



Startup Ecosystem Overview

A Project by LCG



Purpose

In the past few years, huge amounts of capital have been poured into Pakistan as investors worldwide realize the untapped potential that the markets here entailed. This document attempts to capture a snapshot of the active players in some of these markets, namely **Fintech**, **Healthtech** & **Agritech**.

This snapshot covers a brief description of the startup and its workings. It mentions their founders/CEOs as well as any institutional backers that they might have. Finally, it also contains a summary of their funding rounds and investors, if there are any.

The goal is to provide the readers with an overview of these markets and make them aware of prominent players within them!

Note: We realize that this might be a large document, and perhaps difficult to read through at times. That is why we've linked together every page on this deck to the main overview pages. Just quickly start your journey by clicking on the icons on the right or on the headings of the overview page. Finally, if you'd like to visit the website for any of these companies, just click on the logos of the company pages to be redirected there. We hope this may prove helpful!







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FinTech

combining finance and technology to make our lives easier!







Digital Ledgers







Others





Payment Platform









Digital Wallet













kuickpay

Payment Gateway















Payment Gateway

Payment service facilitators that authorize credit/debit card payments and aid the transfer of information between a payment portal (such as website or mobile phone) and the Front End Processor.















EasyPay

Fintech - Payment Gateway



CEO

Mohammad Mudassar Aqil

FOUNDED IN

2016

ABOUT

A sub-vertical of EasyPaisa.

HEADQUARTERS

Karachi

TOTAL FUNDING

Χ

INSTITUTIONAL BACKERS

Telenor Microfinance Bank

JazzCash

Fintech - Payment Gateway



CEO

Ali Ghori

FOUNDED IN

2012

ABOUT

A sub-vertical of JazzCash

HEADQUARTERS

Islamabad

TOTAL FUNDING

X

INSTITUTIONAL BACKERS

Jazz

SafePay

Fintech - Payment Gateway

Safepay

FOUNDERS

Ziyad Parekh and Raza Naqvi

FOUNDED IN

2019

ABOUT

Safepay is a payment gateway for online businesses, enabling them to receive (card) payments from their customers. It has built easy-to-use developer-friendly solutions that allow online businesses to set up payment integrations with their website or mobile app in minutes. Safepay also offers plugins to make integration even easier for platforms like Shopify, WooCommerce, Opencart, and WordPress.

HEADQUARTERS

TOTAL FUNDING

X

\$1,000,000+

KEY INVESTORS

Stripe, Global Founders Capital, HOF Capital, Soma Capital, Mantis Venture Capital & Fatima Gobi Ventures

SimPaisa

Fintech - Payment Gateway



FOUNDERS

Salim Karim & Yassir Pasha

FOUNDED IN

2016

ABOUT

First direct carrier billing company in Pakistan

HEADQUARTERS

Lahore

TOTAL FUNDING

\$225,000

KEY INVESTORS

Sarmayacar, Planet N Group

bSecure

Fintech - Payment Gateway



FOUNDERS

Adam Dawood

FOUNDED IN

1999

ABOUT

One-Click checkout solution for your business with a strong focus on security and unifying major payment methods.

HEADQUARTERS

Lahore

TOTAL FUNDING

Х

KEY INVESTORS

Kuickpay

Fintech - Payment Gateway



FOUNDERS

Arbab Ali Khan and Saqib Ali Kazmi

FOUNDED IN

2017

ABOUT

"Our aim is to bring payment gateways on one platform so that our member organizations can provide a one window payment solution to their customers and hence receive payments timely and effortlessly."

HEADQUARTERS

Lahore

TOTAL FUNDING

X

KEY INVESTORS

PayFast

Fintech - Payment Gateway



CEO

Syed Adnan Ali

FOUNDED IN

2014

ABOUT

Accept digital payments from bank accounts, mobile wallets and UnionPay scheme cards from customers. Automate and accelerate your payment acceptance today. A dynamic platform for your business to accept digital payment through payment gateway, payment links and more.

HEADQUARTERS

Karachi

TOTAL FUNDING

/

INSTITUTIONAL BACKERS

Joint venture of Avanza Solutions and Premier Systems.

1Link

Fintech - Payment Gateway



CEO

Najeeb Agrawalla

FOUNDED IN

2004

ABOUT

1LINK is Pakistan's first fully licensed PSO/PSP, largest payment and switch system, committed to administer and evolve a strong e-payment network in the country.

HEADQUARTERS

Karachi

TOTAL FUNDING

Χ

INSTITUTIONAL BACKERS

Consortium of 11 major banks

Digital Lending

Digital consumer loan applications that assist in generating and renewing loans by making the process faster and efficient.





