



Enterprise  
Challenge  
Pakistan



# IMPACT REPORT

Enterprise Challenge Pakistan 2021-22

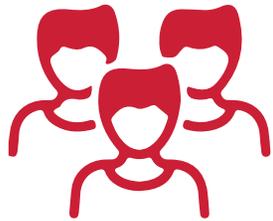
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An initiative of



# Over the last 5 years, Enterprise Challenge Pakistan has engaged



over  
**3000+**  
young people



across  
**07**  
regions



across  
**30+**  
cities in Pakistan



**100+**  
mentors with diverse  
entrepreneurial  
experiences



**90+**  
schools



**05**  
major ethnic groups

## **Instilling entrepreneurship in young minds.**

**Enterprise Challenge Pakistan (ECP), an initiative of Prince's Trust International in partnership with SEED Ventures, is a national competition to inspire and instill entrepreneurial and business acumen amongst young students between the ages of 14 and 18 years.**

# What will this Impact Report cover?

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# ECP 2022 WINNING TEAM

## A Case Study: Coco Katora

At just 16, Arsala is already a prize-winning entrepreneur. She and her teammates, from St. Joseph's Convent School, Matric Campus, won this year's Enterprise Challenge Pakistan with the idea of replacing plastic crockery with eco-friendly coconut shell bowls. They're now preparing to launch their business, Coco Katora, in real life.

Katora means 'bowl' in Urdu, and as she shows off the prototypes, Arsala describes how they eliminate waste and pollution at both ends of the production line.

'Plastic waste ends up in landfills or seas where it harms marine life,' Arsala explains, 'When local vendors sell coconut products, they usually discard or burn the shells. Our bowls reduce waste and pollution at both ends.'

The girls plan to source waste coconut shells, clean and sand them, and then sell them on. They hope to start by replacing the plastic bowls in their own school canteen, before also targeting other schools, urban food festivals, and street food vendors who sell their wares in single-use plastic containers.



# The reality for young people in Pakistan

Currently, Pakistan has the largest generation of young people ever. The presence of this youth has the potential to be a force for good, generating socio-economic and political growth.

Providing the youth with entrepreneurial skills, and a keen focus on impact and sustainability can help Pakistan harness this youth bulge. Social entrepreneurship can offer youth an avenue to explore their quest for sustainable employment.

If engaged in the sustainable development road map from the beginning, the youth can serve as catalysts to accelerate sustainable development through their enthusiasm, participation, and innovative ideas.



**64%** **29%**

of the nation is younger than 30 years of age and of Pakistanis are between 15 and 29 years of age



# How can we support young people in Pakistan?



Enterprise Challenge Pakistan (ECP) is an initiative of Prince's Trust International and has been executed by SEED Ventures in Pakistan since 2016.

The programme aims to instil the spirit of entrepreneurship within young minds and to transform young people's mindset from job seekers to job creators.

Along with imparting key business concepts to students, ECP develops transferable soft skills within young people that they can harness in other areas of their lives as well.

Through the programme, young people learn about the importance of finding innovative solutions to problems in society as well build their leadership, decision making and problem solving skills. Furthermore, by learning how to pitch business ideas, they become confident in their own abilities to make positive social impact.

# About Enterprise Challenge Pakistan 2021-22

ECP 2022 included a 6-hour format, spread out over 2-3 weeks by teachers and mentors, during which students:

- Watched an online curriculum on entrepreneurship developed by SEED,
- Played an exciting business simulation game with the help of their teachers and,
- Developed and pitched enterprise ideas with the help of business industry experts.

In its 5th cycle, ECP was held in 5 cities across Sindh and Punjab: Karachi, Hyderabad, Lahore, Islamabad and Multan. The programme was delivered in a face-to-face format where schools allocated 2 or 3 hours a week to ECP.



# Key Statistics



**2500+**

applications were received from 5 cities



**715**

students were inducted into the programme



**52%**

girls participated



**48%**

boys participated



**48**

schools were onboarded



**120+**

mentors and teachers were trained and facilitated the programme



**120**

business pitches were received in the Regional Finals



**£ 5000**

was dispersed across 10 teams to upstart their ideas

# ECP 2021-22 Journey





## Orientations

3000 student from 127 schools were outreached for ECP.

During the outreach phase, the regional coordinators went to schools to inform young people about ECP and encouraged them to apply for the programme.

# Applications

We received 2500 + applications  
from 48 schools across  
5 cities in Pakistan.





