



Enterprise
Challenge
Pakistan



2016 - 2017



Enterprise Challenge Pakistan

A Prince's Trust International Initiative





Founding Partners

Enterprise Challenge Pakistan is a Prince's Trust International Initiative. The competition also runs in Jordan, Qatar and the United Kingdom. Prince's Trust International is the most recent addition to The Prince's Charities, established as a result of the extraordinary success of His Royal Highness The Prince of Wales's youth charity, The Prince's Trust. Over 40 years The Prince's Trust has helped more than 825,000 disadvantaged young people across the United Kingdom to turn their lives around; three in four young people supported move into work, education or training. Prince's Trust International has been created to build on the success of The Prince's Trust, by sharing its experience and expertise with governments and NGOs around the world who are similarly seeking to tackle youth unemployment and its related challenges.



Prince's Trust
International

SEED Ventures is the local Founding and delivery partner for Enterprise Challenge Pakistan. It is a social, entrepreneurship and equity development organization with the core mandate to provide solutions to social challenges, using entrepreneurship as a vehicle to create wealth and deliver positive social impact. SEED was established to develop the entrepreneurial landscape in Pakistan through enterprise training, business incubation and acceleration, connecting businesses to potential markets and investors, and creating business opportunities across geographies by designing indigenous solutions.



TOTEM Learning, the provider of the business simulation game. Totem are a provider of learning solutions, including 'serious games' for organisational learning and development



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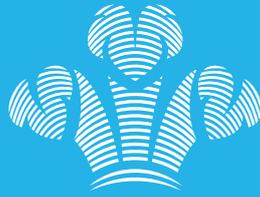


Welcome Note by SEED

We welcome you to join our journey for Enterprise Challenge Pakistan (ECP), an initiative of Prince's Trust International, executed in Pakistan by SEED Ventures as the local Founding and delivery partner. The competition also runs in Jordan, Qatar and the United Kingdom.

We are proud that Enterprise Challenge has been growing since its inception in 2008, when it started with just 300 students in the UK, to a much wider scope across other countries and now in Pakistan in 28 cities in the short span of two years. The programme has reached 10,000+ students in 44 schools, supported by over 70 mentors. We aim to engage a much larger number of schools and mentors in the next few years with the vision of turning Enterprise Challenge Pakistan in the largest global business challenge for school children.

It was imperative to initiate the programme in all provinces of Pakistan and adopt an all-inclusive approach. At the same time, as is the dictum of Enterprise Challenge, while increasing scale, we also continually seek to improve the quality of the programme. Enterprise Challenge Pakistan, or ECP, is a learning platform for participating students. The beaming, eager faces of the young people who have been part of ECP, and the contentment of knowing we are able to make a difference, has given the team the energy and motivation to become one with Enterprise Challenge Pakistan. The selfless involvement of the mentors, our wonderful partners at Prince's Trust International, and our sponsors ZAFSA Group, Jubilee Life Insurance and Engro Foundation, all made Enterprise Challenge Pakistan possible. A very stable and strong support was provided to us by Entrepreneurship & Youth Development Society (EYDS) and its Board members, with Enterprise Challenge Pakistan being its flagship programme. Together, we embarked on this journey and together we intend to continue on, spreading its impact country-wide leaving a footprint that will create a new generation of entrepreneurs.



Prince's Trust
International

**Welcome Note from Jonathan Townsend,
CEO Prince's Trust International**

"Prince's Trust International is excited to be partnering with SEED Ventures for a second year, bringing the Enterprise Challenge programme to Pakistan. Following the successful launch of the programme in 20 schools last year, this year we celebrate 44 schools joining the programme. This is a significant achievement, extending delivery even further across Pakistan, reaching many more young people from more remote and under-served areas of the country.

