MarkiTech

Agenda

1. Key Technology Trends

2. The ICT Opportunity for Pakistan

3. All about MarkiTech – How can we help?

4. Open Discussion - How we can help increase export of ICT products / services from Pakistan

In 2015 Uber, the world's largest taxi company owns no vehicles, Facebook the world's most popular media owner creates no content, Alibaba, the most valuable retailer has no inventory and Airbnb the world's largest accommodation provider owns no real estate.

Wearable, IOT, Cloud, Security and Big Data are five major areas of development in ICT

Opportunity # 1
The impeding global skill shortage in technology

▌ **EU** predicts that by 2020, **900K** jobs will be created and **90%** will require digital skills

▌ **McKinsey** Technical skill gap responsible for **$1.3Trillion** lost resources US Economy each year

▌ **35%** of **38,000** employers reported difficulty filling jobs due to lack of available talent in North America
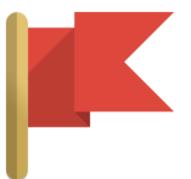
Source KPMG 2014 Technology Report

Question to Audience

Do we have the talent available?

Is Pakistan ready for this opportunity?

Are we marketing this talent and our products?

Opportunity # 2 - The marketing gap
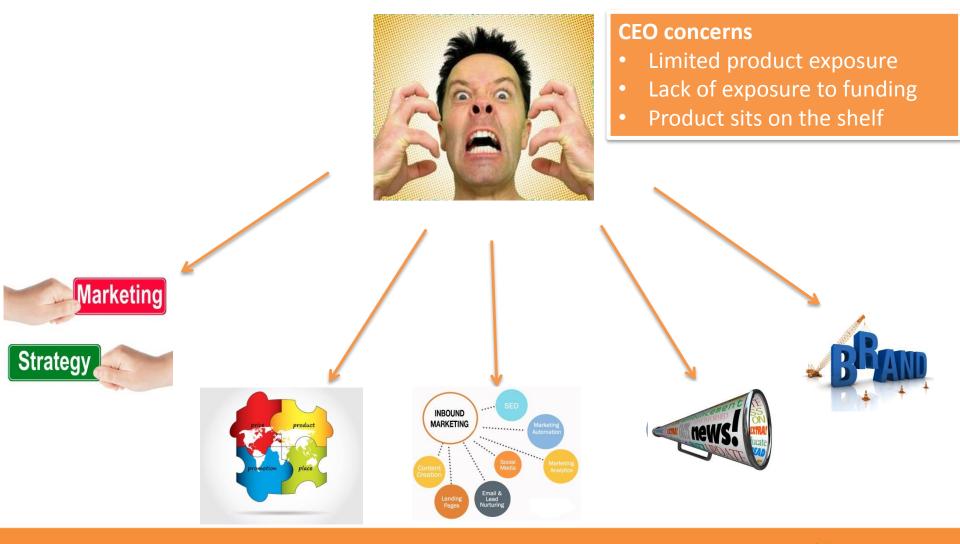
Many businesses know how to develop **technology products**, but don't market their products or limit ONLY to Pakistan Market.

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In Pakistan – I have seen some amazing products
Without MarkiTech you might be lost if you enter NA markets

CEO concerns
- Limited product exposure
- Lack of exposure to funding
- Product sits on the shelf

Marketing

Strategy

MarkiTech

MarkiTech ads value
Premium marketing and technology consulting service

Decision Maker benefits
- Single point of contact
- Local presence
- Led by NA qualified experts

HOW MUCH DOES BIG PHARMA SPEND ON:
SALES & MARKETING vs. RESEARCH & DEVELOPMENT

Johnson & Johnson — 17.5 | 8.2
NOVARTIS — 14.6 | 9.9
Pfizer — 11.4 | 6.6
gsk GlaxoSmithKline — 9.9 | 5.3
MERCK — 9.5 | 7.5

SANOFI — 9.1 | 6.3
Roche — 9 | 9.3
AstraZeneca — 7.3 | 4.3
Lilly — 5.7 | 5.5
abbvie — 4.3 | 2.9

IN US $ BILLION, FOR 2013

arkiTech

Our Team Experience at your service

30+ years of experience, 25+ products launched in 10 years, 5+ industries

Board of advisors
C-level, VPs of large companies in NA, CEO of Small & medium Businesses

Raihan Masroor

COO,
Queens

Nauman Jaffar

CEO
Harvard.
Schulich
LUMS

Nisprih Mohan-Ram

VP Marketing
UFT

Thomas Little

Consultant
Stern NYU

Mike Poku

Consultant
Harvard,
McKinsey
John Hopkins

SIEMENS

TELUS

AMD
The future is fusion

دائرة النقل
DEPARTMENT OF TRANSPORT

OPEN DISCUSSION

Industry by Industry comparison of Disruptors

Industries	Big Players Yesterday	Disruptors
Telco	AT&T / Verizon	Skype / Whatsapp
Taxi	City Taxi Services	Uber
Banks	Multinationals / Regional Banks	Peer to Peer, VCs, Kick starter
Media	Newspapers	Facebook / Google / Craig list
Music & Movies	Sony, Cineplex	iTunes / Spotify, Netflix
Hotels	Marriott	Air BnB, Hotel.com / Expedia
Consulting	Big 5	Freelance / MarkiTech / HourlyNerd

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This Apple Watch app lets you monitor the Australian property market