



# JUNIOR CEO CHALLENGE

## I M P A C T R E P O R T



BRIDGING THE GAP BETWEEN  
ACADEMIA & INDUSTRY

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# **01. OVERVIEW**

PACE – the 1<sup>st</sup> Entrepreneurship College of Pakistan, innovative learning model has been designed to prepare intermediate students for a changing world that moves them beyond traditional approaches. We focus not only on examinations but also on the holistic development of our students by building entrepreneurial mindsets, creating strong industry linkages, simulation learning systems with hands-on experience, and equipping demand-driven skills required by the industry.

## **About Junior CEO Challenge – an interschool entrepreneurship competition**

We aspire to build future leaders for a better tomorrow. We ensure that students not only acquire knowledge but also develop skills and attributes which will help them ahead in their professional life. PACE is the first college in Pakistan to lay the foundation of entrepreneurship education at Intermediate level.

Junior CEO Challenge, an interschool business idea competition, is a signature program of PACE College that give students an opportunity to be creative thinkers, future leaders, excellent communicators and aspiring budding entrepreneurs.

This program gives students an opportunity to:

- **Excellence in** creative thinking, team building, leadership, communication, digital skills, time management, professional development and career driven skills.
- **Explore** the opportunity to innovative business ideas and understanding societal need.
- **Evaluate** the strengths and weaknesses of their business ideas.
- **Create Linkages** with local mentors and get build entrepreneurial mindset.

## **02. PACE IDEOLOGY BY** **THE FOUNDERS**



Ejaz Khan



Adeel Durvesh

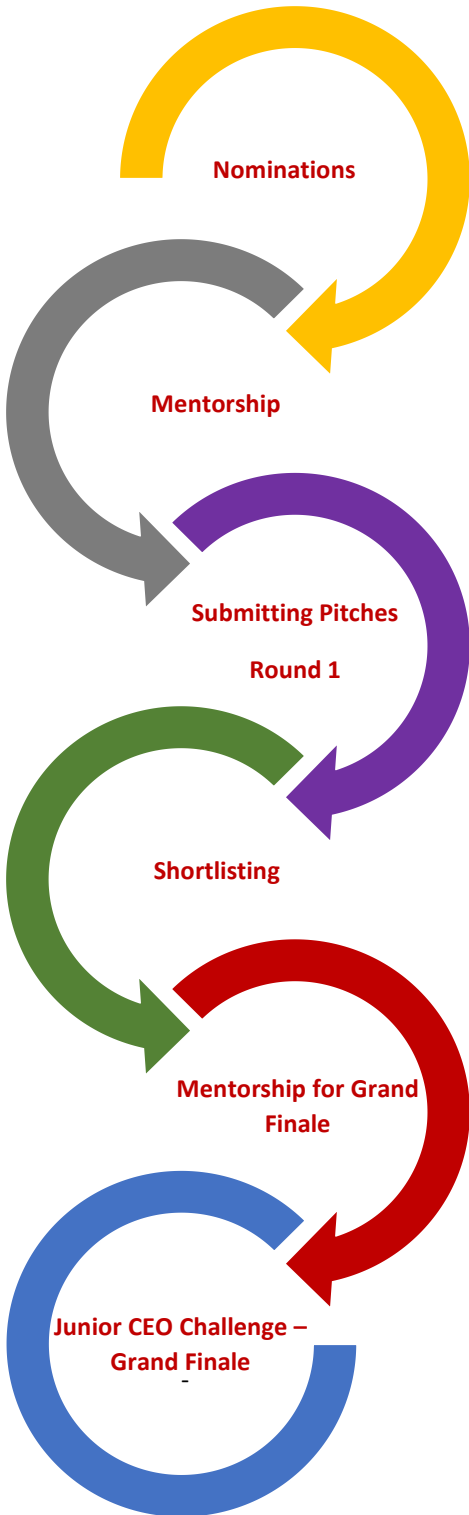
Two young visionary educationists Ejaz Khan, **CEO & Co-Founder** & Adeel Durvesh, **Chairman & Co-Founder** of the PACE College of Advanced Studies - the 1<sup>st</sup> Entrepreneurship College of Pakistan always believed in the power of youth in Pakistan. They always had a dream to bring the revolutionary change in the stereotyped education system of Pakistan breaking the barriers of rote learning culture. To bring a valuable change in the education system inculcating 21<sup>st</sup> Century among the students, they are committed to inspire students to think on a broader spectrum when choosing their career path. They ensure that PACE College of Advanced Studies aim to provide a holistic learning approach to our students making them imaginative, creative, knowledgeable and socially responsible for a better future.

