LUMS Center for Entrepreneurship

THE FOUNDATION INVESTORS SUMMIT

(Investor Briefs)
Introduction

LUMS Center for Entrepreneurship is Pakistan’s most comprehensive experiential development platform for entrepreneurs.

The Foundation is a 4-month long, intense, business incubation and acceleration program offered at the LUMS Center for Entrepreneurship to the most promising startups scouted from all across Pakistan and scrutinized by the Foundation Council. Only the best startups led by passionate founders pursuing a sustainable, high-growth or high-impact venture make it to the program.

Vision: To become the largest breeding ground for sustainable, high-growth and high-impact business ventures in Pakistan.

Mission: Develop the most comprehensive experiential development platform for Pakistani entrepreneurs by 2016

The Foundation hosts three batches of startups a year and offers the following:

- Up to 4 months of access to co-working office facility at LUMS
- 24x7 utilities including power, internet and phone
- Shared access to IT and administrative infrastructure & resources
- State of the art video conferencing system
- Access to LUMS labs, library, gym & other common access facilities
- Access to the world-class faculty at LUMS
- Continuous support from the world-class management of LCE
- Marketing and PR support from LCE
- Regular mentoring and advice from seasoned leaders
- Access to investors at the Startup Summit
- Sustenance stipend for up to 4 co-founders

Even though the startup founders do not have to pay for any of these services from out of their pockets, they will need to part with equityshares in the company. The equity ranges from 2.5% to 7.5% depending on the services availed.

Future Plans

LUMS Center for Entrepreneurship plans to introduce academic integration, Plug and Play Centers, Skills Commercialization Center and Corporate Innovation Center.
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1. PLAYBOLT STUDIOS INVESTMENT BRIEF

Business Summary:
In the U.S. alone, there are 23 million children under the age of 8 with access to mobile devices. And because of these devices, their interaction with the real world is decreasing, and is acting as a barrier in their social development.
At PlayBolt Studios, we work towards merging real world with the virtual world, using augmented reality, and making activities more fun and engaging using gamification.

Total Available Market:
Total population of U.S. is 316 million which comprises of 6.47% of children belonging to the age group of 4-8. 72% of this age bracket has access to smart-phones, out of which 22% children prefer playing edutainment games. The average number of children in a family in USA is 1. This means that we have a target market of 3.37 million families as target customers.

Customers:
There are three segments of the type of customers we are focusing on:
1. 337000 parents who want to spend time with their children and also allow them to use smart phones (10% of 3.37 million families).
2. 1.95 million parents who sometimes allow access of smart phone to their children, depending on the type of game the child wants to play (58% of 3.37 million families).
3. Children who are intrigued by the dynamics of the game.

Customer Problem:
According to surveys:
- 81% of parents worry about the psychological effect of iPads and smart phones
- 55% of the parents let their children play with their tablet/smartphones
- 51% of the parents say their child’s smartphone affects their relationship
- 52% of the parents say their child’s smartphone usage negatively impacts his/her social/communication skills.  

Product/Service:
Our first product, "Heroes of Woodcoast: The Spy", is an educational and entertainment augmented reality game for children. With this game, we:
- Merge virtual gaming with a child’s physical environment.
- Promote interactive role playing.
- Promote parent child relationship by introducing cooperative gameplay.
- Enhance a child’s capacity to learn, think, and educate himself/herself about various elements of daily life.

Value Proposition:
With "Heroes of Woodcoast: The Spy", we:
- Provide the parents with a medium to indulge in cooperative gameplay with their children.
- Further encourage the children to interact with their physical environment and partner.
- Indulge children into unstructured activities to unlock their creative potential and encourage them to think out of the box.
- Ensure and accelerate their creative and cognitive growth.
- Cut down on negative aspects of mobile addiction.

FINANCIAL INFO
Capital Raised $15000
Personal Investment $5300
Debt $0
Equity $15000
Co-Founders 90%
Lawyer 2.5%
LCE 7.5%
Capital Available $0
Monthly Cash Flow $0
Capital Seeking $100,000

COMPANY INFO:
URL: www.playboltstudios.com
Industry: Gamification
Employees: 3
Incorporation:
Founded: May 2014

MANAGEMENT:
Abdullah Tariq, CEO
Zain Zaidi, CTO
Contact:
Abdullah Tariq
abdullah@playboltstudios.com
Cell: 03335620972

ADDRESS:
LCE, 3rd Floor, SDSB Building,
Lahore University of Management Sciences, Lahore, Punjab, Pakistan

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3. http://www.babies.co.uk/blog/babies-using-smartphones/
**Intellectual Property:**
Game characters, artwork, sound effects, music, code.

**Competitors:**
Our competitors are Osmo, Lego Fusion, and Agnitus. Lego Fusion is the major direct competitor for our product as this game also offers to merge virtual and physical play. The cost of the Lego is $35 while some of the games are free. Osmo is an entertainment game for children which uses the camera and another piece of hardware. It allows the player to interact with the real world objects. It costs $99.

Agnitus is a Pakistani based company which has a series of educational games. The problem which can be identified in their product is lack of parents’ involvement in children’s activities. Also, Agnitus has received negative feedback regarding their subscription and revenue model.

**Competitive Advantage**
“Heroes of Woodcoast: The Spy” promotes social interaction and real life cooperative gameplay. It also provides value to the customers through its highly specific game design. Furthermore, we are focused on our product development and research and iterate upon it to keep making it better and better.

