

Innovative ideas presented at Eureka Fair

EUREKA FAIR – SPRING 2024

MAN608 - Technology, Operations & Innovation Course

Management & HRM Department, Institute of Business Management (IoBM)

The Eureka Fair has received endorsements from leading technology incubators in Karachi, including Nest I/O, SSKIC, and NIC. Some Eureka Fair projects have been successfully incubated, and several have been commercialized. Projects from the Eureka Fair have also won grants from IoBM's ORIC platform.

Some of the student groups have also participated in several call-for-grants, exhibitions, and awards. Details are given as under:

Project	Pitched/Submitted To	Industry	Status/Reward
ReviewChain	Google Cloud Startup Competition	Blockchain/E-Commerce	Submitted
She Invests	IBA-UNDP SDGs Innovative Financing Cup	Investments	Submitted
TRASH TALK	Froebel Trust	Solid Waste Management	Submitted
WeGroom	Google Cloud Startup Competition	Saloons & Parlors	Submitted

During the Eureka Fair, students demonstrated their projects to academicians, industry experts, and other guests. Several guests from industry attended the event to encourage and motivate students and guided them to enhance their innovative capabilities. Details of the guests are provided as under:

S. No	Name	Designation	Affiliation
Experts from Industry/Institute			
1	Mr. Umair Naeem	Manager	Pakistan Refinery Limited
2	Mr. Mazhar Hussain	Manager (Admin & Supply Chain)	Sachal Engineering Works
3	Kanwal Khalid	Manager Customer Experience	Bank Alfalah
4	Ms. Aisha Aamer	Entrepreneur & Founder	Young Biz Bazaar
5	Dr. Muhammad Sufyan	CEO	Images Unlimited
6	Mr. Syed Faraz Ali	Manager ORIC	Institute of Business Management
7	Mr. Raza Abbas	Head of Incubation Center	SSKIC, IoBM
Industry Experts as Teaching Faculty of TOI Course at IoBM			
1	Mr. Javed Malik	Ex-Executive Director	Supersecure
2	Dr. Muhammad Yasir	Head of Technology	Video Squirrel
3	Mr. Syed Abdul Basit	Project Manager	Venture Drive
4	Mr. Atiq Bin Ishtiaq	Manager - Onboarding	Foodpanda
5	Mr. Majid Qureshi	Regional Manager - IoT & M2M	Telenor

Management and faculty from IoBM also attended the event to motivate the students. Ms. Rabia Sabri (HoD Academics), Dr. Abdur Rahman Aleemi (HoD Graduate Business Research), Dr. Muhammad Adnan Bashir, Dr. Muhammad Azeem Qureshi, Mr. Pervez Mubin, Ms. Bushra Javed, and several others visited the event and appreciated the students' efforts. Industry experts provided valuable feedback and suggestions to the students on how to commercialize their projects and turn them into successful marketable products.

The event concluded with a vote of thanks delivered by Dr. Shagufta Ghauri, HoD Management & HRM Department at IoBM. She expressed gratitude for the suggestions and feedback provided by the industry experts and acknowledged their presence at the event by presenting them with souvenirs.

Details of the projects presented in Eureka Fair – Spring 2024 are given below:

List of Selected Projects

S.No	Title	Brief Description	Industry	Students
1	Pet Care Project	It is a website platform where pet enthusiasts can access authentic pet medications and vaccines, receive real-time first aid advice from licensed veterinarians, and easily schedule both virtual and physical checkups for their furry companions. In case of emergencies, certified vet care nurses or veterinarians can be summoned to provide immediate assistance and further treatment recommendations right at your doorstep, along with professional pet grooming services. But that's not all. This innovative platform also offers self-certified pets for sale, complete with comprehensive medical and breeding histories, along with a health certificate confirming their recent clearance by a qualified vet. Whether you prefer doorstep delivery or self-pickup, we've got you covered.	Pet Care/ E-Commerce Marketplace	Ayesha Javaid - 20232-33507 Innara Abdul Sattar - 20231-33471 Waqar Ahmed Zubairi – 20221-32903 Muhammad Ali - 20221-32092
2	Amaanat	The Pakistani property market is vast, with a significant portion relying on traditional, paper-based methods for managing rentals. This leads to inefficiencies, delays, and potential legal disputes and difficulty managing maintenance requests. Amaanat aims to bridge this gap by offering a user-friendly, instant technology-based platform for landlords to manage their rented properties by providing a digital platform that streamlines the entire rental process.	Real Estate	Tahir Shaikh, Talal, Daniyal Mujeeb, Sara Rafiq, Sabrina Dodhy
3	Laundry Services in Hostel Premises for Students	We believe in more than just clean clothes. We are building a community where students can connect, study and relax while their laundry gets done. As hostel students keep juggling between classes, assignments and social life, maintaining clean clothes while managing academic commitments can be a struggle. We are here to revolutionize how hostel students handle their laundry needs and become your go to laundry partner within your university hostel. Laundry services at university hostels in Pakistan are in high demand due to an expanding student population and the need for convenient and efficient solutions. This research and development section outlines the	Laundry Services	Umair Aijaz (20231-34843) Ummama Husain (20171-22034) Faiz uddin khan (20171 22036) Zainab Bibi (20232-33528) Urooj Fakhir (20231-34645)

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		important components and factors for building a successful laundromat that caters exclusively to university dorms in Pakistan.		
4	Counter-less Self-Checkout	The Counter-less self-checkout system is an innovative technology designed to revolutionize traditional retail checkout processes. By eliminating the need for conventional manned checkout counters, this system aims to enhance customer convenience, optimize operational efficiency, and reduce staffing requirements. To address this challenge and provide customers with a smoother and more efficient shopping experience, we present an innovative solution: a counter-less grocery application.	E-Commerce Marketplace	Belal Abid Ahmed Ameer M.Hamza Arshad Muaz ul islam
5	A Transformative Skill Development Platform	We are proposing a transformative skill development platform tailored to Pakistan's unique market, addressing the critical skill gap in the workforce. Recognizing the issues between traditional education and the evolving demands of key growth sectors like IT, agriculture, manufacturing, and services. The solution offers industry-specific training, entrepreneurial support, and practical skills development. By integrating closely with industry needs and focusing on practical, job-ready training, the platform aims to bridge the gap between education and employment, enhancing the employability of Pakistan's youth and fueling innovation and growth in the national economy. This initiative promises to revolutionize skill development in Pakistan by making education more relevant, accessible, and effective in meeting the challenges of the modern job market.	Education	Sara Sageer Mehroz Azmat Nida Akhter
6	The Multi-Kitchen	The multi-kitchen concept has become a shining example of innovation in the ever-changing food sector, surpassing operational efficiency and gastronomic diversity. This study explores how rethinking the multi-kitchen concept might address changing consumer demands and industry challenges in a transformational way. The classic multi-kitchen layout is examined, with an emphasis on its affordability, menu diversity, and adaptability. It does, however, also point out areas that require improvement, such maximizing the use of available space, strengthening branding tactics, and utilizing technology to expedite operations.	Home Economics	Bilawal Ahmed Ishraq Ahmed Ushna Agha Warda Ahsan Hiba Ali Khan
7	Student Entrepreneurs	In response to the thriving student entrepreneurship scene in Pakistani universities, a significant challenge has emerged - the lack of a centralized platform for showcasing and promoting student businesses. This gap in the market has prompted the proposal for a comprehensive website aimed at facilitating student entrepreneurs in marketing their products and services within their university community. The primary goal of the platform is to provide student entrepreneurs with increased visibility and access to their target audience	Entrepreneurs hip	Hiba Khan Amna Maham Sajjad Mehak Fatima Shahzaib Shafqat

