NIC PESHAWAR

NEWSLETTER

OCTOBER 2025

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INTRODUCTION

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

October was a month of fresh starts, inspiring stories, and impactful collaborations at NIC Peshawar. From welcoming our Cohort 14 startups and launching new curriculum sessions to celebrating Pinktober, facilitating global partnerships at GITEX Global 2025, and earning national media recognition, the month was filled with energy and momentum.

Each initiative reflected our ongoing mission — to empower entrepreneurs, foster innovation, and strengthen the startup ecosystem of Khyber Pakhtunkhwa. As we look ahead, we remain committed to nurturing ideas that not only grow businesses but also create lasting social and economic impact.



MAIN EVENTS

Introducing New Cohort

Cohort 14 Begins Its Journey at NIC Peshawar

October marked an exciting milestone as NIC Peshawar welcomed the innovators of Cohort 14. Selected from a competitive pool of applicants, these passionate founders are ready to embark on a transformative journey of growth — building, refining, and scaling their ventures with the support of NIC Peshawar's dynamic ecosystem.

Over the coming months, Cohort 14 startups will benefit from hands-on mentorship, product development guidance, investor linkages, and international exposure opportunities. With access to state-of-the-art facilities and expert-led training, this new batch represents the next wave of innovation emerging from Pakistan's northwest.





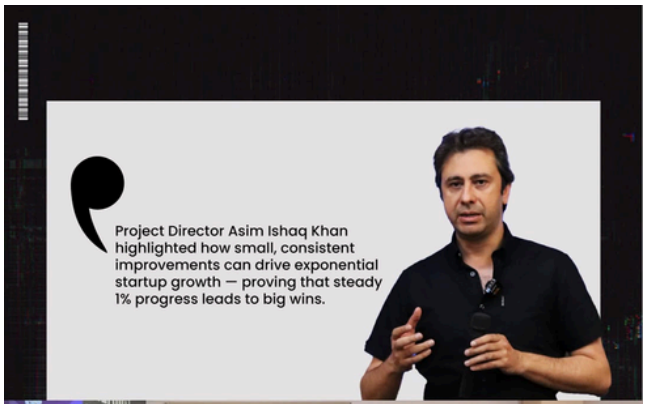




We're excited to see these founders unlock their full potential as they transform bold ideas into impactful, market-ready ventures that drive real change.

