

::Urban Unit/iCube::

Invent Innovate Investigate

Startup Challenge

Summer '17

A forum where the best startup ideas in town pitch to an audience from different disciplines, judges and investors; *which is open to all.*

Get Noticed | Validate Ideas | Even Find Funding

Sequence



Submit your idea



We Shortlist Teams



Pitch @ Startup Challenge &
Grab the top 4 slot

For Queries: ideas@urbanunit.gov.pk
icube@digital.edu

[/theurbanunit](https://www.facebook.com/urbanunit) | [inventinnovateinvestigate](https://www.facebook.com/inventinnovateinvestigate)
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Get live streamed on Facebook, Twitter & Youtube global audience



Pitch to an audience of above 350



Top 4 winners will earn the opportunity to get potential investment, support services and advice based on formal negotiations.



All pitching teams will receive expert feedback and advice, with some invaluable exposure to national pitching platform and media coverage.

Areas of Interest

The following are sample areas of interest, however, we are open to all relevant ideas

Land use/Development	Logistics	Energy
Urban Planning	Zoning	Healthcare
Environment, Air & Water	Economic Development	Academics
Waste Management	Transportation & Traffic	Urban Lifestyles
Public Welfare	Urban Farming	Cottage Industries
Urban Design	Technology	Retail
Architecture	Finance & E-Commerce	Markets
Infrastructure	Law and Order	Commerce & Industry
Distribution Networks	Social Sector	Urbanization

Terms

By applying/attending, you agree to the following:

- ◆ Details of the resources will be discussed with every team and may vary based on the nature, type and state of project
- ◆ The amounts, charges and fees are based on Urban Unit offerings and shall be negotiable
- ◆ Reasonable accommodations will be made
- ◆ The availability, nature, amount and terms of the investment during or after the incubation will depend upon every team's progress, potential and scope of the project
- ◆ ::Urban Unit/iCube:: decisions will be final
- ◆ Mere idea submission does not guarantee the opportunity to pitch at the event. Pre-event screening shall be performed and only shortlisted teams will be invited to pitch



THE URBAN UNIT
Urban Sector Planning & Management Services Ltd (PSC) Ltd.
A Public Sector Company.

iCube
invent innovate investigate

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