TEZ Financial Services

Fintech - Digital Lending



FOUNDERS

Naureen Hayat & Humza Hussain

FOUNDED IN

2016

ABOUT

Tez Financial Services operates as a fully digital non-bank microfinance company. It provides financial access to the unbanked and underbanked population via a smartphone application, driven by algorithms and artificial intelligence.

HEADQUARTERS

Karachi

TOTAL FUNDING

\$1.1M

KEY INVESTORS

Accion Venture Capital, Omidyar Network & Planet N Group of Companies

Muawin

Fintech - Digital Lending



FOUNDERS

Ammar Afif

FOUNDED IN

2020

ABOUT

Muawin is a shariah-complying digital lending entity offering quick, easy, and affordable access to credit for micro-retailers and gig-economy workers in Pakistan.

HEADQUARTERS

Lahore

TOTAL FUNDING

\$500K

KEY INVESTORS

CreditFix

Fintech - Digital Lending



FOUNDERS

Owais Zaidi

FOUNDED IN

2007

ABOUT

CreditFix is a digital financial services platform that provides solutions for individuals, financial institutions and enterprises. CreditFix has a mobile app that provides online asset based micro loans at fair price using Al driven Digital Lending Platform.

HEADQUARTERS

Karachi

TOTAL FUNDING

Х

KEY INVESTORS

Payment Platforms

A full payment platform provides everything you need to accept global payments with one integration, one contract, and one account!







Fonepay

Fintech - Payment Platforms



FOUNDERS

Hasnain Sheikh & Bashir Sheikh

FOUNDED IN

2017

ABOUT

Fonepay is a Digital Payment Service Operator (PSO) that connects Consumers, Banking & Financial Institutions and Merchants in an interoperable network to facilitate mobile/digital payments.

HEADQUARTERS

Lahore

TOTAL FUNDING

X

KEY INVESTORS

Foree

Fintech - Payment Platforms



FOUNDERS

Mehdi Hussain & Saleem Ropani

FOUNDED IN

2018

ABOUT

Foree will enable every bank account, wallet, e-money account and card to be connected to an interoperable payment platform.

HEADQUARTERS

Karachi

TOTAL FUNDING

X

KEY INVESTORS

KwikPay

Fintech - Payment Platforms



FOUNDERS

Neeraj Bhatia

FOUNDED IN

2013

ABOUT

Kwikpay is a multi-layered digital payment platform which can be used in multiple vertical sectors, offering contactless payment solutions, digital payments through an app, data analytics, user insights as well as enabling push notices to influence customer choice and increase sales.

HEADQUARTERS

UK

TOTAL FUNDING

\$625,000

KEY INVESTORS

Equity Crowdfunding

Oneload

Fintech - Payment Platforms



FOUNDERS

EP Systems

FOUNDED IN

2014

ABOUT

OneLoad is an online service that enables users to easily buy prepaid vouchers for all mobile companies and pay utility bills.

HEADQUARTERS

Lahore

TOTAL FUNDING

X

KEY INVESTORS

Digital Wallets

They allow users to store money and credit/debit information to smoothly carry out online transactions.













easypaisa

Fintech - Digital Wallet



CEO

Mohammad Mudassar Aqil

FOUNDED IN

2009

ABOUT

Easypaisa is the first mobile banking platform launched in Pakistan and is the category name for money transfers. It operates as a branchless banking service and is driven by the mission and vision to transform the financial landscape of the country.

HEADQUARTERS

Islamabad

TOTAL FUNDING

X

INSTITUTIONAL BACKERS

Telenor Microfinance Bank

JazzCash

Fintech - Digital Wallet



FOUNDERS

Erwan Gelebart

FOUNDED IN

2012

ABOUT

JazzCash is a Pakistani mobile wallet, mobile payments, and branchless banking service provider.

HEADQUARTERS

TOTAL FUNDING

X

INSTITUTIONAL BACKERS

Jazz

SadaPay

Fintech - Digital Wallet



FOUNDERS

Brandon Timinsky

FOUNDED IN

April 2019

ABOUT

SadaPay is a digital wallet in Pakistan paired with a MasterCard debit card. By removing the high costs of managing the physical infrastructure of traditional banks from the equation, we can pass those savings onto the customer to provide free financial services.

HEADQUARTERS

Islamabad

TOTAL FUNDING

X

KEY INVESTORS

Х

Finja

Fintech - Digital Wallet



FOUNDERS

Qasif Shahid, Umer Munawar, Monis Rehman

FOUNDED IN

2016

ABOUT

Finja started as a mobile wallet but has evolved into a digital lending platform with a focus on micro SMEs (mainly grocery stores) and salaried professionals; offering them different types of lending and payments services. Finja is used to request inventory financing, make payments to vendors, order inventory, and track ones invoices.

