

Opportunity Pakistan

**A short guide to the i-genius 2014 Pakistan Conference on social Business
Education, New Markets Development and Impact Investment for Social
Entrepreneurs and Innovators**

The University of Lahore, Lahore, 6-7 Nov 2014



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2014 Opportunity Pakistan Conference

i-genius in partnership with the Loop Global Management organised a conference at the University of Lahore, 6-7 November 2014, to explore how social entrepreneurs and innovators can transform Pakistan's prospects with a focus on improving social business education, new markets development and impact investment.

The conference was a follow up to a 15 member Commission to Pakistan in 2013 on social entrepreneurship and innovation which comprised representatives from four countries (Australia, Italy, Pakistan and the UK) in September 2013.



Pakistan is a fascinating place; unique challenges plague the country yet to an entrepreneur these challenges provide a great opportunity to make a lasting difference. Our 2013 Commission discovered that there was significant untapped potential of social entrepreneurship and some of the best social businesses we have seen anywhere in the world.

It's easy to dismiss a nation in which we are constantly told is failing but scratch beneath the media veneer and you'll find a truly impressive and successful entrepreneurial drive to overcome adversity.

Tommy Hutchinson

Founder & CEO, i-genius



Pakistan is emerging as a regional hub for young entrepreneurs with a strong passion to change their country for the better. Universities and incubation hubs allow these entrepreneurs access to collaborative support and the tools to find solutions to local problems. There problems are numerous and so, therefore, are the opportunities.

Aneeqa Malik

Founder & CEO, The Loop Global Management

2014 CONFERENCE AGENDA HIGHLIGHTS

6th & 7th November

Welcome Messages

Addresses by the Governor of Punjab and Chairman of the University of Lahore on the importance of enabling and growing social entrepreneurs and innovation in Pakistan

Inspiring Initiatives: Jump Start Pakistan & Zacky Farm

Why it is up to each individual to create positive change in their community with inspiring examples

Social Entrepreneurship: Problems = Opportunities

Assessing the core reality that Pakistan's problems present infinite possibilities for social innovation

Opportunity Pakistan: Exploring untapped potential (i-genius - Seed Ventures Report)

Publication of new policy paper assessing the sector-by-sector potential of social innovation in Pakistan

Meeting Future Demand: Education, and training needs of social entrepreneurs

The role higher education and incubators play in nurturing social innovators

Young Entrepreneurs, Incubation and Scaling up High Potential Performers

Panel discussion exploring the multi-stage needs of highly motivated young Pakistani entrepreneurs

Rural Economic Transformation

How up-skilling Pakistan's rural communities can lead to massive social and environmental change

5 Master Classes

How to Sell; Social innovation in technology; Expanding responsible microfinance; From philanthropy to impact investment and early stage finance; Socially entrepreneurial



OUR PARTNERS

“ I would like to thank i-genius for bringing this wonderful initiative to Pakistan and continuing to tread new ground in raising the positive profile of social entrepreneurship and our country internationally. ”

- Mohammad Sarwar, Governor of Punjab

“ The University of Lahore is proud to support the Opportunity Pakistan programme and is committed to promoting social innovation within education at all levels. ”

- Awais Raoof, Chairman, University of Lahore

“ Waste Busters leads social business innovation in Pakistan and recognises the need for deeper engagement from all sectors to help Pakistani social entrepreneurs achieve their ambition and move the country forward. ”

- Asif Farooqi, Chief Executive Officer, Waste Busters

“ Corporate Estate is proud to be part of both the 2013 Commission to Pakistan and 2014 Opportunity Pakistan Conference. ”

- Owais Iqbal, Chief Operating Officer, Corporate Estate and Asset Management

“ The Hashoo Foundation recognises the importance of scaling up initiatives aimed at promoting sustainable enterprises in Pakistan and is pleased to support the work of i-genius in bridging stakeholders and encouraging budding entrepreneurs to turn Pakistan’s challenges into viable entrepreneurial solutions. ”

- Ali Akbar, Country Director HF Pakistan & Executive Director HF UK, Hashoo Foundation

2014 CONFERENCE RESOURCES

- **2013 Opportunity Pakistan Commission Video (8 mins)**
A short overview of the Commission's work during its eight-day tour of Pakistan
[Watch Here](#)
<http://youtu.be/sgsAl-RABVU>
- **2013 Islamabad Statement**
Interim policy recommendations by the Commissioners at the end of their tour
[Read Here](#)
<http://www.i-genius.org/islamabad-statement-opportunity-pakistan>
- **2013 Opportunity Pakistan Commission Report**
Detailed report and findings from the Commission
[Read Here](#)
<http://www.i-genius.org/images/Opportunity-Pakistan-Final-Report.pdf>
- **2014 Opportunity Pakistan Policy Paper: Exploring Untapped Potential**
Joint policy paper produced by i-genius and SEED Ventures
[Read Here](#)
<http://www.i-genius.org/images/Opportunity-Pakistan-A-Policy-Paper.pdf>
- **2014 Opportunity Pakistan in the Media**
Press coverage in The Asian: "Punjab Governor Backs Social Innovators", 19 November 2014
[Read Here](#)
http://www.theasians.co.uk/story/20141118_sarwar_backs_innovators

2014 Opportunity Pakistan Conference

2014 CONFERENCE SUPPORTERS

Thank you

We would like to thank all our partners and supporters who have made the 2014 Opportunity Conference a success.

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