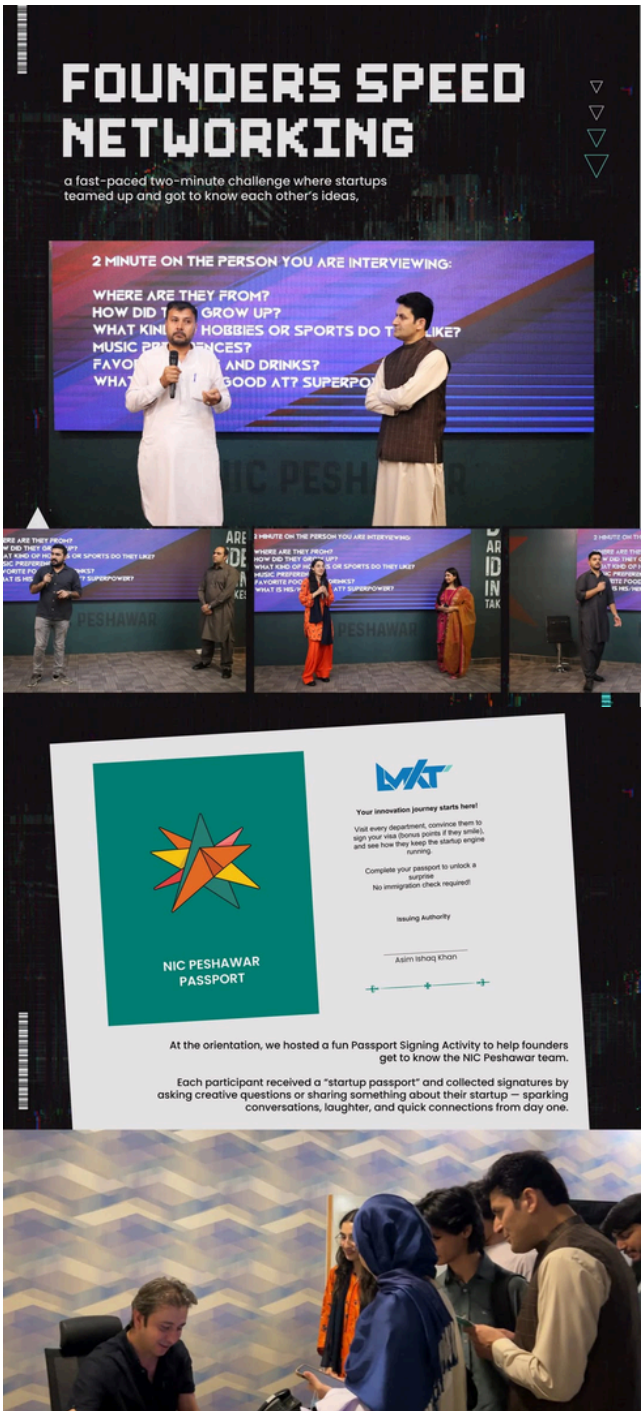
Orientation Day

NIC Peshawar opened its doors to the newest cohort of founders, marking the beginning of their incubation journey. The orientation day served as a warm introduction to the NIC ecosystem — a space where ideas meet opportunity. The session featured engaging discussions, interactive activities, and networking moments that helped the startups connect with each other and the NIC team. It set the foundation for a journey focused on collaboration, learning, and growth as these emerging entrepreneurs take their first steps toward building impactful ventures.













The session gave founders a chance to explore the collaborative environment of NIC Peshawar, meet the team supporting their growth, and connect with fellow entrepreneurs who will be part of their journey. Designed to inspire creativity and build connections, the day reinforced NIC Peshawar's role as not just a workspace, but a thriving hub where ideas take shape, partnerships form, and innovation comes to life.

Gitex Global 2025

FROM PESHAWAR TO THE GLOBAL STAGE!

October was a proud month for NIC Peshawar as STEMverse, our cohort 12 startup, represented their EdTech solution at GITEX Global 2025 — one of the world's largest technology exhibitions. Showcasing their immersive learning solutions, STEMverse demonstrated how interactive and gamified tools can transform the way students engage with STEM education.

Their participation not only highlighted the growing strength of Pakistan's EdTech ecosystem but also underscored the global potential emerging from Khyber Pakhtunkhwa's startup community. From Peshawar to Dubai, STEMverse's journey stands as a testament to how local innovation can make a powerful impact on the world stage.



STEMverse made a remarkable impact at GITEX Global 2025 by signing three international MoUs that expand its vision for immersive and inclusive education. The first was with AR Cookie, a leading Korean AR/VR company, to co-develop advanced mixed reality learning experiences for STEMverse's gamified education platform. The second partnership with Muffaker, a Palestinian company creating interactive tools for autistic children, will help integrate adaptive technologies that make education more accessible for neurodiverse learners. The third MoU, signed with BrainSwarm, an international organization collaborating with universities and innovation hubs worldwide, aims to advance robotics and engineering education through global knowledge exchange and research-driven learning models.