HEADQUARTERS

Karachi

TOTAL FUNDING

\$14.5M

KEY INVESTORS

ICU Ventures, BeeNext, VEF, Quona Capital, Gray MacKenzie Engineering Services.

Keenu Wallet

Fintech - Digital Wallet



CEO

Ejaz Hassan

FOUNDED IN

Feb 2016

ABOUT

Keenu works by linking retailers and large scale merchants with financial institutions, allowing customers to enhance their checkout experience at the time of payment.

HEADQUARTERS

Karachi

TOTAL FUNDING

X

INSTITUTIONAL BACKERS

Wemsol Private Limited

SimSim

Fintech - Digital Wallet



CEO

Farid Ahmed Khan

FOUNDED IN

July 2017

ABOUT

SimSim was launched as the country's first mobile network agnostic digital payment wallet in July 2017 offers a world of cashless payments under one platform enabling free, frictionless and real-time transactions on the go.

HEADQUARTERS

Lahore

TOTAL FUNDING

X

INSTITUTIONAL BACKERS

FINCA

Digital Ledgers

Digital applications which facilitate the accounting needs of users. It records pending and received payments and sends automated reminders to creditors in order to make the process efficient for users.







CreditBook

Fintech - Digital Ledgers



CEO

Hasib Malik & Iman Jilal

FOUNDED IN

2020

ABOUT

CB focuses on the accounting needs of Kiryana stores by creating a digital ledger for them.

HEADQUARTERS

Karachi

TOTAL FUNDING

Х

INSTITUTIONAL BACKERS

Χ

DigiKhata

Fintech - Digital Ledgers



CEO

Adnan Aslam

FOUNDED IN

2018

ABOUT

DK focuses on the accounting needs of Kiryana stores by creating a digital ledger for them.

HEADQUARTERS

Faisalabad

TOTAL FUNDING

X

INSTITUTIONAL BACKERS

Udhaar

Fintech - Digital Ledgers

CEO

Fahad Kamr

FOUNDED IN

2018

ABOUT

Udhaar focuses on the accounting needs of Kiryana stores by creating a digital ledger for them.



HEADQUARTERS

Karachi

TOTAL FUNDING

\$1,100,000

INSTITUTIONAL BACKERS



Other FinTechs

Business models which do not specifically fit within the above mentioned categories but are a part of FinTech





Oraan

Fintech - Others



FOUNDERS

Farwah Tapal & Halima Iqbal

FOUNDED IN

2018

ABOUT

Oraan provides the unbanked segment of Pakistan with the option of digital committees, formally known as ROSCA's

HEADQUARTERS

Karachi

TOTAL FUNDING

X

KEY INVESTORS

Χ

Hysaab Kitaab

Fintech - Others

FOUNDERS

Abdul Haseeb

FOUNDED IN

2016

ABOUT

It is a multi-dimensional app that covers all areas of personal finance management. You can track your expenses, set budgets, set saving goals and view reports of your financial activities with just few taps.



HEADQUARTERS

Lahore

TOTAL FUNDING

X

KEY INVESTORS

HealthTech

combining health and technology to make our lives easier!

Health Service Market















Online Pharmacies











Others













Health Service Market

Digital platforms to facilitate interactions between doctors and patients by providing online consultation and prescription offerings.











OlaDoc

Healthtech - Health Service Markert



FOUNDERS

Abid Zuberi

FOUNDED IN

2016

ABOUT

An online platform for users to search for doctors and book appointments. The platform enables users to find doctors by location or specialty and schedule an appointment online. Doctors can use the platform to manage appointments, grow online visibility and reputation.

HEADQUARTERS

Lahore

TOTAL FUNDING

\$1.2M

KEY INVESTORS

Glowfish Capital, Virtual Force Inc., Virtual Forge

Sehat Kahani

Healthtech - Health Service Markert



FOUNDERS

Sara Saeed Khurram & Iffat Zafar

FOUNDED IN

2017

ABOUT

Sehat Kahani is a teleconsultation healthcare service provider enlisting only female doctors to treat patients with low income. The company has opened E-healthcare center which is equipped with ICT (information & communication technologies) to connect the patients to the health microentrepreneurs (female doctors) via the telemedicine software.

HEADQUARTERS

Karachi

TOTAL FUNDING

\$500K

KEY INVESTORS

SPRING Accelerator, Elahi Group of Industries

Healthwire

Healthtech - Health Service Markert



FOUNDERS

Hamza Iqbal

FOUNDED IN

2014

ABOUT

Healthwire is a platform offering solutions for booking doctor's appointments for a consultation. Users can use the platform to search for doctors in various fields near their locality. The platform also offers practice management software for doctors with appointment reminders, e-health records, e-prescriptions, invoicing, video consultation, and staff scheduling.

