

EUREKA FAIR – SRPING 2023

MAN 608 - Technology, Operations & Innovation Course **Management & HR Department, Institute of Business Management** **Held On: May 06, 2023**

Technology has emerged as a key source in managing the business operations. In this era, a majority of organizations are executing their businesses with the help of technology and operating in online, physical, or hybrid mode. Management & HRM Department offers the course of Technology, Operations and Innovations (MAN-608) in MBA program so that students can learn the role of innovative technologies in Business Management. As part of the experiential learning system being incorporated at IoBM, the MBA students of the course *MAN608- Technology, Operations, & Innovation* apply their learnings into building tangible innovations.

To display these innovative projects, the Department of Management & HR organized the **Eureka Fair – Spring 2023** on **Saturday, May 06, 2023** from **11:30 AM - 1:30 PM** at Room 314, CBM Building. Eureka Fair has been endorsed by the leading technology incubators in Karachi: Nest I/O and NIC. Some Eureka Fair projects have been successfully incubated and many projects have been successfully commercialized. Projects from Eureka Fair have also won grants from IoBM's ORIC platform.

Dr. Shagufta Ghauri (HoD Management & HR Department) and Dr. Junaid Ansari (Course Lead – TOI) welcomed the guest adjudicators to the event, along with the teaching faculty members of TOI that include Mr. Javed Malik, Mr. Abdul Basit, Mr. Atiq Bin Ishtiaq, Mr. Zahid Hassan, and Mr. Majid Qureshi. Out of 50 projects from six sections of TOI Course, there were 19 best projects displayed at Eureka Fair – Spring 2023 that were addressing the real-world business problems. Some of the student groups have participated in several call-for-grants, exhibitions, and awards. Details are given as under:

Project	Pitched/Submitted To	Industry	Status/Reward
REON'S E-AUCTION BID PORTAL APP	REON ENERGY	Energy Sector	Letter of Acknowledgement
INDUSTRYXCHANGE	Lucky Cement	Industrial & Manufacturing	Letter of Acknowledgement
AGRI-TECH	Pakistan Innovation Fund Grant	Agriculture	Submitted
JAGAH.PK	PIF (Pakistan Innovation Fund) Grant, SDG Action Awards	Real Estate	Submitted
EZ DOCS - AUTOMATED DOCUMENTATION SOLUTION	Applied for NEC NIP Launchpad, Project Proposal Submitted at PIFA	Government & Private Sector	Submitted
QUICK CONTRACTS	UN SDG Action campaign and SSKIC Ideathon	Real Estate	Submitted
PHYSIOWYSIO	1) Zayed Sustainability Prize, 2) ICCBS Technology Park Application for Incubation of 10th Cohort	Healthcare	Submitted
ECOFURNI	Pakistan Innovation Fund (PIF), NEP NIC Karachi center	Waste Management	Submitted
SARMAYA	Alibaba entrepreneurs fund	Crowdfunding	Submitted

