

Eureka Fair – Fall 2024

The Management & HRM Department at Institute of Business Management (IoBM) hosted its highly anticipated **Eureka Fair – Fall 2024** on December 28, 2024. The event, held at Room 314 of the CBM Building, was a vibrant showcase of ingenuity, featuring 17 innovative projects developed by MBA students from the course MAN608 - Technology, Operations, & Innovation.

The Eureka Fair provided a dynamic platform for students to present their innovative business solutions and prototypes, a culmination of months of hard work and creative problem-solving. The projects reflected the students' ability to apply their academic learning to real-world challenges, offering diversified perspectives and transformative ideas. Over the years, the Eureka Fair has cemented its reputation as a launchpad for successful ventures. Many projects showcased in previous editions have been endorsed by leading technology incubators like Nest I/O, SSKIC, and NIC, with some securing grants from IoBM's ORIC platform. This year's fair upheld that tradition, with several projects standing out for their innovation and feasibility.

The event attracted a distinguished gathering of senior representatives from the technological and corporate sectors, who engaged with the students and evaluated their projects. Their valuable feedback and insights highlighted the potential for these prototypes to address market needs effectively. The interaction not only boosted the students' confidence but also reinforced IoBM's commitment to fostering stronger academia-industry linkages. Given below are the details of the guests invited and attended the Eureka Fair – Fall 2024:

S.No	Name	Designation	Company / Institute
<i>Guests from Industry</i>			
1	Mr. Ahmed Saad Qureshi	Manager Outsourcing	HBL
2	Mr. Muhammad Obuaidullah	General Manager	Khelo Group
3	Mr. Shujaat Siddiqui	Software Architect	Speridian Technologies LLC, USA.
4	Ms. Sameen Ahmed	General Manager - Human Resources	Kuehne Nagel
5	Ms. Hira Amjad	People Business Partner	K-Electric
6	Ms. Natasha Kranjia	Manager Consumer Segments	Telenor
7	Dr. Muhammad Yasir	Director Engineering	Craftech
8	Dr. Muhammad Sufyan	CEO	Images Unlimited
9	Mr. Areeb Ahmed Khan	Software Engineer	IBL Group
<i>Guests from Academia</i>			
10	Sajjad Hussain	Sr. Fellow	KIET
11	Dr. Mehreen Mansoor	MPhil Coordinator	IoBM
12	Dr. Jamshaid Iqbal	Environment and Energy Management	IoBM
13	Dr. Essa Khan	Entrepreneurship Department	IoBM
14	Dr. Fahad Bin Abdullah	Industrial Engg and Managements	IoBM

The event featured a blend of creativity and practical application. Attendees explored a wide array of prototypes that addressed pressing societal and technological issues, ranging from sustainable solutions to advanced technological innovations. The vibrant exchange of ideas

among students, faculty, and industry professionals made the fair an inspiring and enriching experience. List of the Projects displayed at the event is provided at the end of this article.

The faculty members and organizers of the event commended the students for their dedication and creativity. Dr. Muhammad Azeem Qureshi, Dr. Qamar Abbas, Dr. Farhan Iqbal, Dr. Bilqees Ghani, Dr. Tayyaba Fasih, Dr. Saba Gulzar, Dr. Samrah Shariq, Ms Kinza Zehra, Ms. Neha and many other faculty members visited the event and appreciated the students.

Dr. Shagufta Ghauri, HoD Management & HRM Department, looked after the arrangements and appreciated the team for organizing this regular event of the department. Dr. Shagufta Ghauri further appreciated the faculty members teaching innovation that include Dr. Junaid Ansari (Course Lead), Mr. Majid Qureshi, Mr. Javed Malik, and Mr. Atiq Bin Ishtiaq, for their efforts to mentor the students for developing such commendable projects. At the end, souvenirs were distributed among the guests.

