

Present



CONFERENCE ON CORPORATE INNOVATION & ENTREPRENEURSHIP 2010

‘Fostering Innovation in
The Pakistani Entrepreneurial Ecosystem’

11 December 2010 | Pearl Continental Hotel, Karachi | 09:00 am to 06:30 pm



Featuring



Kenneth P. Morse
Founding Managing Director
MIT Entrepreneurship Center

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OVERVIEW

For Pakistan to scale the ladder of development and be counted among the developed nations, it is vital that the essential elements of an Entrepreneurial Eco-system are fully in place. In addition the eco-system so established should be a thriving one that is buzzing with the creativity, innovation and the entrepreneurial ventures and spirit. The **MIT Enterprise Forum of Pakistan (MITEFP: <http://www.mitef-pakistan.org>)**, over the past four years, has been working towards building this eco-system on a brick by brick basis. One of the activities towards this aim that has been undertaken, for the past four years, is the **Business Acceleration Plan (MITEFP-OPEN BAP)** competition – this program now in its fourth year has become **one of the best programs of its kind in the world** (as declared by **Mr. Ken Morse, Founding MD, MIT Entrepreneurship Center**). Last year the scope of this activity was expanded by adding a **Conference on Corporate Innovation & Entrepreneurship (CCIE-2009)** along with the competition. In continuation of this trend **CCIE-2010** along with **MITEFP-OPEN BAP -2010** is being organized on **December 11th, 2010 at the Pearl Continental Hotel, Karachi**.

The **CCIE 2010** is targeted towards Board Members, Senior and Mid Level Management across all aspects of any organization -- from strategy development to business models, channel development, finance, marketing and business development, HRD, Operations, Web presence and other areas of Information Systems, etc. It also targets senior management, faculty and students from the academic field. The need for **Innovation and developing the Entrepreneurial culture** is across all aspects of any organization – no market & potential customer, products and /or services, business model, delivery channels, processes, individual, department, activity, region, should be ignored when organizations look at ways, on an ongoing basis, to innovate, have an entrepreneurial strategy and a culture that accepts and benefit from change.

As per a *Business Week* study, of the Top 50 companies in the world, to find out what made them successful, Innovation stood out as the single most important success factor and with Entrepreneurship driving innovation, as per MIT Entrepreneurship Center. It is imperative for Pakistani corporate sector to embrace these two vital competencies whole heartedly.

At the **Conference on Corporate Innovation & Entrepreneurship (CCIE-2010)** you will learn how the Pakistani companies can work towards putting **Innovation and Entrepreneurial Culture** at the center of their business strategy. At the conference find out:

- Why Innovation and entrepreneurial strategy and culture and acceptance of change is important for the corporate sector in the new world order.
- How to inculcate a Culture of Creativity, Innovation, and Entrepreneurship in Mid to large Corporations.
- Trend-setting enterprises that were 'mid-sized not so long ago' will share their story - outlining the opportunities they have seized and the challenges they have surmounted to get to where they are today and where they intend to go.
- The role of Entrepreneurship & Incubation centers and the Entrepreneurship Education in promoting Entrepreneurship and Innovation.
- How family-owned businesses are relying on professional managers to scale-up and modernize their businesses.
- Listen to the Business Plans of MITEFP-OPEN BAP-2010 finalists.
- Learn about some of the HEC and ICT R&D Funded Research that is ready for commercialization.

ABOUT



MITEFP's mission is to improve the economic well being of the people of Pakistan through development of an Entrepreneurship Promotion Program for Pakistan. This is in line with the MITEF global mission i.e. the promotion of formation and growth of innovative and technologically-oriented companies through specialized executive education programs. Through these programs, the Forum provides networking, leadership opportunities, and life-long connections to MIT while showcasing MIT's role in entrepreneurship in communities around the world.

MITEFP in partnership with OPEN (Organization of Pakistani Entrepreneurs) and MIT Alumni of Pakistan and other Pakistani well wishers would work towards the development of an Entrepreneurial Ecosystem in Pakistan (EEP). Towards this end work would be undertaken in four directions namely: **1. Ensuring Availability of a Large Pool of Entrepreneurs. 2. Ensuring Availability of a Large Pool of Investors in Individual capacity or Working in Groups and Organizations and 3. Creation of an Enabling Environment for Entrepreneurship to Flourish.**

www.mitef-pakistan.org



The Organization of Pakistani Entrepreneurs and Professionals (OPEN) is a not-for-profit organization, whose sole focus is the promotion of entrepreneurship and professional growth.