The Enterprise Challenge programme really does provide a fantastic opportunity for young people to develop their knowledge of business skills, whilst building their confidence and presentation skills with support from volunteer business mentors. I look forward to hearing about the achievements of the 600+ young participants taking part in the programme following the exciting Finals event at the end of the competition."



Enterprise Challenge - An Overview



Enterprise Challenge is a Prince's Trust International initiative that creates opportunities for youth belonging to diverse and often underprivileged backgrounds and helps them realise their potential. Enterprise Challenge is an assemblage of different thoughts and aspirations on an all-inclusive platform; volunteer mentors interact with young people, inspire them to understand their abilities, and thus help them bridge the gap between ambition and attainment. This interaction helps the youth voice their dreams and receive guidance on how to realise their dreams. This knowledge transfer between mentor and mentee helps the youth experience an increase in self-efficacy and confidence, thus awakening a strong internal drive which is necessary for maximising their potential.

The Enterprise Challenge reaches about 5000 students across the UK and has also been successfully delivered in Jordan and Qatar. This programme is a national competition which is meant to inspire and instil entrepreneurial and business acumen amongst young people, falling in the age group of 13 to 16 years. It provides them a chance to understand and demonstrate how the right combination of marketing, sales, finance and production help a business achieve success.

Enterprise Challenge is a simulation business challenge where students in teams of four or five employ their creativity and compete against each other in the game, being mentored by a volunteer (usually an industry expert) who explains the different elements of business and coaches their decisions as they choose the strategy for their virtual business venture. Over a number of sessions, the teams aggregate scores according to their performance in the game, including an ethical business element. All schools play during the same period, at the end of which, the highest score wins.



After a successful run in the Middle East, the competition was launched in Pakistan to be initially delivered over three years in private and public schools across Pakistan. The programme successfully completed its first cycle and the National Finals were held on 18th November 2016 at the British Deputy High Commission. The programme, in its first year, was executed in 10 cities across Sindh, Punjab, Balochistan, Khyber Pukhtunkhwa, Kashmir and Gilgit Baltistan.

The cities were: Karachi, Lahore, Rawalpindi, Islamabad, Shigar, Muzaffarabad, Peshawar, Mardan, Pishin, and Quetta. The National Finals 2016 winner was Team Pishin from Balochistan. Gilgit Baltistan team won the Audience Choice Award through a technology-based audience poll during the event.

This year, Enterprise Challenge Pakistan has been executed in 28 cities across the country. SEED Ventures Private Limited as the Founding Partner for Enterprise Challenge Pakistan has successfully implemented two cycles of the programme with the strategy in place for the next few years.

Sponsors



Medicines For All

Zafa Group is a veteran organization and is a well-reputed name with over four decades of operations in Pakistan's pharmaceutical industry. A programme of this scale could not have been planned and executed seamlessly across Pakistan without the support of our founding partner who believed in the impact of this programme with immense enthusiasm.



Jubilee Life insurance is a reputable name in the insurance industry of Pakistan. Being a subsidiary of Aga Khan Fund for Economic Development (AKFED) Switzerland, the insurance company employs global practices to provide insurance solutions. With their vision to shape futures, Jubilee Life Insurance is a key supporter of Enterprise Challenge Pakistan.



Engro Foundation is the single front of all CSR activities of Engro affiliate companies. It works on the philosophy to promote the growth of communities around Engro's supply chain and giving people equal access to choices, opportunities and the ability to exercise their rights. Engro Foundation is constantly striving to further develop its strategy and create greater sustainable impact by improving livelihoods in our value chains and empowering communities for better local outcomes.

