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Center for Entrepreneurial Development

Entrepreneurship Summer School 2025

Workshops:

The Start-up Playbook:
Marketing with Purpose
1-Day Workshop



Dr Amber Gul
Assistant Professor, IBA

July 28

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

The Digital Leap:
Empowering Entrepreneurs through Tech
1-Day Workshop



Dr AbdulBasad Shaikh
Assistant Professor, IBA

July 30

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

Startup Finance Essentials:
Mastering Numbers for Growth
1-Day Workshop



Dr Sharjeel Hasnie
Assistant Professor, IBA

July 31

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

10 AM-4 PM

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3 workshops Get PKR 3,000 off

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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.
- Launch purpose-driven campaigns

Program Module
- Fundamentals of marketing for startups.
- Identifying target markets & creating buyer personas.
- Analyzing the competitive landscape.
- Storytelling, positioning, and branding.
- Creating a Marketing Plan

Who Can Attend
University students, startup founders, and aspiring entrepreneurs.



Dr Amber Gul
Assistant Professor, IBA

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

Monday, 28 July, 2025
10 AM - 4 PM
IBA City Campus

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Startup Finance Essentials:
Mastering Numbers for Growth

1-Day Workshop

Learning Outcomes

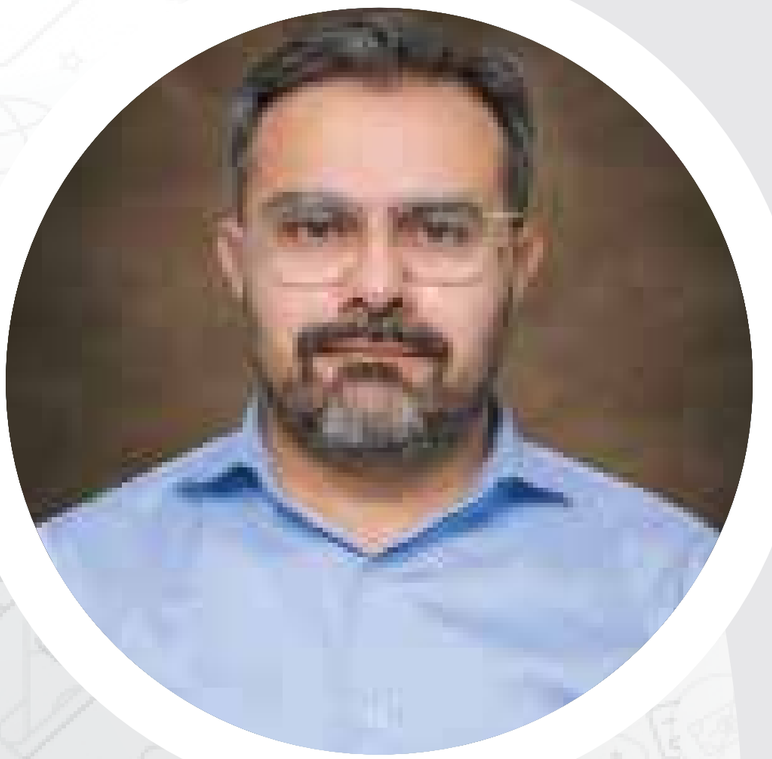
- Interpret financials to drive smart decisions.
- Build models for growth and investment.
- Apply pricing strategies for market fit.
- Forecast and budget for scaling goals.
- Craft investor-ready financials with confidence.

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.
- Structure financials; navigate term sheets and due diligence.

Who Can Attend

University students, startup founders, and aspiring entrepreneurs.



Dr Sharjeel Hasnie
Assistant Professor, IBA

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

Thursday, 31 July, 2025
10 AM - 4 PM
IBA City Campus

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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

- Basic Digital Technologies explained.
- Application of Digital Technologies in Business Model.
- Structure financials; navigate term sheets and due diligence.



Dr Abdul Basad Shaikh
Assistant Professor, IBA

Who Can Attend

University students, startup founders, and aspiring entrepreneurs.

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

Wednesday, 30 July, 2025
10 AM - 4 PM
IBA City Campus

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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.



Dr AbdulBasad Shaikh

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 understabding 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.



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 factors and Financial Modeling.

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