OPEN is a secular and non-political organization.

OPEN was formed in 1998 by a group of Pakistani American entrepreneurs and corporate executives, and was registered in the Commonwealth of Massachusetts in the year 2000. The first OPEN chapter was formed in Boston, MA.



Terrabiz is a business information firm with a distinction of bringing over 35 international management speakers and trainers in Pakistan for its various events in last 3 years. Terrabiz panel of trainers include European Champion of Public Speaking Simon Bucknall and Global Master trainer of Dr. Edward de Bono's Thinking Systems, Dr. Sunil Gupta. Ken Morse Founding Managing Director MIT Centre of Entrepreneurship USA addressed a conference on Corporate Entrepreneurship in November 2009 jointly organized by MIT-EFP, OPEN, & Terrabiz.

Terrabiz has been organizing international management conferences for the Management Association of Pakistan, Leadership & Management Conference for Pakistan Society for Human Resource Management, Women in business & leadership conference WIBCON for Pakistan Society for Training & Development and Investment road shows for Central Depository Company et al.

www.terrabiigroup.com



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AGENDA

09:00 - 09:20

Registration

09:20 - 09:25

Welcome Address

Azhar Rizvi – Vice-Chair, MITEFP

09:25 - 10:00

'How to inculcate a Culture of Creativity, Innovation, and Entrepreneurship in Mid to large Corporations'

Dr. Ishrat Husain – Dean & Director, IBA

10:00 - 10:40

Panel Session: Inevitable Journey

In this session, CEOs of trend-setting enterprises that were 'mid-sized not so long ago' will share their story - outlining the opportunities they have seized and the challenges they have surmounted to get to where they are today and where they intend to go.

Panelists:

Carlos Cashman – CEO, Constellation Inc.

Monis Rahman – Chairman and CEO, Naseeb Networks

Seema Aziz – Chairperson, CARE and Bareeze

Zafar Khan – CEO, Sofizar

Session Chair & Moderator: Imran Sayeed – VP Keane, USA

10:40 - 11:10

Tea Break

11:10 - 12:00

Panel Discussion: 'Entrepreneurship & Incubation Centers and Entrepreneurship Education'

In this session discussion would be held on the role Entrepreneurship & Incubation centers and the Entrepreneurship Education has in promoting Entrepreneurship and Innovation.

Panelists:

Rear Admiral (R) M. Mushtaq – Pro-Rector, Innovation & Entrepreneurship, NUST

Hussain Dawood – Chairman, Karachi Education Initiative and Dawood Group

Dr. Ishrat Husain – Dean & Director, IBA

Prof. Dr. S. Sohail H. Naqvi – Executive Director, Higher Education Commission

Moderator: Zafar Siddiqui – Director, IBA-CED

12:00 - 12:15

'Building the Regional Entrepreneurial Eco-System'

Omar Lodhi – Partner, Abraaj Capital, UAE

12:15 - 12:20

Introduction to the Key note speaker

Farrokh K. Captain – Chair, MITEFP

12:20 - 13:10

'Fostering Innovation in The Pakistani Entrepreneurial Ecosystem'

In today's challenging business climate, only the most innovative, ambitious, and outwardly-focused companies will survive the tsunamis of global competition. Pakistani entrepreneurs need to understand this and have to Innovate Continuously to attain sustained competitive advantage.

Kenneth P. Morse – Founding Managing Director, MIT Entrepreneurship Center

13:10 - 14:00

Lunch

14:00 - 14:40

Panel Session: 'Passing the Baton - Family Business'

Increasingly, Pakistani family-owned businesses are relying on professional managers to scale-up and modernize their businesses. This relationship has its own delicate dynamics, often throwing up conflicting approaches that need to be reconciled. Professional managers will dialogue with owner-managers to share their perspectives on how this unique partnership can be negotiated for the greater good of the company.