**Sales/Marketing Strategy:**
Our marketing strategy emphasizes on online marketing mostly, which includes advertising on Facebook, Twitter, blog posts etc. U.S. based bloggers who mainly write about parenthood will be contacted, and asked to review our game. This will improve the SEO of our company, and the ASO of our product on the Apple iTunes and the Google Play Store.

We aim to complete the website of PlayBolt Studios along with the progress of the game. This would help in marketing the game more effectively (once its prototype is tested or it is launched). Alongside of this, we would conduct market research in Canada regarding the reaction of the market to the prototype of the game. This research would help plan the changes to be brought before the final game is launched in the U.S.

**Revenue Model:**
Target Market: 3.37 million families/children
Freemium model for game: 2 free episodes, $3 each for next 8 episodes
Total price of game: $3 x 8 = $24
Conversion Rate: 63%

Our aim is to invest $20,000 on paid marketing once our product is launched in the eighth month. Since the average CPI is $2, this would lead to at least 10,000 installations. The conversion rate for entertainment games is 63%. This leads to 10,000 installations x .63 = 6,300 paid games. Assuming these 6,300 games were purchased at an average of $12, the revenue for the four months after the launch will be $75,000.

**Use Of Funds:**
Funding required for the company to take off and work according to plan is $95k. The funds will be used:
- For salaries ($40k for 2 developers, 2 artists, 1 game designer, 1 marketing person).
- For operational expenses ($20k per annum).
- For non-current assets ($10k for laptops, printer, etc.).
- For marketing ($30k).

The revenue will then be reinvested into the company, especially for marketing. Furthermore, the analytics and data of the game will be collected over the year, and then the decision will be made to either approach a publisher, or to keep self-publishing it.

**Management:**
Abdullah Tariq, Co-Founder and CEO of Playbolt Studios manages the game design, marketing and business development for the company. He has always been an innovative thinker and has a passion for problem solving which has led him to participate and win many Business/Startup idea competitions. His artistic skills also compliment the work we do at Playbolt Studios.

Zain Zaidi, Co-Founder and CTO of Playbolt Studios manages the development and IT aspect of the company. He has always loved to play and make games, he has an artistic mind which also makes him a make shift artist for the company. Zain has worked on quite a few games as an indie game developer and client basis and has roots and networks in the game development scene in Pakistan.

**Potential Exit Strategy:**
Playbolt Studios believes that a financial exit in the form of a merger or acquisition is possible.

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2. INTERACTA INVESTMENT BRIEF

Business Summary:
InteraCta aspires to completely redefine how people engage with Media content, Advertisements or with any other InteracTaa-enabled environment (TV screens, Concerts, Shopping Malls, classrooms, etc.). A consumer watching an InteracTaa enabled TV show would now be able to receive interactive content, on her smartphone, from the broadcasters (e.g. recipe-card from an on-air Cooking Show), exclusive offers from Advertisers (e.g. discount coupon from an on-air Ad) or voice her opinions in a Talk Show. When she walks in an InteracTaa-enabled shopping mall she would now find exclusive personalized offers on her smartphone from stores.

Total Available Market: *
Advertisement share: $186.5 Billion (2013 McKinsey int.)
InteracTaa's share: $64 Million/Year
Growth rate: 6.3 % CAGR (2012-17 McKinsey int.)

Example markets:

<table>
<thead>
<tr>
<th>Country</th>
<th>U.S.</th>
<th>U.K.</th>
<th>China</th>
<th>India</th>
<th>Pakistan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market (U.S. $)</td>
<td>200 billion</td>
<td>30 billion</td>
<td>21.1 billion</td>
<td>8 billion</td>
<td>220 million</td>
</tr>
</tbody>
</table>

*Our potential market is bigger, since we aim to make live spaces (Concerts, Shopping Malls, classrooms,) interactive as well.

Target Customers:

i) Television Media companies: BBC, CNBC, CW, FOX, GEO, HUM, ARY etc.
ii) T.V Advertising Agencies: Omnicom, Publicis, WPP, Starcom Mediavest etc.
iii) Independent content producers and Advertisers.

Customer Problem:

Television Programs only provide one-way communication which viewers can watch, but not engage with. Television advertisement industry is also forced to play advertisements on a non-interactive screen. Therefore, the digital marketing industry is fast outperforming the television marketing industry.

Following are the main reasons for this shift:

i) Digital/Web based content is interactive.
ii) The advertisements can be more targeted.
iii) The advertisements are actionable.
iv) Advertisement spend is tractable and has a measureable impact with instant feedback.

We aim to transform the one-way association with the televisions into an interactive and engaging experience. Enabling T.V advertisers to design actionable/targeted campaigns

Product/Service:

Our product includes a smartphone application and a unique, non-intrusive content signature embedded into specific portions of the television program in the post-production stage. When that program is played/ viewed, our application senses the signature that acts as a unique trigger; directing the application to perform a corresponding action.

This provides unique and previously untapped space for media content producers/advertisers to engage their audience, enhance viewership and thus can be monetized.

