

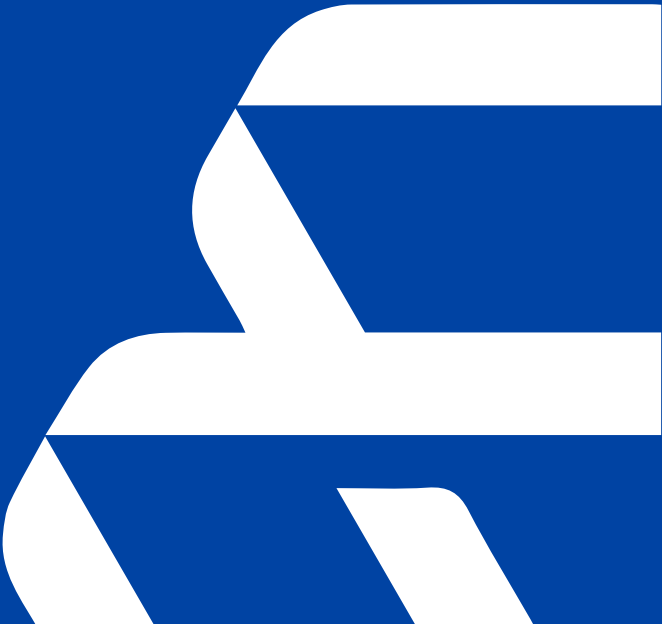
National  
Incubation  
Center  
Islamabad

# REAL SOLUTIONS THAT INCREASE YOUR PROFITS

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*Our startups can help businesses in  
being more efficient and profitable.*

*A Curated  
Portfolio from  
NIC Islamabad*

The bottom right portion of the page features several large, overlapping white geometric shapes. These shapes are composed of straight lines and rounded corners, creating a modern, architectural feel. They are set against the solid blue background, providing a strong visual contrast.

**National  
Incubation  
Center**  
Islamabad

# **Empowering Pakistani startups to solve local & global challenges**

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**National  
Incubation  
Center**  
Islamabad

# Architecting the Next Era of *Solutions*

Startups are driven by a single mission: to create ease and convenience. By removing the friction that slows progress, these founders are redefining the landscape of Pakistani enterprise. They are the architects of the agile, scalable solutions your industry requires today.

This booklet is dedicated to the NIC Islamabad startups shaping the next era of innovation. *We invite you to reach out and connect with them to address your organization's strategic needs as a partner, as an investor, or as an industry leader.*

*Sayyed Ahmad Masud | Project Director | NIC Islamabad*  
*Kamran Taufiq Khan | Program Manager | NIC Islamabad*

Since 2024, **NIC Islamabad** has generated significant economic impact:

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In investments

**\$4.34 M**

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Jobs Created

**3700+**

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Startups Incubated

**120**

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Female Founders  
Supported

**30+**

**Is there a specific challenge in your industry?**

**Reach out to us for a tailored solution**

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## NIC ISLAMABAD STARTUP

# AI-Dentify – Sharper Diagnoses. More Confident Consultations

Vertical: HealthTech | Dental AI

B2B

**Value Proposition:** AI-Dentify integrates directly into your dental clinic's workflow to analyse X-rays in real time, flag pathologies, and model treatment outcomes for each patient. The result: more accurate diagnoses, faster consultations, and patients who trust the plan you're recommending.

## About

AI-Dentify combines AI diagnostics with Digital Twin technology to bring precision modelling into everyday dentistry. Their cloud-based system detects caries, bone loss, and other pathologies in X-rays, and provides patient-specific treatment simulations, giving clinicians a powerful second opinion and giving patients visual clarity on their treatment journey.

## The Problem They Solve

Dental X-ray interpretation is time consuming and subject to human variability. Missed pathologies mean delayed treatment, unhappy patients, and avoidable complications, particularly for high-volume clinics.

*AI-dentify has transformed how we diagnose dental X-rays faster and more accurate than ever. — Dr. Sara Ali, Smile Center*

**Dr. Aimen Ziaraf | Founder**  
aimenziaraf@gmail.com  
www.aidentify.online

## Ideal Customer

Dental clinics, hospitals (including PIMS), diagnostic labs, and dental teaching institutes that want to improve diagnostic accuracy and patient conversion.

## The Opportunity Cost

Diagnostic errors in dentistry lead to treatment delays, patient dissatisfaction, and liability exposure. An AI layer on your X-ray workflow eliminates a significant portion of that risk.

## Current Customers

Operational in 6 clinics and 1 major hospital; Selected for AI & Big Data Expo, Amsterdam; Showcased at Industry AI Week 2026.



## NIC ISLAMABAD STARTUP

# AquaTech Fisheries – Grow More Fish. Waste Less. Risk Less.

Vertical: AgriTech / Aquaculture

B2B/ B2C

**Value Proposition:** AquaTech Fisheries provides fish farmers with end-to-end Biofloc farming systems, including tank setup, IoT water quality monitoring, and technical training to significantly increase yields and reduce the mortality and guesswork that make traditional aquaculture so difficult.

