

THE 2010
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Expanding the Global Economy:
The High-Intensity Entrepreneur
October 18-22, 2010

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Abacus Consulting Technology Pvt Ltd. Pakistan Fast Growth 25



Company Overview:

For over 22 years AbacusConsulting has been offering cutting-edge business solutions helping organisations to transform their visions into realities through a combination of latest business methodologies and technological tools. The business value offered by AbacusConsulting has a deep scale, is industry focused and technology driven with a world class delivery capability. We help to transform the businesses of clients who want to be leaders in their industry.

What are your top 3 hottest organizational/people issues?

- Foreign consultants unable to return to ongoing projects in Pakistan because of travel advisory
- Building stronger leadership skills in the middle management tier
- Retention of highly skilled people due to regional and global opportunities becoming accessible to them

In two sentences or less, what is the business problem your company is trying to solve?

Adjusting the current average inflation of 25% to our costs and prices

What is your biggest weakness as an entrepreneur?

Too kind to people working in our organization

What is your greatest challenge in the next year for growing your business?

Availability of cash for further investments due to unprecedented squeeze in the credit market

What do you need to change to double the size of your company?

We are already on the high growth path, so there is no need to change anything.

What is the most important thing you learned in the last two years of running your business?

Building strong leadership at the Business Unit Level propels the growth.

Rank: Company Profile:

Year founded:1987
2008 revenue range:
 \$10-50 million
Growth rate:192%
2008 employees: 1736
Industry:
 Professional, Scientific &
 Tech Services
CEO:
 Mr. Asad Ali Khan
Website:
www.abacus-global.com





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Corvit Networks Pakistan Fast Growth 25



Company Overview:

Founded in year 2000 as a supplier of networking products, services, trained human resource and training, Corvit has rapidly evolved into a trusted business technology advisor and strategic partner with solutions spanning the entire spectrum of Information and Communication Technology (ICT).

Rank:
Company Profile:

What are your top 3 hottest organizational/people issues?

- Effective branding and marketing of Corvit not only locally but also regionally and in the global marketplace.
- An efficient business wide ERP implementation to increase operational visibility and improve executive decision making.
- Implementing strict financial controls in order to ensure smooth operations during the high growth period foreseen in the coming days

Year founded:2001
2008 revenue range:
\$0-5 million
Growth rate: 86%
2008 employees:135
Industry:
High-Tech &
Telecommunications
CEO:
Mr. Kashif Haq
Website:
www.corvit.com

In two sentences or less, what is the business problem your company is trying to solve?

Owing to the remarkably high growth that Corvit has experienced in the recent years, we have often faced cash flow related issues, which are typical for such organizations in such situations.

What is your biggest weakness as an entrepreneur?

Not being as outgoing as I should be. I think my inability to be keen to meet new people, socialize with them and befriend them instantly has been my biggest weakness as a CEO. But I cannot say to what extent this weakness has actually hampered Corvit's business growth.

What is your greatest challenge in the next year for growing your business?

The greatest challenge for Corvit in the next year is to firstly maintain the revenue growth experienced in the recent years and secondly to be innovative enough to increase profitability in an increasingly slowing, tough and competitive market.

What do you need to change to double the size of your company?

Access to capital. I feel that Corvit has all the tools and revenue opportunities available right now to expand and grow as much as it wants. Right now we have a virtually unlimited global growth potential and we are deliberately checking this growth to avert undue financial pressure and to avoid stretching ourselves too thin financially.

What is the most important thing you learned in the last two years of running your business?

Importance of team. The word 'entrepreneur' somehow wrongly conveys the impression of a 'solo flyer'. In my opinion it is absolutely critical for an entrepreneur to have the ability to be a team player and to be able to build strong, committed and motivated teams. Corvit's success over the years has been possible because of the remarkable team that it has. I am proud of my team, which in my opinion is truly world class.





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Folio3

Pakistan Fast Growth 25



Company Overview:

Folio3 is an offshore software services company that provides entrepreneurs and small enterprises with dedicated offshore software application development and maintenance teams.

Folio3 evolved out of a tier-one venture-funded Silicon Valley startup that successfully moved its critical product development and marketing activities offshore.

What are your top 3 hottest organizational/people issues?

1. Providing a compelling long term career path for our senior employees. The software industry in Paksitan is so new that there are not enough examples of people succeeding and building their careers in Pakistan.
2. Finding enough qualified employees in Pakistan for true long term scalability. We have to invest a lot in training, but even finding the “raw material” for a truly global company out of Pakistan is going to be a challenge.
3. Pakistan’s “perception problem”. Large companies are hesitant to send mission critical business to Pakistan since it is perceived as a high risk geography. Not sure if this is an “organizational” issue though, so...
- 3a. Finding bandwidth amongst the senior management team to focus on strategy rather than the next deliverable.