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		within the university ecosystem. The proposed solution entails the creation of a website specifically tailored to meet the needs of student businesses. Starting with the Institute of Business Management (IoBM) and eventually expanding to other universities, the platform will serve as a hub for students to list their offerings across various categories including product listings, services, food and beverage, academic resources, event planning, campus merchandise, housing, creative services, and job/internship listings.		
8	The Volt Charge Master	Our project focuses on creating a portable rechargeable and variable DC power supply solution, the Volt Charge Master, designed to provide on-the-go charging for phones and laptops and other dc appliances due to its variability. With its compact design and rechargeable battery, users can conveniently charge their devices anywhere, ensuring connectivity and productivity even in remote locations.	Energy	Aliza Ahmed (20231-34397) Areesha (20231-34373) Darrell Gil (20231-34282)
9	YOHO - A Solution for Product Developers in FMCG	Our project aims to address the challenges faced by product developers in acquiring crucial consumer, technical, and market research data, leading to delayed product launches and loss of market capitalization opportunity. To mitigate these issues, we propose the development of a platform that provides product developers access to real-time data and serves as a repository for vital market trends, technical advancements, and consumer preferences. This platform will significantly reduce the time required for product development, enabling developers to initiate projects promptly and enter the market in a timely manner. By facilitating faster market entry, our solution ensures the delivery of high-quality products, helping developers stay competitive and capture market opportunities effectively.	FMCG	1. Shahrukh Hashmi (20222-31331) 2. Syed Farhan Obaid (20222-31386) 3. Farhan Farzand Ali (20222-31355) 4. Shayan Qayyum (20222-31386) 5. Syeda Hasan Rizvi (20222-31656)
10	Flex Office Space	Our project is to provide the platform to freelancers to find and book flexible workspaces on their flexible timing and to fill unused spaces to reach a wider client pool for space owners via mobile application. Flex office space Connect streamlines the entire process, allowing freelancers to search and book workspaces seamlessly, manage bookings efficiently, and complete secure transactions directly through the app. Workspace providers benefit from simplified space management, increased occupancy rates, and valuable data on freelancer preferences to optimize their offerings. Additionally, the platform facilitates potential community building among freelancers, fostering collaboration and networking opportunities.	Co-Working Space	Sohail Ahmed (20231-34286) Abdul Aziz Khan (20232-33418) Mujtaba Fahad (20232-33457)
11	AEM Logistics	Our project aims to provide a digitized platform to meet the everyday needs of exporters / importers associated with both local and international logistics. It offers services like, Freight Market, Tracking, Documentation, and Compliance Management. Overall, AEM plans to digitize and optimize supply chain operations, leading	Logistics	Maham Sandhu (20171-22401) Erum Abdul Razzak (20161-21562)