### About

AquaTech Fisheries specialises in Biofloc fish farming, a technology that allows high density fish production in small spaces with minimal water exchange. They handle the full setup, install IoT sensors to continuously monitor water quality, and train farmers to maintain optimal conditions independently. Their clients consistently report higher yields and lower losses.

### The Problem They Solve

Traditional fish farming in Pakistan is plagued by poor water management, high mortality rates, and unpredictable yields. Farmers invest significantly and often lose a substantial portion of their stock before harvest.

*"We saw a 30% increase in production using their Biofloc system. Their water-quality sensors take all the guesswork out of farming." – Owner, Swat Fish Farm*

**Ahmad Hussain | Founder**  
khan.ahmad9902@gmail.com  
www.aquatechfisheries.co

## Ideal Customer

Fish farmers, aquaculture investors, and agri-businesses looking to start or scale high-density fish farming operations with lower risk and better margins.

## The Opportunity Cost

Demand for fish protein is rising faster than traditional aquaculture can meet. Biofloc technology is already standard in high-productivity markets, and it's now accessible here.

## Current Customers

B2C: 50+ paying clients, including fish farmers, students, & early stage aquaculture entrepreneurs  
B2B: University of Charsadda, University of Mardan

## NIC ISLAMABAD STARTUP

# BioNano Innovation – Heal Diabetic Wounds Faster with Smart Nano–Technology

**Vertical:** HealthTech | Advanced Wound Care

**B2B**

**Value Proposition:** BioNano Innovation's NanoHeal™ dressing accelerates tissue regeneration, controls infection, and outperforms conventional wound dressings for diabetic and burn patients — at a price point that makes it viable for both hospitals and wound care clinics.

### About

BioNano Innovation develops NanoHeal™ — a nanomaterial-based smart dressing engineered for diabetic foot ulcers and burn patients. It works by creating an environment that supports tissue repair while simultaneously controlling bacterial infection. The technology is validated through in vivo and in vitro studies, with an MVP in pre-launch clinical evaluation.

### The Problem They Solve

Conventional wound dressings slow down healing for diabetic patients, require frequent changes, and don't address infection at the wound level. For patients with poor circulation, this can lead to amputation.

*"We observed faster healing and improved wound conditions compared to conventional dressings." — Pilot Study Patient*

**Dr. Farha Masood | Founder**  
farha.masood@yahoo.com  
www.bionanoinnovations.com

## Ideal Customer

Wound care clinics, hospitals, endocrinologists, and diabetic care centres treating patients with chronic ulcers or burns.

## The Opportunity Cost

Diabetic foot ulcers are the leading cause of non-traumatic amputations in Pakistan. Better wound care technology can change that outcome, and reduce the cost burden on healthcare providers.

## Current Customers

Actively seeking healthcare organisations and hospitals to partner for clinical trials of NanoHeal™



NIC ISLAMABAD STARTUP

# Chrio – AI-Powered Cricket Broadcasting Faster, Cheaper, Better

Vertical: SportsTech | AI Broadcasting

B2B

**Value Proposition:** Chrio replaces the large, expensive production teams required for live cricket broadcasts with AI systems that deliver 98% ball detection accuracy and just 15ms delay. For broadcasters and leagues, that means production costs drop dramatically without any compromise on quality.

## About

Chrio has built AI systems that automate the repetitive, manual work in cricket broadcast production. Their technology handles camera tracking, ball detection, and production workflows with near-human accuracy, at a fraction of the cost of a full production team. They're already trusted by Asia's largest broadcasters.

## The Problem They Solve

Professional cricket broadcasting requires large teams for tasks that are repetitive and rule-based. For smaller leagues, this cost is prohibitive. For larger broadcasters, it's a margin problem they haven't been able to solve, until now.

*Trusted by industry giants like Trans Production Technologies to autonomize redundant broadcast workflows.*

**Abdullah Zubair Ghouri | Founder**  
ab.ghouri03@gmail.com  
www.chrio.site

## Ideal Customer

Cricket broadcast vendors, production houses, and sports leagues that want to reduce the cost of live production without reducing broadcast quality.

## The Opportunity Cost

Broadcast production costs are one of the biggest barriers to growing cricket coverage. AI removes that barrier, for leagues big and small.

## Current Customers

Trans Group, Trans Production Technologies



## NIC ISLAMABAD STARTUP

# Dakia.ai – Extract Structured Data from Any Document, Instantly

**Vertical:** Enterprise AI

**B2B**

**Value Proposition:** Dakia.ai is your revenue recovery engine. Home service businesses lose thousands of dollars every month to missed calls, slow follow-ups, and manual admin. Dakia eliminates all three, saving customers up to \$100K per year that would otherwise walk straight to a competitor.

### About

Dakia.ai is an Intelligent Document Processing platform that uses AI to parse and understand unstructured documents. Whether it's 5,000 supplier invoices, a stack of legal contracts, or years of shipping records, Dakia turns it into structured, searchable, actionable data, fast.

