NIC PESHAWAR

NEWSLETTER

JULY 2026

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INTRODUCTION

Welcome to the July Edition of NIC Peshawar's Newsletter!

July was a month of growth, collaboration, and innovation at NIC Peshawar, marked by impactful workshops, business model sessions, and expert-led learning opportunities that empowered founders to strengthen and scale their ventures. The month also introduced exciting opportunities for aspiring entrepreneurs through initiatives such as the Innovation Fellowship and Startup Summer Camp, while welcoming distinguished guests and industry leaders who fostered meaningful networking, knowledge-sharing, and collaboration. This edition captures the key milestones, events, partnerships, and success stories that defined the month, reflecting our continued commitment to nurturing Khyber Pakhtunkhwa's startup ecosystem and supporting entrepreneurs at every stage of their journey toward building innovative, sustainable, and impactful startups.



MAIN EVENTS

Marketing Bootcamp 2026

NIC Peshawar successfully hosted Marketing Bootcamp 2026, a two-day programme designed to help startup founders strengthen their marketing and business growth strategies. The bootcamp brought together entrepreneurs, industry experts, and marketing professionals for hands-on sessions covering branding, customer acquisition, digital marketing, market positioning, and go-to-market strategies.
Designed to address the marketing challenges faced by early-stage startups, the program combined expert-led workshops, interactive discussions, and real-world case studies, enabling participants to strengthen their brand presence and effectively engage their target audiences.

The bootcamp also provided valuable networking opportunities, allowing founders to connect with mentors, peers, and ecosystem partners while exchanging ideas and experiences. Through initiatives like these, NIC Peshawar continues to empower entrepreneurs with the knowledge and skills needed to build scalable, sustainable, and impact-driven startups, further strengthening the innovation ecosystem of Khyber Pakhtunkhwa.















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GOVERNORS VISIT

GOVERNOR KP'S VISIT TO NIC PESHAWAR

NIC Peshawar had the honour of welcoming the Governor of Khyber Pakhtunkhwa for an interactive visit with the startup community. During the visit, the governor met with startup founders, explored innovative ventures, and appreciated the impact of NIC Peshawar in fostering entrepreneurs and innovation across the province.

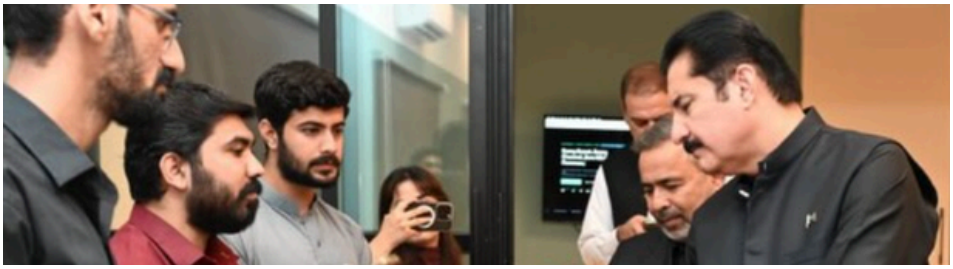
The visit highlighted the importance of strengthening collaboration between the public and private sectors to support emerging entrepreneurs. By engaging directly with founders and ecosystem partners, the event reinforced a shared commitment to building a thriving startup ecosystem and creating greater opportunities for innovation and economic growth in Khyber Pakhtunkhwa.









Canva Builds: SMBs & Startups

NIC Peshawar partnered with Canva Community Peshawar to host Canva AI Camp: SMBs and startups, bringing together entrepreneurs, designers, content creators, and small business owners for an engaging day of learning and collaboration.

The session introduced participants to Canvas AI-powered tools and practical applications for branding, visual storytelling, digital marketing, and content creation. Through interactive activities and expert-led discussions, attendees explored new ways to enhance their creative workflows and strengthen their digital presence.

Beyond the learning session, the event encouraged networking and collaboration among members of Peshawar's growing entrepreneurial and creative community. By hosting initiatives like Canva AI Camp, NIC Peshawar continues to support innovation, digital skill development, and meaningful community engagement across the region.