## **Shortlisting and training**

Students from each school were selected and sorted into 3 teams. Exciting entrepreneurial starter kits were also given to the shortlisted students. Teachers and Mentors were shortlisted and underwent a 2-day training led by Prince's Trust International.

# Judges

A panel of 5 esteemed judges scored the participating teams on the basis of innovativeness, sustainability, impact, and presentation.

The selected judges have a background in enterprise development, impact investment, and/or sustainability.



**Jehan Ara**  
CEO, Katalyst Labs



**Favad Soomro**  
Head of Engro Foundation



**Hamza Sheikh**  
Executive Director,  
COSARAF Charitable Foundation



**Faisal Malik**  
Head of Enterprise Transformation,  
Habib Bank Limited



**Mahvish Villiany**  
Chief Investment Officer,  
InfraZamin Pakistan

# Mentors

Here are all the incredible entrepreneurs who participated in our mentor series and taught ECP participants about important entrepreneurial concepts.



**Aqsa Seth**

Co-Founder, IshqMashq  
@ishqmashq



**Arhum Ishtiaq**

Co-Founder, ConnectHear  
@ConnectHear



**Hasan Habib**

Founder/CEO, Designist  
www.designist.io



**Anoosha Fatima**

Co-Founder, TrashIt  
www.trashit.pk



**Nahyan Farooq**

Co-Founder, QriosityNet  
www.qriosityNet.com



**Jabeen Yaqoob**

Founder, Wear with Savvy  
@wear.with.savvy



**Sahar Akbar**

Co-Founder, Learnovate Pakistan  
www.learnovate.pk

# Mentor Series

The Mentor series consisted of 5 informative videos curated by young Pakistani entrepreneurs.

These videos explore various business concepts to help enrich the participants' understanding of entrepreneurship.



## Video 1: Introduction to entrepreneurship

The participants learned about what entrepreneurship is and why it is important.



## Video 2: Entrepreneurial concepts and the "Pop-up" game.

The video explores concepts such as start-up cash, profit/loss and introduces the participants to the business simulation Pop-up game.



### Video 3: Skills of an entrepreneur.

The participants were exposed to the various skills that can help them become entrepreneurs.



### Video 4: Social entrepreneurship

Video 4 helped provide key insights about what social entrepreneurship is and how to create a social enterprise. The participants were also introduced to the United Nations' Sustainable Development Goals.



### Video 5: Business pitching

In this video, the participants learned about what a business pitch is and how they can develop their own business pitches.

# Pop-Up Game

Students had the opportunity to play an exciting business simulation game, with their teachers, called Pop-Up. The game aims to help students practically understand the multi-dimensional nature of running a business and how various factors such as ethical practices, employee satisfaction, eco-friendly practices, and customer feedback integrate to impact business profitability.

After choosing a business to set up in the game, students had to make multiple business-related decisions such as: which products would be sold, quantity and quality of products, product pricing, employee salary, business timings, and how to be more ethical and environmentally friendly.

Along with teaching students about business concepts, the game aimed to encourage teamwork, creative thinking, problem-solving, and decision-making in students.



# What did students think of the game?



“The pop-up game was really useful in getting an insight into how businesses actually progress. It taught me how to set up a business and how to make profit while keeping customers satisfied.”

“I found the ECP pop-up game helpful. It helped me in decision making and taught me how to manage a business.”

# Regional Finals

After watching the curriculum videos, playing the Pop-Up game and interacting with their mentors, each team submitted a 3-minute business pitch along with a PowerPoint pitch deck about a social enterprise idea based on the SDGs.

The business pitch and pitch deck were scored by SEED to shortlist the top ten shortlisted teams.





## Preparations for National Finals

The top ten teams underwent boot camp sessions to further refine their ideas and each team prepared their final business pitch and pitch deck.

5 esteemed judges assessed the top ten teams and shortlisted the winner and runner-up teams for ECP 2021-22.



## National Finals

The National Finals were held on 11<sup>th</sup> March over zoom, where the winning and runner-up teams were announced and 10 local celebrations were held in the top ten schools.

## Further Mentorship

The top 10 teams are now going to receive further mentorship support from SEED to kickstart their enterprises.

The winners of Enterprise Challenge Pakistan 2021-2022 will be receiving follow-up support from SEED.

The hand holding sessions aim to help the ECP winning teams launch and validate their venture ideas and develop their skills and knowledge throughout the process.





## Winning team for ECP 2022

Team Coco Katora from St. Joseph's Convent School-Matric Campus, Karachi was proclaimed as the winner, receiving **£1500** GBP to upstart their enterprise Idea.