FINANCIAL INFO

Capital Raised: $15000
Personal Investment $9000
Debt: 0
Equity: Co-founders 90%
LCE: 7.5%
Lawyer: 2.5%
Capital Seeking: $250,000

COMPANY INFO:

URL: http://interacta.co
Industry: IT/Media
Employees: 6
Incorporation: 25th Sep. 2014
Founded: June 2014

MANAGEMENT:

Maaz Kamal: CEO
Ali Ahsan: CTO
Jazib Babar: CIO
Waqas Aqeel: CFO

Contact: Maaz Kamal
maaz.kamal@interacta.co
Cell: 0334-4283817

ADDRESS:
LUMS Center for Entrepreneurship, 3rd Floor, Suleman Dawood School of Business, LUMS, DHA, Lahore, Pakistan 54792
Value Proposition:
We provide an additional domain for broadcasters and advertisers to interact with the audience/market; hence we offer unique value generation capabilities. Using industry data from the TV market and minimal values for pricing and assuming a 10% viewer market penetration and 5 broadcasting/cable TV partner stations we can generate up to the following amounts:

U.S. Market: $175 million/day which translates to $64 million/Year*
Pakistan Market: $1300/day which translates to $470,000/Year*  
*All figures have been calculated based on a 10% of TV market CPM, 1% CTR, taking average television ratings into account with 10% market penetration.

Intellectual Property:
We are currently in the process of filing a provisional patent application. Work on the patent draft is in final stages and is expected to complete by the fourth week of September 2014. Once Local Patents have been Filed, We plan to file for WIPO, U.S and E.U Patents aggressively.

Competitors:
Companies like Shazam, Gimbal, Sonic Notify and Estimote use/are developing similar technology to allow interactivity in their own domains. Our replacement competitors include text messages, social media networks and QR codes.

Competitive Advantage
Patent pending technology.
None of our competitors is using this technology for making Media Content interactive to allow audience’s participation in Television programs and then using it to create a Media Rating method.
Interact has first mover’s advantage; being the first smartphone application which allows real-time user interaction with media environments such as television and radio that would allow us to lock-in customers with our subscription charges.
Our tech allows a much higher range of interactivity. Our Signature is very much immune to ambient noise and our processing is much more cost-effective. Hence giving us an absolute edge over the likes of products such as Shazam.

Sales/Marketing Strategy:
Pakistan: Sales team to aggressively market and close deals with local partners.
International: Marketing Associates on a revenue share basis, Sales team to aggressively market our product.

Miscellaneous: Attending media industry conferences/exhibitions and showcasing our product to the relevant parties with a specific focus on the successfully deployed systems (once that has been accomplished).

Revenue Model:
Our revenue stream will come from broadcasters/advertisers whose content we are making interactive; firstly we will charge a subscription fee and then we would charge our customers on three different levels:
1. A basic processing charge/interaction point in the program
2. A charge for showing the content/advertisements onto the device screens (10% of the TV standard CPM )
3. A charge for any active action the user performs (CPC charge being 3-4 times our CPM rate)

Use Of Funds:
For the next one year our projected use of funds is given below:

<table>
<thead>
<tr>
<th>Costs</th>
<th>Salaries</th>
<th>Marketing/Travelling</th>
<th>Utilities</th>
<th>Development</th>
<th>Fixed Assets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amount U.S. $</td>
<td>83,000</td>
<td>80,000</td>
<td>39,000</td>
<td>28,000</td>
<td>20,000</td>
</tr>
</tbody>
</table>

Traction: Satellite link testing was completed successfully at City42 station. Another test was completed at WorldCall station, where our signature was successfully received on their digital T.V network. Our next target would be to allow interactivity on Analogue setup. A beta version of our app is almost ready and will be launched with WorldCall by the end of third week of September, for market-testing and evaluation.

Management:
Our diverse team consists of four founders who have technical expertise and the business sense which is crucial to managing our company. Hailing from the most prestigious universities in Pakistan, LUMS and NUST, we pitched in a combined R&D of over 10 years.

1. Muhammad Maaz Kamal (CEO): has been doing an extensive R&D at LUMS on this product for over a year now. And has a command over Digital Signal and Communication processing.
2. Muhammad Ali Ahsan (CTO): B.S Electrical engineering, LUMS. Problem solver. Expert in Digital Signal Processing, with research experience as research assistant at LUMS.
4. Waqas Aqeel (CFO): has extensive experience in the field of Business and Product Development. He has a keen interest in technology and its commercial uses in LDCs

Potential Exit Strategy:
Partial acquisition by a larger player in this ecosystem or IPO after a substantial growth over the next 5-7 years.
3. SAVAREE - INVESTMENT BRIEF

Business Summary:
Savaree is a growing start-up with a unique approach to how people move in today’s world. We are set on redefining what everyday travel means through a trust-based ridesharing network that enables carpooling even in security-conscious and conservative societies. Savaree is a mobile/web application that allows users to post their route or search the available routes by pickup and drop-off. Then, the platform facilitates passenger-to-driver contact and passenger-to-driver payment of Savaree Kilometers upon completion of the carpool, which the driver can then redeem in an affiliate merchant network.

Total Available Market:
The current global market for Savaree is in excess of $100 billion. Locally, it comprises of approximately 7 million individuals that are mainly university students and middle staff of large organizations/corporations. Assuming a daily average commute of 7km one-way, at 10Rs/Km and 220 working days per year, the target market turns out to be worth more than $1.6 billion in Pakistan alone. Savaree aims to expand to other countries in the region in the future, massively increasing its reach.