Strategic Partner

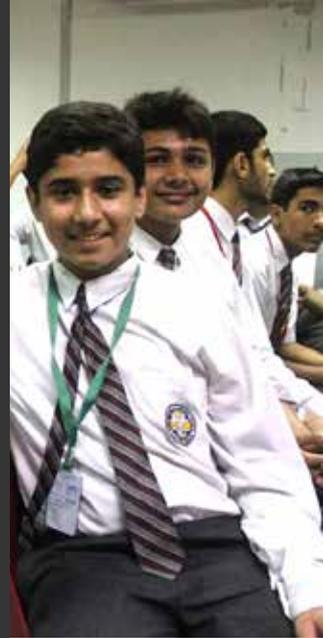


British Deputy
High Commission
Karachi

The British Deputy High Commission (BDHC) has extended its support for Enterprise Challenge Pakistan. This is a strong testament of their stance towards developing collaborative and progressive educational opportunities for Pakistan's youth and encouraging young minds to explore entrepreneurship as a potential avenue.

OUR VISION

**“To become
the largest
global
business
challenge
for school
children”**



2016 Statistics



6 Regions
(Sindh, Punjab, Khyber Pakhtunkhwa, Gilgit Baltistan, Kashmir and Baluchistan)



10 Cities



20 Schools



40+ Active Mentors



120 Mentoring Hours



300 Participants



2750 Engaged students



1350 Registrations



£3000 Investment

The programme was initiated in 2015 where an entire year was dedicated to understanding the landscape, mapping the educational institutions and identifying the need for enterprise development training at a school level. Post research, a strategy and plan was developed as to how the programme was to be rolled out and implemented across Pakistan. The first cycle was implemented in 2016 in 10 cities across Pakistan.





Winners National Finals 2016

In the year 2016, five students representing Little Angels High School, Pishin, Baluchistan with their remarkable business idea and an eloquent pitch secured an investment worth £3000, making them the winners of the competition of the year.



The Business Idea

Enterprise for Education in Pishin (EFE Pishin) is an enterprise established by the following individuals:

- Sanaullah s/o Haji Muhammad
- Muhammad Idrees s/o Muhammad Younas
- Barak Khan s/o Abdul Baseer
- Muhammad Faraz s/o Nasir Ahmad
- Obaid Rehman

The aim of the enterprise is to promote female education and improve upon the overall literacy in the district of Pishin. In order to achieve this, a canteen has been established at the school. The fund generated by the business is being used to fund opportunities for the promotion of education in the district and expansion of the project/enterprise to other schools. The enterprise is being run on the underlying belief that the enterprise should be sustainable and should achieve growth with time.

A woman wearing a white hijab with a blue border and a white long-sleeved top with a blue sash is holding a silver trophy. She is smiling and looking down at the trophy. The background is blurred, showing other people in a similar setting.

Audience Choice Award 2016

Abruzzian Choghoree Tourism Agency

The team from Abruzzi School, Shigar won the Audience Choice Award in the National Finals 2016. Abruzzian Choghoree Tourism Agency was founded by the following students:

1. Sadaqat
2. Zakawat Ali
3. Syed Rahila Iraqi
4. Danish
5. Mehwish Fatima

The vision of the organization is to showcase Shigar as a prominent tourist destination by making efforts to enhance tourism in the region. The students are in the process of setting up an online tourism platform, however, are met with a number of challenges including the lack of internet penetration within the region. The platform aims to provide travel packages by forming a network of hotels and local vendors to provide a complete solution to the customers. By mitigating their challenges, the team aims to make further progress and establish a profitable yet sustainable organization.