Panelists:

Aftab Tapal – Owner & CEO, Tapal Tea (Private) Limited

Aziz Memon – Chairman, Kings Group

Samad Dawood – Chairman, Central Insurance and CEO, Dawood Group

Osman Saifullah Khan – CEO, Saif Textile Mills

Session Chair & Moderator: Fuad Azim Hashimi – President & CEO, Pakistan Institute of Corporate Governance

14:40 - 15:10

Tea Break

15:10 - 16:50

BAP-2010 Finalist Presentations:

1. **Emergen Consulting (Pvt.) Limited**

2. **NexSource Pakistan (Pvt.) Limited**

3. **Noblet HR Consulting (Pvt.) Limited**

4. **Ovex Technologies Pakistan (Pvt.) Limited**

5. **Vopium Aktieselskab (Pvt.) Limited**

Judges:

Ali Jameel – CEO Trakker Group

Mohammad Sajid – Partner, JS Private Equity

Carlos Cashman – CEO, Constellation Inc.

Hussain Dawood – Chairman, Dawood Group

Dr. Ishrat Husain – Dean & Director, IBA

Imran Sayeed – VP Keane, USA

Kenneth P. Morse – Founding Managing Director, MIT Entrepreneurship Center

Monis Rahman – Chairman and CEO, Naseeb Networks

Osman Saifullah Khan – CEO, Saif Textile Mills

Scott Briggs – COO, Constellation Inc.

Zafar Khan – CEO, Sofizar

16:50 - 17:30

Judging of BAP-2010:

Parallel Session:

'Showcasing Research at Pakistani Universities that are ready for Commercialization'

Speakers - HEC Funded Research:

1. **Zone Disk Tiller Drill** by **Dr. Muhammad Iqbal** – UAF

2. **Low Cost Electric Bike & Vehicle** by **Dr Riaz Mufti** – NUST

Speakers - ICT R&D Funded Research:

1. **Health Life Horizon**, **Dr. Khalid Latif**, NUST

2. **Tele-Surgical Training Robot**, **Dr. Osman**, NUST

Session Chair: Dr. S. Sohail H. Naqvi – Executive Director, HEC

17:30 - 18:10

Awards and Plaques distribution and Vote of Thanks

Imran Sayeed – VP Keane, USA



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MIT Enterprise Forum of Pakistan (MITEFP: <http://www.mitef-pakistan.org>) has great pleasure in inviting you to a History Making MITEFP-OPEN - Business Acceleration Program (BAP-2010). BAP is being conducted under the guidance and leadership of Mr. Ken Morse, MD, MIT Entrepreneurship Center & Mr. Bill Aulet of MIT. It is supported by OPEN (Organization of Pakistani Entrepreneurs of North America), PSEB (Pakistan Software Export Board), PASHA (Pakistan Software Houses Association), HEC (Higher Education Commission of Pakistan), CSP (Computer Society of Pakistan), National ICT R&D Fund, CIO Pakistan, and Terrabiz.

MITEFP-OPEN BAP now in its fourth year, has become **one of the best programs of its kind in the world** (as declared by Mr. Ken Morse, Founding MD MIT Entrepreneurship Center). This history making initiative has the potential of having significant impact on the growth of IT Industry in particular and economic growth of Pakistan in general.

The participating teams reported that they benefited tremendously from participating in BAP-2007, BAP-2008 and BAP-2009. The main benefits highlighted by the teams are as follows:

- Tremendous increase in revenues and valuation of the companies. Some of the firms that have participated in this program have seen revenue growth of 5-10 times and valuation increase by 15x. The best example of this is Sofizar, whose revenue has grown from less than US \$ 1 M to US \$ 30 M in less than 3 years. The revenue is now projected to grow to US \$ 150 millions in around 3-5 years.
- Strategy improvement, Clarity of thought and focus by streamlining of their business plans and acceleration strategies.
- They got free of cost mentoring of the highest quality which they could only get from high priced consultants. As commented by Mr. Jawwad Farid of Alchemy Technologies (BAP-2007 runner-up); **"We got advice of the highest quality and the only thing that was asked in return was that we should dream dreams which were beyond our dreams."**
- Great networking experience and opening of doors from Pakistan to USA. Which helped Sofizar (the winners of BAP 2007) to get top notch advisors and an incredible CEO on the board.
- Areocar, Ikonami, Sofcom, CyberSoft, Voizar and Sofizar's teams attended the MIT EDP (Entrepreneurship Development Program-2008, 2009 and 2010 as the prize for being the top companies of BAP-2007, BAP-2008 and BAP-2009. The teams benefited tremendously. This can be gathered from comments of Mr. Aamar Qureshi of Cybersoft (runner-up of BAP-2008): **"The MIT EDP experience was very enriching and it will continue to shape our enterprises as we re-think and re-align our strategies. It was like a compressed MBA squeezed into a week's duration. An excellent networking opportunity that has broadened our horizons beyond our myopic view of our own businesses."**
- Road shows in the US at various chapters of the OPEN. Where the teams are introduced to OPEN members at events in Boston, Chicago, New York, Washington DC and Silicon Valley. This has opened up new business avenues, established relationships with high profile mentors and resulted in offers of funding from leading Pakistani and US investors. The winner of BAP 2008, Softcom, a software vendor of Laboratory Information Management System, which was operating in Pakistan only before taking part in BAP, closed two deals with Pharmaceutical manufacturing firms in the USA. Aerocar is working on major opportunities with two OPEN members for developing Kiosks for the US Market.

