



## PRESS RELEASE

### **PITB'S PLAN9 TECH INCUBATOR INVITES APPLICATIONS FOR LAUNCHPAD-10 LATEST BY JUNE 20**

Lahore, June 14, 2017

The applications from the interested groups and individuals for the Punjab Information Technology Board (PITB)'s Plan9 Technology Incubator 10<sup>th</sup> Launchpad of 6 months of incubation cycle will be received latest by June 20, 2017. This time it will be a weeklong event in Lahore that'll kick off with the 2-day segment, Makeathon, on the 17th & 18th of July 2017, followed by 3 days of startup trainings and workshops leading into the pitch competition from 19th - 23rd July 2017. Pitch competition is spread over two days. On Day One, the shortlisted startups deliver their 2 minute elevator pitches to an external panel of judges. On the basis of scores, the shortlisted startups qualify for Day Two of The Launchpad pitch competition. On the second day, the startups pitch their business model once again, this time in an elaborate, 7 minute long pitch followed by 3 minutes of Q & A. The winners get a spot at Plan9 for incubation.

To apply for the Launchpad, the Startups must be 18 years of age Pakistani citizen from all over Pakistan. In case a startup is selected for incubation and the founder(s) and/or team members reside outside of Lahore, they'll have to re-locate to Lahore for 6 months. One applicant/startup can only apply with one idea. Startups need to have a product-based business idea. The product has to have a tech component. Startup should be able to present a mockup/wire-frame/prototype of the product. Startup needs to have a strong, self-motivated and skillful team of 2- 5 members. 1 CEO and 1 CTO are a must. Founder(s) should not be employed elsewhere so to commit the upcoming 6 months from 10am to 6pm to their startup at Plan9. There's no lower-limit for years of education of the founder(s) and team member(s). The startup can be in any domain related to technology such as: - Consumer Tech (e-commerce), - EdTech (Education Tech) - FinTech (Finance Tech) - HealthTech - AdTech - IoT (Internet of Things) - SaaS (Software as a Service) - Mobile App - Web App – Hardware.

There is a five step procedure to get inducted at Plan9, which includes acceptance of online applications, shortlisting of selected teams, invitation to shortlisted teams to attend the Plan9 Launchpad, rating by panel of judges and selection of the top scoring teams for incubation. From incubation at Plan9 the startups will get zero equity model from Plan9 free of charge. However, the incubated startups get access to a number of perks and facilities i.e. free work space and infrastructure - Mentoring on every aspect of a startup: a. Product Development, Business Development, Financial Planning, Pitch Training, Legal Concerns, Marketing and PR, Corporate Communication, Internal Operations, Customer Acquisition, Training and workshops by industry experts, Legal advice for startups, Networking opportunities for investment, Connection with potential customers/clients To apply for The Launchpad, visit <http://plan9.pitb.gov.pk/thelaunchpad/>

Plan9 is all set for the upcoming 10th episode of its flagship event - The Launchpad. Plan9 is the pioneer of technology incubation in Pakistan operating along the lines of Silicon Valley. To date Plan9 has graduated more than 130 startups since its inception. Its startups are evaluated at more than \$70 million, have raised a gross investment of over and above \$2.5 million and created more than 1000 jobs across Pakistan.

The Launchpad is held twice in a year, consisting of screening, workshops, talks and final presentations replicated in 3 major cities of Pakistan - Lahore, Islamabad and Karachi. The Launchpad is marked by more than 150 selected startups from more than 3000 applicants from all over Pakistan. Plan9 has a number of global players on board. Google, Facebook, Amazon and Microsoft are just the tip of the iceberg. Beginning its journey in the year 2012, Plan9 has come a long way. From just a few applications to receiving more than 3000 applications from all across Pakistan.