2017 Statistics



7 Regions
(Sindh, Punjab, Khyber Pakhtunkhwa, Gilgit Baltistan, Baluchistan, Federal and Kashmir)



28 Cities



45 Schools



70+ Active Mentors



270 Mentoring Hours



675 Participants



+7750 Engaged students



+4350 Registrations



£3,000 Investment

Sindh

Karachi
Khairpur
Sukkur
Nawabshah

Punjab

Lahore
Faisalabad
Shaikhupura
Sialkot
Kasur
Toba Tek Singh

Federal

Rawalpindi
Islamabad
Kahuta

Khyber Pakhtunkhwa

Peshawar
Mardan
Haripur
Abbottabad
Mansehra
Nowshera

Kashmir

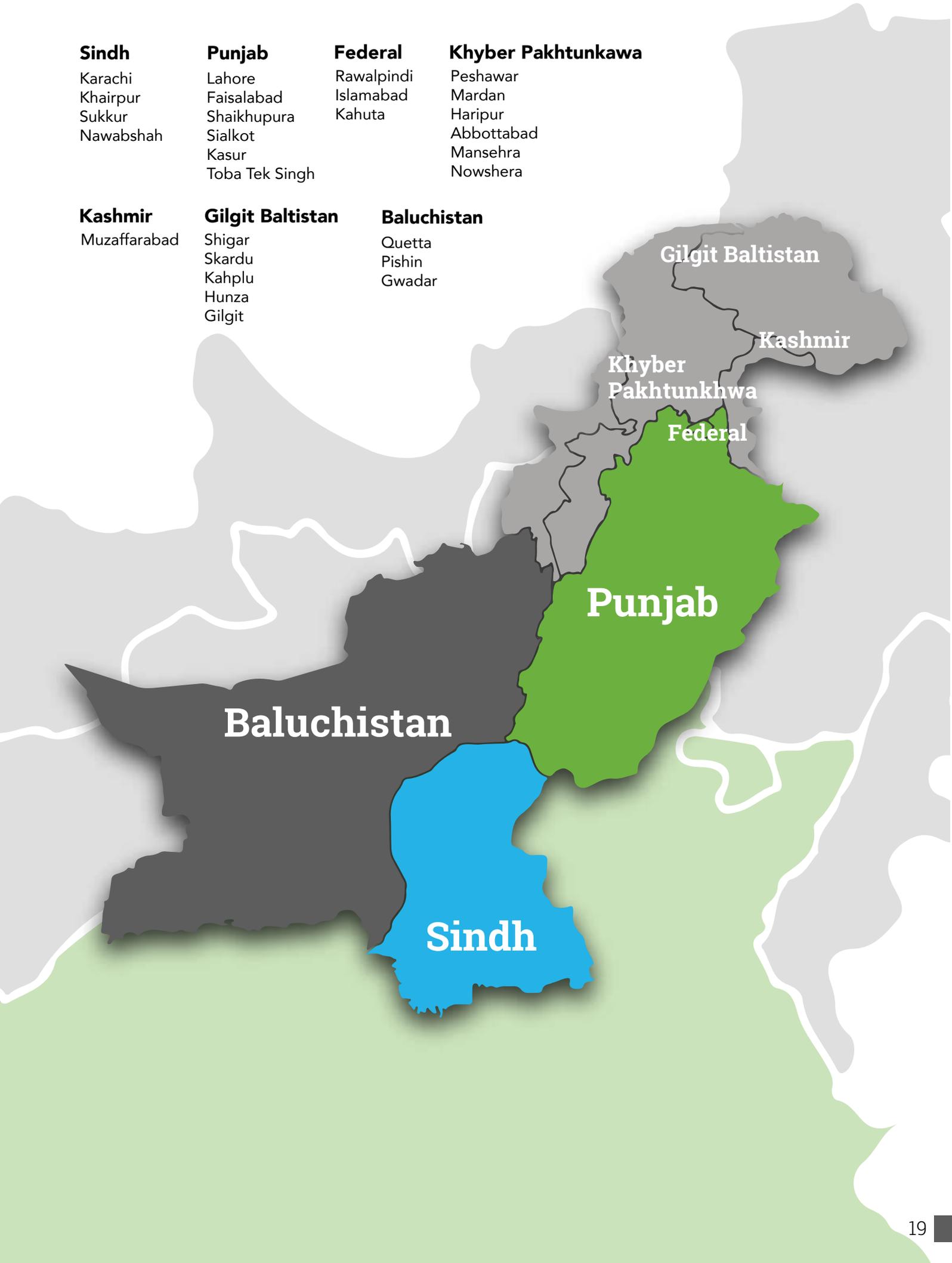
Muzaffarabad

Gilgit Baltistan

Shigar
Skardu
Kahplu
Hunza
Gilgit

Baluchistan

Quetta
Pishin
Gwadar



Gilgit Baltistan

Kashmir

Khyber Pakhtunkhwa

Federal

Punjab

Baluchistan

Sindh

Following schools were selected to be a part of the competition with their respective regions:

Sindh

Karachi	Al-Murtaza Girls School
	Al-Murtaza Boys School
	St. Joseph's Convent School
	Dawood Public School
	Mama Parsi Girls Secondary School
	The Smart School Superior Campus
	St. Michaels Convent School
Khairpur	Developments In Literacy (DIL) School
Sukkur	Developments In Literacy (DIL) School
Nawabshah	

Federal

Rawalpindi	The Citizen's Foundation School, Dhamial Campus
Islamabad	Developments In Literacy (DIL) School, Chatro Campus
	Peshawar Model School

Khyber Pakhtunkhwa

Peshawar	Peshawar Model School
Mardan	ANSI School and Degree College
Haripur	Jinnah Jam-e-School and College
Abbottabad	Iqra Academy
Mansehra	SOS Hermann Gmeiner Public School & College
Nowshera	Frontier High School of Excellence

Kashmir

Muzaffarabad	Buraq School - Muzaffarabad
	Sawera Model School

Gilgit Baltistan

Shigar	Abruzzi School
Skardu	Developments In Literacy (DIL) School, Chatro Campus
	Developments In Literacy (DIL) School, Chatro Campus
Kahplu	Gov. Model High School (Boys High School)
Hunza	Faizi Academay SAS (Nagar)
Gilgit	The Learning Academy

Punjab

Lahore	Ghazali Premier High School/ College
	The Trust School - Boys Branch - Lahore
	The Trust School - Thokar Campus
	The Trust School - Green Town
	The Spirit School, Khana Nau Campus
Faisalabad	GET Education Trust
	City Star School
Shaikhupura	Allied School
Sialkot	The Spirit School, Kube Chak Campus
	Home Like School System
Kasur	District Public School and College

Baluchistan

Quetta	Govt. Sandeman High School - Quetta
	Pak Turk School (Girls)
Pishin	Little Angels High Schools - Pishin
Gwadar	The Oasis School Branch 1
	The Oasis School Branch 1



Alamgir Firoz
Director -
Firoz International



Tahir Sharif
Partner at
A F Ferguson & Co



Arsalan Mahmood
Head of Business
Strategy and
Investments -
MRG Acquisitions



Hashim Yasin
Entrepreneur



Ahmer Arif
Country Representative
at SES-Senior Experten
Service



Tahira Raza
President,
First Women Bank Ltd



Farah Shaikh
General Manager
Marketing
ZIL Limited



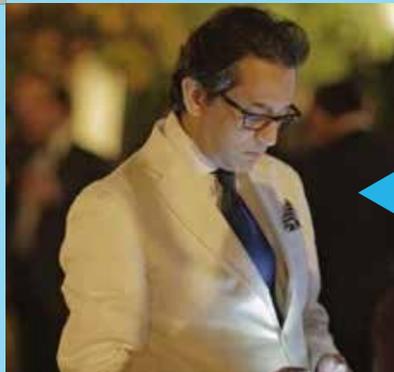
Elia Qazilbash
Entrepreneur
Marketer
Educator



Saima Anjarwala
Corporate Services
Manager at
British Deputy
High Commission,
Pakistan



Mansoor Karim
CEO - JWT



Syed Imran Ali Shah
Revision Trauma and
Orthopaedic Surgeon



Norbert Almeida
Regional Security
Manager-
Procter & Gamble





Ikhtiar Ahmad Khoso
Director for the Center
for Entrepreneurial
Leadership and
Incubation, Sukkur IBA