In Eureka Fair, students demonstrate 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			
1	Sajjad Nasim	GM Engineering	Orient Energy Systems (Pvt.) Ltd.
2	Asad Pervaiz	Head of procurement	foodpanda
3	Aijaz Ather	CEO	theRightCareers
4	Muhammad Jawwad Paracha	Global Program Manager	IBM
5	Dr. Muhammad Sufyan Ramish	CEO	Images Unlimited
6	Dr. Muhammad Yasir	Head of Technology	Video Squirrel
7	Mr. Adeel Ansari	Development Lead	Video Squirrel
Industry Experts as Teaching Faculty of TO Course at IoBM			
1	Mr. Javed Malik	Ex-Executive Director	Supersecure
2	Mr. Syed Abdul Basit	Project Manager	Venture Drive
3	Mr. Atiq Bin Ishtiaq	Manager - Onboarding	Foodpanda
4	Mr. Majid Qureshi	Regional Manager - IoT & M2M	Telenor
5	Mr. Zahid Hassan	Led Mobile Engineer	Daraz
Academicians			
1	Ms. Sabina Mohsin	Executive Director	Institute of Business Management
2	Dr. Shujaat Mubarik	Dean	Institute of Business Management
3	Dr. Shagufta Ghauri	HoD Management & HR	Institute of Business Management
4	Mr. Javaid Ahmed	Advisor to the President	Institute of Business Management
5	Dr. Syed Imran Zaman	Associate Professor	Jinnah University for Women
6	Ms. Sidra Razi	Director Admissions	Jinnah University for Women
7	Mr. Syed Faraz Ali	Manager ORIC	Institute of Business Management
8	Dr. Aamir Saeed	Associate Professor	Institute of Business Management
9	Dr. Muhammad Adnan Bashir	Associate Professor	Institute of Business Management
10	Dr. Shiraz Ahmed	Assistant Professor	Institute of Business Management
11	Dr. Dilshad Baig	Assistant Professor	Institute of Business Management
12	Dr. Muhammad Azeem Qureshi	Assistant Professor	Institute of Business Management
13	Mr. Rehan Muzammil Butt	Senior Lecturer	Institute of Business Management
14	Ms Bushra Javed	Lecturer	Institute of Business Management
15	Ms. Asma Rehman	Lecturer	Institute of Business Management

Eureka Fair provides an opportunity for the students to gain confidence in their innovation related capabilities and motivate other students to do the same. Moreover, such events bring some meaningful insights from the industry and support in building better academia-industry linkages. Ms. Sabina Mohsin (Executive Director – IoBM) and Dr. Shujaat Mubarik (Dean – CBM) visited the stalls of the students, appreciated their efforts, and motivated the students to continue these innovations in the future ahead.

The experts from the industry provided their feedback and suggestions to the students on how these projects may be commercialized and converted into successful marketable products. Mr. Aijaz Ather, Mr. Sajjad Nasim, and Mr. Asad Pervaiz guided the students to focus on numbers during the pitch because costing and revenue streams, if decided appropriately, help the projects to get a big success. Similarly, Dr. Muhammad Sufyan and Dr.

Muhammad Yasir guided the students that how their project demonstrations can be aligned with the industry needs.

The event was concluded by the vote of thanks given by Dr. Shagufta Ghauri. She appreciated the suggestions and feedback given by the industry experts and acknowledged their presence in the event. Details of the projects presented in Eureka Fair – Spring 2023 are given below:

S#	Sector	Project Title	Project Description	Student Names & IDs
1	Laundry Services	Washio.pk - Online Laundry Services in Karachi Pakistan	This business plan aims to provide a convenient, reliable, and affordable laundry solution for busy professionals, students, and families in Karachi, Pakistan. The plan focuses on leveraging technology and efficient operations to offer high-quality laundry services, while also prioritizing customer service, marketing, and building strong partnerships with suppliers and stakeholders. The plan includes details on market research, competition, marketing strategy, pricing, operations, financial projections, and growth plans. The online laundry service will offer a range of services such as washing, drying, ironing, folding, and dry cleaning, with pickup and delivery services to customers' doorsteps. The pricing strategy will be competitive and based on the type and quantity of laundry to be done, with discounts and special offers for regular customers. The service will also utilize social media, online advertising, and word-of-mouth referrals for marketing, along with partnering with local businesses and organizations to expand its	Syed Abdullah (26899), Muhammad Abdullah(26942),Vimal Kumar(20463), Madhu Kumari(20432),& Omer Tariq(18740)
2	Medical Services	Book Karo	Introducing our innovative new website that will revolutionize the way you book appointments for medical services. Our platform is designed to make your life easier and more convenient by allowing you to compare prices and services across different facilities. Our website is designed with the busy consumer in mind, allowing you to quickly and easily find the services you need and book an appointment at a time and location that suits you. No more waiting on hold or sifting through pages of search results - our intuitive platform puts all the information you need at your fingertips. We believe that our platform will revolutionize the way people book medical appointments, making it more convenient, efficient, and cost-effective than ever before. Join us today and experience the future of medical appointment booking!	S.M.Mujtaba (20211-29727) Shweta Chattani (20211-29942) Mahad Qazi (20211-29789)