### The Problem They Solve

Home service companies in North America are losing revenue daily to fragmented communication tools, missed inbound leads, and hours wasted on manual data entry, with no single system connecting their calls, messages, CRM, and follow-ups in one place.

*"Dakia handled 5,000 messy invoices with 98% accuracy. It replaced three weeks of manual data entry in one afternoon." — Operations Head, Logistic Co.*

**Bassal Mehmood Talha | Founder**  
 bassalmalick@gmail.com  
 www.dakia.ai

## Ideal Customer

Home service companies in North America — solar, HVAC, plumbing, and similar, looking to increase conversion rates without increasing headcount.

## The Opportunity Cost

Every unanswered lead is a job booked by your competitor. The longer your team spends on manual data entry and follow-up calls, the more revenue you're leaving on the table.

## Current Customers

Sunpower, Sunrun, Powur



ezGeyser  
بیجت | سهولت

NIC ISLAMABAD STARTUP

# ezGeyser – Make Any Geyser Smart, Slash Your Energy Bills

Vertical: IoT | Smart Home Energy

B2B/ B2C

**Value Proposition:** ezGeyser converts your existing gas, electric, or hybrid geyser into a smart, remotely controlled unit, no replacement needed. Homeowners get scheduled hot water, reduced energy waste, and noticeably lower utility bills. Geyser manufacturers get a product upgrade that increases market value without changing the core hardware.

## About

ezGeyser is a retrofit IoT thermostat system that plugs into any existing geyser. Through a mobile app, users can schedule heating times, monitor usage, and control the unit remotely. The technology reduces unnecessary heating cycles, cutting both gas and electricity consumption, and it integrates with SNGPL's systems for national-scale impact.

## The Problem They Solve

Most urban households keep their geysers running on outdated manual timers or leave them on around the clock. This wastes energy, inflates utility bills, and offers no control when you're away from home.

*"I experienced a drastic drop in my SNGPL bill after installing ezGeyser. The customer service is immaculate." — Maria Kashif*

Sana Khattak | Founder  
sanakhattak.lh@gmail.com  
ezgeyser.com

## Ideal Customer

Urban households wanting to reduce energy bills and gain convenience; geyser manufacturers like Super Asia and Fatima Engineering looking to add IoT capability to their product lines.

## The Opportunity Cost

Energy costs in Pakistan are rising and load-shedding is a daily reality. A retrofit smart controller pays for itself in months, and keeps paying.

## Current Customers

Super Asia Group in B2B. 400+ customers in B2C



## NIC ISLAMABAD STARTUP

# Horizon Preps – Give Your Students the Best Shot at Pakistan's Top Universities

Vertical: EdTech | Exam Preparation

B2C

**Value Proposition:** Horizon Preps gives F.Sc and A–Level students a structured, expert-led preparation path for Pakistan's most competitive university entry tests, NUST NET, MDCAT, FAST, IBA, and more. Live classes, mock tests, performance analytics, and scholarship mentorship all in one platform.

### About

Horizon Preps is an EdTech platform purpose-built for Pakistan's high-stakes entry test landscape. Students get access to live and recorded sessions from expert teachers, timed mock exams with detailed feedback, and personalised mentorship on strategy and scholarship applications. The platform covers every major test, so students don't need to switch between providers.

### The Problem They Solve

Affordable, expert-led preparation for Pakistan's top university entry tests is hard to find, especially for students outside major cities. Without proper guidance, capable students miss opportunities they deserve.

*"We combine expert teaching with structured strategy to maximize student success in Pakistan's most competitive exams."*

**Semab Tabassum | Founder**  
semabtabassum@gmail.com  
www.horizonpreps.com

## Ideal Customer

F.Sc/A–Level students, gap-year students, and competitive exam candidates across Pakistan looking for credible, results-focused preparation.

## The Opportunity Cost

Entry test competition gets tougher every year. Students who prepare with structure and expert guidance consistently outperform those who rely on past papers alone.

## Current Customers

Already served over 300+ students for entrance test preparation.



## NIC ISLAMABAD STARTUP

# MatchVet – Connect Pet Owners with the Right Vet, Right Now

**Vertical:** HealthTech | Veterinary Marketplace

**B2B**

**Value Proposition:** MatchVet gives independent veterinarians and clinics a platform to offer their services, home visits or in-clinic, with transparent pricing and verified profiles. Pet owners find the right vet faster. Vets grow their client base without overhead. Everyone wins.

### About

MatchVet is a freelance marketplace for veterinary services, connecting pet owners with qualified vets based on location, budget, and specific care needs. Vets can list their services, accept bookings, and build reviews, while pet owners get transparent pricing and on-demand access to qualified care.

### The Problem They Solve

Pet owners often don't know who to trust or how to compare options when their animal needs care. Independent vets, meanwhile, struggle to attract clients beyond their immediate neighbourhood without expensive marketing.

*"MatchVet connected me with vets who gave excellent care when I didn't know where else to turn. Amazing service!"*  
— Sami Ullah, Pet Owner

**Yahya Nawaz | Founder**  
yahya.n.virk@gmail.com  
matchvet.com

## Ideal Customer

Pet owners seeking affordable, reliable veterinary care; independent veterinarians and clinics looking to expand their reach and grow revenue.

