



Digital Economy Enablement

Ease of Doing Business

15 M\$ 



Activities, tasks, actions, policies, reform activities

Reduce regulatory risk for Startups



What does this mean?

Allow for Bankruptcy Laws & Creation of LLCs



Timeline

60 Days



Key Inputs Required from

Law Ministry, SBP & SECP



Issues & Outcomes

Foreign led startups will take a favorable view to incorporate in Pakistan. Companies are more comfortable to invest and do business when the regulatory risk is limited to the company and not their employees. Similarly people who start companies today and fail can't wash their hands clean of past failure, Bankruptcy allows one mechanism to move past that in the US, the court-driven law allows companies in trouble to file for bankruptcies. The firm filing bankruptcy gets a specified time period for recovery. If the company still fails to revive, the creditors take over the company and liquidate it to recover their loans. In Pakistan, the situation is quite the opposite. If a business fails here, it's owners and directors are treated as criminals and a long court battle ensues between the debtors and the creditors, which benefits neither of them. A simple circumstantial default is treated as a willful default, setting in motion criminal investigations by government agencies like NAB, if the bank so wishes. The negotiations between creditors and debtors start with usual intimidation by bankers and the threat of criminal prosecution, without any consideration about the reasons for the default. Whether the creditor's claim is justified or not is of no consequence Dr Ishrat put forth great recommendations in 2002 on how to deal with this. https://ishrathusain.iba.edu.pk/speeches/financialSector/2002/Bankruptcy_law.pdf

Global Acceptance

06 M\$ 



Activities, tasks, actions, policies, reform activities

Become Crypto Friendly



What does this mean?

Publicly Support Bitcoin & Ethereum



Timeline

30 Days



Key Inputs Required from

Law Ministry, SBP & SECP



Issues & Outcomes

When we invest in local assets, we make money, perceptively. Like Land or other assets. But when you compare it to \$ based gains we are continually loosing due to devaluation.

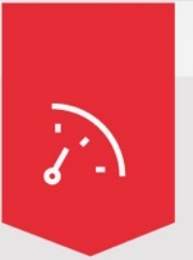
Now imagine that 1 million free lancers collectively won at increasing their \$ holdings? Wouldn't it benefit all of us? Because today they cant hold \$ assets and their PKR based items devalue, that is if they bring in the \$s in the first instance.

First realize that the millennials who are doing free lance work think they are hustling backwards due to these issues.

That's why they love exploring Bitcoin. Making it illegal makes their lives difficult, because they continue to hold bitcoin remotely. Read the next item to understand how this can be made legal for free lancers by linking it to the Roshan Startup Account.

Financial Growth

80 M\$ 



Activities, tasks, actions, policies, reform activities

Roshan Startup Account



What does this mean?

Worship your Startups by bridging the divide of Roshan services for entrepreneurs & free lancers vs Ex-Pats Only.



Timeline

30-90 Days



Key Inputs Required from
SBP



Issues & Outcomes

Local startups + entrepreneurs have 5 core issues

- 1) Lack of Un-Interrupted power & Internet when working from home
- 2) Lack of initial capital to buy computer hardware
- 3) Lack of Domestic Banking access (accounts, services, credit cards, loan facilities or even the ability to have a bank account as most start free lancing at around 16.5 Yrs. of Age)
- 5) Once they are 18 and can have an account, the local banks mistreat them. By not converting their USD to PKR when it lands in their account, banks make float and delay the process.

Once they are generating USD\$ they prefer to keep this money offshore after having gone through the above 5 step evolutionary journey in their free lancing/startup life.

So how can we help? we give them special status, not to be harassed by FBR, have a tax holiday for 5 years if they bring every thing back and convert at least 80% to PKR. The real kicker is to allow them to keep 20% in USD. Of that 20% allow them the ability to keep 10% in bitcoin under an arrangement with the government of Pakistan and SBP. This hedges every ones bets. By my estimate we have 300m\$ Parked in stored value systems outside of Pakistan. Imagine if the free lancers or startups brought 300m\$ Back to Pakistan and converted 240m\$ in to PKR. With the remaining 60m\$ if they could keep 10% in crypto meaning 6m\$. We use the example of putting 6m\$ say in bit-coin last year same time. Say they purchased 6m\$ of BTC at 10k a coin. That would give us 600 BTC. Todays price is 40k USD per COIN. That would value that 10% BTC holding at roughly 24M\$. Every little bit counts, we just need to have a method, a process and a system to let people win, when people win the government wins automatically.

Ease of Doing Business

05 M \$ 



Activities, tasks, actions, policies, reform activities

Pay to Play Incorporation Services



What does this mean?

5K PKR To Start An Internet based Business via SMS if need be



Timeline

45 Days



Key Inputs Required from

SECP, Ministry of Commerce & NADRA



Issues & Outcomes

Standard documentation & startup package (pay Rs.5k to start a new internet business) with just a few SMS or online form or via the phone. Zero regulatory hurdles and instant in-corporation + payment services facilities. This allows for creation of startups, free lancers and others who will bring in value added \$s as an outcome of services rendered on platforms such as upwork.com.