Previous Conference Glimpses - 18 November 2009 | Karachi Marriott Hotel





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CONFERENCE SPOTLIGHT



Kenneth P. Morse
Founding Managing Director
MIT Entrepreneurship Center

Ken holds a Chair in Entrepreneurship, Innovation and Competitiveness at the Delft University of Technology, The Netherlands and is Visiting Professor at the ESADE Business School in Barcelona. Ken was appointed to the recently-created National Advisory Council on Innovation & Entrepreneurship by Secretary Locke and President Obama. He is the Chairman of Entrepreneurship Ventures, Inc., Founding Managing Director, MIT Entrepreneurship Center. He has been teaching the Entrepreneurial Skills Development workshops in Europe, Lebanon, Saudi Arabia, Pakistan, New Zealand, Québec, and the US for more than 8 years. He is a serial Entrepreneur. He has been a high performance leader in global high tech sales and sales management for over 35 years. In the thirteen years that Ken served as Founding managing Director of the MIT Entrepreneurship Center, the number of students taking Entrepreneurship Courses increased from 220 to 1,600 per year while the number of professors grew from 3 to over 36. Ken was named "Education All Star" by Mass High Tech magazine.

Prior to joining the MIT Entrepreneurship Center, Ken Morse was a co-founder of six high-tech companies. Five of these ventures had successful IPOs or mergers. They included 3Com Corporation, Aspen Technology, Inc., a China Trade Company, a biotech venture, and an expert systems company. Ken was either the CEO or responsible for part or all of the Sales organization in each of these new enterprises.

Ken is a member of the Council on Foreign Relations (New York City) and the Circle Royal Gaulois Artistique & Littéraire (Brussels). Ken is a member of the Board of Advisors of three early-stage Venture Capital Firms: PolyTechnos Venture-Partners (Munich), Rudyard Partners, LLC (Boston), and The Entrepreneurs Fund III (Silicon Valley). Ken is a member of the Telefónica Disruptive Council, Citi SFS Advisory Board, Barcelona HiT: Hothouse of Innovation & Technology, and the New Zealand GNS Science External Expert Panel. He is also a Commercialization Advisor to Scottish Enterprise. Ken serves on the Board of Advisors of Denkwerk GmbH in Germany, iMotions - Emotion Technology A/S and Zylinc ApS in Denmark, Naseeb Networks and Sofizar in Pakistan as well as Dynasil, Inc. and several MIT spin-offs, including Terrafugia, Inc.

Ken got his BS from MIT and MBA from Harvard Business School.



Dr. Ishrat Husain
Dean & Director
IBA

Former Governor of the State Bank of Pakistan, Dr. Ishrat Husain is presently the Dean and Director of the IBA Karachi. During his six years as Governor of the State Bank, he implemented a major program of restructuring of the Central Bank and steered the reforms of the banking sector, which are now recognized by the World Bank and IMF to be among the best in developing countries. The Economist Intelligence Unit has ranked Pakistan's regulatory framework for Microfinance introduced during his tenure as number one in the world. He was also a pioneer in establishing the Islamic Banking System in the country in accordance with the precepts of Shariah. The main ingredients of the restructuring program at the State Bank which he is at present carrying out at IBA are merit-based recruitment, competency-enhancing training, performance-linked promotion, technology driven business process and induction of high level skilled human resources. He placed great emphasis on practicing values such as integrity, trust, teamwork for the entire work force starting from the top.