Customers:
Our customers are end users with regular travel needs including both commuters and intercity travelers, especially junior staff and middle management of large organizations and university/high-school students. Savaree now has approximately 900 users with the app currently installed, and of this approximately 40 percent have used the app at least once. The current number of weekly rides shared is around 3. These numbers are rapidly growing with the commencement of the academic year.

Customer Problem:
With rising fuel costs, traffic congestion and air pollution plaguing densely populated urban centers, transportation to and from the workplace is becoming increasingly problematic. Commuters are unable to afford private cars or are otherwise looking for cost-effective and environment-friendly alternatives to get to their destination. The most feasible solution, carpooling, is not widespread in third-world countries because of security, trust and payment issues.

Product/Service:
Savaree is a ridesharing service that connects reliable people driving along a particular route and trustworthy passengers who need a ride along that route. It is currently comprised of an Android app and a Web application, and will soon feature an iOS app and daytime hotline to facilitate ridesharing. Savaree uses a trust-based social graph to determine the level of carpool network restriction for each user, to ensure that individuals only carpool with those that they feel most comfortable and safe with. Savaree aims to significantly expand its reach via a telephone hotline, which is in the works.

FINANCIAL INFO

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount (Currency)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Capital Raised</td>
<td>$ 17000</td>
</tr>
<tr>
<td>Of which:</td>
<td></td>
</tr>
<tr>
<td>In-Kind Investment</td>
<td>$ 15000</td>
</tr>
<tr>
<td>Personal Investment</td>
<td>$ 2000</td>
</tr>
<tr>
<td>Equity</td>
<td>$ 17000</td>
</tr>
<tr>
<td>Capital Available</td>
<td>$ 1400</td>
</tr>
<tr>
<td>Burn Rate</td>
<td>$ 600</td>
</tr>
<tr>
<td>Capital Seeking</td>
<td>$ 200000</td>
</tr>
<tr>
<td>Equity</td>
<td>$ 200000</td>
</tr>
</tbody>
</table>

COMPANY INFO:

URL: http://savareeapp.com
Industry: Transportation
Employees: 4
Incorporation: filing for Pvt Ltd
Founded: March 2014

MANAGEMENT:

Qasim Zafar CEO
Madeeha Hassan CPO

Contact: Qasim Zafar
qasim.zafar@savareeapp.com
Cell: 03004182530

ADDRESS:

LUMS Center for Entrepreneurship,
LUMS, Sector U, DHA,
Lahore, Pakistan
54000
Value Proposition:
Savaree allows drivers to monetize empty seats in their car by sharing with other trusted individuals through reimbursements for driving expenses. On the other hand, passengers are offered a cost-effective way to travel, which is on average more than 60% cheaper than a rickshaw. Savaree’s fare recommendations ensure that ridesharing costs are standardized at about half the cost of usage of a private car. Further, for every ride shared, there is one fewer car on that route, which translates to emissions savings of more than 150gm CO2 per kilometer.

2 Impact of ridesharing on greenhouse gases and fuel costs

Intellectual Property:
Savaree’s intellectual property consists of the mobile app named Savaree, the server code that supports the mobile app, the route and preference matching algorithm, the Savaree website and brand, and all marketing and promotional material that falls under the banner of the carpooling network service by the name of Savaree.

Competitors:
Our primary competitors are public transport (taxis/rickshaws, buses), taxi services like Radio Cab and Easy Taxi, Tripda, and private cars. Globally, Uber, Lyft, Blablacar etc also operate in a similar space.

Competitive Advantage:
Savaree is more comfortable and time-efficient than buses, and an average Savaree carpool costs approximately 40% of what a rickshaw would. Taxis are about three times as expensive. For people who drive alone, Savaree compensates fuel expenditure of up to 20 rupees/km through car-sharing. Savaree even enables users to engage in taxi-sharing, offsetting the cost of taxis while enjoying their utility. Most importantly, Savaree operates in regions like Pakistan where competitor rideshare services cannot due to lack of payment infrastructure and general distrust in turbulent societies.

Sales/Marketing Strategy:
Offline: Approaching various local organizations for partnerships to roll out app to their employees and conducting campus drives in universities with help of native campus ambassadors to publicize platform and sign up students.
Online: Facebook ads campaign, social media marketing and SEO for website.

Revenue Model:
In-app currency (Savaree Kilometers) is bought on a pre-pay basis by passengers and transferred to the driver’s account upon every ride share. The driver can redeem Savaree kilometers at affiliated merchants, for a 10% fee. Using this model and our growth projections, these are our estimated earnings before taxes, dividends and amortization:

<table>
<thead>
<tr>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Year 4</th>
<th>Year 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>$100,000</td>
<td>$450,000</td>
<td>$1,440,000</td>
<td>$3,215,000</td>
<td>$4,302,000</td>
</tr>
</tbody>
</table>

Use Of Funds: We are seeking an investment of $200,000. Below is the planned breakdown for the next 18 months.

<table>
<thead>
<tr>
<th>HEAD</th>
<th>AMOUNT</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>HUMAN RESOURCES</td>
<td>74000</td>
<td>37%</td>
</tr>
<tr>
<td>ADMINISTRATIVE OVERHEAD</td>
<td>18000</td>
<td>9%</td>
</tr>
<tr>
<td>MARKETING AND PR</td>
<td>90000</td>
<td>45%</td>
</tr>
<tr>
<td>RESERVE</td>
<td>18000</td>
<td>9%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>200000</td>
<td>100%</td>
</tr>
</tbody>
</table>

Management:
Savaree has 12+ years of combined experience in people transportation from a user’s perspective, esp. carpooling. Qasim is an Electrical Engineering graduate from LUMS with strong Computer Science skills. He has previously attempted one social enterprise, and has been carpooling throughout his university days. Madeeha is a talented designer with a biotech degree from GCU Lahore and 3+ years of experience in design and social media marketing.

