



SEE Pakistan 2024

Innovative & Creative **پاکستان** جدت پسند اور تخلیقی



31st August 2024 | 9:00 AM
Expo Centre, Johar Town, Lahore

PRESENTED BY



POWERED BY



What is SEE Pakistan?

SEE Pakistan is a unique platform presented by the All Pakistan Association of Private Sector Universities (APSUP), dedicated to showcasing the innovative and entrepreneurial potential of youth. The event provides a valuable opportunity for emerging entrepreneurs to present their ideas to a wider audience, seek guidance from entrepreneurial experts, and explore potential investment opportunities for their startups. SEE Pakistan is known as the most befitting opportunity for emerging entrepreneurs to connect with entrepreneurial gurus and investors, and to learn from their experiences and insights. With the support of APSUP, SEE Pakistan aims to uplift the entrepreneurial ecosystem in Pakistan and promote a culture of innovation, creativity, and entrepreneurship among the youth.

SEE Pakistan 2023 in Number

180

EXHIBITORS

50

PARTNERS

\$10,000

PRIZE MONEY

50K

FOOTFALL

100+

STARTUPS
DISPLAYED

21

COUNTRIES

15

INTERNATIONAL
STARTUPS COMPANIES

35

INTERNATIONAL
DELEGATES

25M

Digital Media
Reach



Why Pakistan?



5th
Largest
Population



3rd
Largest Freelancing
Economy



129+
Million Internet
Users



5M
SMEs



70%
Young Professional



3rd
Largest English
Speaking Country



71.7
Million Social
Media Users



6th
Largest Crypto
Adoption Globally



Growing Startups Community



\$70

Million invested in
2023



50%

of all deals by
international VCs



\$2.4

Million avg.ticket
size in 2023



\$5.3

Billion IT export
in 2023



Target Audience



International Investors



International Startups



C Level Executives



Local & International Entrepreneurs



Community Startups



Local Investors



Incubators & Accelerators



Journalists



Parents



Sports Persons



Media



Industry Professionals



Students



Government Officials



Trainers



Higher Education Institutes



Bloggers



Political Figures

What to Expect



Startup Exhibition



Panel Discussions



**A Chance to Connect
with Investors Pool**



**World Startup
Championship 2024**



**Academic Excellence
Award**



**Admission/ Promotional
Displays**



**Community
Development
Projects**



**Awards and
Recognitions**



**Festivity to Celebrate
Innovation & Independence**



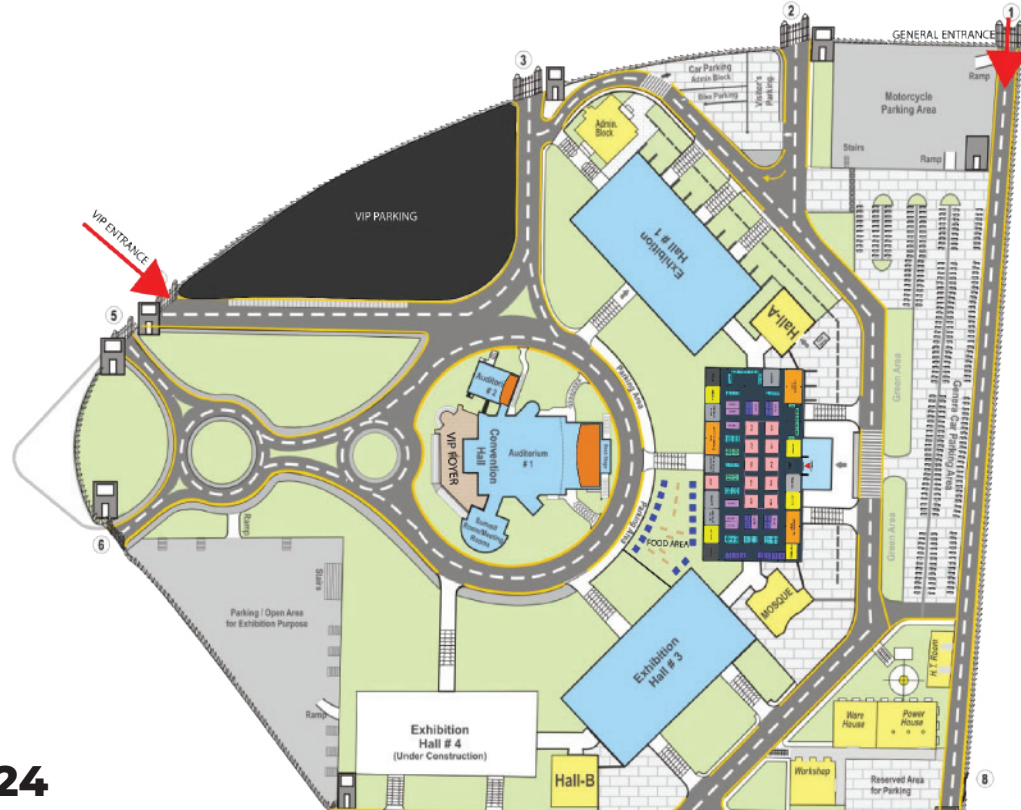
**Entrepreneurial
Success Stories**



**Networking Opportunity
with Bloggers and
Social Influencers**



Layout of Venue



**EXPO CENTER,
LAHORE**



31st AUGUST, 2024



09:00 AM to 05:00 PM



Panel discussion at SEE Pakistan.



An international startup showcases their innovative idea to the CEO of SMEDA at SEE Pakistan 2023



Team Milkify securing the prize money of 3 lacs rupees



Team Milkify securing the prize money of 3 lacs rupees.



Footfall at SEE Pakistan.



