

EDGIFYE ENTREPRENEUR DEVELOPMENT PROGRAM (EEDP)

Empowering Vision, Building Leaders, Creating Impact





Program Vision & Mission

Vision:

To create a powerful ecosystem where entrepreneurs transform ideas into sustainable, scalable businesses.

Mission:

To provide training, mentorship, funding access, and operational support to ensure real business success, not just an idea

Core Objectives

- Develop job creators, not job seekers
- Support youth, women, and startups
- Build sustainable & profitable businesses
- Promote innovation + digital transformation
- Strengthen Pakistan's entrepreneurial ecosystem

ACTIVITIES

- LOnline & physical registrations
- Idea submission forms
- Screening interviews
- Skill & mindset assessment

OUTPUT

- Selected entrepreneurs
categorized into:
- Idea Stage
 - Startup Stage
 - Growth Stage



Target Audience

- Students & fresh graduates
- Freelancers wanting to scale
- Small business owners
- Women entrepreneurs
- Unemployed / underemployed individuals

5,000+

Jobs created



➤ **SUCCESS FORMULA BY EDGIFYE**

IDEA + SKILL + EXECUTION + MARKETING + MENTORSHIP = SUCCESS



Program Structure (6 Phases)

Phase 1: Awareness & Outreach (Week 1-2)

GOAL: ATTRACT POTENTIAL ENTREPRENEURS

Activities:

- Seminars in colleges & universities
- Social media campaigns (Edgifye platforms)
- Collaboration with government & NGOs
- Registration portal launch

Outcome:

1000+ applicants



Phase 2: Screening & Idea Validation (Week 3–4)

GOAL: SELECT SERIOUS CANDIDATES

Process:

- Application review
- Idea pitching sessions
- Basic interviews

Tools:

- SWOT Analysis
- Problem-Solution Fit

Outcome:

Top 100–200 selected participants



Phase 3: Training & Skill Development (Month 1-2)

GOAL: BUILD STRONG ENTREPRENEURIAL MINDSET & SKILLS

Modules:

1. Entrepreneurship Fundamentals
2. Business Model Canvas
3. Digital Marketing & Branding
4. Financial Management
5. Sales & Negotiation
6. Legal & Business Registration
7. Leadership & Team Building

Extras:

- Guest speakers
- Case studies
- Real-life simulations

Outcome:

Participants ready to build real businesses



Phase 4: Incubation & Mentorship (Month 3–5)

GOAL: TURN IDEAS INTO WORKING BUSINESSES

Support:

- Assigned mentors (industry experts)
- Office/workspace support (if available)
- Weekly progress tracking
- Product development guidance
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Edgifye Role:

- Branding & marketing services
- Business launch strategy
- Social media management

Outcome:

Startups become operational



Phase 5: Funding & Launch Support (Month 6)

GOAL: FINANCIAL AND MARKET ENTRY SUPPORT

Funding Options:

- Seed funding (Edgifye / investors)
- Government grants
- Micro-financing

Activities:

- Demo Day (investor pitch event)
- Business launch campaigns
- Media coverage

Outcome:

Successful business launches



Phase 6: Growth & Scaling (Ongoing)

GOAL: ENSURE LONG-TERM SUCCESS

Support Includes:

- Advanced mentorship
- Expansion strategies
- Export & international market access
- Partnerships & collaborations

Outcome:

Scalable, profitable businesses



Revenue Model for Edgifye

Equity share (5%–15% in startups)

Training program fees (optional)

Corporate sponsorships

Government partnerships

Marketing service retainers



Key Success Factors

- Strong mentorship network
- Practical training (not theoretical)
- Continuous monitoring
- Access to funding
- Digital branding support



KPIs (Performance Indicators)

- Number of startups launched
- Revenue generated by startups
- Jobs created
- Funding raised
- Survival rate after 1 year





Partnerships Strategy

- Government bodies (KPK, Punjab)
- Universities & colleges
- Investors & venture capitalists
- Corporate sponsors
- NGOs & international organizations

Marketing Strategy

- Social media campaigns (#EdgifyeEntrepreneurs)
- Success stories & testimonials
- Influencer collaborations
- Events & networking meetups



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SPECIAL INITIATIVES

Women Empowerment Program

Dedicated training sessions
Home-based business models
Flexible learning

Youth Startup Bootcamp

7-14 day intensive training
Rapid idea execution

Skill-to-Business Conversion

Turn freelancers into agency owners



Example Journey (Participant Flow)

Register →
Get selected →
Receive training →
Build idea →
Launch business →
Get funding →
Scale & grow

FINAL IMPACT GOAL

- 500+ startups per year
- 5,000+ jobs created
- National-level entrepreneurial network
- Position Edgifye Group as a leading business incubator in Pakistan