Arsalan Ali
Entrepreneur



Sana Durrani
CEO -
Todays Women
Organisation



Muhammad Shah Khan
Director (UA&FA) -
BUIEMS



Sameen Khan Kakkar
Student Affairs
Coordinator - BUIEMS



Fida Hussain
Faculty at University
of Turbat Gawadar,



Dur Jan
Faculty at University
of Turbat Gawadar



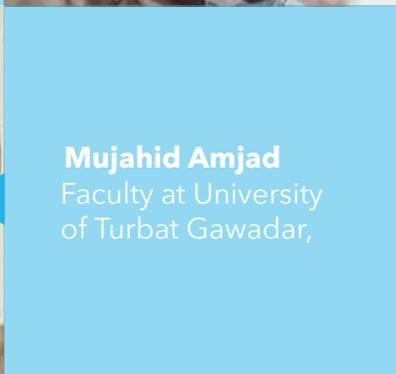
Fida Ahmed
HOD Management
Sciences, University
of Turbat, Gawadar



Ihsan Ali
Manager Incubation
IBA SUKKUR



Mujahid Amjad
Faculty at University
of Turbat Gawadar,



Jamal Baquar
SEVP & Group Chief -
Corporate Banking
Group at National
Bank of Pakistan



Atique Siddiqi
Co-founder
Mobile Advertisement
at Telenor, Pakistan





Muhammad Hammad
Specialist in
Entrepreneurship
and SME Development



Zainab Chauhan
Founder, ZAT



Muhammad Yasin
Digital Marketing
Head - KP IT
Board/ Techvalley



Annie Khan
Entrepreneur
Manchalla Startup



Mehwash Faruqi
Business
Communication
Manager in
Descon Lahore



Ali Qasim
CEO, Trainer
Consultant -
KnoWhere Solutions



Umar Farooq
Founder,
President, and CEO
of HCP Group &
Tech Valley
Abbottabad



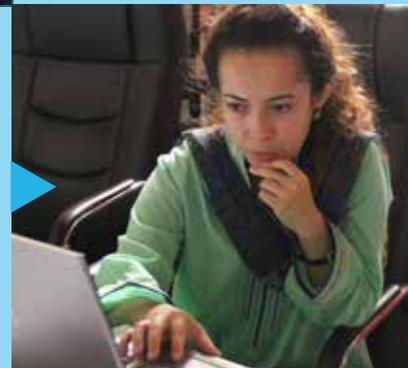
Muhammad Uns
CEO - Docket



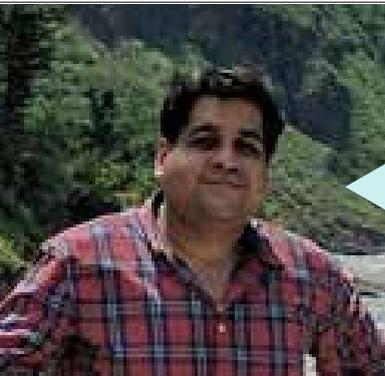
Maida Liaqat
Graphic Designer
& Trainer



Sajida Parveen
HR Manager
Gilgit Baltistan
Mechanical and
Electrical Workshop
(GBMEW)



Lal Bano
CEO -
Women Excellence and
Empowerment Initiative
(WEEI)



Jawad Sadiq
Tech Lead
ENTWINO
TECHNOLOGIES
(PVT) LTD



Ehsan Ali
Red Crescent



Saira Ahmad
Executive Director
PR & Communications
at NETSOL Technologies
Ltd



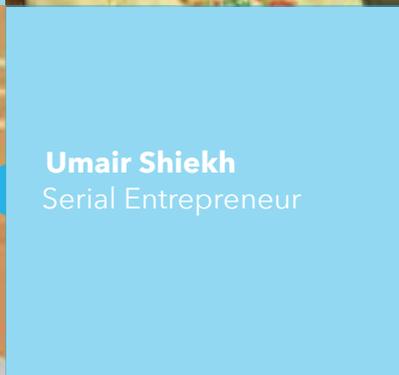
Faisal Javed
Resource Business
Partner for PTCL