The State Bank of Pakistan and I.B.A. experiences have demonstrated that Change Management is possible in a public organization too. He has served as the Chairman of the National Commission on Government Reforms and earlier for two decades he served in various capacities at the World Bank including as Chief Economist and Director. Dr. Ishrat Husain is on the Boards of numerous national organizations. Dr. Husain holds a Masters degree in Development Economics from William College and a Ph.D in Economics from Boston University. He is a graduate of the Executive Development Program jointly sponsored by Harvard, Stanford and INSEAD.



Hussain Dawood
Chairman, Karachi Education Initiative and Dawood Group

Mr. Hussain Dawood is Chairman of Dawood Hercules Chemicals Limited, Engro Corporation Limited, Karachi Education Initiative/Karachi School of Business and Leadership, and the Pakistan Poverty Alleviation Fund, the latter being the largest World Bank financed social fund in the world. Mr. Dawood also serves as a member on the Boards of the Commonwealth Business Council, Pakistan Business Council, Pakistan Centre for Philanthropy, and Beaconhouse National University. He is on the Board of Trustees of Karachi Education Initiative UK and London, and Asia House, London. He is a Global Charter Member of The Indus Entrepreneurs (TiE) and the Honorary Consul of Italy in Lahore. The Italian government, in recognition of his contribution as the Honorary Consul of Italy in Lahore, conferred upon him the Ufficiale Ordine al Merito della Repubblica Italiana on July 3 2008. Mr. Dawood is the first Pakistani to become a member of the World Economic Forum in 1992. He is among the few people who attended the WEF Russia CEO Roundtable 2008. He has also attended the WEF Inaugural Annual Meeting of the New Champions in Dalian, WEF Middle East at Sharm-el-Sheikh and the Dead Sea, and WEF Meetings in Malaysia and Singapore. He has participated in several international programs including the SAARC Business Leaders Conclave, New Delhi, the India Today Conclave, New Delhi, and the Dubai Strategy Forum.

Mr. Dawood is an MBA from the Kellogg School of Management, Northwestern University, USA, and a graduate in Metallurgy from Sheffield University, UK.



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Prof. Dr. S. Sohail H. Naqvi
Executive Director
Higher Education Commission

Professor Dr. S. Sohail H. Naqvi is the current Executive Director of the Commission, and was appointed to the post in September 2004, having previously served as the Member (Human Resource Development and Strategic Planning) of the Commission since its establishment in 2002. He has an MS and PhD in Electrical Engineering from Purdue University, Indiana, USA. Previously, from 1995 to 1999, he was Dean of the Faculty of Electronics, Ghulam Ishaq Khan (GIK) Institute of Technology, Topi, Pakistan. During his tenure at GIK, the Faculty of Electronics became established as a premier electronics engineering department in South Asia. He was also Assistant/Associate Professor at the Department of Electrical Engineering of the University of New Mexico, Albuquerque, USA, from 1988 to 1995.

The Executive Director of the Higher Education Commission serves as the Chief Executive Officer of the organization with the status of ex-officio Federal Secretary to the Government of Pakistan. He is the Principal Accounting Officer of the Commission.

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Imran Sayeed
Senior Vice President
Keane, USA

Imran Sayeed leads all commercial sector industry practices for Keane, a global BPO and IT Services company with ~14,000 professionals worldwide. Sayeed came to Keane through its acquisition of netNumina, a boutique technology strategy and consulting firm that he founded and grew from a 15 person startup to one of Computerworld's Top 100 emerging companies. netNumina won more than 30 of the leading financial services & pharmaceutical institutions in the world as clients, raised more than \$25MM from venture capitalists and strategic investors and received more than 20 industry awards for its work.

Sayeed has over fifteen years of experience in software and services. Previously, as a founder of Open Environment, Sayeed helped pioneer multi-tier client server technology, and grew the company from a 10-person startup to an IPO and leadership in the middleware market. Sayeed has written and spoken extensively in leading industry conferences and trade journals over the last 13 years on entrepreneurship, e-business, financial services, insurance and technology. He is currently a visiting faculty member at MIT's Sloan School of Management where he teaches in the MBA program on technology business strategy.