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3	Real Estate	Jagah.pk	Investing in real estate has been way too complicated and capital intensive, so we decided to build Jagah.pk to fix it. It'll be an online platform where customers will be able to view available options, without the need for complicated paperwork, and position in share market. Property fractionalization an innovative method that aims to make real estate investing more accessible, affordable, and efficient for a wider range of investors. We offer diversification to our investors by acquiring and owning real estate that offers value and long-term growth making it accessible for everyone with a smartphone. Allowing customers to invest in fractional ownership at a fraction of the cost	Shumail Abid, Azlan Ahmed, Aniq Asghar, Faisal Farooq
4	Waste Management	ECOFURNI	Karachi lacks an efficient waste management infrastructure, resulting in issues such as collection of waste, uncontrolled dumping, inefficient recycling practices and lack of public awareness. Solution: To utilize the waste productively by collecting it and recycling it into eco-friendly sustainable furniture made from plastic waste.	Sadia(32249), Anam(32739), Annjulia(32186), Kanza(32599), Hammad(32829)
5	Crowd Funding	SARMAYA	A hassle-free money saving platform with block chain technology allowing users to have safe and secure environment for saving money straightforwardly through Bachat Committee model by simply accessing the Sarmaya mobile app. Sarmaya application allows users to save, invest and monitor their savings on the go. Our application provides users with all the details regarding the no. of members, remaining balance, investment options, and mobile payment from one home page. It also allows users to create their own committee plans, and select the most suitable one. Members can also choose the payout month they want and then wait for the money to hit their account. Sarmaya App also have block chain technology feature to makes transactions transparent, simple and hassle free for our users, while being decentralized. Block chain technology can enable security feature in our Sarmaya app for transactions and data storage. It enables the creation of an immutable ledger that records all transactions and data.	Bisma jawed 29589, Rushna batool 29260, syed waleed 19072 and usama zulfiqar 24872
6	E-Commerce	Rentaly	Our One-Stop Rental Platform Online (B2C and C2C) provides consumers with access to affordable substitutes for purchasing new clothing items. We plan to expand this platform to include other product categories, starting with furniture, kitchen items, home appliances/electronics, and miscellaneous products	Ayesha, Basit & Seemi

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7	GIS	Route Optimizer App	The Optimal Route Finder Project is an application that aims to find the most efficient route for a given destination, taking into account various parameters such as traffic congestion, roadwork's and time of day. The project addresses a significant need for businesses and individuals who need to navigate complex travel routes regularly. By optimizing routes, the system reduces travel time, fuel consumption and associated costs, while also minimizing the environmental impact of travel. The optimal Route Finder will provide live re-routing if there is some congestion on the route which will benefit user to take prompt action on time. During travel it will also be notifying about the discounts deal, sales promotions, fuel station, clinic/hospital, restaurants as per user request. Along with that it will also provide a voice recognition in which we can get instructions in local language.	Arsalan (26822), Hassam (28156), Ali(27058), Khadija (19794)
8	Plantation	Plantist	Plantist is a hybrid nursery dedicated to providing a quality choice for people looking for rare, imported and wide variety of plants. As an Omni-channel retail business platform, we deliver plants in good condition at the doorstep of the customer. We will also open a physical setup of nursery with the same plants collection. Our brand will offer a wide variety of plants, trees, vegetable plants along with a care plan with every order. We will get our plants supply from the farms in Pakistan at wholesale rates. With a convenient location Plantist Nursery intends to successfully market the residential customers and also in B2B Market i.e., selling to hospitals, universities, offices etc. There will be an expected five to ten percent increase in our customer base each year. Our marketing strategy includes providing a knowledgeable staff, affordable prices, a great location, and top notch customer service.	Syed Noor Ali Shah (20211-29599), Amjad Mehmood (20211-29869), Sarfraz Ahmed (20211-29900), Muhammad Ayazuddin (20211-29678), Monis Ahmed Khan (20211-29717)
9	Water Purification	EZ Water	EZ is on a mission to develop efficient and affordable water purification solutions to meet the urgent drinking water needs of the population at risk of waterborne diseases through democratizing of water solution and enable deployment of appropriate water filtration solutions.	M Hayyan Laraib(29723), Muhammad Muzammil(296 53), S.M. Zulfiqar Mehdi Naqvi(30026), A Bilal Ahmed(29756)
10	Cooking	Home based cooking service app	It's an home based cooking services for people who stay away from their families and work in other cities or study in other cities can enjoy home food in their offices or homes. These include people from other cities and students who come from other cities for their higher education.	Muhammad Ukasha Riaz (24182), Suhera Farid (23224), Sharjeel (21445), Muhammad Ahmed (32273)