Pinktober

NIC PESHAWAR OBSERVES PINKTOBER TO PROMOTE AWARENESS AND EARLY DETECTION

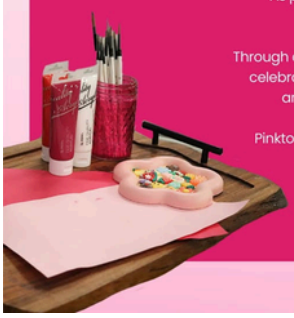
In honor of Breast Cancer Awareness Month, NIC Peshawar celebrated Pinktober through a creative and educational event that fostered awareness, solidarity, and empowerment. The gathering brought together startups, mentors, and team members in a vibrant display of art, dialogue, and reflection — transforming the space into a symbol of care and collective strength. Startups actively participated by setting up stalls and encouraging fundraising efforts to support breast cancer awareness and early detection initiatives. The session also focused on preventive healthcare, inspiring open conversations around women's health and emphasizing that awareness and timely action can save lives. Pinktober at NIC Peshawar served as a heartfelt reminder that behind every innovation lies a community that values compassion, courage, and change.











As part of our Pinktober session, we painted the butterfly together, a powerful symbol of transformation, hope, and resilience. Through creativity and conversation, our community celebrated not just awareness, but hope, courage, and the beauty of taking care of one's health.

Pinktober at NIC Peshawar wasn't just observed, it was felt, shared, and painted with purpose.

Ice-Breaker:

What comes to you mind when you think of pinktober?

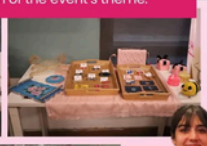






Startups participated in Pinktober by showcasing their products in celebration of the event's theme.





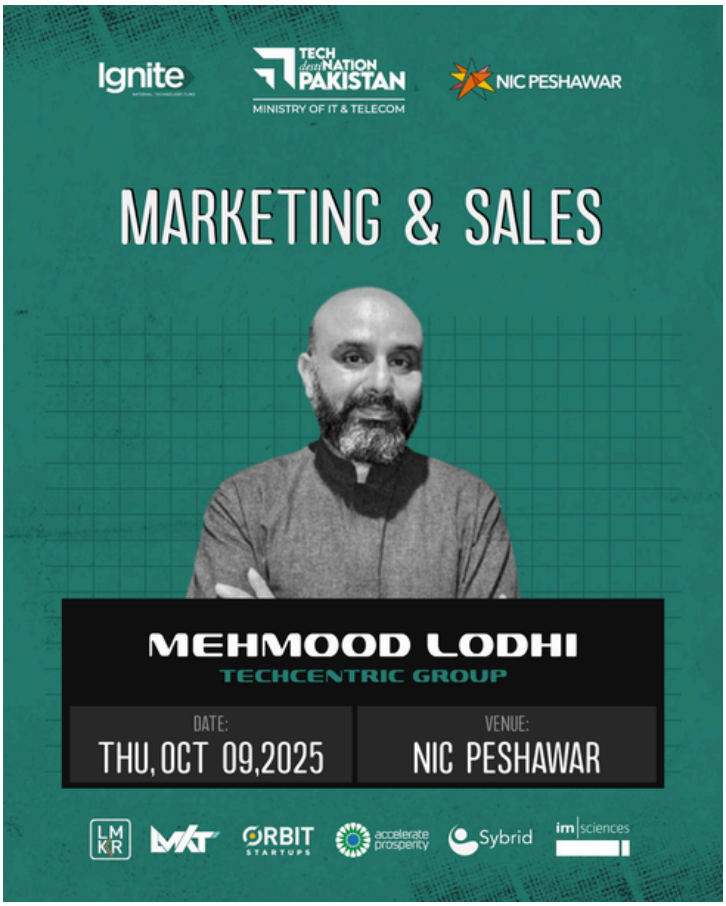






CURRICULUM & OPEN SESSIONS:

Marketing & Sales





A session on Marketing and Sales was conducted by Mehmood Lodhi from Techcentric Group. The session offered founders actionable insights into understanding customer needs, building effective market positioning, and implementing strategies to accelerate sales growth.
Through interactive discussions and real-world examples, participants learned how to align marketing efforts with business goals and create value-driven communication that resonates with their target audiences.
The session reinforced NIC Peshawar's commitment to equipping startups with the practical skills and strategic mindset needed to grow sustainably and compete in dynamic markets.