Potential Exit Strategy:
We are targeting an acquisition or merger by a larger player in the shared-transport space. Potential acquirers interested in the region are Rocket Internet, Careem and Uber, and we believe an acquisition is highly probable given the great recent interest in alternative transport services. If the company expands enough, the founders will go for an IPO.
4. BIZCLOUT - INVESTMENT BRIEF

Business Summary
BizClout is a one-stop solution to fully e-commerce enable SMEs within 15 minutes using a proprietary e-commerce platform. Simplistic dashboard makes creating own online shop very easy and its smart tools help manage orders and inventory efficiently. Service based pay-as-you-go model makes it cost effective, removing the barrier of upfront cost. With a promising marketing and sales plan, strong foundation team, innovative revenue model and immense market need, BizClout is bound to take e-commerce in Pakistan to the next level.

Total Available Market
BizClout wants Ecommerce for every business, and aims at extending its outreach globally. However, as a bootstrap strategy, we are initially targeting the 3.2 million SMEs working in Pakistan, adding 30% to the GDP of the country. In Pakistan E-commerce industry is expected to reach above $25 million this year whereas in Asia it’s over $525 billion and BizClout wants every small and medium enterprise to claim its chunk from this rising e-commerce industry.

Customers
Within just a few months, BizClout has sold its solution to over 100 SMEs out of which 70% are in apparel business while the rest are into selling jewelry, cosmetics, footwear and furniture.

Customers’ issues and challenges
1. Inadequate technical know-how.
2. Lack of interest in investing heavily into technology.
3. Difficulties in managing online orders and inventory.
4. Challenges in inviting visitors and generating orders online.

Product/Services
1. BizClout provides small businesses with a befitting online presence i.e. a website to market, place and sell their products online.
2. BizClout offers service-based solutions that do not require any upfront cost and provides a pay as you go model.
3. BizClout’s particular focus is on developing innovative tools to manage orders and inventories.
4. To mitigate issues related to maximizing online traffic, BizClout creates websites that are integrated with a shopping portal, AdClout. This gives the users a prebuilt marketplace.

Value Proposition
1. BizClout opens a new revenue stream in minutes against a small service fee, thus saving time and upfront costs.
2. BizClout’s very approach to creating integrated websites is unique. Our customers’ products are automatically listed on our shopping portal AdClout, which doubles the probability of getting more visitors and thus more orders online.
3. Built-in management tools provide insightful information about sales, inventory and orders, which help business owners to manage their online shop efficiently.

Intellectual Property
We have applied for trademark registration and copyrights for our product, processes, design and other proprietary assets.

FINANCIAL INFO
Capital Raised USD
- Founders 35K
- LUMS 15K
- Microsoft 7K
Equity
- Founders 92.5%
- LUMS 5%
- Legal Advisor 2.5%

Capital Available $ 0
Monthly Cash Flow $ 3.5K
Capital Seeking $ 200K

COMPANY INFO:
URL: bizclout.com
Industry: Internet
Employees: 9 (Including founders)
Incorporation: Pvt Ltd.
Founded: 2012

MANAGEMENT:
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Asim Aziz, Co-Founder
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Cell: 0331-4919008

Hassan Kiani, Co-Founder
hassan.kiani@oneclout.com
Work: 042-35941065
Cell: +44 779 1488036

ADDRESS:
307/308, 4th Floor, Garden Tower,
New Garden Town, Lahore,
Pakistan
### Competitors
There are no competitors in the local market, however internationally there are some indirect competitors like Wix, Weebly, Ticktail and some plugins of WordPress, Joomla, Drupal, etc.

### Competitive Advantage
1. BizClout’s minimalist interface makes it very easy to use for novice users in comparison to its indirect competitors.
2. BizClout’s service-based model makes it very cost effective.
3. The concept of integrated-based model makes BizClout stand out among its competitors.
4. Our customer centric approach and after sales services develop a relationship of trust and are currently providing a renewal rate of 66% so far.

### Sales/Marketing Strategy

#### Current Sales & Marketing Strategy
1. Telephonic sales: Two dedicated telesales representatives to directly hunt SMEs and pitch them.
3. Media: We have secured an interview in a television channel where we got opportunity to talk about our product.
4. Digital Media: Facebook, Twitter and other social media platforms.
5. SEO: Our website is search engine optimized and we use various strategies to make it more SEO friendly.

We use Google Analytics and Webmaster tools to evaluate our performance in terms of traffic and conversions.

#### Future Strategy
1. Digital Media: We need to run aggressive paid campaigns on Facebook and Google. We need specialists to run and manage these campaigns.
2. Print Media: We need strong marketing campaign in print media as most of the SMEs can be reached through newspapers.
3. TV Media: We need to run advertisements on television to maximize our visibility and outreach.

### Revenue Model
Every SME signup with BizClout pays a subscription fee of $12/month or $144/year.
On all orders generated by BizClout’s aggregator (AdClout) a commission of 5% is charged to SME.