Supply Side Economics

12 M\$ 



Activities, tasks, actions, policies, reform activities

Pay people 10000 PKR for completing courses on Udemey, on programming/blockchain



What does this mean?

We incentivize people who are happy to gain real skills and bring real \$s by working online with the said skills. In Demand skills average about 22.5\$/H of billable rates vs 3\$ for unskilled work



Timeline

20 Days



Key Inputs Required from

MOITT, NADRA, STZA, PITB, NITB & IGNITE



Issues & Outcomes

STZA has a brilliant program on cohort based training with guaranteed jobs. This is not that program. This program says, if you do 1 of 10 eligible courses you get Paid, no questions asked, besides proving your identity. We work with UDEMY and Coursera to reduce the cost of the course + pay people motivation rupees. For example to prepare for a course you need on average 6 Days, If some one takes six days off from work, they are not able to financially justify the cost. By providing some levers like this one, allows the youth to experiment and train more. We need to enable this on the fly incentive for all developers.

Trade Development

70 M\$ 



Activities, tasks, actions, policies, reform activities

Create instant networking and PR Outreach to, Amazon, Google, TenCent, ByteDance, JD & KaiOs



What does this mean?

Simply this means we control the narrative and bring the right partners to town. Two of the fastest execution items on this list are with KaiOS and Amazon. KaiOs makes an operating system that is second only to Andorid and allows us to produce 30\$ phone locally that are fully featured. Amazon is primed for us to build fullfilment and logistics infrastructure along with domestic Cloud services



Timeline

100 Days



Key Inputs Required from

MOITT, PTA, STZA, NADRA, SECP, NITB & Silicon Valley
+ Shenzen Contacts



Issues & Outcomes

The issue is very simple, the government appoints the wrong people to have the wrong conversations at a global level with these enterprises. Within a 100 days Pakistans Tech Narrative can be re-hashed and the right investment led news can happen, only if the supporting organizations play their part domestically. Some of these companies are willing to invest, if they have legal protection and counterparts that they can speak to who understand their language and can work at their pace. This unlocks a few 100m\$ of instant value over the immediate short term.

Trade Development

30 M\$ 



Activities, tasks, actions, policies, reform activities

Agri tech, brand protection, global brand ownership viz a vi building a market place to protect our physical products and their IP.



What does this mean?

That we build resources so the world can buy more of our Agri Products. Simple example is Mangoes. We produce some of the best, but online, they have no presence or visibility. We enable a standardized listing process working with Private Parties to build a virtual product listing for In-Demand Pakistani exports.



Timeline

120 Days



Key Inputs Required from

Ministry of Commerce, TDAP, PSEB, STZA, NADRA, MOFA & FO



Issues & Outcomes

There is a 50m\$ Trade Market place to built for Mango exports and domestic cold chain management. We don't need trade attaches we need smart hustlers in every economy where we have diplomatic presence. Let us build a course to train them virtually on business development, enagement to make this dream a reality. All IT enabled. No travel, no exp to the government.

Banking, Finance, Partnerships

40 M\$ 



Activities, tasks, actions, policies, reform activities

We need to stop asking the wrong question. The wrong question is, when will PayPal come to Pakistan? Instead we need to ask, "how can we enable near instant payments available in Pakistan to free lancers working on upwork.com and other platforms?" Build our Payment Rails.



What does this mean?

We work with a Mercury bank in the US and Upwork, to do some thing very simple, create a program with Mercury, that identifies the Pakistani Beneficiary via NADRA to an Upwork, so they can collect their money in USD. The terms with Mercury would be that, that money comes to PK Via Roshan Startup account, items below singular 10k payments will follow the bank's KYC, larger ones will follow globally accepted payment protocols of AML etc.



Timeline

50 Days



Key Inputs Required from

SBP and Foreign Office + Silicon Valley Contacts



Issues & Outcomes

The locked Pakistani Money has a legitimate way to come back, vs relying on purely on 3rd parties like Payoneer who have 100% access and insights into our first party payments data that even the government doesn't have. Now's the time to build an alternate channel where we control the settlement narrative. With Pakistan being the 4th largest freelance service provider in the world, Payoneer operates in Pakistan with MCB, Standard Chartered Faysal Bank and Jazz Cash among others. Once the account is verified and registered with Payoneer, the users can receive their payments by selecting Payoneer payment option on the international websites that support Payoneer along with other money transfer platforms.

We just go build our own by working with the likes of Mercury Bank or others the US or EU corridors. There are many options, on who to partner with, but this allows us one of the fastest paths to progress.