## The Opportunity Cost

Pet ownership in Pakistan is rising rapidly. The vet practices that establish a digital presence now will be the ones pet owners turn to first.

## Current Customers

50+ clinics onboarded in Lahore; Incubated at NIC Islamabad and Founder Institute; Featured in regional media.

## NIC ISLAMABAD STARTUP

# NFLUENCERR – Book Influencers for Your Brand in Minutes, Not Weeks

**Vertical:** MarketingTech | Influencer Marketplace

**B2B**

**Value Proposition:** NFLUENCERR gives consumer brands a single platform to search, evaluate, and book influencers across tech, fashion, and cosmetics, without the back-and-forth of direct negotiations. Launch a campaign with confidence, backed by data on reach, engagement, and audience fit.

## About

NFLUENCERR is Pakistan's first influencer marketplace, connecting brands with content creators from micro-influencers to celebrities. Brands can search by category, check performance data, and book creators directly on the platform. The entire process, from discovery to campaign delivery, happens in one place.

## The Problem They Solve

Finding the right influencer, negotiating rates, coordinating content, and tracking results is a full-time job when done manually. Most brands are spending more time on logistics than on the actual campaign.

*NFLUENCERR helps brands discover and book influencers across all major categories in just a few clicks.*

**Rashid Ali | Founder**  
itsEngineerRashidAli@gmail.com  
www.nfluencerr.com

## Ideal Customer

Consumer brands in tech, fashion, and cosmetics like Priceoye, Fawya Mobile, and Xcessories Hub, that want to run influencer campaigns efficiently and at scale.

## The Opportunity Cost

Social commerce in Pakistan is growing at double digits. Brands that can move fast on influencer partnerships are capturing the market. Those still managing it manually are falling behind.

## Current Customers

Priceoye, XcessoriesHub, Faywa, Mobile, Nurturepharma, Tajbedding, MeezoOrganics, RoyalWrist Watches

NIC ISLAMABAD STARTUP

# OfficeFlow AI – Automate Your Business Workflows, Without a Full IT Project

Vertical: Enterprise AI | Workflow Automation

B2B

**Value Proposition:** OfficeFlowAI gives SMEs and mid-market companies in Pakistan and the MENA region a way to automate finance, HR, and procurement workflows at a fraction of the cost of traditional ERP systems. Invoice processing, approvals, and document extraction happen automatically, without the months-long implementation timeline.

## About

OfficeFlowAI is an AI-powered automation platform that eliminates manual bottlenecks across key business functions. Their AI agents handle invoice processing, risk prediction, multi-language document extraction, and approval workflows. It's designed for teams that need results in weeks, not years.

## The Problem They Solve

Mid-sized enterprises in Pakistan and Saudi Arabia are growing fast but still processing invoices, HR requests, and procurement documents by hand, creating delays, errors, and scalability ceilings.

*"What used to take hours now takes minutes. Their invoice automation has been a game-changer for our team." – IS/ERP Manager, Rashed AI Rashed & Sons*

**Alina Nasir | Founder**

alina@jffconsultants.com

www.jffconsultants.com/officeflow-ai

## Ideal Customer

SMEs and mid-market companies with 50–500+ employees in Pakistan and the MENA region, particularly those dealing with high volumes of manual document processing.

## The Opportunity Cost

Every manual approval process and every invoice that requires human review is a cost your competitors may already have eliminated.

## Current Customers

Clients across Saudi Arabia and Pakistan, including: Rashed AI–Rashed Sons & Group (12 factories) – KSA, Sealand Maritime Group – KSA, MIS Arabia (Engineering Drawing Comparison Agent, deployment) – KSA, Swan Traders – KSA, BMI+ – KSA, SMZ Con – KSA, Candle Threads – Pakistan



## NIC ISLAMABAD STARTUP

# Pak Organic Life – Healthier Soil. Lower Costs. Better Crops.

Vertical: AgriTech | Sustainable Agriculture

B2B

**Value Proposition:** Pak Organic Life provides lab-tested organic fertilizers made from vermicompost that improve soil health and reduce dependence on expensive chemical inputs. For educational institutes and commercial farms, they also set up full composting units, turning waste into a productive resource on-site.

### About

Pak Organic Life is a social-impact agritech startup converting animal manure into high-quality vermicompost and organic fertilisers. They supply the worms, the training, and the tools to help farmers and institutions establish their own composting units. Their products are lab-tested and proven to restore soil health while lowering input costs.

### The Problem They Solve

Farmers spend a growing share of their budget on chemical fertilisers that degrade soil quality over time. Organic alternatives have historically been unavailable at scale or untested in quality, until now.

*"Highly satisfied with both the service and the quality. Their products consistently deliver excellent results." — Pak Organic Life Client*

### Muhammad Saqlain | Founder

saqlain.ixii@gmail.com  
www.pakorganiclife.com

## Ideal Customer

Kitchen gardeners, plant nurseries, educated farmers, and educational institutes looking for affordable, sustainable alternatives to chemical fertilisers.