In Pakistan, we desperately need to have job creators instead of job seekers and for this it is important that we give entrepreneurship education at young age rather than at university level. As we know that the Pakistan is a country with huge youth population, it is highly important to equip them with 21<sup>st</sup> Century skills and quality education that would help them towards a bright career. In this era, it is of paramount importance to be equipped with appropriate knowledge, habits, attitudes and values leading to holistic development. Co-curricular and extra-curricular activities organized at PACE facilitate the process of creative and critical thinking. They intently believe that students at PACE would develop versatile personality during their journey at college. They facilitate students by providing a culture that fosters innovation and learning through strong connections with industry, research based learning and high quality education delivered by qualified and industry experienced faculty members.

Ejaz Khan, CEO & the co-founder of PACE said that I am confident that our nation has potential to grow and prosper because of our youth, if we engage and empower them effectively. To accelerate the entrepreneurial culture, we create opportunities for students by organizing programs like Junior CEO Challenge, Annual Sales Day, Pitch Deck Competition, Visits to NICs, Mentorship Sessions and PACE Entrepreneurial Talks. At PACE we are not only educating the students, we are building the future leaders. On the contrary endorsing Ejaz's views Adeel, Chairman & the co-founder of PACE analyzing the current scenario of the job market if of the opinion that we cannot simply let our students look for job opportunities. Entrepreneurship classes at PACE is practical students learn and then practice in their businesses. Even if a students decide that running own company or working on a startup isn't for him / her, the skills, techniques and connections made in these classes will be beneficial regardless. Therefore, we have a holistic academic model that helps us in making our students productive, imaginative and well equipped for challenges ahead with a blended inclusion and diversity model.

*Education is not the learning of facts, but the training of mind to think.* – Albert Einstein

# 03. THE PROCESS



Nominations of Participating students grade wise are given by schools with the theme student is working on.

School is always a hub of for innovation where students from various disciplines gather to share ideas which refined and guided by designated mentors.

Students submits 59 seconds pitch on the portal for their respective business idea.

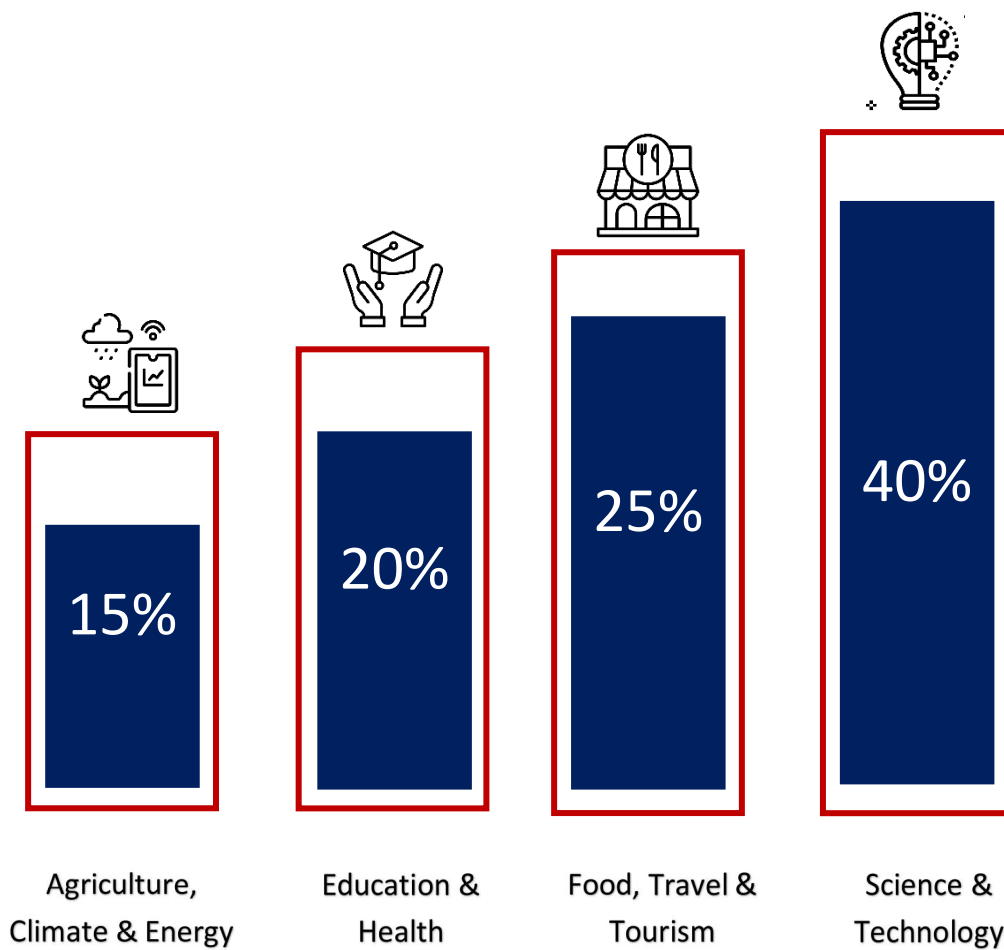
40 pitches gets shortlisted (10 in each category) by the experts