In two sentences or less, what is the business problem your company is trying to solve?

We provide technology entrepreneurs and intrapreneurs (in larger organizations) the ability to build their software products and applications in a cost effective way. We not only build their products, but we help them with design and conceptualization as well.

What is your biggest weakness as an entrepreneur?

I am not structured enough. Scaling Folio3 will require me to be more disciplined, structured and process oriented.

What is your greatest challenge in the next year for growing your business?

Building the expertise and the capacity to deliver well on the opportunities in front of us. We have very little margin for error when it comes to delivery – ours is a word of mouth business.

What do you need to change to double the size of your company?

A larger pool of the kind of very smart and dedicated people we need to execute well on our projects. A more effective way of identifying and training the people we have available to execute per our expectations.

What is the most important thing you learned in the last two years of running your business?

Putting the customer first and treating them well really pays off. Some of our customers have been extraordinarily good to us, in terms of opening doors and being references. If you go out of your way for them, they will reciprocate and go out of their way for you.

Rank:
Company Profile:

Year founded:2005
2008 revenue range:
 \$0-5 million
Growth rate: 160%
2008 employees:89
Industry:
 Professional, Scientific &
 Tech Services
CEO:
 Mr. Adnan Lawai
Website:
www.folio3.com





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i2c Inc Pakistan Fast Growth 25



Company Overview:

i2c Inc. is an experienced and trusted payments solution provider that helps card issuers and program managers deliver profitable prepaid programs. With MCP (My Card Place), i2c's flexible, feature-rich, Prepaid2.0-ready processing platform, clients have complete control of their programs in real time.

With its value-added services, rewards and loyalty options, cardholder communication tools, and extensive analytics, MCP empowers clients to increase revenues, improve efficiency, reduce costs, and build a loyal cardholder base.

What are your top 3 hottest organizational/people issues?

- Identify, attract and develop top talent
- Continue to build differentiation in areas that matter to our clients
- Optimize/mature systems and processes to support the continued growth

In two sentences or less, what is the business problem your company is trying to solve?

We are building the infrastructure for the next generation of payment systems designed to address the needs of a rapidly changing world.

What is your biggest weakness as an entrepreneur?

Recruitment

What is your greatest challenge in the next year for growing your business?

Making sure that our service delivery organization can keep pace with the growth in the business.

What do you need to change to double the size of your company?

Time is right to increase the sales effort. Presently almost all of our business is referral business. We will be adding resources in the sales and business development groups which should help us double our top line.

What is the most important thing you learned in the last two years of running your business?

Product/Service differentiation can be a great equalizer when negotiating with large buyers.

Rank: Company Profile:

Year founded:2001
2008 revenue range:
 \$0-5 million
Growth rate: 246%
2008 employees:310
Industry:
 High-Tech &
 Telecommunications
CEO:
 Mr. Amir Wain
Website:
www.i2cinc.com





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Sofizar Private Limited Pakistan Fast Growth 25



Company Overview:

Sofizar is a B2C Internet Marketing company with development and operations based out of Lahore, PK. Sofizar is aggressively pursuing a very rapid growth path with its experienced management, excellent team and a great track record since its inception in April, 2004. While Sofizar has worked with premier clients like government agencies and large multinationals. Their focus has been marketing directly to consumers.

Sofizar also won the prestigious MIT business acceleration plan competition for the year 2007, due to its track record, business plan innovation and growth prospects.

What are your top 3 hottest organizational/people issues?

1. Due to the nature of our business we have white label partner sites which compete with and cannibalize each other, while sharing some common resources. The challenge is successful co-competition---to cooperate, play nice but also compete fiercely—all for the greater good. The challenge is in incentivizing the teams to behave accordingly.
2. Changing the company culture from technical/analytics focused team to more partner focused.
3. As we scale up, changing the structure to a matrix from a flat one.

In two sentences or less, what is the business problem your company is trying to solve?

Traditional online media companies have been unable to capitalize on, and monetize their web presence adequately since they have taken their newsprint model to CPM model without taking advantage of e-commerce and lead gen. We help monetize their existing web assets with transactions with a rev-share model and help them make outside returns.

What is your biggest weakness as an entrepreneur?

I love my company too much, to be able to let go and empower managers. So I delegate without empowerment, and hence stifle creativity. The company is my baby, and I often have trouble believing that the baby has grown up, and has different needs in terms of structure, people and infrastructure.

What is your greatest challenge in the next year for growing your business?

The biggest challenge is to sift through more than a dozen very promising paths, to identify verticals that will be the most profitable and to continue to maintain a laser focus on those verticals.

What do you need to change to double the size of your company?

I will answer by saying that to quadruple the size of our business in the next year, we will have to continue to hire the best people and make them as productive as fast as we can and continue to execute our current strategy.