How to Startup with Bilal Anjum

Cohort 14 officially kicked off its curriculum with the first session, “How to Startup,” led by Bilal Anjum, Founder of DigiKhata. The session provided an in-depth look into the fundamentals of building and scaling a successful startup — from identifying real customer problems and designing user-focused solutions to managing growth challenges effectively.

Drawing on his journey of transforming DigiKhata into one of Pakistan’s leading fintech platforms, Bilal shared valuable lessons on resilience, market understanding, and execution discipline.

The session set a strong foundation for Cohort 14’s learning journey, inspiring founders to think strategically, act decisively, and build ventures that create lasting impact.



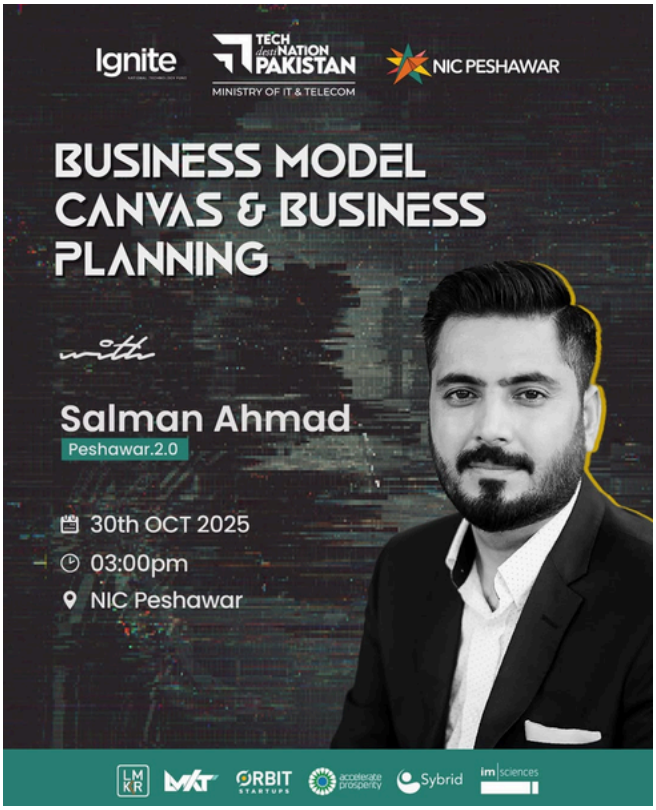




Business Model Canvas and Business Planning

Salman Ahmad Ahmed from Peshawar 2.0 led an engaging and practical session on Business Model Canvas and Business Planning at NIC Peshawar. The interactive workshop guided founders through the process of structuring their startup ideas, defining clear value propositions, and mapping out strategies for growth and long-term sustainability. Participants explored how to translate vision into a viable business model — from identifying target customers to understanding key resources, revenue streams, and cost structures.

The session emphasized that every successful startup begins with a thoughtfully designed model — one that balances creativity with strategy and transforms ideas into executable plans for real-world impact.