The top 20 finalists will be given mentorship session to present in Grand Finale to be held on Global Entrepreneurship Day in the Convention Center / Auditorium.

3 pitches from each category were given a chance to present their 3 min elevator pitch on Global Entrepreneurship Day to win prizes equivalent to Rs 100,000/-. All participating students get a certificate and Junior CEO badge in their school assembly. An award to the highly participating school will be given.

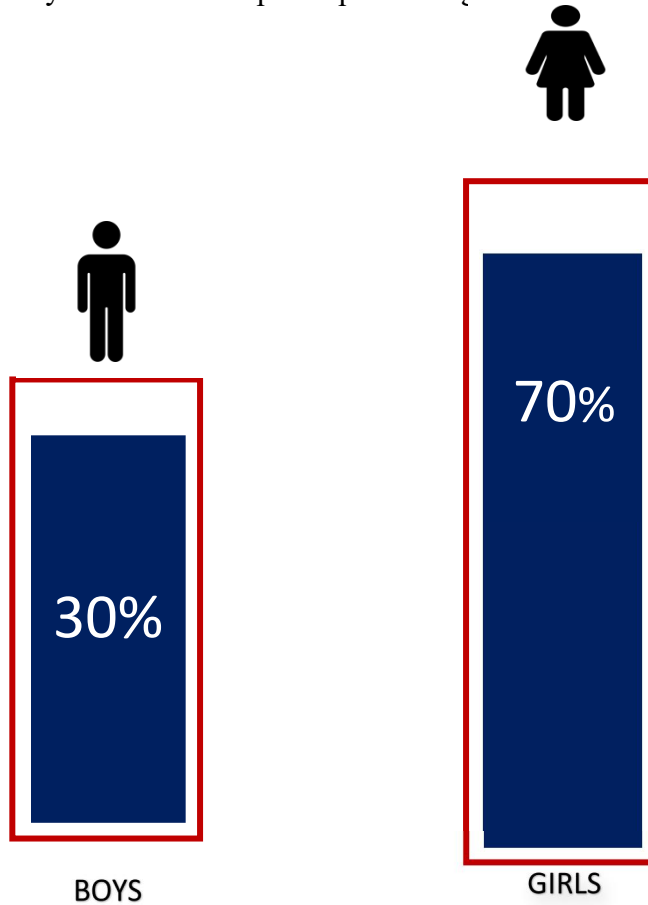
# 04. PARTICIPATION OF BUDDING ENTREPRENEURS

In the last two years Pace has successfully engaged more than 2000 students from different schools of Karachi. These budding entrepreneurs were from Grade 8, 9, 10 and O levels. Students submitted their unique ideas with innovative solutions and they were also given mentorship and guidance to present their business ideas in the Grand finale. The 4 theme that were given are: Health & Education, Science & Technology, Food, Travel and Tourism, Climate & Agriculture. It was great to see the enthusiasm among students for entrepreneurship, they excitedly presented their ideas and went through the whole process.



