Digital
Eyes



Bilal Tabba
Founder and Director
Building Block Preschool
Karachi



Erum Shaheen
Google Media Buyer
ROI Machines



Farah Sadiq Khan
Head of Creative Services
TaSa Digital



Hisham Sajid
IT Business Partner
Unilever



Kamran Saeed
President, Solutions
Inc Pakistan



Madni Imtiaz
Head of Risk and
Controls (Internal Audit)
Philip Morris Pakistan Limited



Mahwish Afridi
Executive Director,
Femonics Private Limited



Nouman Lakhani
CEO & Country Manager,
Dun & Bradstreet Pakistan



Talha Chishti
Head of Programmes,
British Council



Tasawwur Hussain
Head of Sales and Business
Development, Avanza Solutions



Zia. S Hassan
Founder, Women of
Wonder Pakistan



Shoaib Tabba
Director, Lucky Impex

Our Jury Panel



Faisal Malik
Head Enterprise Process
Transformation , HBL



Nathan Sivagananathan
Co-Founder,
Hatch Works



Eram Abbasi
Director, Center for
Entrepreneurship &
Innovation Development,
DHA Suffa University



Fahad Tanveer
CEO and Co-Founder,
Edkasa



Sarwat Nasim Shah
Managing Director,
Zaamin Group

Shamim Rajani
Managing Director and
COO, Genetech Solutions



Sibghatullah Sheikh
Chief Executive Officer
Dotman Tech



Talha Masood
Chief Technology
Officer, Remotebase



Wahaj Ahmed
Co-founder,
Retailo Technologies



Zainab Hameed
Co-founder and CEO,
Tee Square

Our Webinars



Atifa Asghar
Storytelling



Azima Dhanjee
Inclusivity and
Entrepreneurship



Babur Ayub
Branding



Eram Abbasi
Biomimicry and
Innovation



Mubariz Siddiqui
Business Legal
Frameworks



Robin De Cock
Business Model Innovation

Winners

Top 3 enterprises received \$10,000 each, 12 additional weeks of mentorship and a DUNS number from Dun & Bradstreet Pakistan.



Greenovation

Greenovation is Pakistan's first plastic waste to energy company. They process plastic waste into liquified petroleum gas, and as a result they are not only targeting waste management but are also helping supplement the country's demand for energy.

As plastic waste is now a global issue, Greenovation is doing its part in giving an added push to sustainable ways of utilizing non-recyclable waste.

"Our experience within the Social Technology Entrepreneurship Program was amazing, especially the connection to mentors. We were guided like a company and not just a start-up. The mentors continually helped us achieve our goals every step of the way. Saad - Co-founder at Greenovation"

Saad
Co-founder at
Greenovation



Pakistan derives much of its energy from coal. Greenovation is hoping to provide a sustainable solution to resolve much of Pakistan's energy shortfall



"The young entrepreneurs of Pakistan have always had brilliant ideas to solve the problems of our society but are, unfortunately, unable to showcase their talent due to lack of opportunity. However, it was thoroughly refreshing to see STEP provide a platform for these voices to be heard and foster such exciting solutions. Through interactions with other startups and an expert panel of mentors, we gathered invaluable insights and made meaningful connections! A thoroughly enjoyable journey! Thank you to all those who made it possible!"

*Usama Tanzeem
Co-founder at Modulus Tech*

Modulus Tech

ModulusTech is a startup that aims to revolutionize the construction sector through the use of prefabricated housing technology that integrates industrialized manufacturing with economical and green building materials.

Their goal is to provide rapidly deployable self-sustaining housing units, which will be used to replace informal settlements and provide disaster relief shelters.



Affordable housing is a human right. Modulus Tech is taking this initiative forward by also making their accommodations not only affordable but also environmentally friendly.



DeafTawk

DeafTawk aims to empower the deaf community across the globe by providing quality sign language services through their digital platform.

Half a billion people in the deaf community are facing barriers in acquiring interpreters, but DeafTawk is bridging this gap through their mobile app which is available 24/7, and in 6 different languages.



"STEP by EYDS is one of the best accelerator programs for social enterprises and impact startups like us. It was a great learning journey for 2 months which provided great insights into the ecosystem, but the strength of this program is the mentoring. Two mentors were assigned to each startup. They not only guided us for future goals and strategies but also helped us to overcome current challenges. Winning this program is the icing on the cake. The recognition we received was overwhelming and is the key which will lead us to develop great linkages with the investors and partners."