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		to increased efficiency, reduced costs, improved customer satisfaction, and competitive advantages for businesses in the logistics industry.		Syed Muhammad Ali (20161-21559)
12	Enhancing the Efficiency of Solar Panel System through Machine Learning Optimization.	Inefficient solar panel orientation leads to suboptimal energy production, limiting the potential of solar power systems. Our Solar Tracking System addresses this issue by automatically adjusting panel angles to track the sun's position throughout the day. Using light sensors and a servo motor, it ensures that the panel is always aligned for maximum sunlight exposure, significantly boosting energy output. This innovative solution not only enhances the efficiency of solar installations but also improves their economic viability. By optimizing energy generation, our Solar Tracking System contributes to a more sustainable future while maximizing return on investment for solar projects.	Energy	Ahmed Faisal Pervaiz 20221-32215, Ashfaque Ahmed 20221-32069, Saad Hamid 20192-25200
13	Security Alarm System	This project introduces a smart safety alarm system to Pakistan, seamlessly integrating with security cameras for visual verification of alerts. It offers affordability, scalability, and accessibility, breaking down barriers in traditional security solutions. The approach involves a feasibility study, market analysis, and leveraging existing channels for introduction, ensuring accessibility and affordability for consumers.	Security	M. Hammad Arif(20181-24909) Hafiz Faraz Ahmed (20192-25099) Asad Abbas Rizvi(20211-29488)
14	Automated Cylinder Pressure Monitor	The current pressure checking system for gas cylinders involves manual processes that are time-consuming, inefficient, and prone to errors. Challenges include the need for frequent manual inspections, potential safety risks associated with manual handling, and inconsistencies in pressure measurements. The pressurePro Automated Cylinder Pressure Monitoring System (ACPMS) offers benefits such as increased efficiency, accuracy, and safety. Potential impacts include cost savings, time savings, and improved customer satisfaction for stakeholders. The features include: (i) Online and in-app application for convenient access and management, (ii) Live monitoring of gas quantity in the cylinder, (iii) Identification of leakages in the cylinder, (iv) Tracking of total usage time of the cylinder, (v) Emergency notification system integrated into the application, (vi) Automatic closure of cylinder nozzle in case of emergency.	Petroleum & Gas	Muhammad Abid - 20191-26531 Syeda Faizana Hussain - 20232-33446 Sameen Tariq - 20191-25841
15	Rent a Shopping Stall	Rent a Shopping Stall is a pioneering B2B application designed to revolutionize the way small businesses connect with physical spaces for retail and promotional activities. This innovative platform serves as a dynamic marketplace, facilitating seamless collaborations between small business owners and property owners, thereby fostering economic growth and community development. At Rent a Shopping Stall, we recognize the challenges faced by small businesses in establishing a physical presence and accessing affordable retail spaces. Likewise, property owners often struggle to fill	Service/Leasing	Abbas Ali - 20181-24146 Noor Fatima Kazi 20191-25838 Syed Khyzer Bukhari 20171-21958

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		vacancies and maximize the potential of their properties. Our platform bridges this gap by providing a user-friendly interface where small businesses can discover, book, and manage short-term leases for retail stalls, pop-up shops, and event venues. Through Rent a Shopping Stall, small businesses gain access to a diverse range of physical spaces, enabling them to showcase their products, engage with customers, and expand their market reach. Meanwhile, property owners benefit from increased occupancy rates, additional revenue streams, and enhanced visibility within their communities.		
16	Digital Build	By providing a comprehensive online marketplace for all construction-related needs, the platform 'Digital Build' has revolutionized the construction business. Customers can easily browse among a variety of stores supplying steel, paint, cement, tiles, and more from the comfort of their homes due to an intuitive interface. They can also compare pricing and make well-informed purchase selections. By using AI technology, customers may create exact house designs based on measurements and room needs and get material estimates, which reduces the possibility of fraud and overpricing. In addition, our hassle-free return policy guarantees client pleasure and reflects our dedication to quality assurance. By giving customers access to real-time information on order delivery, live tracking features further improve the customer experience.	Construction	Sukaina Hassan 24191, Ramsha Majeed 24117, Syed Farhan
17	HerGlo	Primarily women aged 18 and above, including young adults, professionals, and older women who are interested in maintaining their health through tailored nutritional supplements and personal care products need a platform where they can find such products specifically available for them. HerGlo is a website focused on female nutritional and hygiene products to provide a comprehensive and convenient solution for women seeking tailored health and personal care solutions. By offering a curated selection of high-quality nutritional supplements, menstrual hygiene products, skincare items, and other essentials, our goal is to empower women to make informed choices about their health and hygiene routines. Ultimately, our key job is to become the go-to destination for women looking to enhance their overall health and wellness through specialized products tailored to their needs.	E-Commerce	Ayesha Ali, Afia Zehra, Osama Ghaffar
18	Help Animals	Animals are also living creatures like us but it is very common in our society that many people, especially kids of our society treat animals in a very bad and cruel way like throwing pebbles on animals, and hitting animals through cars etc. It means it is very important to create awareness among the people of our society that animals feel pain too when we misbehave with them. So, in order to create awareness and demotivate the bad and cruel way of treating animals we have	Pet Care, Content Creation	ShahSaud, Yousif, Raja Rayan