## The Opportunity Cost

Chemical fertiliser prices are volatile and soil degradation is accelerating. Organic alternatives are no longer a niche preference, they're becoming a financial and environmental necessity.

## Current Customers

Hergun Agri Tech, Capital Garden Centers, Risala Agro Farms, FNYM AGRI

## NIC ISLAMABAD STARTUP

# ProSensia – Stop Paying for Breakdowns. Start Preventing Them.

Vertical: AI & IoT | Predictive Maintenance

B2B

**Value Proposition:** Every unplanned equipment failure costs you in downtime, emergency repairs, and lost productivity. ProSensia puts AI sensors on your HVAC and industrial equipment to detect problems before they happen, keeping your operations running and your energy bills under control.

### About

ProSensia delivers AI-powered IoT monitoring for industrial and commercial facilities. Their system continuously watches your critical equipment, compressors, HVAC units, motors, and alerts your team before a fault becomes a failure. The result is fewer emergency calls, lower energy consumption, and predictable maintenance budgets.

### The Problem They Solve

When industrial equipment fails without warning, the cost is never just the repair bill. It's the production halt, the emergency technician call, the cancelled service, and in hospitals, potentially something far worse.

*ProSensia's system makes managing ACs effortless, less downtime, less hassle!*  
— Works Department, Pak Austria Fachhochschule

**Momin Khan | Founder**  
prosensia@gmail.com  
www.prosensia.pk

## Ideal Customer

Factories, airports, hospitals, hotels, and universities that rely on continuous equipment uptime and want to reduce reactive maintenance costs.

## The Opportunity Cost

Reactive maintenance costs 3–5x more than preventive maintenance. Every month without monitoring is a month of preventable losses.

## Current Customers

Pak–Austria Fachhochschule,  
DoST, CM House KPK, University  
of Haripur



NIC ISLAMABAD STARTUP

# SafetyX Pro – Turn Your Existing CCTV Into an AI Safety Officer

**Vertical:** Industrial AI | Workplace Safety

**B2B**

**Value Proposition:** SafetyX Pro uses the CCTV infrastructure you already have to monitor your site for PPE violations, hazardous conditions, and safety breaches, in real time. No new hardware. No large safety teams. Just immediate, automated alerts that prevent accidents before they happen.

## About

SafetyX Pro is an AI layer that transforms standard surveillance cameras into intelligent safety monitors. The system detects missing hard hats, exposed hazard zones, and safety protocol violations instantly, sending alerts to supervisors in real time. It helps industrial enterprises maintain regulatory compliance without increasing headcount.

## The Problem They Solve

Industrial sites can't have a safety officer watching every camera, every shift. Manual monitoring misses violations, and by the time an incident is reported, the damage is done.

*"SafetyX Pro delivered a professional solution with strong technical expertise and efficiently resolved our safety monitoring issues." — Industrial Client*

**Misbah Anis | Founder**  
 anismisbah13@gmail.com  
 www.thesafetyxpro.com

## Ideal Customer

Manufacturing plants, construction companies, mining operations, and oil & gas companies that need to improve safety compliance and reduce incident risk.

## The Opportunity Cost

A single workplace accident can cost more than years of investment in a safety system. And with regulators increasing enforcement, compliance is no longer optional.

## Current Customers

Compact (Poland)  
 AllergoHealth (Germany)  
 Cookventry (Australia)  
 Superview (Colombia)



NIC ISLAMABAD STARTUP

# Saving9 – Equipping Every Citizen to Save Lives

Vertical: Social Enterprise | Healthcare

B2B/ B2C

**Value Proposition:** You don't have to be a doctor to save a life. Saving9's workshops are practical, accessible, and designed for everyone, regardless of age, gender, or educational background. By putting emergency response skills in the hands of ordinary people, they're building a community that can act before the ambulance arrives.

## About

Saving9 is a social enterprise on a mission to close Pakistan's pre-hospital emergency care gap. They deliver hands-on first aid workshops, from basic to advanced level alongside mental health services, equipping individuals, schools, corporates, and medical professionals with the skills to respond confidently in a crisis. No medical background required.

## The Problem They Solve

In Pakistan, most people who witness a medical emergency don't know what to do in the critical minutes before professional help arrives. That gap between the moment of crisis and the arrival of care is where lives are lost.

*Saving9 empowers people to act in those critical moments where every second counts*

Abdullah Bin Abbas | Founder  
www.saving9.org

## Ideal Customer

Schools, corporate offices, and community organisations looking to build a safety-ready culture; medical professionals seeking structured first aid certification; and members of the general public who want the confidence to respond in an emergency.

## The Opportunity Cost

Emergencies don't wait for the right moment. Every person in your organisation who hasn't been trained is a missed opportunity to save a colleague, a family member, or a stranger.