Market Research, Customer Segmentation, and Competitor Analysis

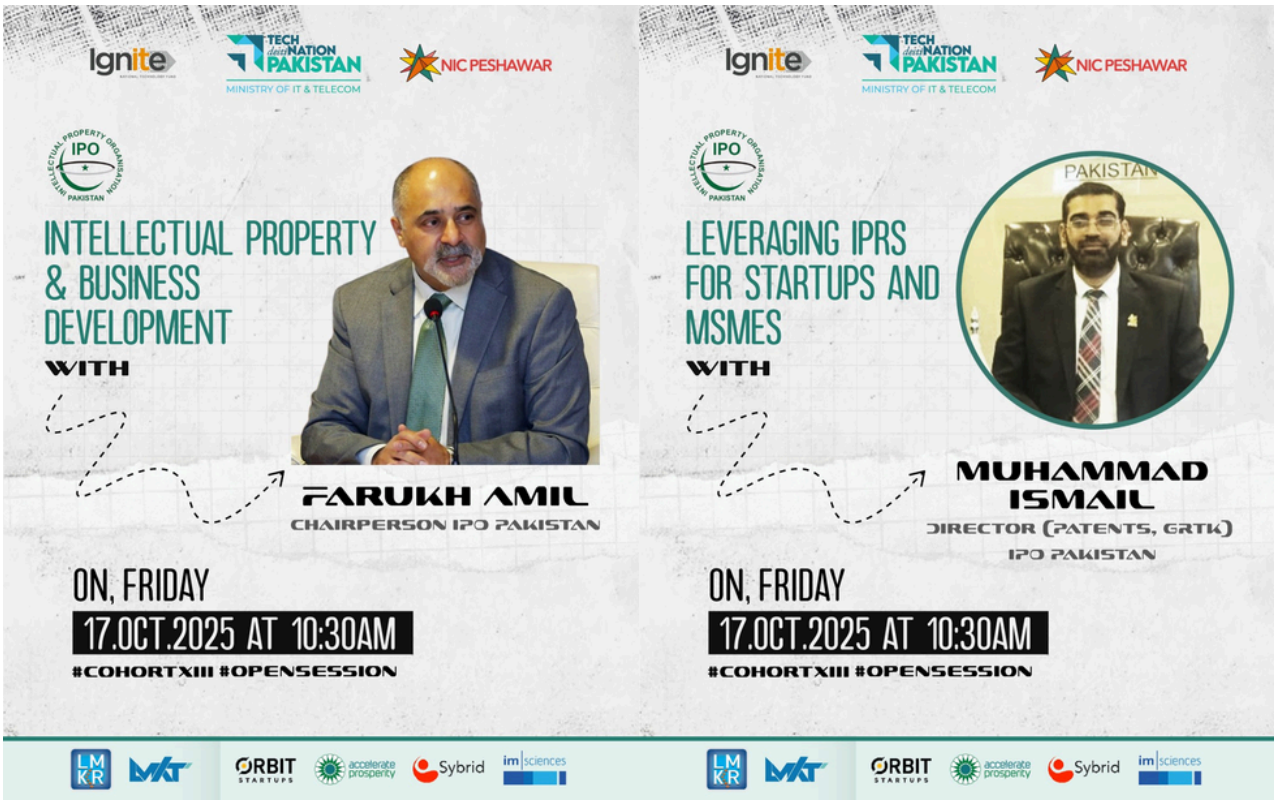
Muhammad Uzair conducted an insightful session on Market Research, Customer Segmentation, and Competitor Analysis, helping founders strengthen their understanding of market dynamics and consumer behavior.
The session focused on practical frameworks for identifying target audiences, uncovering market gaps, and analyzing competitors to craft effective go-to-market strategies. Through real-world examples and interactive discussions, founders learned how to translate research insights into informed business decisions that enhance product-market fit and customer satisfaction.
By emphasizing data-driven thinking and strategic positioning, the session equipped startups with essential tools to build scalable, customer-focused ventures.



OPEN SESSION:

Empowering Startups Through Intellectual Property Awareness

NIC Peshawar hosted an engaging session on Intellectual Property Rights (IPR), featuring Ambassador Farukh Amil, Chairperson of IPO Pakistan, and Muhammad Ismail, Director (Patents, GRTK). The discussion centered on how startups and MSMEs can leverage intellectual property protection to strengthen innovation, enhance competitiveness, and ensure sustainable growth.
Participants gained a deeper understanding of the importance of safeguarding their ideas and inventions — from trademarks and patents to design rights — as a foundation for long-term business success. The speakers emphasized that protecting intellectual property not only secures ownership but also builds investor confidence and market credibility.
Through such initiatives, NIC Peshawar continues to equip its founders with the knowledge and tools needed to turn ideas into impactful, protected innovations that can thrive in both local and global markets.