### Use Of Funds
1. Advertisements on Facebook and Google, Print and TV Media.
2. Enhance investment into HR to develop strong Sales, Marketing, Digital Media, Creative Design, System Administration, Customer Support & Operations team.

### Management
**Sheraz Saedey:** Experienced in technology business development, product development and customer services.
**Worked with:** LinkdotNet, Systems Ltd, Confiz Ltd

**Asim Aziz:** Technology Expert experienced in developing high performance and complex software applications.
**Worked with:** Douglas Stafford, Autosoft Dynamics, Systems Ltd, PIE Mapping

**Hassan Kiani:** Technology Expert experienced in planning, managing and delivering multi-channel solutions
**Worked with:** Marks and Spencer, British Airways, Tesco, Transport for London, Olympics development Authority, TSB Bank

### Potential Exit Strategy
We have a long term plan to grow this business globally and go public though acquisition or merger can be an option.
## 5. MARO TANDOORS - INVESTMENT BRIEF

### Business Summary:

MARO Tandoors’ vision is to provide its customers with clean, hygienic and consistently high quality *rotis* and *naans* in an energy efficient manner. It plans to do this by establishing a chain of tandoors all over Lahore and eventually over Pakistan.

### Total Available Market:

*Rotis* and *naans* are the staple diet of a majority of Pakistanis, hence the total available market stretches out in millions.

By our estimates, 60 million Pakistanis are tandoor customers. Juxtaposing this with statistics from the Pakistan Bureau of Statistics, the total available market for *roti* lies around $10 million per day.

### Customers:

MARO Tandoors has two types of customers: those who live within one kilometer of the shop, and businesses to whom we will supply our products on a daily basis.

Apart from those who will visit our shop daily, Delta Garments Ltd. is to be supplied over three hundred *rotis* every day. Once we have consolidated and created a strong system, we will look for contracts with other businesses in order to supply our products to them.

### Customer Problem:

Current tandoors have no quality standards or hygiene checks, and their prices are also not regulated efficiently. The general experience of visiting a tandoor is not pleasant in most cases. From this arises a genuine, untapped opportunity in the market which MARO Tandoors plans to take advantage of.

### Product/Service:

MARO Tandoors offers many types of *rotis* and *naans*, such as *kulcha*, *aaloo naan*, *geema naan*, *khameri roti* and *roghni naan*. Apart from these, we will also develop recipes and introduce our own original product range.

### Value Proposition:

MARO Tandoors is the only company which offers branded tandoor products. The excellent customer service, hygiene and superior quality are factors that have not been offered in tandoors before. Furthermore, energy efficient tandoors and standardized products also add to our value.
**Intellectual Property:**

MARO Tandoors will do comprehensive research and testing to come up with the best possible recipes for our products. The recipes of the products will remain a company secret. Our intellectual property also includes the MARO brand, logo, tagline, and color scheme.

**Competitors:**

The competitors will be the tandoors and small restaurants within roughly one kilometer of the shop, none of which provide the experience that MARO Tandoors provides.

**Competitive Advantage**

Clean, hygienic, branded products for rates competitive with those in the market. Furthermore, the MARO experience is a combination of an ambient atmosphere and excellent customer service. This is a completely new concept in the tandoor culture, and will attract even more people to our shops. Our philosophy of energy-efficient tandoors and standardized products will also give us an edge over our competitors.

By opening a number of tandoors around Lahore, we also plan to benefit from economies of scale, helping us keep our prices low and competitive with the market.

**Sales/Marketing Strategy:**

We plan to target the population in the immediate vicinity of the tandoors. We will market the name through a combination of social media, website, flyers and door-to-door marketing for at least a thousand homes per tandoor.

**Revenue Model:**

MARO Tandoors will offer various types of rotis and naans, paying great importance to variety and quality. According to our extensive market research, an average of 800 rotis and 800 naans will be sold per day. This means that we will raise around Rs. 19,000 per day from our sales. This revenue is divided into plain rotis (Rs. 5000), plain naans (Rs. 2000) and others (Rs. 12000). The company also has the potential to garner resources and highly skilled employees, unlike our competitors.

**Use Of Funds:**

An average MARO tandoor will cost Rs. 700,000. Rs. 500,000 will be allocated to as fixed expenses for constructing the tandoor, whereas the rest of Rs. 200,000 will be divided between running expenses for the first one month, as well as marketing activities.

**Management:**

All four founders are currently third year students at LUMS and they will be actively participating in the business. Ali Ahmed (CEO), Zaeem Shahid (GM) and Zain-ul-Abideen Hassan (CFO) are all students in Accounting and Finance, while Saifullah Minhas (CMO) is a Computer Science major. All four have business-oriented backgrounds, and have strong connections in agriculture and textiles, as well as the plastics industry.

**Potential Exit Strategy:**

Once MARO Tandoors scales to the level we aspire to reach, a suitable exit may be carried out in time of need via an Initial Public Offering.
## 6. BURQ SOLUTIONS INVESTMENT BRIEF

### Business Summary:
We deliver power management solutions that pave the way for a greener planet. Our expertise is built around smart controllers for motors drives and power electronic converters saving the consumer money by delivering substantial and quantifiable efficiency gains. Our products are also designed for easy and seamless interface with alternative energy sources such as PV solar, wind with or without UPS.