Commercial Growth

08 M\$ 



Activities, tasks, actions, policies, reform activities

PSEB to help Startups that are exporting, with capacity development and CXO training. Mentorship for commercial growth, corporate structuring, road shows & business development. Essentially train them on how to enhance their growth multiples. Build their social profiles as CEOs, do virtual networking and community building. Key tech + non-tech skills needs for hyper scaling. By introducing them to and having Pakistani origin founders who have done this in the past. The PSEB as it stands today is only useful to get your IP address white listed if you are a call center. Literally that is all that Tech companies use it for. The perception and image of PSEB needs to be elevated to an enabler vs a regulator.



What does this mean?

This means we build a 2 week enhanced, how to scale and sell more and do more mentoring program for companies that are exporting 1-5m\$ so that they can do 10-20m\$.



Timeline

50 Days



Key Inputs Required from

PSEB, P@SHA & STZA



Issues & Outcomes

We have been publishing a domestic book on Top CEOs. In essence who ever sponsors that book or those like it and the subsequent PR awards, gets their picture printed.

Let us launch a program that first trains the right tech CEOs/Founders to enhance their exports + publicly celebrate those who are moving from the \$1M club to the 5m\$ club to the 10, to the 15 and 20 million dollar club. Lack of exposure in hyper scaling and effective sales management + financial maturity is resulting in a host of our capable startups being unable to scale beyond the founders own ability.

We have to essentially build a cohort of the smartest founders who are already in the green and essentially provide a distilled growth vector that they can replicate and use every day. PSEB needs to be used a budgetary sponsor for this and MOITT too as needed. No new funds required for any of the above plans. Just, will power and sincerity along with sponsorship from the PMO.

Less is more here, every thing does not need all the ministries to jump in and try to extend their reach. PSEB is the right sponsor and has been doing a lot in recent times to enhance its image under it new leadership.

Market Making Activity

05 M \$ 



Activities, tasks, actions, policies, reform activities

To build capacity, the local industry needs to do large scale projects which reside with the govt. In Sept of 2020 Govt agreed that said projects would be outsourced to the domestic market.



What does this mean?

Build a tiered approach sans PPRA and build a PPP model under which projects are outsourced to domestic players on tiered model



Timeline

8 Months Behind Schedule



Key Inputs Required from PMO



Issues & Outcomes

When we create an enabling environment and give credentials to our local companies on large scale domestic projects, they automatically upskill and can later use those for outsourcing work from external geographies. The government had agreed to set an example to go down this path as it would also help with inter-governmental digitization. But the program has not moved ahead, as promised to the STZA along with regulatory changes, since September 2020.

Supply Side Economics

07 M\$ 



Activities, tasks, actions, policies, reform activities

Build capacity to create new BPOs and grow existing ones to KPOs and to Centers of Excellence. Provide an enabling environment to them to scale. Be known as the destination for quality certified resources backed by the government. PM portal but for people looking to bring their service offshore, provide instant scalability on the ground in PK.



What does this mean?

Have a BPO specific in-sourcing strategy then take it to digital marketing. Promote it to Western SMEs & Large scale corporations both who want to off-load commodity services, in IT, HR, Finance, Ops to a nearshore/offshore destination.



Timeline

100 Days



Key Inputs Required from

PMO, STZA, PSEB, FBR & SECP



Issues & Outcomes

We have to provide the infrastructure support and the enabling environment to attract both commoditized work & knowledge based work.

We need executive level sales people who are working with both global corporations and trade bodies to in-source in the work into Pakistan. It needs Media/PR/Market making activities along with PMO office support to cut the red tape across domestic ministries and organizations to simplify policies and services to enable under 24 hours launch capability for virtual offices instant incorporation services.

We should do digital road shows for existing players and also upskill and elevate the BPOS that operating under the radar in Pakistan for fear of regulatory items.

By targeting 10 Foreign Companies in the 200M\$ Revenue range, we can add about 5m\$ In new BPO revenue in 100 days by being the facilitator between those who need the services and those who can offer them ensuring a frame work for legal protection viz a vi, data protection, payments etc.

Meaning, the state plays its role to help bring said work to Pakistani companies by being their champion using foreign missions & state machinery

\$ Inflow Potential / Economic Impact

278 M \$



The “ask” to deliver on this proposal



To run the required programs and bring the projected FX/FDI & reforms

1. The Government to take a hard look at IT as an enabler that doesn't need \$ subsidies only concentrated effort
2. Do away with focal persons and bring in due process to run this as a program
3. Make some one in the PMO accountable for this
4. Empower/enable some one with a clear line of sight and control across various Ministries & their Budgets.
5. Reporting to a strong neutral global Board of at least 4 illustrious Pakistani tech builders/operators plus 3 Locally appointed Independent Directors and the PM as its Patron.



The Project Teams required to deliver this will comprise of people from:

1. FO, PSEB, MOITT, NITB, IGNITE etc.
2. PMO – Key Staff
3. SBP, SECP, PTA & Other Key regulators
4. STZA, Ministry of Finance & the Ministry of Commerce

Good to have support:

1. P@SHA
2. Domestic Incubators / Accelerators
3. Local Banks
4. Incumbent Large Tech Companies
5. TDAP & FPCCI
6. Local Telecom Companies