# GENDER PARTICIPATION

In the last two years Pace has successfully engaged more than 2000 students from different schools of Pakistan. These budding entrepreneurs were from Grade 8, 9, 10 and O levels. Students from all over Pakistan participated in the biggest event of the year and girls and boys both take active participation by submitting their unique business ideas with innovative solutions. For the last two years Pace has observed that girls has generate more business ideas than boys, following are the two year ratio of the participation of girls v boys





## **05. PARTICIPATED SCHOOLS**

Around 70 schools of Karachi in the previous two years have excitedly participated in PACE Junior CEO Challenge. The participating teams/students invested significant time and effort into developing their business ideas. They conducted market research, analyzed industry trends, identified target audiences, and created detailed business plans that encompassed marketing strategies, financial projections, and sustainability considerations.

Some of the actively participated schools are:

- Aisha Bawany School
- Agha Khan School
- Alpha Core School PECHS
- AMI School
- Aspire Grammar School
- Ayra Kanji School
- Azeem School
- Badri School
- Beacon Askari O level School
- Brilliant career school
- Dawood Public School
- DCTO Campus Kiran Foundation
- Educators
- Endeavor Academy
- Fajr Academy
- Habib Girls High School
- Habib Public Boys School
- Happy Home Schooling System
- Head Start School
- Hira Foundation
- HMS Fast Track
- Keystone Academy
- Khadija Kazi Ali High School
- St. Paul's High S66chool
- TFS School
- Foundation Public School
- Nasra School
- The Smart School
- TFS School
- Avicenna School
- Rehnuma Trust
- Generation School
- IRIS
- Jabees Schooling System
- Karachi Cambridge School
- Karachi Public School
- Karachi Brightway
- Keystone Academy
- Little folks
- Lyceum Academy
- Mama Parsi Girls Secondary School
- New Defence Foundation School
- NJV School
- Pak Turk International School
- PECHS Girls High School
- Pathways
- Rehnuma School
- SMS Agha Khan School
- Springfield
- The Lab School
- Sultan Mehmood Shah Agha Khan
- Sun Academy
- Vantage School
- The City School
- Beacon House School
- Bright Career grammar School
- DHA School
- St Michael School
- Saifiyah Girls School
- Saifiyah Boys School
- Cedar School
- St Paul Morning and Afternoon
- KVTC
- Horizon School

Many of the schools in Karachi has actually planted the seed of entrepreneurship among students by conducting various entrepreneurial competitions internally. This will not only encourage students to think beyond the box but will also help them develop skills at the school levelonly.



## 06. INCLUSION & DIVERSITY

Inclusion is a fundamental value that fosters a more diverse and accepting society. By including, the competition sends a powerful message of inclusivity, breaking down barriers and promoting equal opportunities for everyone. They possess unique perspectives and innovative problem-solving skills that can contribute fresh ideas and approaches to the competition. Their diverse experiences can challenge traditional



thinking and lead to creative and groundbreaking business concepts. The challenge empowered these individuals providing them with a platform to showcase their abilities, knowledge, and talents. It boosted their self-confidence and helped them realize their potential as valuable contributors to the business world. Jannat Hakro, from Karachi Vocational Training Centre has become a role models in Junior CEO Challenge 2022 for others facing similar challenges. Her involvement



inspires and motivates other individuals to pursue their own entrepreneurial dreams, proving that disabilities should never be seen as limitations.

A young girl with the dream of becoming a pastry chef from RehnumaTrust Sher pao basti got the Dynamo Award at the first PACE Junior CEO Challenge 2021 Chef Samreen Junaid from Masala TV offers her a complete sponsored professional training of baking.



Junior CEO Challenge promotes a shift in perceptions, highlighting the talents and capabilities of individuals rather than focusing on their limitations. This change in perception fosters a more inclusive society that embraces diversity. By embracing the inclusion in business idea competitions, we not only provide them with opportunities for personal and professional growth but also contribute to a more inclusive and innovative business community. Their participation enriches the competition experience, making it more dynamic, diverse, and impactful for all involved.

# 07. THE WINNING MOMENTS

These winning moments is a testament to the collective brilliance and unwavering belief. The success of these individuals not only reflects the abilities as young entrepreneurs but also serves as an inspiration to countless others who dare to dream big.