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11	Recruitment	SPOTLIGHT HUNT	Spotlight Hunt is a pioneer in providing employee retention services along with end-to-end recruitment	M Nadir Siddiqui 20201-27963, Talha Shahid 20222-31622, Rahat Hussain 20222-31409
12	E-Commerce	REON'S E-AUCTION BID PORTAL APP	Reon Energy's B2B e-Auction Bid Portal is a mobile app that enables businesses to purchase Reon Energy's left-over and dead stock inventories through a confidential and fair bidding process. The platform ensures transparency by keeping bids confidential until the bidding period is over. The app is exclusively available to businesses with an NTN number, making it a B2B platform. The app provides a convenient and efficient way for buyers to bid on a wide range of items, allowing them to purchase inventory from anywhere and at any time. The platform streamlines the inventory clearance process for Reon Energy, while offering buyers access to competitive prices.	M. Ubaid Khan(20222-31518), Siraj Saeed(20212-29247), Tahoor Ahmed Khan(20151-19687), Sabeeh Ahmed Khan(20212-29250)
13	Augmented Reality	StyleSync	Augmented reality (AR) is revolutionizing the online fashion industry by allowing customers to virtually try on clothes and accessories in real-time. This technology is transforming the way people shop for clothing, as it allows for a more personalized and interactive experience. AR-powered online fashion platforms provide customers with a more engaging shopping experience, which can lead to increased customer satisfaction, loyalty, and ultimately, sales. This technology also allows retailers to collect valuable data on customer preferences and behavior, which can help them improve their marketing strategies and product offerings. One of the main challenges of implementing AR in the fashion industry is the high cost of developing and integrating the technology into existing systems. Overall, AR is poised to disrupt the online fashion industry and provide customers with a more immersive and personalized shopping experience, while helping retailers increase sales and improve their understanding of customer behavior.	Mariam Vohra(20211-29518), Zoha(20211-32109), Absar Ahmed Khan (20211-29670)