## Current Customers

Abu Daud, Beacon Energy, USIP, Aurat Tech



NIC ISLAMABAD STARTUP

# Scoutrex – Stop Sifting Resumes. Start Hiring the Right People

**Vertical:** HR Tech | Recruitment Intelligence

**B2B/ B2C**

**Value Proposition:** Scoutrex delivers a pre-vetted shortlist of candidates who match both the role requirements and your company culture, cutting your hiring timeline by up to 60%. Your team spends time on final decisions, not on filtering.

## About

Scoutrex is a recruitment intelligence platform that uses data-driven skill assessments and cultural fit analysis to match candidates with the right roles. Instead of sending hundreds of unfiltered resumes, Scoutrex delivers a ranked shortlist of people who are genuinely likely to succeed, saving hiring managers significant time and reducing turnover.

## The Problem They Solve

HR teams are overwhelmed with applications that don't match the role, the team, or the culture. Filtering through hundreds of CVs to find five genuine candidates is a time and energy sink that slows every hire.

*"Scoutrex didn't just send us resumes; they sent us people who fit our culture. It's the most efficient hiring we've ever done." — HR Director, TechLogix*

**Muhammad Talal Habshi | Founder**  
 anismisbah13@gmail.com  
 www.scoutrex.tech

## Ideal Customer

HR managers, tech startups, and multinational recruitment teams hiring for technical and creative roles who are frustrated by high CV volumes and poor match rates.

## The Opportunity Cost

A bad hire costs 3–6 months of salary to recover from. A slow hire costs you in team productivity and candidate quality. Scoutrex addresses both.

## Current Customers

B2C: 129 athletes | B2B: 5 cricket clubs



## NIC ISLAMABAD STARTUP

# SignersAI – Make Your Digital Content Accessible to Deaf Audiences

Vertical: Assistive AI | Digital Accessibility

B2B/ B2C

**Value Proposition:** SignersAI translates your digital content, text, audio, and video into sign language using AI-powered 2D avatars. For businesses and government portals with accessibility obligations, this is the fastest, most cost-effective way to meet compliance standards and genuinely include the deaf community.

### About

SignersAI has developed an AI solution that converts digital media into sign language in real time, using 2D avatar technology. Organizations can integrate the tool into their websites, apps, or content workflows, reaching millions of deaf users who are currently excluded from the digital experience.

### The Problem They Solve

Most digital content, websites, videos, government services, educational platforms, is completely inaccessible to deaf and hard-of-hearing users. Sign language translation has historically been too expensive and slow to scale.

*"Breaking communication barriers by translating digital content into sign language using AI avatars." — SignersAI*

**M Zeeshan | Founder**  
mzeeshan.p0615@gmail.com  
signershushub.com

## Ideal Customer

Digital businesses, government portals, and educational platforms that need to meet accessibility standards, serve deaf and hard-of-hearing users.

## The Opportunity Cost

Accessibility compliance requirements are tightening globally. Organisations that build inclusive digital infrastructure now are ahead of regulatory mandates, & ahead of their competitors in audience reach.

## Current Customers

Innovation-led AI solution targeting a massive, underserved global audience; specialised in 2D avatar-based sign language translation.



## NIC ISLAMABAD STARTUP

# Soulters Glamps – Invest in Pakistan's Northern Tourism Boom

**Vertical:** Tourism Real Estate | Luxury Glamping

**B2B/ B2C**

**Value Proposition:** Soulsters Glamps offers a low-barrier, high-return way to invest in Pakistan's booming northern tourism sector. They develop and manage high-tech luxury glamping units, so investors get the ROI without the operational complexity of running a property themselves.

### About

Soulsters Glamps develops luxury glamping resorts in Pakistan's scenic northern regions, combining aesthetic design with modern amenities. They handle construction, operations, and management on behalf of investors and guests, making it easy to participate in the growth of Pakistan's tourism sector without owning or running a conventional hotel.

### The Problem They Solve

Pakistan's northern regions attract millions of tourists annually, but quality, aesthetically compelling accommodation options remain scarce. Visitors are underserved, and the investment gap is significant.

*"Investment in tourism is a dream with the best ROI through high-tech, low-budget glamping units." – Soulsters Glamps*

**Salahuddin Aziz | Founder**  
soultersglamps@gmail.com

## Ideal Customer

Small and large investors in tourism real estate; premium tourists and families seeking unique, high-quality stays in Northern Pakistan.

## The Opportunity Cost

Northern Pakistan's tourism numbers are growing year on year. The infrastructure gap is the opportunity. Early investors in quality lodging will define the market.

## Current Customers

Served over 50+ tourists in 2025.



## NIC ISLAMABAD STARTUP

# Stayovers – Pakistan's premium lodging marketplace for curated, experiential stays

Vertical: TravelTech

B2B

**Value Proposition:** Stayovers handles everything so you don't have to. From sourcing the right property to coordinating logistics on the ground, they deliver a seamless, premium travel experience that conventional hotel bookings simply can't match, while actively raising the standard of hospitality across Pakistan's tourism landscape.

### About

Stayovers is a curated booking platform connecting discerning travellers with Pakistan's finest cottages, villas, and resorts. Beyond accommodation, they manage every detail of the journey, from transport and tour guides to on-ground coordination and 24/7 support, so guests experience the destination without the stress of planning it.