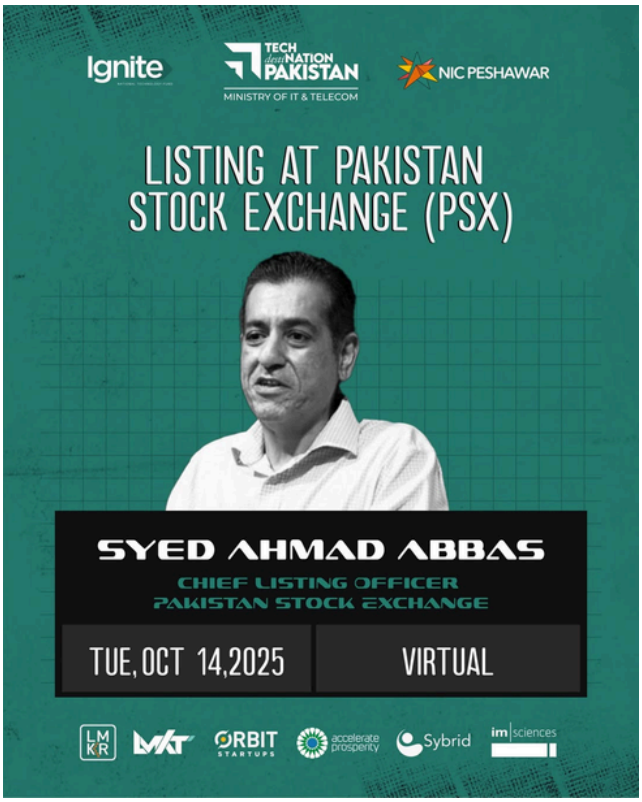


Exploring Capital Growth Through Listing at PSX

A virtual session on “Listing at Pakistan Stock Exchange (PSX)” was organized to help startups, SMEs, and Greenfield projects understand how to raise capital and scale sustainably.

Syed Ahmad Abbas, Chief Listing Officer at PSX, led the session, providing valuable insights into IPOs, listing procedures, and alternative funding options available to growing businesses. Participants learned how entering the formal economy through PSX can open new pathways for investment, credibility, and long-term growth.

The session underscored NIC Peshawar’s commitment to building financial literacy and capital readiness among founders — enabling them to navigate the journey from early-stage ventures to publicly listed companies.





IFC Hosts Webinar on the Regulatory Sandbox Initiative

Our partner, the International Finance Corporation (IFC), organized an insightful webinar on the Regulatory Sandbox Initiative, bringing together global experts to share perspectives on regulatory innovation and fintech development.
The session explored international experiences and private sector insights into the sandbox framework — particularly focusing on themes such as open banking, remittances, and merchant onboarding. Participants gained valuable understanding of how these initiatives are shaping the future of digital finance and fostering responsible innovation in the fintech ecosystem.
Through this collaboration, NIC Peshawar continues to connect its startup community with global conversations that drive learning, policy awareness, and emerging opportunities in the financial technology landscape.



EVENTS AT NIC

AI Wrapper Orientation:

UNDERSTANDING THE REALITIES OF ARTIFICIAL INTELLIGENCE

NIC Peshawar hosted an orientation session on the AI Wrapper Competition 2025, launched by Ignite – National Technology Fund under the Ministry of IT & Telecom.
The session introduced participants to the competition's vision of empowering Pakistan's next generation of innovators to develop AI-driven solutions across Education, Health, Governance, Finance, and Climate. With Rs. 8.75 million in prizes, expert mentorship, and national exposure, the initiative encourages students, researchers, and tech enthusiasts to become digital changemakers driving meaningful impact through artificial intelligence.