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14	Oil & gas	Refillify	Our business idea is to provide a hassle-free gas cylinder refilling service to customers without requiring them to call and request a refill. We aim to provide a solution to the inconvenience and frustration of running out of gas unexpectedly, and the time-consuming process of ordering a refill over the phone. Our service will use a sensor-based technology to track the gas levels in each cylinder and automatically schedule a refill when needed. Customers will be able to track the status of their refill through a mobile app and receive notifications when the refill is complete. To ensure a seamless and efficient experience for our customers, we will be utilizing advanced ultrasound sensor-based technology to track the gas levels in each cylinder. This technology will allow us to automatically schedule a refill when needed without the need for customers to call or manually request a refill. Our delivery trucks will also be equipped with this technology to ensure accurate and efficient refilling on site. Our service will cater to both residential and commercial customers and offer competitive pricing and flexible payment options.	Muhammad Mohsin (20212-29403), Sibghat Ullah Awais(20212-29416),Anam Iqbal (20212-29147), Muhammad Ibrahim Khan(20212-29192)
15	Logistics & Supply Chain	Logistics Management System	The logistics management system is a web-based platform designed to connect local cargo transporters with each other. The system allows transporters to register and enlist their cargo containers on the portal, providing them with visibility on available containers with free space that can be rented out by other transporters. The aim of the project is to boost the local cargo transportation industry by facilitating collaboration and increasing operational efficiency. The logistics management system offers a range of benefits to local cargo transporters, including increased collaboration, improved efficiency, reduced costs, and enhanced customer satisfaction. The logistics management system is a valuable tool for local cargo transporters, providing them with the means to collaborate and optimize their operations. Its user-friendly interface and real-time tracking capabilities make it an essential platform for anyone operating in the cargo transportation industry.	Muhammad Anas (20221-32460), Talha Bin Hashim (20222-31513),Muhammad Waqas (20201-27456), Muhammad Natique (20222-31669)

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16	E-Commerce	PakSource	Pak Sourcing is a B2B sourcing platform that connects Pakistani manufacturers and traders with international buyers across 200+ countries. It addresses the issue of consumption barriers faced by Pakistani suppliers who lack access to global buyers and the perception of risk when doing business with unknown parties. To overcome this, Pak Sourcing offers trade assurance and value-added services such as SGS audit reports to build trust and credibility with international buyers. The platform's business model includes a monthly membership fee, a transaction fee for each successful transaction, and marketing services for suppliers. The key features of Pak Sourcing include bidding, trade assurance, and SGS inspection. The platform has the potential to boost the Pakistani economy by enabling suppliers to access global markets and increase their exports.	Mustafa (20171-22225), Ashar(20161-20373), Rubab(20161-20519), Isra(20161-20444)
17	E-Commerce	Market Movers	Introducing our marketplace, where you may look through and buy franchises and established businesses, or invest in active firms. Our platform offers a rare chance to purchase an existing and successful franchise or business. You may browse a range of company types, including retailers, restaurants, and service providers. Each listing includes a thorough business summary, financial data, and performance indicators. To ask inquiries and discuss terms, you may also speak with the vendor or franchise owner directly. You can put money into a company that is already making money and has a successful track record. Our platform offers a safe and reliable. Our marketplace is the ideal venue for you if you're an investor looking for lucrative prospects or an entrepreneur wanting to acquire a firm. Our marketplace offers a one-stop shop for all your business needs with a wide selection of companies and franchises to pick from, as well as investment choices in successful enterprises. Find the ideal company or investment opportunity for you by starting your search today .	Ibtihaj - 17167 Kashif - 29486 Zaki - 24011 Nisha - 22112
18	Healthcare	Teleradiology	Mars Healthcare Network is launching Teleradiology model in Pakistan for the first time. We are providing home service for Diagnostic Test, Lab Test and Home consultation. We are launching our app i.e comiere very soon in Pakistan which will allow the customers to book appointments for consultation, lab test and diagnostic test. Our USP is to provide 24/7 radiology service with remarkable turnaround time. We provide the reports within 24 hours as we have a wide panel of radiologists, going from local to international basis. The app will provide access to radiology services in far-flung areas and rural areas.	Ausaf (20211-29801), Huda (20171-23208), Samra (20191-18970), Jalal (20222-31673)

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19	E-Commerce	Taza Mandi	Our project name is Taza Mandi. Our scope of business is to pick real-time in hand vegetables from the Mandi and Deliver it to consumers on the most competitive rates and any other E-Commerce platform.	Kiran Zaib(20221-32205) Mohammad Shahrukh(20221-32615) Mohammad Ibrahim(20221-32782) Mubeen Adnan(20221-32021) Anib Abbas(20181-23886)