### The Problem They Solve

Finding a genuinely premium, well-managed stay in Pakistan is harder than it should be. Travellers waste hours researching properties, coordinating logistics, and managing uncertainty, only to arrive and find the experience doesn't match what was advertised.

*"It was great. One of the best trips I had. Thank you so much for making this possible!" – Aniq*

**Ridah Mahum | Founder**  
ridahmahum54@gmail.com  
Stayovers.pk

## Ideal Customer

Urban, upper-middle to high income Pakistanis aged 25–45 who value privacy & curated experiences. Digitally active & convenience driven, they're willing to pay a premium for verified properties & booking support, whether for a romantic getaway, a family celebration, or a corporate offsite.

## The Opportunity Cost

Pakistan's travel season fills up fast. The best properties get booked early, and the gap between a memorable trip and a disappointing one often comes down to who planned it.

## Current Customers

B2C : 80+ clients  
B2B: Coca-cola, Shadiyana.pk, Photographire, Daftarkhawan alpha



## NIC ISLAMABAD STARTUP

# The Tuitionist – One Platform to Run Your Entire School

**Vertical:** EdTech | School Management SaaS

**B2B**

**Value Proposition:** If you're managing fee collection in spreadsheets, handling attendance manually, or chasing exam records across filing cabinets — The Tuitionist replaces all of it with one cloud-based system. Less admin. Less financial leakage. More time for education.

### About

The Tuitionist is an AI-enabled school management platform that automates your daily administrative work, from fee collection and attendance to academic scheduling and performance reporting. Schools using the platform have significantly reduced manual errors and reclaimed hours of staff time every week.

### The Problem They Solve

School administrators spend enormous time on manual processes, collecting fees, updating attendance, generating reports, that could all be automated. This creates financial leakage and slows down academic progress.

*The Tuitionist transformed our idea into a fully functional platform with professionalism and clarity. The execution exceeded expectations.*  
— Founder Esha, Jazb (Women-Led SME)

**Hanan Asif | Founder**  
hananasif733@gmail.com  
thetuitionist.com

## Ideal Customer

Private school owners, school administrators, and SME operators running educational institutes who want to reduce overhead and modernize operations.

## The Opportunity Cost

Schools still running on paper-based admin are losing money to errors and inefficiency every single day. Digitization is no longer a future plan, it's a survival strategy.

## Current Customers

Faith School System, The Caps School, Modern Islamic School

## NIC ISLAMABAD STARTUP

# Trade Unleashed – One System for Every Corner of Your Retail Business

Vertical: Retail SaaS

B2B

**Value Proposition:** If your inventory system doesn't talk to your sales system, which doesn't talk to your accounts, you're losing money to errors and delays every single day. Trade Unleashed connects everything into one cloud-based platform so your team has a single source of truth from raw materials to customer delivery.

### About

Trade Unleashed is an end-to-end retail and e-commerce management platform that unifies omni-channel sales, inventory, manufacturing, and finance. It replaces the patchwork of disconnected tools that most retail brands depend on and gives leadership full visibility over operations, in real time, across all locations.

### The Problem They Solve

Retail brands managing inventory in one tool, sales in another, and finance in a third are guaranteed to face data conflicts, missed orders, and costly stock errors, especially when scaling.

*"It has significantly improved our fulfillment speed and reduced operational errors, giving us complete visibility." — Leadership Team, Retail Partner*

**Zeeshan Aslam | Founder**  
zeeshan@tradeunleashed.com  
www.tradeunleashed.com

## Ideal Customer

Modern retail brands like Servis, Breakout, and Engine; large e-commerce businesses managing complex inventory, multi-channel sales, and warehouse operations.

## The Opportunity Cost

Retail brands that unify their operations grow faster. Brands that keep juggling disconnected tools keep making the same expensive errors.

## Current Customers

Servis Shoes, Breakout, Engine



## NIC ISLAMABAD STARTUP

# Truck Adda – Move Goods Faster. Pay Less. Cut Empty Runs.

Vertical: Logistics Tech

B2B

**Value Proposition:** Truck Adda connects businesses that need to move goods with verified truck drivers who are ready to load, right now. For businesses, that means faster freight at better rates. For truckers, it means fewer empty return trips and more income from the same hours on the road.

### About

Truck Adda is a digital freight marketplace for Pakistan's transport industry. Businesses post available loads; verified drivers accept and track shipments, all through the app. The platform reduces the inefficiency of traditional freight brokers and gives both sides real-time visibility into pricing and availability.

### The Problem They Solve

Pakistan's trucking industry still runs largely on phone calls and personal contacts. Businesses overpay for freight, truckers run half-empty, and neither side has any pricing transparency or reliability guarantee.

*"Truck Adda increases earnings by minimizing empty runs and helping businesses access verified trucks quickly."*

— Truck Adda

**Ali Ameer Khan | Founder**

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www.truckadda.pk

## Ideal Customer

FMCG distributors, SME manufacturers, cement & fertiliser companies, and independent truck drivers looking for consistent, well-priced loads.