### Name of enterprise: Coco Katora

Their enterprise idea aims to promote sustainable production by using reusable coconut shells in place of eating utensils such as plates/glasses.



**SDG Spotlight:**  
Coco Katora is an enterprise idea that targets **SDG 12; Sustainable Consumption and Production + SDG 13; Climate Action.**

Enterprise Challenge  
Pakistan 2022  
TOP 10 NATIONAL FINALISTS

## Runner up Team for ECP 2022

Team Fishure from Hayat School and Colleges, Hyderabad was proclaimed as the runner-up team receiving **£1000** GBP to upstart their enterprise idea.

### Name of enterprise: Fishure

Their enterprise idea aims to implement environment-friendly fish farming techniques in Pakistan through biofloc fish farming.

Fishure is an enterprise idea that targets **SDG 12; Sustainable Consumption and Production + SDG 14; Life Below Water + SDG 13; Climate Action.**



£ 1000.00

# Top 8 National Finalists for ECP 2022

The remaining 8 National Finalist Teams received **£300** as seed funding for their business idea. The following teams are mentioned in order of rank.



## HomeDome

**Pak Turk Maarif International Chak Shahzad campus, Islamabad**

Enterprise Idea: To develop an application that connects customers to authentic house construction suppliers.

### SDG Spotlight:



## She-Preneurs

**EMS High School, Islamabad**

Enterprise Idea: Creating an online platform that provides entrepreneurship mentoring for young females and connects these trained entrepreneurs with investors.

### SDG Spotlight:



## Kaam Kaaj

**Pak-Turk Maarif International Schools & Colleges, Multan**

Enterprise Idea: To create an online marketplace where women, trans persons, and persons with disabilities can sell customizable products for customers.

### SDG Spotlight:



## Noblees

**The Citizens Foundation, Dhoke Chaudrian Campus, Islamabad**

Enterprise Idea: Recycling clothes by setting up clothing bins in different regions of the city and creating landmark walls where people can find the clothing bins to dispose of their clothes.

### SDG Spotlight:





## Ubung

Beaconhouse School, Model Town Campus, Lahore

Enterprise Idea: Mobile application for fitness and wellbeing (virtual fitness coach) + diet plans and recipes for a healthy lifestyle.

### SDG Spotlight:



## Eagle Visioners

Ali Public High School, Lahore

Enterprise Idea: Providing academic counselors to students from rural areas.

### SDG Spotlight:



## One Word Answer

Ghazali Premier School, Lahore

Enterprise Idea: To create an academic search engine for students.

### SDG Spotlight:



## Carsircar

Aga Khan School, Garden Campus, Karachi

Enterprise Idea: To create an application that provides easy and quick access to nearby mechanics.

### SDG Spotlight:



## Key Findings

# 70%

of young people showed a likelihood of recommending ECP to friends and other young people in the future.

# 84%

of respondents agreed that they have a better idea about whether entrepreneurship could be a future career option for them.

# 94%

of young people who took the end-line agreed that they can now explain the field of social entrepreneurship to friends and family.

# 91%

of end-line respondents were satisfied with their overall experience of working with mentors.

Participants reported improvement in the following skill areas:



**Confidence**



**Teamwork**



**Problem Solving**

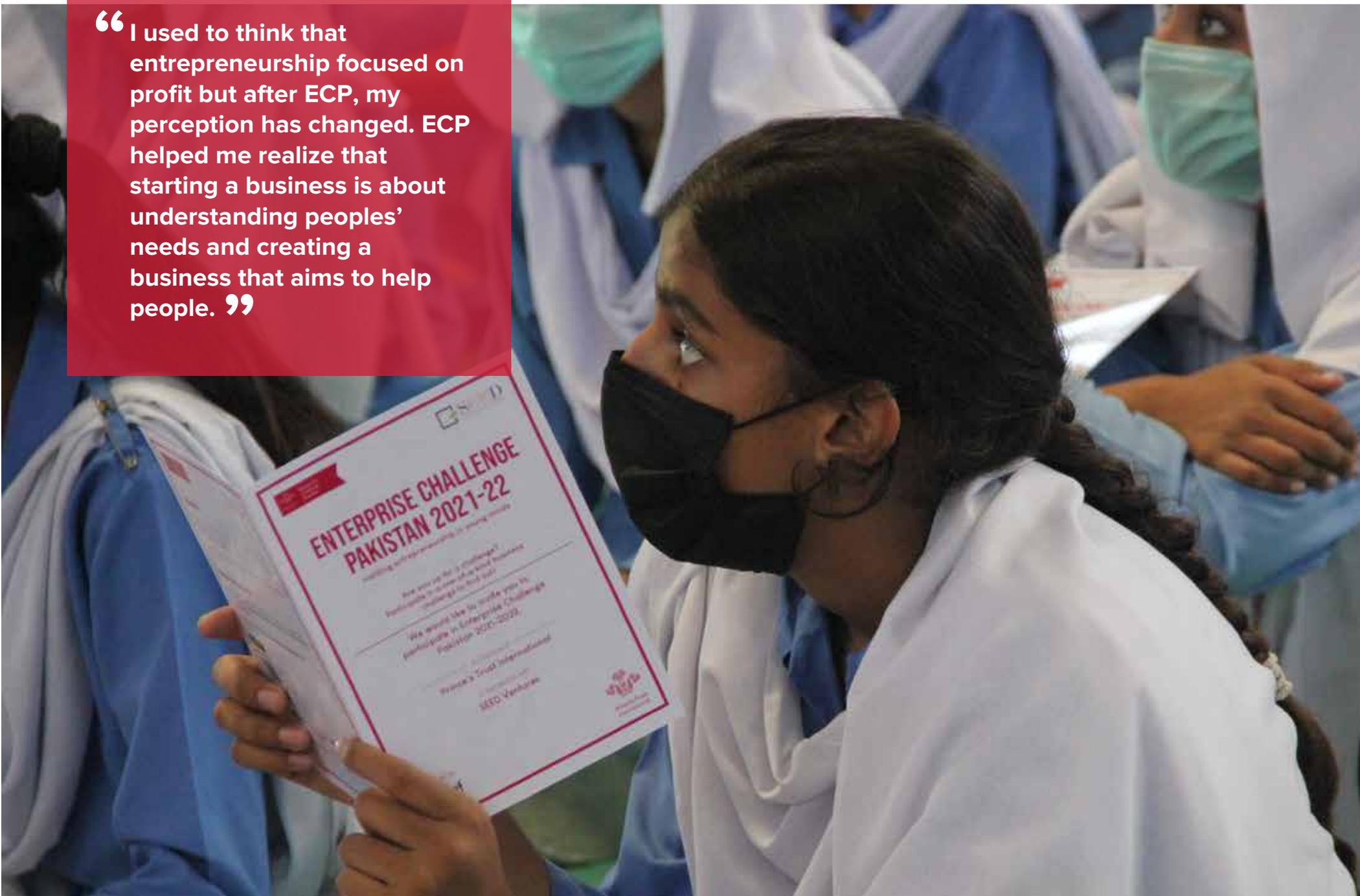


**Decision making**



**Creative Thinking.**

“ I used to think that entrepreneurship focused on profit but after ECP, my perception has changed. ECP helped me realize that starting a business is about understanding peoples’ needs and creating a business that aims to help people. ”



## Future of ECP

We are excited to announce that Prince's Trust International and SEED Ventures will continue to execute Enterprise Challenge Pakistan. For the next cycle, ECP will focus on expanding the programme to groups of young people who have not been reached before.

Our aim is to engage wider networks of schools across Pakistan, including remote areas. In 2022-23, we are aiming to reach 1000 young people across the country. ECP's focus will remain building an entrepreneurial mindset among students while also building an alumni of young entrepreneurs who can cross-learn and discover unique opportunities for collaboration with other young people in Pakistan.

If your school would like to participate in ECP next year, please email [mariyam@seedventures.org](mailto:mariyam@seedventures.org).

# Update on the Winning Team from Enterprise Challenge Pakistan 2020

## Sell Hunza

On 26 November, the winning team from Enterprise Challenge Pakistan 2020 officially launched their enterprise!

The e-commerce platform called Sell Hunza was the prize-winning idea of the team. The enterprise idea will connect underprivileged female retailers and other local vendors of Ganish, Hunza to the mainstream industry, ensuring their active role in the economic development of the area.

"Whatever subjects you're studying, entrepreneurship can be for you. Don't dismiss it, because entrepreneurship is for everyone," says Fatima.

Fatima, a member of this prize-winning team in Hunza, made it her mission to support and elevate women in rural areas who have their own micro-enterprises. Together with her team, she was able to make SellHunza.com.