List of the Projects – Eureka Fair Fall 2024

S.No	Project	Sector	Project Brief	Students
1	Recycled Wool	Textile	The wool recycling business model revolves around a circular supply chain, starting with the import of raw wool and mixed fibers primarily from Europe and the US. These materials are processed in a specialized zone, where part of the refined product is exported to Africa. The remaining wool varieties, including Marina Pashmina blends (20-80, 50-50, 70-30), and premium Cashmere wool, are categorized based on quality and market demand. Pashmina is sold by weight due to its higher value, while Marina is graded. The raw material undergoes a recycling process, where it is converted into fiber, then cotton, and subsequently yarn. . The model thrives on efficient resource utilization, reducing waste, and tapping into the eco-conscious consumer base. By incorporating advanced recycling techniques and maintaining strong ties with international markets, the business ensures a sustainable and profitable operation, meeting global standards for environmentally friendly production.	Ali Abbas, Usman, Nabiha, Hira Fatima
2	AdEase	Marketing	AdEase is a straightforward and user-friendly digital marketing application tailored for small businesses, startups, and entrepreneurs seeking affordable and effective marketing solutions. It effectively addresses the needs of those who may lack the resources or expertise to manage traditional marketing strategies. The app includes valuable features such as real-time task tracking, customizable packages, and a pay-as-you-go system, making it accessible and budget-friendly for everyone.	Hira Fatima, Munaza Ali, Ambreen Murtaza, Syed Azmeer Ali
3	Emergency Connect App	Healthcare	In critical medical emergencies, delays in receiving first aid or reaching an appropriate medical facility can lead to severe complications or even loss of life. Additionally, even after receiving initial treatment or medication, many patients struggle to follow prescribed post-treatment protocols, monitor their symptoms, or identify adverse side	Asra Khan, Hasham Khan, M. Taha, Sarmad Ajaz

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			effects, which can worsen their condition. This gap in emergency and post-treatment care affects both urban and rural populations, with significant consequences for health outcomes.	
4	Affordable, Biodegradable Shopping Bags:	Environment & Climate Change	In response to the growing environmental challenges posed by single-use plastic, our project focuses on creating affordable, biodegradable shopping bags. These bags will provide an eco-conscious alternative to traditional plastic bags, reducing environmental impact and promoting sustainability. The aim is to design and produce biodegradable shopping bags using materials that are both affordable for consumers and environmentally friendly.	Komal Gulzar, Zaid Akhtar, Bareera Sohail
5	DRESSense - AI-Powered Personal Stylist & Shopper	Fashion	As technology continues to transform our daily lives, fashion and shopping have become areas ripe for innovation. Our "AI-powered Personal Stylist & Shopper" called DRESSense is designed to revolutionize the way individuals select their wardrobe by using artificial intelligence to curate fashion recommendations that are entirely personalized. This AI-driven system taps into user preferences, lifestyle needs, and style history, making it possible to tailor a shopping experience that feels both bespoke and efficient.	Uzair, Warda, Ramis
6	WeGroom	Healthcare	This is a cutting-edge online platform connecting salons, beauticians, and wellness clinics with customers seeking beauty, grooming, and cosmetic solutions. It serves as a centralized portal where home-based and commercial salons, as well as specialized clinics for transplants, laser treatments, and skincare procedures, can showcase their services. Whether it's home-based beauty treatments, premium salon experiences, or medical-grade skin solutions, WeGroom caters to diverse needs with flexibility and ease. The platform ensures a streamlined booking process, transparent communication, and reliable service delivery, making it the go-to solution for grooming and wellness.	Sanaa Ahmed, Sara Naqi, Laiba Nishat, Eman Maqbool, Areeba Bhadelia
7	Digital Parking Spot Sharing Platform:	Parking	This project introduces a parking sharing platform, which connects parking "slot owners" with "slot renters" in key commercial and residential areas of Karachi. The idea is to create a digital business platform for parking spot sharing targeting a C2C model that enables owners to list and monetize available parking spaces while providing renters with a convenient solution to find parking in high-demand zones. This platform will offer a much-needed solution by allowing property owners to list vacant parking spots during off-peak times and renters to book these slots when demand spikes.	Javeria Baloch, Aiman Soaib, Syeda Midhat Rizvi, Usama Shaikh
8	HerSafar	Tourism	Female Travel Revolutionised, The proposed female-only ride-sharing service in Karachi prioritizes safety and empowerment by employing female drivers and catering exclusively to women and children as passengers. Key	Nehel Siddique, Vadiya Saleem, Ali