*Ali Shabbar
Co-founder at DeafTawk*

An inclusive society is the only way to lessen gaps in accessibility. DeafTawk is providing a platform to all hearing impaired individuals to be an integral part of society.



Incubation Winners

3 additional promising enterprises received the offer to incubate at DHA Suffa University's Center of Entrepreneurship and Innovation Management.

SLOSH AI Solutions

SLOSH is developing a system that can identify tumors using AI and deep learning then further connecting them into a cloud based offering. The system will help radiologists diagnose these diseases more accurately allowing for early detection and higher accuracy.

"These programmes give a good platform for learning. Pro-active mentors were part of this - that not only gave guidance but also provided relevant connections within the industry."

Aiman Khan
Founder at SLOSH AI Solutions
Co-founder at Modulus Tech



Early diagnosis can save lives. SLOSH is revolutionizing technology by providing avenues to assist doctors in diagnosing sensitive diseases.



Mapalytics

Mapalytics is a technology company that provides smart 3D solutions for multiple industries. Inspired by the need to preserve world heritage sites that are lost to either human conflict or natural disasters, Mapalytics utilizes its 3D scanning technology to generate high resolution scaled 3D models of the area they map.

By generating VR, AR and holographic projection content using these models their uses include digital heritage preservation, digital tourism, e-learning, real estate marketing and digital exhibitions.

"Mapalytics' main goal of applying and joining the STEP program was to connect with leading mentors/experts, fellow social entrepreneurs and most importantly gain momentum on our journey of preserving world heritage. One of the highlights and main value addition to Mapalytics has been the support of EYDS management to connect us with potential clients during and most importantly after the conclusion of the program. In a short period of time, we have noticed the keenness of the STEP management to ensure the program is not a one time event but a lifelong value addition for the participants."

Osama Gilani
Co-founder at Mapalytics



Preserving the past for future generations is imperative for growth and learning. Mapalytics is leading that movement in Pakistan



Self-Management Training (SMT)

"It was indeed the right decision to join the Social Technology Entrepreneurship 2021 program, where I was able to learn what I needed to know to become a sound professional entrepreneur. The kind of webinars, mentorship & Training sessions were excellent. This program has helped me grow into my potential, on the other side I was able to understand the true meaning of social enterprise."

*Romela Hameed
Founder at Self-Management Training (SMT)*

Physical disability is a largely unaddressed issue in Pakistan. When individuals face sudden disability it is often extremely difficult for them to cope with their new circumstances. SMT aims to cater to this problem by providing self-management skills through social media tools to persons with disabilities at home. These skills can lead to improved health, wellness and positivity amongst PWDs.



To build a truly inclusive society, we need to provide solutions that cater to individuals from all groups. SMT is aiding in mental and physical development of the physically disabled community in Pakistan

Program Impact

Despite the challenging year with lockdowns and closures, STEP was able to garner support from several investors, entrepreneurs, incubation centers and the public. EYDS, and PMPKL will continue our efforts to support social entrepreneurship in Pakistan.



40

Enterprises Engaged



75

Entrepreneurs Engaged



4.5 Million

PKR Funds disbursed



28

Business Professionals Engaged



02

Investors Engaged



12

Cities Reached



244

Mentorship hours accomplished



05

Webinars delivered

Our Geographical Reach



Our Team



Khushal Piracha
Program Manager,
EYDS

Saad Abid
Program Officer,
EYDS



Sana Hashmi
Company Secretary,
PMPKL



Sarah Zia
Corporate Services
Analyst, PMPKL



Shaista Ayesha
VP, EYDS



Muhammad Ali Qureshi
Creative Manager



Post Program Success Stories



The Co-Founders of the low-income sustainable housing company Modulus Tech were featured in Forbes 30 under 30 Asia for social impact.



Boltay Huroof was awarded for the best startup at Awesome Foundation Pakistan competition, selected in the top 25 startups in National Education Challenge, and became part of the National Incubation Center Impact community.



SLOSH AI Solutions won the National Incubation Center's Hepatitis C Hackathon and received a prize of 500,000 PKR along with an Innovation Cash Prize of PKR 100,000. The organization also was 1 of 7 winners of the SC Women in Tech competition.



The sign-language interpreter market-place platform launched in Denmark and is further launching in Sri Lanka. The organization also secured 250,000 USD from the GSMA - Mobile for Development Innovation Fund.



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