### Total Available Market:
TAM: Pop = 7.2B, developing = 6B, With ability to pay = 3B, Number of households remaining = 300M (10/household), requiring AC = 110M (37% urbanization), price per unit = $240. TAM = 110M * 240 = $26.4B
For 1st product, our initial market is Lahore:
Estimates lead to SOM = 10% * 12.5M = 1.25M * $240 = $300M

### Customers:
Segment 1: Customers that move from a central grid to a distributed one (primarily captive generation and PV solar).
Segment 2: Customers that are connected intermittently to a central grid and thus need to store energy during on times to be used during off times (UPS).

### Customer Problem:
Segment 1 is acutely sensitive to power management systems’ overall efficiency. There is a dearth of such systems that are affordably available in the developing world.
Segment 2 can only run a very limited number of appliances on their UPS (because the UPS can deliver limited energy and limited power). These customers would like to run their fridges, freezers and air conditioners with their UPS systems.

### Product/Service:
Burq Booster (1st product of Burq Solutions) enables certain models of split unit air conditioners to run off of UPS. Compressor speed (cooling power) can be varied to match the energy/power capability of the UPS. The adjustment will be done via a mobile (or web) app and can be programmed by, say, a facilities manager of an office building.

### Value Proposition:
Burq Booster:
- Delivers a minimum 20% efficiency gains (even if used with grid power).
- Allows AC operation without grid power by doing two things:
  - Soft start eliminates start-up spike (inherent issue of induction motors)
  - By reducing converter power rating by a factor of five, makes the power system smaller and cheaper
- Allows programmability for businesses and offices to optimize their air conditioning usage.

### FINANCIAL INFO
- Capital Raised: $16,000
- Founders: $ 3,000
- Monthly Cash Flow: $1,200
- Capital Seeking: $250k
- Econ Devel Debt: $0
- Equity:

### COMPANY INFO:
- URL: burqsolutions.com
- Industry: Power Electronics
- Employees: 2
- Incorporation: US (California)
- Founded: 2014

### MANAGEMENT:
- Salman Ahsan
  - Co-Founder & CEO
  - Salman.Ahsan@burqsolutions.com
  - Cell: +1 (408) 981-7030
- Nauman Zaffar
  - Co-Founder & CTO
  - Nauman.Zaffar@burqsolutions.com
  - Cell: +92 (321) 402-5833

### ADDRESS:
- c/o Assoc. Prof. Nauman Zaffar
- SBASSE, LUMS
- Sector U, DHA
- Lahore, Pakistan
### Intellectual Property:
Integrated design of VFD based motor controller – Filing US patent in Oct 2014
More patents will be filed as IP is developed in-house

### Competitors:
Burq Booster: inverter based ACs solve a similar problem at a higher cost and lower efficiency and functionality gain. For subsequent product lines, companies like Enphase could emerge as competitors.

### Competitive Advantage:
We have access to talent (LUMS), capital and expertise through our network in Pakistan and silicon valley. We do our R&D and Product development in Pakistan focusing on power management problems in the developing world rather than importing canned solutions that are sub-optimal in power constrained situations

### Sales/Marketing Strategy:
Our initial go-to market strategy is through direct sales coupled with a robust marketing push via conventional advertising, trade shows, internal marketing (primarily website) and appropriate pricing. Our growth strategy is a staggered two-pronged one: new product development in existing markets and opening up of new markets. Our plan is to open a Dubai office next (after Lahore) from where we will use channel partnerships for distribution of our products in Africa and the rest of South Asia. Finally, we will open a Silicon Valley office to market our products in North America.

### Revenue Model:
The revenue model (for Burq Booster) is asset sales. Phase 1 will be through direct sales while phases 2 & 3 will be sales through channel partners (distributors and OEMs)

### Use Of Funds:
The funds will be used in:
- R&D – new product development
- Salaries, SG&A, sales and marketing
- Productization and manufacturing

### Management:
Nauman Zaffar, Co-Founder and CTO: [https://www.linkedin.com/pub/nauman-zaffar/5/3a/420](https://www.linkedin.com/pub/nauman-zaffar/5/3a/420)

### Potential Exit Strategy:
We expect to retain and grow this company organically with investors getting a share of the profit via dividends. An acquisition by a power management company is also possible. At a 7x EBITDA multiple we should be well poised for a valuation in excess of $100M within 5 years.
7. APPOGRAPHY (VIVID) INVESTMENT BRIEF

Business Summary:

Vivid is a pioneer software which transforms the rudimentary audio only IVR (navigation on their smart phone’s and tablets) into an interactive visual experience where all the relevant pertinent information is articulated and disclosed in a tree like intuitive formation and presented in a clutter-free, simplified and more consumable manner on your smart phones and tablets by means of single touch. We aim to target Retail companies initially as they are more customer sensitive. We at Vivid are currently working on our B2C aspect where we will offer our mobile app to end users, with the sole purpose of becoming the de-facto interface of all end users globally who call Contact Centers globally saving their time and money.

Total Available Market:

There are 5650 Contact Centres in the UK which employ more than 700,000 call agents who serve around 32 million of UK’s adult population. Half of these callers are not satisfied with the service levels being provided to them hence they disconnect their calls, consequently one fourth of those forlorn callers will tweet aggressively about their grievances which does not bode well for the call centres which in turn can cause irreparable damage to their reputation and result in millions of lost customers which will have a detrimental financial impact on their revenue streams, which is where Vivid comes in and caters to the needs of all these dissatisfied customers. Diligent Customer service in contact centres has become a global phenomena one which is not taken lightly by the Contact Centres all over the world which is why we deem this as the opportune moment to delve into the market.