Khawaja Musharaf
CEO - KM & Ashraf Sons



Umair Shiekh
Serial Entrepreneur



Ahad Nazir
Project Coordinator-
Sustainable
Development
Policy Institute



Adeel Javed
CEO - Vizrah



Farhan Ahmed
Co-Founder and
CTO-Dockit



Farhan Hussain
CEO -
Hunza Tech



Sakeena Batool
Trainer - FE&MT



and many more...

Testimonials

Ahad Nazir - Mentor

"The experience of being a mentor at the Enterprise Challenge Pakistan was an eye-opener for me. I always underestimated the talent in the young minds of Pakistan before this opportunity. The school that I was part of was The Citizen Foundation school in Dhamial. The young girls I mentored were excellent in their confidence and understanding of the subject. Irrespective of the result, I feel more confident now of the future than I previously was. I would like to take this opportunity to thank SEED for including the mainstream schools in this challenge rather than focusing on a marginal segment of society."

Nabeel Khan- Mentor

"While class sessions generally helped, the true character of students shone during simulation games. The laid back, calm and composed nature gave way to competitive, collaborative loud and excited vibe. I feel programs like ECP are needed to give exposure to young adults regarding entrepreneurial skills at a young age."

Muhammad Atique-Ur-Rehman Siddiqui - Mentor

"Interacting with the young minds during the Enterprise Challenge was truly an inspiring and energizing experience. I have always wanted to give back to society in some way, and thank SEED for giving me this opportunity and honor. I hope to come back next year and be part of the challenge again"

Arsalan Mahmood -Mentor

"Enterprise Challenge Pakistan is a building ground for aspiring entrepreneurs - and for existing entrepreneurs too. During the course of the challenge, mentors are trained in the discipline of business in order to pass on knowledge. As a mentor, I haven't just been equipped with the tools to teach, but those to learn as well. In today's economic climate, initiatives such as the ECP are more needed than ever, to foster growth, refresh the learning process, and gain or regain the ability of critical thinking in business."

Ikhtiar Ahmed Khoso- Mentor

"ECP is an initiative that pushes the boundaries of students who have limited access to formal education. The initiative brought energy and motivation among the students to start their own business and understand the dynamics of business. SEED, through this initiative, provided an opportunity to tap the potential hidden in the students belonging to the rural areas"

Farahnaz Haider Shaikh- Mentor

"This was my first time as a Mentor and I loved it! The School was organised and well prepared for the sessions, the students were engaged and involved, and the ECP team always on hand to coordinate and communicate with. I think breaking out of text book mode and talking to professionals, applying concepts through an online game and working as teams to come up with solutions is a brilliant way to introduce principles that hopefully will stay with these young minds as they enter the practical world. I wish all the participants the very best and appreciate the effort made by SEED Ventures in bringing this idea to Pakistan. On a personal note, the sessions became all the more enriching as I was assigned my alma mater to work with. Returning after decades to the place where it all began only added to the joy of giving back!"

Students from Abruzzi School -Shigar

From Enterprise Challenge Pakistan we learnt how to practice ethics while conducting business and realized the importance of this. The mentoring sessions helped us in developing confidence and improving our communication skills.

Students from Al- Murtaza School, Karachi

The thing that we found the most beneficial were the mentoring sessions. Besides that we also learnt a lot from the game about setting up businesses and entrepreneurship in general.

Mr. Ziaullah, Principal, Little Angels High School, Pishin (Balochistan)

"I don't have words for to thank SEED for its professional, caring and friendly handling of Enterprise Challenge Pakistan from its onset to the ending of the first cycle. We always felt at home working with you and always felt encouraged."