Group photo of training participants with trainers and chief of the quest



Dr. Shahid Muneer presenting certificates to the dedicated trainees.



Team SEE Pakistan welcoming guests.

Partner with us for

Student Recruitment

SEE Pakistan provide a platform for educational institutes to showcase their values, educational programs, facilities and job opportunities. By partnering with SEE Pakistan, you can attract talented individuals who are interested in higher education abroad.

Networking

A great way for a company to connect with a diverse range of industry experts, entrepreneurs, investors, and other stakeholders. SEE Pakistan provide an opportunities for companies to meet potential partners, customers, and investors, and to establish valuable connections that can help to drive business growth and success.

Brand Awareness

Do you want to highlight your brand's story in front of a relevant audience? SEE Pakistan can help a company to gain access to these opportunities and leverage them to build relationships, share knowledge and insights, and develop new business opportunities

Business Expansion

SEE Pakistan provides global educational institutes to expand their business and reach in Pakistan. By showcasing their programs, facilities, and opportunities to potential students, families, and other stakeholders, higher educational institutes can raise awareness of their brand and establish themselves as leading institutions in their respective fields.

Community Partnership

Community partners can gain access to valuable resources and networks by participating in SEE Pakistan Expo. They can network with a diverse range of stakeholders and gain insights into the local business and social environment. By participating in SEE Pakistan, community partners can build trust and credibility with the local community. It can be a valuable strategy for community partners to achieve their social and business objectives.



PARTNERSHIP PROPOSAL

Partnership Benefits	Co-Host	Platinum	Gold	Silver	Bronze
	3 Million	2 Million	1.5 Million	1 Million	0.5 Million
Deliver a brand promotional message to a database of Upto 1 Million young individuals (age 15 - 40)	4 Times	3 Times	2 Times	1 Time	✗
Speaking Slot on Stage as Keynote Upto 3 minutes	✓	✓	✗	✗	✗
Participation as Panelist on the Stage	✓	✓	✓	✗	✗
Acknowledgement as Sponsors on all Digital Media Platforms	✓	✓	✓	✗	✗
Personalize branding post in a year 2024	10	5	3	2	1
Promotional Campaign inside the University	5 Times	4 Times	2 Times	1 Time	✗
Logo on Mainstage sponsor slide loop	✓	✓	✓	✓	✓
Exhibition Booth	12*6 M	9*6 M	6*6 M	6*3 M	3*3 M
Exclusive Invitation in Awards & Red Carpet Dinner	7	5	3	2	1
20 seconds Ad placement on Digital Screen during the event	✓	✓	✓	✗	✗
Support in voluntary work in the year 2024 (Upto 10 ushers)	3 Times	2 Times	1 Time	✗	✗
Promote brand as a sponsor in newspaper and TV channel on event day	✓	✓	✓	✓	✓
Acknowledgement as Sponsors from stage anchors	✓	✓	✓	✓	✓
Company logo on Souvenir	✓	✓	✓	✗	✗
Digital Ads inside the Superior University (30 seconds)	60 mins a day for 2 week	45 mins a day for 2 week	30 mins a day for 1 week	✗	✗
Branding at main locations of the Venue including at the Entrance Banners and Standees	5	3	2	1	1
Marketing Collaterals inside the goodie bags(Upto 1K)	✓	✓	✓	✓	✓
Direct entry in Finale for the Startups of Partner Universities	5 Startups	3 Startups	2 Startups	1 Startup	✗
Logos Placement on Branding Material inside the Venue	✓	✓	✓	✓	✓

**Customize plan will be available on demand.*

Shell stall
3*3 M



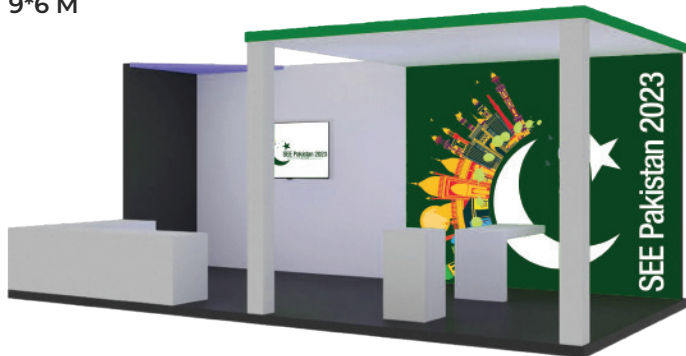
Double
6*3 M



Standard
6*6 M



Presence
9*6 M



Pavilion
12*6 M



The logo features a green crescent moon on the left, with a stylized green star or plant-like shape in the center. To the right of the graphic, the text "World Startup Championship 2024" is displayed in a bold, sans-serif font. "World Startup" is in green, and "Championship 2024" is in orange.

World Startup Championship 2024

WSC 2024 is a world Startup Championship supported by national and international institutional partners to identify the most innovative startups whose projects help accelerate the achievement of innovation in entrepreneurship. The ultimate goal envisioned by WSC is to showcase startups of dynamic nature with the capacity to create jobs and increase inclusiveness. We are targeting startups from all walks of life, from all over the world and all economic sectors.

Startup Stages

- Ideation (Startups must have the prototype ready (only for university students))
- Growth Stage (Startup must have 1-2 years of the business cycle)

Eligibility Criteria

- Startup must be solving a real-time problem in society
- Startup must be unique, innovative, and creative
- Women-led startups are highly encouraged to apply

Competition Schedule

01- Application Open

02- Application Close

03- Initial Screening & Shortlisting

04- Semi-finalists Announcement

04- 2 day Bootcamp

05- Final Round

Categories

- Agriculture
- Health
- Education
- ICT
- Environment and Sustainability



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