

YOUR STARTUP READINESS JOURNEY BOOTCAMP

VALIDATE

BUILD.

SELL.

PRESENT.

4 Days of Learning. 4 Expert Perspectives. 1 Startup Readiness Journey.



THE JOURNEY BEGINS

Turning Startup Ideas into Action

The Startup Readiness Bootcamp is a four-day practical development journey designed to help emerging startups move from ideas to execution.

A 4-day practical development program designed to help startups strengthen their ideas, understand their market, develop their business models, and prepare to confidently present their ventures.

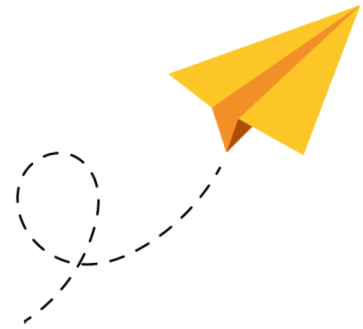
4 Days • 4 Focus Areas • 1 Startup Journey



DAY 1

VALIDATE

**KNOW YOUR CUSTOMER.
UNDERSTAND YOUR MARKET**



Level 1 – will help BIC MUET startups strengthen their understanding of the problem they are solving, validate their target customers, assess market potential, and understand the competitive landscape.

- Customer Discovery
- Problem Validation
- Market Research
- Competitive Analysis



Prof. Dr. Zeeshan Khatri

Day 1 Speaker | Startup Readiness Bootcamp – Level 1

Professor of Textile Engineering, researcher, and entrepreneur with over 25 years of experience. Founder & CEO of NanoCLO and Co-founder of Banana Leather, he brings expertise in nanotechnology, sustainable materials, and innovation



Day 1 helped BIC MUET startups understand their customers, validate real problems, and explore market opportunities through customer discovery, market research, and competitive analysis.



DAY 2

BUILD

TURN YOUR SOLUTION INTO BUSINESS

LEVEL 1 – moves founders from validation to building the core structure of their startup.

A solution becomes a startup when it has a clear value proposition, workable business model, focused MVP, and sustainable revenue approach.

- Customer Discovery
- Business Model Canvas
- MVP Planning
- Feature Prioritization
- Pricing & Revenue



Dr. Ubadullah Ansari

Day 2 Speaker | Startup Readiness Bootcamp – Level 1

Founder of OG Fleet and Professor of Petroleum Technologies, Dr. Ubadullah Ansari brings together academic excellence and entrepreneurial experience. His insights will inspire aspiring entrepreneurs to turn innovative ideas into successful ventures.

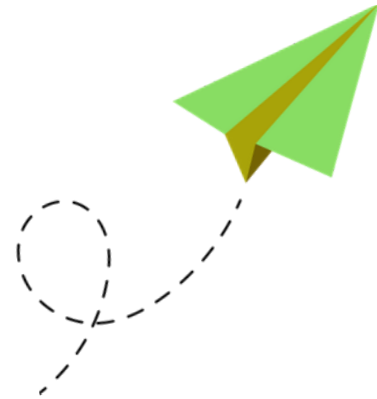


Day 2 focused on turning validated ideas into viable business models, with emphasis on MVP planning, value propositions, and sustainable revenue strategies.



DAY 3

SELL



Take Your Startup to the Market

Level 1 – focuses on turning market understanding into customer acquisition and commercial action.
A startup needs more than a good product—it needs a clear path to its customers.

- Go-to-Market Strategy
- Customer Acquisition
- Sales Funnel
- Customer Pipeline
- Company Profile



Dr. Adnan Ashraf

Day 3 Speaker | Startup Readiness Bootcamp – Level 1

Founder of OG Fleet and Professor of Petroleum Technologies, Dr. Ubadullah Ansari brings together academic excellence and entrepreneurial experience. His insights will inspire aspiring entrepreneurs to turn innovative ideas into successful ventures.

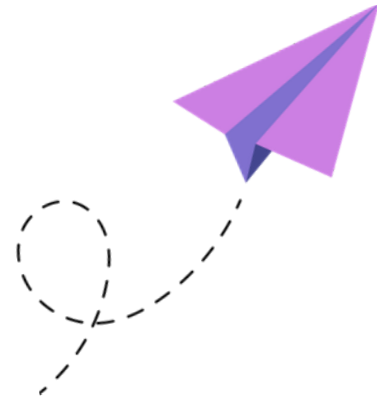


Day 3 focused on turning startup solutions into market opportunities through go-to-market strategies, customer acquisition, sales funnels, and building a strong customer pipeline.



DAY 4

PRESENT



Position Your Startup. Pitch with Clarity.

Level 1 The final day brings the startup together as a professional, market-facing business. Founders will work on business positioning, legal and IP awareness, branding, digital presence, and communicating their startup clearly through a customer-focused pitch.

- Legal & IP
- Branding
- Digital Presence
- Media Readiness
- Pitch Deck
- Pitch Practice



Ms. Marvie Mussadiq & Mr. Qahafa Azhad Siddiqui

Day 4 Speakers | Startup Readiness Bootcamp – Level 1

Day 4 featured valuable insights from **Ms. Marvie Mussadiq**, Microsoft Certified Trainer and technology education expert, and **Mr. Qahafa Azhad Siddiqui**, Program Manager at the National Incubation Center, Hyderabad. Together, they guided startups through branding, packaging, digital presence, legal readiness, pitching, and presentation skills, helping founders strengthen their ventures and communicate their ideas with greater clarity and impact.



Day 4 focused on positioning startups for the market through branding, legal and IP awareness, digital presence, and pitch preparation—helping founders communicate their ideas with clarity and confidence.



Closing Ceremony

The 4-Day Startup Readiness Bootcamp concluded with a memorable Closing Ceremony, celebrating the journey of learning, collaboration, and innovation.

The ceremony was honored by **Dr. Nusrullah Pirzada**, Registrar, Mehran University of Engineering & Technology, whose presence and words of encouragement inspired the startups to continue turning their ideas into impactful ventures.



The event also featured trophy distribution to esteemed guests and speakers and a special celebration of the successful completion of the bootcamp



4 DAYS STARTUP READINESS BOOTCAMP

IMPACT

Ideas, Learning, Opportunities.

The 4-Day Startup Readiness Bootcamp brought together founders, industry experts, mentors and ecosystem partners to build stronger startups and a brighter future.

From Ideas to Impact



DAY 1

Know Your Customer, Understand Your Market.



DAY 2

Build Your Product, Validate Your Idea.



DAY 3

Turn Your Solution Into a Business.



DAY 4

Sell, Build Your Pipeline. Grow.



We helped startups validate their ideas, understand their target audience and explore market opportunities.



Startups learned how to turn ideas into viable solutions through product development, prototyping and user feedback



We focused on business models, revenue strategies and building sustainable growth plans.



Startups gained practical sales and pitching skills, built valuable networks and prepared for what's next.



TROPHY DISTRIBUTION

Honoring Our Guests & Speakers



CERTIFICATES FOR ALL STARTUPS

Recognizing the Dreams & Dedication



THE IMPACT



15

STARTUPS

Accelerated their journey



4

DAYS

Of intensive learning & mentoring



TROPHIES

Given to our esteemed guests & speakers



15

CERTIFICATES

Awarded to all participating startups

Grateful to all the startups, guests, speakers, mentors and partners who made this bootcamp a success!