What is the most important thing you learned in the last two years of running your business?

Scaling up requires smart, driven people. Sometimes it takes a leap of faith to hire such people, but there really is no other choice if the goal is making outsized market share/revenue gains and achieving excellence.

Rank: Company Profile:

Year founded:2004
2008 revenue range:
\$0-5 million
Growth rate: 412%
2008 employees: 48
Industry:
High-Tech &
Telecommunications
CEO:
Mr. Jafar Khan
Website:
www.sofizar.com



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IRFAN AAMIR

*Advisor, Media Relations, MISHAL PAKISTAN
CEO, Idea Simple*

Irfan Aamir, Advisor on media relations to Mishal Pakistan is the CEO for Idea Simple, a media boutique outlet for creative and media management. He was previously responsible for cofounding the successful private marketing & media relations consultancy firm, O2 Communications in June 2002, where he also served as a partner.

Prior to O2 Communications, he was heading Adcom PRS (2000 – 2002), a sister concern of Adcom Advertising, a leading advertising agency in Pakistan. He was an integral part of a senior management team responsible for restructuring of the company.

Before Adcom PRS, Aamir was working as Senior Brands Manager for TGI Friday's (www.tgif.com) and Pizza Express (www.pizzaexpress.co.uk) for a middle-east based private equities holding group, Cupola (www.cupola.com) till June 2000. He was also entrusted with additional responsibilities of being the PR Manager for Cupola Group in Pakistan, in the latter part of his association with the company between 1999-2000.

During 1998 & 1999, working as Manager Public and Media Relations for CMC (Corporate & Marketing Communications), an affiliate of Manning Selvage & Lee (www.msl.com), he was responsible for management and planning for key international and local accounts. During this period he was part of various strategic efforts and extensive training sessions in the country and abroad.



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Irfan's basic work orientation has been in areas of public and media relations management, client management and marketing. For over eight years he has been a regular contributor on these subjects for the country's leading marketing and PR journals.

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Amir Jahangir

CEO, Mishal (Pvt) Ltd

A strategic communication and media professional, Amir has been honoured as the Young Global Leader 2010 by the World Economic Forum.

He is the CEO for Mishal (Pvt.) Limited and has launched the flagship program for Pakistan's media development by bringing more than 20,000 professionals together to understand the socio, economic and political challenges and their impact in the new economy.

He was made Advisor to the Stanford Center of Innovation and Communication at the Stanford University on Journalism and Media in 2009. The Festival of Media, Valencia ranked him among the top 10 media personalities in the world.

Most recently he was the CEO for SAMAA TV, the first satellite news channel providing live transmission simultaneously from various cities in Pakistan and UAE.



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Earlier, he was at the forefront of the media industry in Pakistan as the CEO for Television Business Production Limited. He was also the founding CEO and Board Member of the Vision Network Television Limited, which launched the first internationally branded business and economic news channel CNBC Pakistan. Jahangir at the age of 31 became the youngest CEO for any CNBC franchise in the world.

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Ahmad Jalal

Ahmad Jalal is enrolled in the Masters in Public Administration / International Development at Harvard Kennedy School. Prior to joining Kennedy School, he served as an Executive Director with Goldman Sachs in their Investment Banking and Sales & Trading divisions where he originated investment deals in India and China for Goldman Sachs Infrastructure Fund. He started his career as a Chartered Accountant with Deloitte in London and worked in corporate finance where he led teams advising private equity investors on acquisition of European companies in oil & gas, hotel & leisure and retail sectors. Ahmad is a graduate of BSc. Economics from the London School of Economics.

On his own initiative, he successfully executed trade development initiatives between India/Pakistan as well as project development in wind power and waste management in South Asia. He is a member of the London-based think-tank, The International Institute for Strategic Studies.



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Ayesha Qadri

Vice President, JS Private Equity

Ayesha Qadri joined JS Private Equity in 2006. She has extensive experience in the steel, fertilizer, infrastructure, logistics, telecom, energy, chemicals, agri exports and consumer electronics sectors of Pakistan. Prior to joining JS Private Equity, Ayesha worked with the Investment Banking Department at JS Group where she led and participated in the buy-side advisory, privatizations and other investment banking mandates. Ayesha holds an MBA and BBA(Honours) from the Institute of Business Administration in Karachi.

Strategy: JS Private Equity Fund I LLC specialises in high-growth expansion capital and buyout investments in sector-leading companies in Pakistan. The fund also selectively considers infrastructure investments.



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JS Private Equity Fund I LLC is JS Group's first 'formal' fund, managing third party capital. Prior to that fund, the investment team invested JS Group funds (sometimes syndicating out part interests to third parties) with a mandate to seek long-term capital appreciation through investments in Pakistan.

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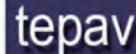
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