 [www.sellhunza.com](http://www.sellhunza.com)



# About Us



**Prince's Trust**  
International

Prince's Trust International was founded in 2015 by His Royal Highness The Prince of Wales to tackle the global crisis of youth unemployment, building on over four decades of experience in the UK. Its mission is to empower young people to learn, work and thrive by providing opportunities to develop the skills and confidence to succeed. Their model ensures that we are able to tailor our programmes to local needs, identifying gaps in ongoing provision.

Prince's Trust International works in 13 countries across Africa, Asia, the Caribbean, Europe and the Middle East delivering a variety of youth programmes in the fields of education, employability, entrepreneurship, and personal development. Prince's Trust International is committed to amplifying the voices of young people on the global stage and putting their needs at the very heart of the design and delivery of their work.

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“HRH The Prince of Wales's vision is that young people must be empowered to build their own futures. This has never been more true as we emerge from the worst of the pandemic.

Enterprise Challenge Pakistan instils the entrepreneurial spirit in young people encouraging them to develop business ideas and gain life skills like teamwork, self-confidence and problem-solving. We hope this year's finalists will become the employers of tomorrow.”

Will Straw  
CEO, Prince's Trust International

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Social, Entrepreneurship and Equity Development – SEED is an ecosystem development and an impact investment organization. The organization has over a decade of experience in ESG, policy advocacy, enterprise development, fund management,

impact investment, and building the right culture and market for the growth of entrepreneurship and social entrepreneurship in Pakistan.

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“Over the last 5 years, Prince's Trust International and SEED have transformed young people's mindsets from job seekers to job creators through Enterprise Challenge Pakistan. It brings me great joy to witness the brilliant impact-driven ideas that these young people developed”.

Shaista Ayesha  
CEO, SEED

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# Our Partners

Our partners play a critical role in executing the programme and we would like to recognize their vital contribution to Enterprise Challenge Pakistan 2021-2022.



The COSARAF Foundation is delighted to support SEED and The Prince's Trust International in delivering this exciting programme. From our trustees and staff team, we extend our very grateful thanks to both organizations and to all of the mentors involved in supporting this excellent programme under such difficult circumstances.

It was wonderful to see and hear all the amazing finalists and we would like to congratulate the winning team Uswa Public School from Gilgit.

Entrepreneurship is at the very root of the COSARAF Foundation and the ECP has given a fantastic opportunity to the younger generation to think creatively and build a better future for themselves and their respective communities. We look forward to supporting the program next year.



Engro Corporation Limited is a leading Pakistani conglomerate that remains committed to helping solve some of the Country's most pressing issues. Under its four verticals (telecommunications infrastructure, food & agriculture, energy & related infrastructure, and petrochemicals), Engro impacts every Pakistani's life by facilitating connectivity and financial & digital inclusion, improving food security, and providing smart agri-solutions for improved farmer yields, fueling a future devoid of power crises, and enabling economic growth through greater potential for exports.

Through its inclusive social good initiatives, Engro executes programs to promote female literacy, vocational trade, entrepreneurship, and vital life skills while also establishing medical facilities to serve those within its value chains. Through its businesses and social initiatives, Engro has a singular goal: to enable growth for Pakistan.

# Our team



**Mariyam Toor**  
Programme Manager  
Enterprise Challenge  
Pakistan 2022



**Rubab Qizilbash**  
Communications Lead  
Enterprise Challenge  
Pakistan 2022



**Fatima Mashood**  
Communications Lead  
Enterprise Challenge  
Pakistan 2022



**Shazia Sultan**  
MnE Lead  
Enterprise Challenge  
Pakistan 2022



**Mohammad Ayaz**  
Local Coordinators Lahore  
Enterprise Challenge  
Pakistan 2022



**Najeed Razzaque**  
Local Coordinators Hyderabad  
Enterprise Challenge  
Pakistan 2022



**Sajjad Haider**  
Local Coordinators Multan  
Enterprise Challenge  
Pakistan 2022



**Neelum Hassan**  
Local Coordinators Karachi  
Enterprise Challenge  
Pakistan 2022



**Hiba Zamurrad**  
Local Coordinators Islamabad  
Enterprise Challenge  
Pakistan 2022

# Prince's Trust International Team



**Susanna Tamimi**  
Programme Manager  
Head of Delivery Asia



**Laxmi Chhaya**  
Maternity Cover Head of  
Delivery Asia



**Zahid Mahmood**  
Programme Manager  
Pakistan & Malaysia



**Kasi Allan**  
M&E Advisor  
Asia

[www.enterprisechallengepk.com](http://www.enterprisechallengepk.com)

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Designed by **Ali Qureshi**

**For more details:**

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