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			safety features include physical vehicle trackers, in-app payments, and integrated credit card machines to eliminate cash risks, along with dash cams for comprehensive monitoring.	Abbas Zaidi, Javeria Khan
9	Aquaponics	Farming	Aquaponics combines aquaculture (raising fish) and hydroponics (growing plants without soil) into a sustainable, circular system that uses waste produced by fish as nutrients for plants, while plants filter and purify the water for the fish. Karachi, Pakistan, with its growing population and food security challenges, offers a unique environment for this innovative farming solution. Our project aims to introduce commercial-scale aquaponics in Karachi, addressing urban food production, water conservation, and sustainable business practices. By establishing an efficient and eco-friendly aquaponics system, we aim to meet the rising demand for organic produce and fish while promoting environmental sustainability and economic development.	Talha Mohammad Memon, Muhammad Abdullah Habib, Amer Khalique, Moiz Mughal
10	Swift Bag	Healthcare	SwiftBag is a disposable, user-friendly urine bag designed to support individuals who face obstacles in using conventional facilities. With a compact, leak-proof, and odor-controlled design, SwiftBag provides a hygienic and private solution that aligns with Islamic values and preserves the dignity of its users.	Syed Affan Shah, Muhammad Rafi, Maaz shakeel, Sheikh Faraz
11	Rent space	Property & Estate	Rent space gives customers access to a variety of products without the burden of ownership prices, stands out as a flexible and affordable alternative in an inflationary market by appearing as the first platform that bases itself as a rental E-commerce business	Muhammad Bilal khan, Muhammad Taha khan, Hasan qamar, Nashmya kiran
12	Chamchay	Food	Chamchay produces edible cutlery from substances such as wheat, sugar, butter, and eggs. The primary product, edible spoons, comes in a range of tastes and has a one-year shelf life. By the fourth year, the edible product extension strategy will include more than simply spoons, such as fashioned knives, plates, and cups. The debut phase will focus only on the Karachi and Sindh regions, using a combination of internet marketing, public relations, and direct distribution to restaurants and retail outlets.	QIRAT MUJEEB, ATIYA, SANIA
13	PetVet	Animal Care	PetVet is an innovative application designed to simplify and enhance pet care for pet owners. Founded by Adil Allam, Aminah Fouad, and Maria Javed, PetVet combines technology with compassion to offer a comprehensive solution for pet health and wellness. The app ensures convenience and reliability, making it easier for pet lovers to manage their pets' care.	Maria Javed
14	QuickCommute	Transport & Logistics	QuickCommute is a smart transportation management system designed to streamline employee commutes. It provides real-time updates on pick-up cars, drivers, and routes, along with features like notifications, feedback	Hina Rehan, Ramsha

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			forms, and a manual fallback plan. The project aims to reduce delays, improve communication, optimize routes, and enhance employee satisfaction.	
15	HerGlo	Healthcare	This is a trusted platform for women in Pakistan to access honest reviews and guidance on hygiene and wellness products. There is a lack of awareness about feminine hygiene, distrust of product claims, and absence of a women-focused, safe online space. This platform provides product reviews, educational content, a community for sharing experiences, and tips for sustainable living. This platform provides guidance in choosing quality products, awareness of health and hygiene practices, and emotional support through a like-minded community.	Umaima Rashid, Khula Shaikh, Rizma Imran Nafees
16	MindFlex	Healthcare	Overview: MindFlex is a mental fitness app designed to help users improve their mental well-being, emotional resilience, and cognitive abilities. Through a combination of scientifically-backed exercises, mindfulness practices, stress management techniques, and cognitive training, MindFlex will provide a comprehensive platform for users to enhance their mental fitness on a daily basis. The app will use a freemium model, offering basic features for free and charging for premium features with added personalization and advanced tools.	Sarosh Band e Ali, Masooma Murtaza
17	Differently Enabled	Academics	This platform is for teachers and students with special education needs or impairments, as well as their families, caregivers, and instructors, are the main target customers. Teachers and students will be able to create profiles on our website/app, which will also have an optimized search function with age and learning needs filters, a resource library with customized educational materials, messaging tools, a review system for user feedback, a calendar of workshops, and community forums for exchanging advice and experiences.	Sidra Nadeem, Hammad, S M Maaz Tirmizi