Customers:

We are currently in talks with the following clients:

Microsoft Europe has one of the largest tech contact centre deployments with their customer base largely consisting of engineers and technology aware professionals. This particular customer segment is not only innovation friendly early adopters but also tech savvy. Feedback and usage statistics from this customer segment will be hugely beneficial for product development and integration.

Argos is another serious prospect. Argos is an in-store catalogue based high street retail store with revenues sailing around £5 Billion annually. Ever since mobile revolution, Argos revealed that around 20% of their purchases are driven by mobile catalogues and websites, hence a mobile customer service (Vivid) makes perfect sense for them.

We have MCB on board and are about to integrate initially with MCB Lite(Mobile Wallet) and initiate a IM option on both their website and MCB Lite after which we will integrate with their Call Centre.

Customer Problem:

We believe that since time is of the essence especially in today’s hustling world hence we want to give people those lost minutes of their lives back who have to wait on hold endlessly while connecting to their operators through our product. It is unacceptable that in an epoch of technological revolution and advancement, basic customer needs are not being catered to. Vivid is one such software which takes into consideration that free time is a luxury we cannot afford in today’s world hence the need for companies to streamline their operational efficiency, enhanced usability and better service via our product. Our aim is to improve the customer service experience which has been deteriorating over the past two decades and our software will ensure that it is not only a worthwhile experience for them once they talk to the operators but we save their time as well.

Product/Service:

Our software Vivid revolutionizes the customer experience where we redefine the essence of customer engagement by introducing a visual navigation IVR, in a tree like intuitive formation rather than a less than interesting audio-only IVR and present the information in a clutter-free, simplified and more consumable manner on your smart phones and tablets by means of single touch. Vivid’s virtual queue time ensures you are apprised of your queue position and time which inevitably saves your precious time.

FINANCIAL INFO

Capital Raised N/A
Debt $
Equity $
Capital Available $
Monthly Cash Flow $
Capital Seeking $
Econ Devel Debt $
Equity $

COMPANY INFO:

URL: thevidwitechnologies.com
Industry: Customer Service
Employees: 9
Incorporation:
Founded: September 2013

MANAGEMENT:

Omer Khan, CEO
Rizwan Chad, CTO
Hussain Iftikhar, BD Manager
Bilal Hanif, UI/UX Designer
Contact:
Hussain Iftikhar
Hussainiftikhar86@gmail.com
Cell:0300-8439105
Fax:

ADDRESS:
Arfa Kareem Tower,9th Floor
Ferozepur Road, Lahore
### Value Proposition:
With Vivid, customers will never again have to pick up their phone and go through the hassle of contacting customer services. Instead, customer services will reach out to you, the customer, whenever you need them to solve a problem for you or fix an issue.

### Intellectual Property:
We have patentable technology for both virtual queuing and visual queue administration. We will be filing for patents as soon as we have raised investment.

### Competitors: Fonolo, Queuebuster, Virtual-Hold

### Competitive Advantage
Our focus on improving the customer experience, increasing information consumption by means of simplifying and transforming the entire audio IVR into a complete visual and touch experience is what differentiates from our competitors. In addition to this, we have the right skill set and experience to go out and implement this for our customers.

### Sales/Marketing Strategy:
We aim to penetrate the market through the following means: Personal network of Mentors and founders, Business exhibitions and conferences, B2B accelerators and incubators, Business development resource, Viral C2C growth, Business Development managers and hiring, Hosting business breakfast and lunches, Engaging PR and social media for product marketing, Paid representation on contact centre forums.

### Revenue Model:
Our Key Revenue streams are: Integration Charges, End License Fee, Agent license fee and Support Charges

### Use Of Funds:
Funds will be used not only to progress the demo clients but it would also help with developing the next release of Vivid and acquiring resources for business development. Following is a comprehensive breakdown of fund allocation for each business activity.

### Management:
Vivid’s Co-Founders Omer Khan and Rizwan Chand stumbled upon the idea of making a difference while working for Multi-National corporations (Barclays, Apple and AT&T) themselves, and took it upon themselves to become the last bastion of changing the arduous and redundant customer services supporting network globally. They feel that Contact Centers are complacent in their approach to deal with customers with regards to their queries and complaints. Rizwan Chand & Omer Khan met at Computer Science College and ever since have been working together. Rizwan is a tech-savvy entrepreneur, with a strong ‘hands-on’ work ethic and is also very focused on delivering real value for his clients and end-consumers. Omer has more than ten years of hands-on experience working with the Contact Industry where he has successfully managed, delivered and designed many projects for call centers. He has a reputation for being able to innovate and re-invent, for leveraging the existing infrastructure of companies and for delivering significant cost savings.

Their hard work ensured that Vivid became a part of the 3 Top Accelerator programs in the world. Plan 9 being the largest Tech Incubator in Pakistan was able to discern our potential. Secondly Vivid’s meteoric rise ensured that behemoths like Microsoft and Google Blackbox Connect were kind enough to help us out hence making Vivid the first Pakistani company to have been accepted by both Microsoft Ventures and Google Blackbox Connect to be a part of their respective initiatives.