

## DATES TO WATCH!

P@SHA LaunchPad in **Lahore**: June 26, 2010

P@SHA LaunchPad in **Karachi**: June 27, 2010

Last date for submissions: June 23, 2010

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- Are you a new startup?
- Do you have a new product that you want to launch?
- Do you have an idea for a product or service that you want to pitch?

## The Vision

The vision behind P@SHA LaunchPad is simple - find the best technology ideas and start-ups and present them to Pakistan IT industry's most experienced and influential professionals, entrepreneurs and financial experts, highlighting them through online showcases and media activity.

## The Purpose

The purpose is to create a platform where young people with great ideas, and where emerging companies with innovative products, can have the opportunity to pitch their ideas in front of people who ask relevant questions, make suggestions to help develop the idea or product, assist with market identification, mentoring and possibly investment.

## Expert Opinion

Experts will be brought in to mentor and judge startups on product development, business models, identifying markets, design, SEO/SEM and usability. Startups and Idea pitches will be put in the hot seat where some of the most successful entrepreneurs and business executives will grill them in front of the audience.

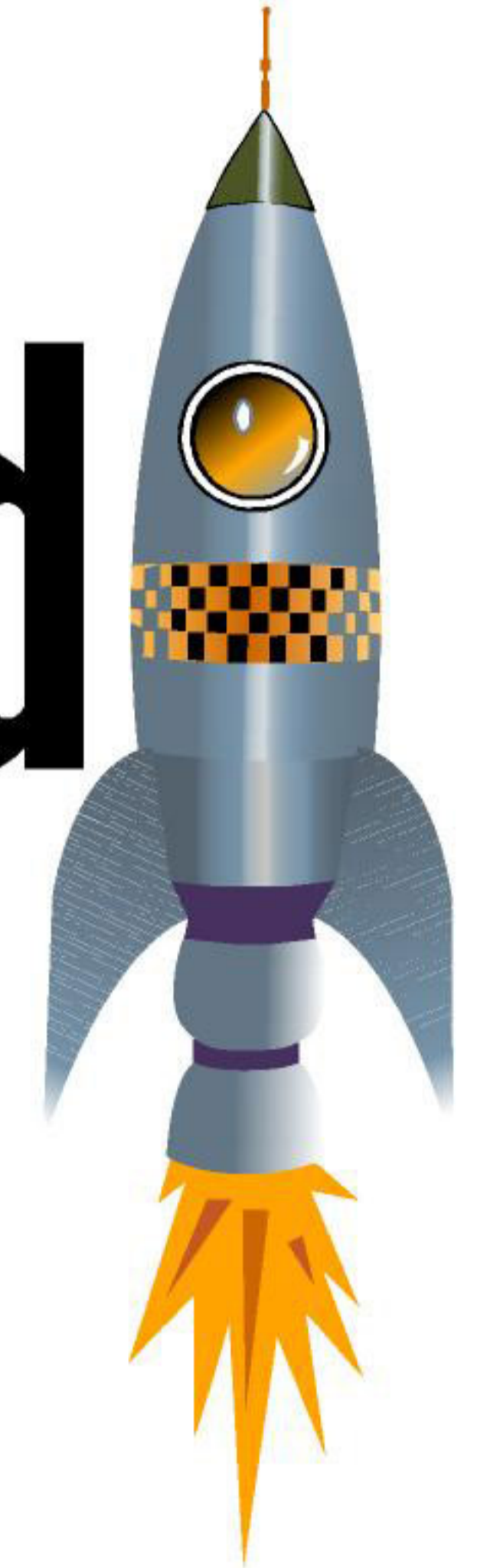
**Nominate your startup, product or service idea at:**

<https://spreadsheets.google.com/viewform?formkey=dFNXRvk1ZVhjenJUMnM1ZTI3dXRCd1E6MQ>

P@SHA

# launchpad

A Liftoff for Groundbreaking Ideas



## The Winner

There is bound to be one idea and one product that stands out – these will be the P@SHA LaunchPad Stars and will be given a small cash award and highlighted on as many platforms as possible.

There will be a Demo Pit where young innovators can showcase their idea and talk to experts, potential investors and professionals in much more detail. The idea is to generate excitement and energy around ICT innovation and motivate more young people into starting their own companies and making them successful.

Last year the panel of experts brought a lot of value to the event and sparked lively discussion and debate. We are hoping that with each additional event, the group will energize further.

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