Sayeed attended Brown University where he majored in Engineering, and Harvard University, where he did post-graduate work in business, marketing and product development.



Omar Lodhi
Partner
Abraaj Capital, UAE

Omar Lodhi joined Abraaj in 2005, and has 17 years of private equity and investment banking experience in the Middle East, Asia and Europe. At Abraaj, Mr. Lodhi has been involved in multiple areas of the business including being a senior member of the investment team where he has led and undertaken several investments (including GMMOS & GEMS). Mr. Lodhi has also led the development and structuring of several of Abraaj's funds and has overall responsibility for Abraaj's engagement efforts with its global investor and partner community. Mr. Lodhi is a member of Abraaj's five person Executive Committee and also serves on the board of various Abraaj investee companies. He is also a steering board member of the WEF Global Education Initiative. Before joining Abraaj, Mr. Lodhi spent the bulk of his career with UBS in London and Hong Kong, focusing on advisory and principal opportunities in various infrastructure sectors in Europe and Asia. Mr. Lodhi is a graduate of the London School of Economics with an Honours degree in International Trade and Development, and holds a Master of Business Administration from the Harvard Business School.



Carlos Cashman
CEO
ConstellationCK

Carlos has raised over \$50 million in private equity capital, across various ventures. Carlos has worked with numerous successful start-ups as an executive, founder, investor, and advisor in the US and abroad for the last 16 years. He is currently an active angel investor and involved with several charities related to promotion of global peace and education.

Carlos serves on the Board of Directors of SecretBuilders.com, an immersive online educational world for children, as well as Asset Performance Technologies, an advanced data and analytics provider for heavy industrial equipment he co-founded in 2003. In 2005 he co-founded CourseAdvisor, a leading Search Engine Marketing firm in the post-secondary education industry which was sold two years later to the Washington Post. CourseAdvisor was designated one of the fastest growing companies in New England and voted one of Boston's Best Places to Work in 2007. The first company Carlos founded, Opus360, went public on the NASDAQ in 2000 and was sold in 2001 to Artemis International. Carlos attended MIT on full scholarship.



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Panel Discussion - 1

'Inevitable Journey: Trend-setting Enterprises journey from mid to large size'



Carlos Cashman
CEO
Constellation Inc.



Monis Rahman
Chairman and CEO
Naseeb Networks



Seema Aziz
Chairperson
CARE and Bareeze



Zafar Khan
CEO
Sofizar



**Moderator:
Imran Sayeed**
Vice President
Keane, USA

Panel Discussion - 2

'Entrepreneurship & Incubation Centers and Entrepreneurship Education'



Rear Admiral (R) M. Mushtaq
Pro- Rector, Innovation &
Entrepreneurship
NUST



Hussain Dawood
Chairman
Karachi Education Initiative
and Dawood Group



Dr. Ishrat Husain
Dean & Director
IBA



Prof. Dr. S. Sohail H. Naqvi
Executive Director
Higher Education Commission



**Moderator:
Zafar Siddiqui**
Director
IBA-CED

Panel Discussion - 3

'Passing the Baton - Family Business'



Aftab Tapal
Owner & CEO
Tapal Tea (Private) Limited



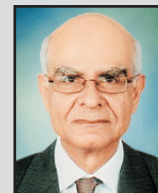
Aziz Memon
Chairman
Kings Group



Samad Dawood
Chairman,
Central Insurance and
CEO,
Dawood Corporation



Osman Saifullah Khan
CEO
Saif Textile Mills



**Moderator:
Fuad Azim Hashimi**
President & CEO
Pakistan Institute of
Corporate Governance



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Registration Fee: **Rs. 6,000/-** per participant

Discounts for 2 or more participants from the same organization with increasing discount % as participants increase

Includes Lunch, Refreshments and Business Networking & MITEFP Certificate, signed by Kenneth P. Morse

To Register Contact:

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E-mail: phaysal@terrabilgroup.com register@terrabilgroup.com	Mr. Azhar Rizvi – Vice-Chair, MITEFP
Mobile: +92 300 213 3849 +92 345 303 7045	Email: zahirsyed@mitef-pakistan.org azharrizvi@mitef-pakistan.org
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Send your cheque in favour of "MITCEF Association of Pakistan" to Murad Hassan
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