



Press Release

Plan 9 Startup Tops 4th Kazan OIC Youth Entrepreneurship Forum

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Plan9 a project of Punjab Information Technology Board (PITB) is Pakistan's pioneer incubator launched five years back by Dr. Umar Saif, Chairman, PITB. Two Plan9 startups participated in the **4th Kazan OIC Youth Entrepreneurship Forum** held in Kazan Russia. Plan9 startup **Studentary** won the competition and received a prize money of \$3,000 from the organization. Studentary is a market place for the books both new and second hand.

Over 500 startups applied from all over the globe and the top 28 got a chance to present their idea at Kazan annual summit. Two Plan9 startups were among the shortlisted including **Studentary**, represented by Laraib Ali and **AIAdverts** represented by Hafee Atyub. OIC conducted one-week training for the shortlisted startups along with mentorship, training and coaching.

Studentary from Plan9 was declared the best of 2018 by the team of investors and coaches at OIC Kazan. The basic idea behind the initiative devised is to provide the books readily to consumers and at a cheaper cost to the needy. They have partnered with more than 40 schools and Two leading universities of Pakistan i.e. LUMS and LSE. "With a 25% increase in the prices of books annually, we certainly believe that books are the barrier between people and education in Pakistan, so we decided to create a platform for people where they can sell and buy old books much effortlessly" Said Laraib Ali the Startup team leader.

There has always been an insufficiency of such portals in Pakistan. Initiatives like Studentary have made gains in the progress of the society and it will not be wrong to say that startups can shape the future. Plan9's contribution to infuse a trend of entrepreneurs in Pakistan has much greater significance and we hope to see more innovation come out of the country.