## TESTIMONIAL



“I would like to express my gratitude for providing this amazing opportunity and I think I have availed it fully. It has really benefitted me and will definitely bear the fruit of it. I want to thank my teachers and the whole team of Pace College for supporting me throughout this journey.”

Adina Fatima – 2<sup>nd</sup> Runner up – PECHS Girls School



## 08. OUR COLLABORATORS



This is a great initiative for students to unlock their true potential and develop their creative thinking. Our youth can only excel through an entrepreneurial mindset and by providing such platforms we can empower them and equip them for success in future”.

**Dr Hussain, Director Salim Habib University**



Platforms like Jr CEO Challenge has made it possible for youth to share their business ideas needed for the marketplace. In the digital world tools like social media, online advertising, and e-commerce portals budding entrepreneurs can now reach global audiences with ease.

**Hassan Daudpota, CEO Keys Production**



Promoting inclusion, equality, enhancing creativity and problem-solving skills amidst the students of PACE College of Advanced Studies for the program Jr CEO Challenge.

**Sabina Khatri, Chairperson Kiran Foundation**



Jr CEO Challenge is the first and one of its kind in Pakistan and you are lucky to be part of it. It gives students a platform to think out of the box.

**Shehzad Jeeva, CEO Aga Khan University Examination Board**



I am glad to see Building Entrepreneurial Mindset at the Junior CEO Challenge, organized by PACE-College of Advanced Studies. There is a dire importance of vision and validation and how such qualities can pave the way to success for these upcoming CEOs.

**Khushnud Aftab, CEO Viper Technology**



We ask students to become doctor or engineers then why not train students to become a businessman to contribute significantly in our economy

**Tariq Shah, Chairman All Pakistan Management School Association**



I am overwhelmed to share that PACE College fosters the culture of entrepreneurship and empower students to solve new challenges as the world becomes more globalized. It is not just about teaching the hard skills around creating a business, it's about building a mindset along with skills, knowledge and behaviors that can serve them regardless of career path.

**Senator Haseeb Khan, CEO Brookes Pharma**



I wish I had a similar opportunity during my childhood, my kids are lucky enough to have institutions like PACE College of Advanced the - the 1st Entrepreneurship College of Pakistan working on building mindsets.

**Yaqoob, COO AKD Securities**



Skills and knowledge are two separate concepts which require different teaching methodologies. PACE College is adding value to the education system by introducing skill based learning for the first time ever in Pakistan.

**Asif Ismail, CEO Premier Cables**



Jr CEO Challenge is a program which gives you an opportunity to present your business idea which can be implemented across Pakistan implementing presentation, leadership and management skills.

**Tariq Sultan, CEO House of Habib**

It was an honor for Meezan Bank to be part of Jr CEO Challenge 2023 an interschool business idea competition as a proud sponsor. This competition promotes financial literacy amongst youth which the bank has always been advocating to strengthen the ecosystem.

**Meezan Bank**

Jr CEO Challenge is a great initiative for students to unlock their true potential and develop their creative thinking. Our youth can only excel through an entrepreneurial mindset and by providing such platforms we can empower them and equip them for success in future

**Amin Ganny, COO Lucky Cement**

More than 50 organizations collaborated with PACE College – the 1st Entrepreneurship College of Pakistan for this great initiative. These collaborators were also a part of our panel discussion. The collaborators participated in the event as Bronze, Silver, and Gold partners.



The success of the event would not have been possible without the unwavering commitment, generous contributions, and collaborative efforts. Their involvement as a corporate partner has made a profound impact, and we would like to take a moment to acknowledge and thank you for their exceptional support.

Panel discussions play a crucial role in business idea competitions as they bring together experts, industry professionals, and participants to engage in meaningful conversations about entrepreneurship and innovative ideas. The panelists were experienced professionals and shared their insights,



expertise, and industry knowledge with participants. They offered valuable guidance, practical advice, and real-world examples that can help participants refine their business ideas and strategies.

