

ENTREPRENEURSHIP SUMMER SCHOOL 2025

The Startup Playbook: **MARKETING WITH PURPOSE** **1-DAY WORKSHOP**

Learning Outcomes

- Design marketing strategies tailored to startup goals.
- Define and target ideal customers using segmentation, targeting and positioning techniques.
- Conduct competitor analysis.
- Develop compelling brand narratives.

Program Module

- Fundamentals of marketing for startups.
- Identifying target markets & creating buyer personas.
- Analyzing the competitive landscape.
- Storytelling, positioning, and branding.

Who Can Attend

University students, startup founders, and aspiring entrepreneurs.

 **PKR 10,000/ + 5% SST (per participant)**

 **Monday, 7 July**

 **9 AM - 5 PM**

 **IBA City Campus**



Dr Amber Gul
Assistant Professor, IBA



ENTREPRENEURSHIP SUMMER SCHOOL 2025

The Digital Leap: **EMPOWERING ENTREPRENEURS THROUGH TECH** **1-DAY WORKSHOP**

Learning Outcomes

- Application of digital technologies to Business Model Canvas.
- Practical application to participants startup.
- Understand how to digitize operations and marketing.
- Utilize automation to streamline business processes.
- Sample application using Instagram.

Program Module

- Overview of Business Model Canvas.
- Basic Digital Technologies explained.
- Application of Digital Technologies in Business Model.

Who Can Attend

University students, startup founders, and aspiring entrepreneurs.

 **PKR 10,000/ + 5% SST (per participant)**

 **Tuesday, 8 July**

 **9 AM - 5 PM**

 **IBA City Campus**



Dr AbdulBasad Shaikh
Assistant Professor, IBA



ENTREPRENEURSHIP SUMMER SCHOOL 2025

Startup Finance Essentials: MASTERING NUMBERS FOR GROWTH

2-DAY WORKSHOP

Learning Outcomes

- Interpret financials to drive smart decisions.
- Build models for growth and investment.
- Apply pricing strategies for market fit.
- Forecast and budget for scaling goals.
- Craft investor-ready financials with confidence.

Program Module

- Understand Profit and Loss, Cash Flow, Balance Sheet to assess performance.
- Identify cost types; build lean financial models.
- Apply pricing strategies; calculate margins and break-even.
- Create budgets; improve liquidity and financial control.

Who Can Attend

University students, startup founders, and aspiring entrepreneurs.

 **PKR 15,000/ + 5% SST (per participant)**

 **Monday / Tuesday, 14-15 July**

 **9 AM - 5 PM**

 **IBA City Campus**



Dr Sharjeel Hasnie
Chairperson- Dept. of
Accounting and Law, IBA



ENTREPRENEURSHIP SUMMER SCHOOL 2025

TRAINER PROFILE



Dr Sharjeel Hasnie

Dr. Syed Sharjeel Ahmad Hasnie, a Chartered Management Accountant (UK) with a Doctorate in Finance from Grenoble Ecole de Management (France), is Chair of the Department of Accounting and Law at IBA. His expertise spans Auditing, Management Accounting, Asset Pricing, and Fintech. He leads fintech development via the IBA Accounting Lab, partnering with PSX and negotiating with Binance. A certified mediator from Singapore International Mediation Center, he also researches Environmental, Social and Governance fac-



ENTREPRENEURSHIP SUMMER SCHOOL 2025

TRAINER PROFILE



Dr AbdulBasad

Dr Abdulbasad is a seasoned professional with 30+ years of experience, holding a Doctorate from Imperial College, London. He led the design of Magnetic Resonance Imaging systems at Siemens for over 15 years. With a deep understanding of software applied to processes, he now offers digital transformation consultancy services. Dr Abdulbasad teaches at IBA Karachi, fostering industry-academia collaboration. He's an expert in process automation and AI, having worked with top companies like Pakistan Petroleum Limited and K-Electric. Dr AbdulBasad helps organizations connect and transform through their digital journeys.



ENTREPRENEURSHIP SUMMER SCHOOL 2025

TRAINER PROFILE



Dr Amber Gul

Dr Amber Gul Rashid brings global academic and corporate experience, actively teaching executives and graduates. She champions individual-driven change for lasting impact. Passionate about entrepreneurship and female empowerment, she has worked with IBA-CED for over a decade, training underprivileged communities to unlock their entrepreneurial potential. Her work spans both for-profit and non-profit startups.