## The Opportunity Cost

Pakistan's logistics sector is underserved by technology, and freight costs reflect it. Businesses that switch to transparent, on demand logistics save significantly, and get more reliable service.

## Current Customers

60+ transporters and 4 mango farm owners on board.

## NIC ISLAMABAD STARTUP

# TrulyPakistan – Your Digital Gateway to Pakistan's Tourism Market

Vertical: Travel Tech

B2B/ B2C

**Value Proposition:** If your hotel, tour operation, or travel agency is invisible to international tourists, TrulyPakistan fixes that. They bring you qualified global demand through curated content, CRM-powered sales funnels, and B2B visibility tools, so you spend less time chasing leads and more time hosting guests.

### About

TrulyPakistan is a travel-tech platform built to help Pakistan's hospitality businesses grow in the global market. They connect your services directly with international tourists through digital content, booking pipelines, and destination promotion, giving you the tools to compete globally without building your own marketing infrastructure.

### The Problem They Solve

Most hotels and tour operators in Pakistan are invisible to international tourists. Fragmented online presence, no CRM, and no booking funnel means millions of rupees in potential revenue walk out the door every year.

*TrulyPakistan brought clarity to our digital strategy and helped us position our offerings effectively.*

— Pakistan Youth Hostels Association

**Muhammad ZunNurain Khalid | Founder**  
 zunnurain@gmail.com  
 www.trulypakistan.pk

## Ideal Customer

Hotels, tour operators, travel agencies, and government tourism authorities looking to attract and convert international visitors.

## The Opportunity Cost

Pakistan's tourism market is growing fast. The operators who establish digital visibility now will own the international customer relationship. Those who don't will continue relying on word of mouth TrulySaudi.

## Current Customers

Already Serving tour operators, travel agencies, mid-tier hotels and restaurants and Vehicle Rental Providers

## NIC ISLAMABAD STARTUP

# Xpert Flow – Predicting Health, Preventing Emergencies

Vertical: Health Tech

B2B

**Value Proposition:** They help insurers and employers detect disease risk early and prevent costly medical emergencies. Unlike dashboards or wellness programs, they deliver measurable cost savings by turning prediction into real preventive action.

## About

XpertFlow is an AI-driven health tech platform designed to manage population health at scale. By predicting disease risk long before a crisis occurs, we enable insurers and employers to implement preventive care, reducing healthcare costs and improving long-term outcomes for their members and employees.

## The Problem They Solve

Reactive healthcare is expensive. By the time a patient reaches the emergency room with a cardiac or chronic issue, the costs are astronomical. Insurers and employers often lack the predictive tools to identify high-risk individuals early enough to intervene effectively.

*Welltronica brings evidence-based screening to the masses. It empowers both patients and providers to stop disease before it starts.” — Emad Muhammad Jadoon, Director, ProMED Solutions (Pvt.) Ltd.*

**Rashid Hameed | Founder**  
rashid@xpertflow.com  
www.xpertflow.com

## Ideal Customer

Health insurers, self-insured employers, and government health programs managing large populations who need to reduce medical claims and optimize healthcare spending.

## The Opportunity Cost

Managing chronic disease reactively drains healthcare budgets. Organizations that fail to adopt predictive AI will continue to face rising premiums and emergency care costs, while those who act early can significantly lower their medical loss ratios.

## Current Customers

ProMed Solutions Pvt. Ltd., KCA Oman and PitchSpot Singapore.



## NIC ISLAMABAD STARTUP

# Yumkins – Preservative free, nutritionist approved ready-to-eat baby food.

Vertical: Health Tech

B2C

**Value Proposition:** Yumkins gives busy urban parents exactly what they've been looking for, the safety and purity of a homemade meal in a format that fits a modern lifestyle. No preservatives, no shortcuts, no compromise on what goes into your baby's body.

### About

Yumkins makes natural, preservative-free baby food for infants and toddlers aged 6–36 months. Their range includes baby cereals and drink mixes crafted from wholesome ingredients with zero refined sugar, artificial colours, or flavours. Every product is designed to deliver the nutrition of a home-cooked meal without the time it takes to prepare one.

### The Problem They Solve

Parents who care deeply about what their babies eat are forced to choose between convenience and quality. Commercial baby foods are packed with preservatives and artificial additives, while preparing fresh meals daily is simply not realistic for most working parents.

*"The natural aroma of wheat and grains tells you the purity—it reminds you of homemade panjeeri."* — Maria Bilal

**Hira Mubeen | Founder**  
www.yumkins.co

## Ideal Customer

Health-conscious urban parents aged 24–38 in Pakistan, middle to upper-middle class, who want premium, trustworthy nutrition for their infants but don't have the time to prepare specialised organic meals from scratch every day.

## The Opportunity Cost

The first 1,000 days of a child's life are the most critical for cognitive and physical development. What goes in during this window matters and parents who compromise on nutrition during this period can't go back.

## Current Customers

Middle to high-income urban parents across Pakistan.

# Get in Touch

Ready to explore a specific startup  
or discuss a broader partnership?

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