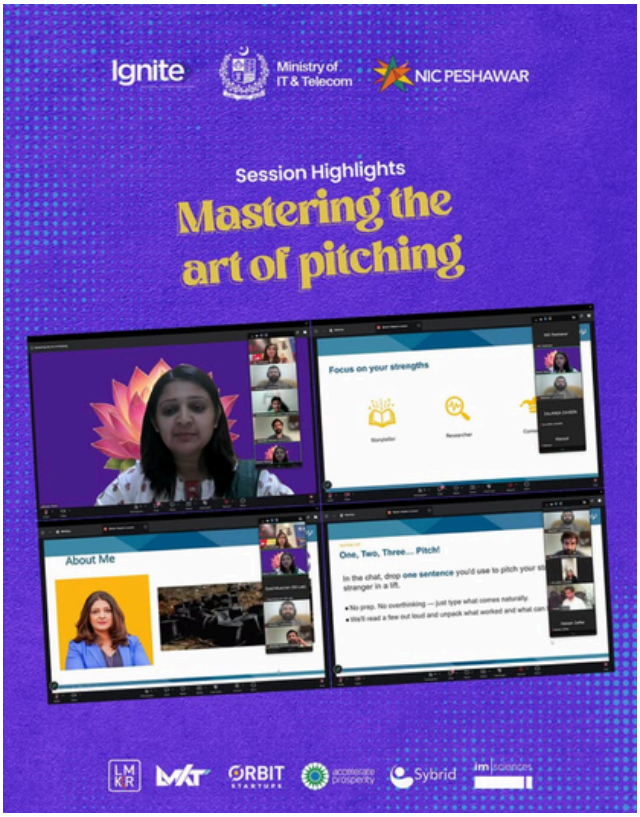


CURRICULUM & OPEN SESSIONS:

MASTERING THE ART of PITCHING

As part of its founder development curriculum, NIC Peshawar hosted an interactive session on Mastering the Art of Pitching led by Samar Hasan, founder of Epiphany and a startup ecosystem expert. Drawing on her experience in entrepreneurship, startup acceleration, and founder development, Samar shared practical strategies for building confidence, refining pitch structures, and presenting ideas effectively.

Through interactive discussions and real-world insights, participants strengthened their storytelling investor readiness, reinforcing NIC Peshawar's commitment to developing investment-ready startups.





SeedRise KP Fund

NIC Peshawar highlighted the launch of the SeedRise KP Fund, a new initiative focused on strengthening access to early-stage financing for startups across Khyber Pakhtunkhwa. The programme aims to address funding gaps by developing structured, inclusive, and sustainable financing pathways for emerging ventures.

During its initial phase, the initiative will engage with startups, incubators, investors, universities, and ecosystem partners to better understand the region's financing needs and build a strong foundation for future investment opportunities. Through collaboration, such as the SeedRise KP Fund, NIC Peshawar continues to support a more resilient and innovation-driven entrepreneurial ecosystem in the province.









EVENTS AT NIC

Craft Fest

NIC Peshawar hosted Craft Fest, bringing together local artisans, entrepreneurs, creatives, and members of the community to celebrate innovation, creativity, and small business. The event provided a vibrant platform for exhibitors to showcase handcrafted products, connect with customers, and promote local talent in an engaging environment.

Beyond the marketplace, Craft Fest encouraged networking, collaboration, and community engagement while supporting the growth of creative enterprises. Through events like these, NIC Peshawar continues to foster entrepreneurship, empower local businesses, and strengthen the region's innovation ecosystem.











LITTLE EINSTEIN SUMMER CAMP

NIC Peshawar highlighted the inspiring work of Knovative through its Little Einstein Summer Camp, an initiative designed to provide children with hands-on learning experiences in STEM, creativity, and entrepreneurship. The programme encouraged young learners to explore science, technology, engineering, arts, and mathematics through interactive activities that foster curiosity, innovation, and critical thinking.

The summer camp reflected Knovatives' mission to create meaningful educational experiences beyond traditional classrooms while reducing screen time through engaging, practical learning. By supporting startups like Knovative, NIC Peshawar continues to showcase innovative ventures that are creating a positive social impact and empowering the next generation of innovators.







PARTNERSHIPS, OUTREACH, AND IMPACT

LETSZU TOURS AND TRAVELS

NIC Peshawar highlighted the growth of LetsZu Tours and Travels, one of its incubated startups, for its contribution to promoting tourism and entrepreneurship in Pakistan. By offering curated travel experiences and innovative tourism solutions, the startup continues to create new opportunities while showcasing the country's natural and cultural heritage.

The feature reflects NIC Peshawar's commitment to empowering startups through mentorship, business development, and ecosystem support. Success stories like LetsZu demonstrate the impact of the incubation programme in helping founders build sustainable businesses and contribute to the region's economic growth.





PESHAWAR ENTREPRENUERSHIP PROGRAM

NIC Peshawar welcomed participants of the Peshawar Entrepreneurship Program for an engaging outreach session aimed at introducing aspiring entrepreneurs to the region's growing startup ecosystem. Participants explored the fundamentals of entrepreneurship, gained insights into the incubation journey, and learned about the resources and opportunities available to transform innovative ideas into impactful ventures.

The session also provided an opportunity for participants to interact with the NIC Peshawar team, fostering meaningful discussions and inspiring the next generation of founders. Through outreach initiatives like these, NIC Peshawar continues to strengthen the entrepreneurial ecosystem by connecting young innovators with the knowledge, mentorship, and support needed to build successful startups.