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		created interesting animated videos. Our animated videos are based upon the stories that will help the people of our society, especially kids in changing their behavior towards the animals because every video contains some good and unique messages.		
19	ReviewChain	ReviewChain is a pioneering initiative aimed at addressing the significant gap in reliable product reviews for local goods, with a specific focus on meeting the needs of middle-class women in Pakistan. The project's objectives are strategically aligned with development strategies centered on promoting transparency, empowering consumers, and fostering economic inclusion. Through a detailed need assessment and a data-driven approach informed by stakeholder input, ReviewChain aims to revolutionize the consumer review space.	BlockChain	Syeda Rabiya Ghazanfar (20181-24102), Kajol Vinod (20181-24313), Aashir Majeed Samejo (20171-22350) Vinod (20181-24313),
20	We Serve	Given the fast paced environment of today, every business (be it a startup or a well-renowned MNC) requires digital marketing efforts to sustain in the market..From a small thank you post to a full-fledged strategy deck, most businesses look up to agencies to fulfill their day to day tasks. However, not every business can afford to hire an agency. Think of the local barber down the lane- do you think he doesn't want his business to flourish and grow into a salon. For this purpose, we are coming up with a digital app that serves as a one-stop solution for marketing needs. Be it a small post or a larger than life campaign execution. All you need is a smartphone and a way to the play store.	Digital Marketing	Bisma Mohsin 20171-22426 Osama Salim 20171-22042 Kainat Rashid, Saad Ali
21	Thrift X	There is no virtual platform to connect multiple thrift buyers and thrift sellers to cater to the demands of those who prefer budget and eco-friendly shopping experience, therefore we propose Thrift X, Pakistan's first ever app that connects thrift store sellers to buyers. The app will have sellers from all over Karachi and will be a one stop shop for pocket friendly casual outfits.	E-Commerce	Karishma Ramnani 24256, Simran Kumari 21215, Sanjana Kumari 32825, Nadia Randeria 24178
22	DAIGNOSLY	From Days to minutes DAIGNOSLY is dedicated to transforming the healthcare industry locally and globally by integrating hospitals with advanced AI algorithms for medical image diagnosis. Our platform empowers doctors and radiologists to achieve higher degrees of accuracy efficiently and swiftly. Through AI-driven solutions, we aim to enhance patient care and streamline the diagnostic process.	Healthcare	Muhammd Milad Raza (24224), Mansoor Arshad (31369), Taha Saghir (24076), Rameel ASLAM (24094)
23	Think Lamination	Our idea is to offer a 3D visualizer for a lamination sheet via an application on which an individual can apply his/her favorite decor over the selected mood board design and can order that particular sheet online from our portal	Lamination	Mahwish Habib, M. Mohsin, Muzammil Altaf, Shayan Mohsin

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24	She Invests	A very small segment of the female population is working and has an exposure to the saving, investing & income opportunities present in Pakistan. The idea "SheInvest" is a platform that may start from a microlevel but in the longer run will ensure every woman in Pakistan is a user with the right access to knowledge. The platforms include a sign-up process where users verify their identity and then sign-up free to register. The operations will start from the metropolitan city as a test phase and will later expand to other cities of the country and then to the rural areas of Pakistan. The aim is to make every female smartphone user a member of the platform and ensure they have a platform which protects them against the economic downturns and shields them monetarily with the power of being independent. The platform is first of kind in Pakistan and is completely free to provide convenience and feasibility for the users. With the potential market of nearly 24% of the total country's population as the target market.	Investment	Shibra Syed, Areeba Ayaz, Alina Bibi
25	WinBid	WinBid is a pioneering e-commerce platform designed to cater to the evolving needs of Pakistan's digital marketplace. In response to the growing demand for affordable and engaging online shopping experiences, WinBid introduces a unique bidding system that empowers both buyers and sellers. The surge in smartphone usage and internet accessibility has fueled the growth of Pakistan's e-commerce sector, predominantly driven by platforms like Daraz and Olx. However, there remains untapped potential, particularly among older demographics, and a lack of options for pre-loved product transactions.	E-Commerce	Muhammad Usman Memon (14916), Yasir Khan (26826) Mir Osama Sultan (34782)