INSTASHOP WORKSHOP:

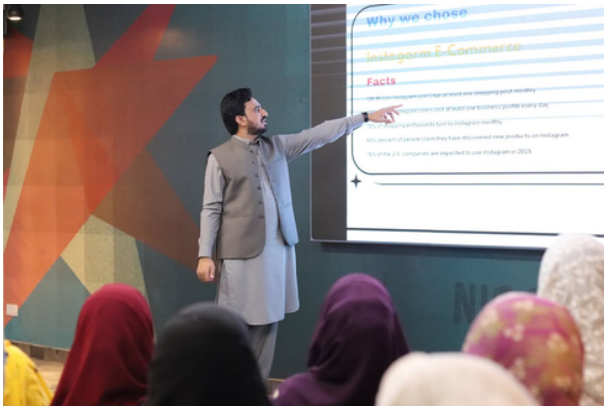
EMPOWERING FOUNDERS TO EXCEL IN E-COMMERCE

NIC Peshawar, in collaboration with Hive Pakistan, hosted InstaShop Workshop aimed at equipping startups with the skills to build and scale successful online businesses.

The workshop guided founders through every stage of the e-commerce journey — from setting up digital storefronts and optimizing product listings to driving sales and enhancing customer engagement. Through hands-on training and expert mentorship, participants learned practical strategies to strengthen their online presence and tap into the growing digital marketplace.

This initiative reflects NIC Peshawar's continued efforts to empower entrepreneurs with the tools and knowledge needed to thrive in Pakistan's rapidly evolving e-commerce ecosystem.







PARTNERSHIPS, OUTREACH, AND IMPACT

MEDIA COVERAGE - NIC PESHAWAR MAKES HEADLINES

NIC Peshawar's recent milestones — from hosting the KP Investor Summit to celebrating the graduation of Cohort 12 startups — have captured national attention, earning recognition across leading media platforms.
Featured by TechJuice, Hum English, and Business Recorder, these stories highlight the growing strength of Khyber Pakhtunkhwa's innovation ecosystem and the remarkable progress of the startups nurtured under NIC Peshawar's incubation program.
Each feature underscores the collective effort of founders, mentors, and partners who continue to drive entrepreneurial growth, investment readiness, and regional innovation.



NIC Peshawar Startups Featured on AVT Khyber

NIC Peshawar's startups continue to make waves, gaining well-deserved recognition on AVT Khyber for their innovation and impact. The feature highlighted the diversity of ventures emerging from our incubation program — from technology-driven solutions to socially conscious enterprises — showcasing how young entrepreneurs from Khyber Pakhtunkhwa are redefining Pakistan's startup landscape.

This media spotlight reflects the growing visibility of NIC Peshawar's entrepreneurial ecosystem and the achievements of founders who are turning bold ideas into real-world solutions that inspire progress across the region.



EXPRESS NEWS HIGHLIGHTS NIC PESHAWAR'S COHORT 14 ORIENTATION

NIC Peshawar's Cohort 14 Orientation received national coverage from Express News, capturing the vibrant energy, ambition, and innovation that define the region's growing startup ecosystem.

The feature spotlighted how NIC Peshawar's incubation program empowers founders with expert mentorship, market insights, and access to vital resources — enabling them to transform early-stage ideas into scalable, high-impact ventures.

Moments like these showcase how Pakistan's startup landscape is gaining national momentum, with new founders emerging as drivers of innovation, economic growth, and entrepreneurial transformation across the country.



Startups Sign MoUs with Welfare & Relief Committee

Fairies, a promising startup from Cohort 13 of NIC Peshawar, has entered into an MoU with the Welfare & Relief Committee to advance skill development and empowerment initiatives.

Through this collaboration, Fairies will design and deliver skill-based training programs across various disciplines — equipping individuals with practical expertise, fostering self-reliance, and creating pathways for sustainable income generation.

The partnership reflects Fairies' commitment to social impact and aligns with NIC Peshawar's broader vision of empowering communities through innovation, entrepreneurship, and capacity building.