Among the panelists were the great personalities like: Sabina khatri (Tamgha e Imtiaz), Tariq Sultan (CEO House of Habib), Dr. Shehzad Jeva (CEO AKUEB), Dr. Farhan Essa (CEO Essa Lab), Tauseef Lateef (Director PPP Note Govt of Sindh), Rizwan Jaffar (Youth Parliament), Taimur Bairam (Head of BD South ACCA Pakistan), Dr. Hussain Habib (Director Education Salim Habib University), Junaid Khalil (Managing



Director medicam Group), Haroon Qasim (Shield Pakistan), Khushnood Aftab (Viper Technologies), Asif ismail (MD Premier Cables), Shoaib Ibrahim (CEO First Habib Modarba), Hassan Daudpota (CEO Keys Productions), Muhammad Yaqoob (AKD Investment), Muzammil (Lucky Cement). All these industry experts inspired and motivated the budding entrepreneurs and the rest of audience that was present with their expert ideas and perspective. The organizations of these respective individuals were a part of this

program as a Gold, Silver and Bronze partner. They made a significant impact on the audience and collaboratively contributed in playing their part in encouraging the youthpreneurs. PACE College pays special thanks to the Board of Advisors Ms Huma Jabeen, Prem Sagar, Kapil Kumar, Ms Zohra Jabeen, Ms Sabina Khatri, Isfandyar Inayat, Shahbaz Islam, Taimour Behram, Dr Zubair Ali Shahid, Azfar Hussain, Dr. M Ali Sheikh and Sikandar Hayat for their untiring at every step to make this signature program successful.



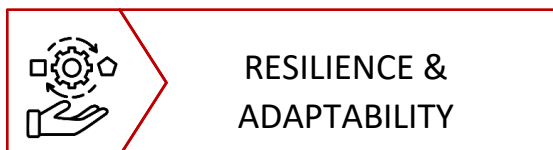
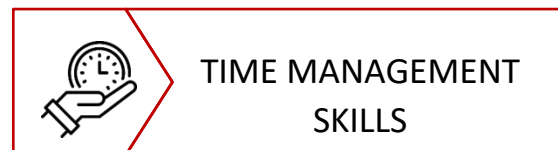
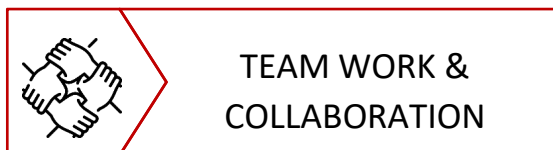
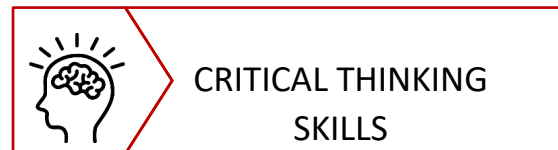




# 10. SKILL DEVELOPMENT THROUGH JR CEO CHALLENGE

Participating in the competition provided an invaluable opportunity for our students to enhance a wide range of skills. They developed their abilities in critical thinking, problem-solving, teamwork, effective communication, presentation skills, and entrepreneurial mindset. These skills will undoubtedly benefit them in their future endeavors.

The competition served as a platform for our students to connect and collaborate with fellow participants from other schools. They formed lasting relationships, exchanged ideas, and gained insights into different perspectives. Such interactions fostered a sense of camaraderie and encouraged a spirit of healthy competition.



# 11. THE WAY FORWARD

The competition served as a catalyst for inspiration and motivation among our students. Their exposure to a competitive environment, interaction with successful entrepreneurs, and validation of their ideas instilled confidence and fueled their passion for entrepreneurship. Many students are now considering pursuing entrepreneurial ventures in the future.

The Interschool Business Idea Competition provided an exceptional platform for our students to showcase their entrepreneurial talents, gain valuable experience, and make a lasting impact. We extend our heartfelt appreciation to the organizers, mentors, judges, and fellow participants for their contributions to this enriching event.

As the 1<sup>st</sup> entrepreneurship college of Pakistan, we are committed to continuing our support for entrepreneurial endeavors and nurturing the next generation of innovative leaders. We look forward to creating such competitions and creating a positive impact in the future.

We aim to build an incubation at our college to foster culture of entrepreneurship skill-based learning that can be valuable in equipping individuals with the knowledge, skills, and mindset necessary to pursue entrepreneurial endeavors successfully.

Our incubation center will be a platform for economic development, job creation, and innovation. By empowering entrepreneurs and startups, we contribute to building a thriving entrepreneurial ecosystem that drives long-term societal and economic impact.



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