



Press Release

MITEFP-ITU's TWO DAYS "STARTUP LAHORE" BEGINS TOMORROW

Lahore, January 25, 2017

MIT Enterprise Forum Pakistan (MITEFP) in collaboration with Information Technology University (ITU) is holding a two day conference laden with the finest investors, entrepreneurs, mentors, speakers, tech companies and accelerators alongside the involvement of media on 26th and 27th of January at Arfa Software Technology Park, Lahore under the title "Startup Lahore". Over 3000 attendees, 150+ startups, and 30+ investors will participate in the event. Dr. Umar Saif, Advisor to the Chief Minister Punjab, Vice Chancellor ITU and Chairman of MITEFP will inaugurate the event on Thursday at 1100 hrs sharp. The event will conclude on Friday January 27, 2017.

MIT Enterprise Forum Pakistan (MITEFP) is a global organization of dedicated professionals associated with the Massachusetts Institute of Technology (MIT) through MIT Technology Review and is one of the 24 worldwide chapters looking to engage stakeholders of the entrepreneurial ecosystem and make a difference through innovation and technology. In order to achieve these goals, MITEFP is hosting Startup Lahore.

In the last decade, Lahore has transformed itself into a technology hub. With startup and investor eco-system building up steam, Startup Lahore has come about at an opportune time. This will be an opportunity for all entities to network and showcase the talented community. Attendee, Startup or Investor passes are available on Startup Lahore website. These pass holders will have access to workshops and seminars during the whole event.

One of the key features of Startup Lahore would be the Startup Rumble. It's a platform that will make it viable for entrepreneurs to submit a business idea of no more than 350 words. All the ideas would be subject to vote. The shortlisted startups were chosen on the basis of highest number of votes and application screening, commercial viability of their business idea and the strength of their team. These startups will be invited to Lahore to present their ideas as well as a detailed business plan in front of a jury and the audience. Startups will be competing for prize money of Rs. 1 million, Rs. 0.5 million and Rs. 200,000. The winners will also get a chance to be accelerated at PlanX – a project of Punjab IT Board.