HEADQUARTERS

Lahore

TOTAL FUNDING

\$700K

KEY INVESTORS

47 Ventures

FindMyDoctor

Healthtech - Health Service Markert



FOUNDERS

Saad Siddiqui

FOUNDED IN

2016

ABOUT

FindMyDoctor is a doctor discovery and appointment booking platform. The platform enables the users to search for doctors by location, specialty, and book appointments online.

Additionally, the platform provides users with information such as the doctor's qualification, specialization, experience, availability (timing), fee and further enables users to compare doctors before booking an appointment.

HEADQUARTERS

Karachi

TOTAL FUNDING

\$200K

KEY INVESTORS

Marham

Healthtech - Health Service Markert



FOUNDERS

Ehsan Imam, Asma Salman Omer

FOUNDED IN

2016

ABOUT

Marham offers appointment booking, a Q&A forum and a health blog for consumers to make better-informed health decisions. The app allows the user to find a Doctor over IOS, Android and Web platforms, and book an appointment after seeing doctors qualification, degree, fee, availability and user reviews.

HEADQUARTERS

Lahore

TOTAL FUNDING

X

KEY INVESTORS

DoctHERS

Healthtech - Health Service Markert



FOUNDERS

Khaqan Sikander, Asher Ahsan & Sabeen Fatima

FOUNDED IN

2015

ABOUT

doctHERs is a healthcare marketplace that connects female doctors with underserved patients.

HEADQUARTERS

Karachi

TOTAL FUNDING

X

KEY INVESTORS

Χ

InstaCare

Healthtech - Health Service Markert



FOUNDERS

Bilal Amjad, Ayesha Siddiq & Ahmad Amjad

FOUNDED IN

2018

ABOUT

InstaCare is a healthtech platform which allows users to book appointments with doctors and labs (for different tests) and to order medicines. as well as save and access their medical records whenever needed.

HEADQUARTERS

Lahore

TOTAL FUNDING

\$140K over 1 Round

KEY INVESTORS

Khaleef Technologies



Online Pharmacies

Online pharmacies that facilitate the buying and at-home delivery of medicines and healthcare-related products.



MedznMore

Healthtech - Online Pharmacies



FOUNDERS

Asad Khan & Saad Khawar

FOUNDED IN

2020

ABOUT

MEDZnMORE is an online pharmacy for buying medicines and other healthcare products. The company offers an online platform for selling over-the-counter (OTC) and prescription medication and other medicinal and wellness needs.

HEADQUARTERS

Karachi

TOTAL FUNDING

\$2.6M over 1 Round

KEY INVESTORS

Dawaai

Healthtech - Online Pharmacies



FOUNDERS

Furquan Kidwai

FOUNDED IN

2014

ABOUT

Dawaii is an online pharmacy store in Pakistan. It offers medicines and health & wellness products.

HEADQUARTERS

Karachi

TOTAL FUNDING

\$1M over 5 Rounds

KEY INVESTORS

Planet N Group of Companies, Sarmayacar, Kinsway Capital, 500 startups, Mentor Funds, Crimson Seed Capital

EMeds

Healthtech - Online Pharmacies



FOUNDERS

M Faizan Sajid

FOUNDED IN

2014

ABOUT

emeds.pk's digital pharmacy is an expansion of the company's business that also runs a retail pharmacy of the same name and holds inventory in a warehouse in Lahore.

HEADQUARTERS

Lahore

TOTAL FUNDING

\$250K over 1 Round

KEY INVESTORS

VM Interactive



Healthtech - Online Pharmacies



FOUNDERS

Irfan Khan

FOUNDED IN

2018

ABOUT

"DVAGO Pharmacy & Wellness Experts is a modern pharmacy concept where medicines are sold following the best standards"

HEADQUARTERS

Karachi

TOTAL FUNDING

X

KEY INVESTORS

Χ

Sehat

Healthtech - Online Pharmacies



FOUNDERS

Nadir Mumtaz

FOUNDED IN

2014

ABOUT

Sehat is an online pharmacy that is operating all over Pakistan and giving its users the opportunity to place orders for medicines online. After verification of prescriptions and confirmation of payment, the medicines are delivered to you at your doorstep.

HEADQUARTERS

Lahore

TOTAL FUNDING

X

KEY INVESTORS



Others Health Techs

Business models which do not specifically fit within the above mentioned categories but are a part of HealthTech









Procheck

Healthtech - Others



FOUNDERS

Saim Siddiqui

FOUNDED IN

2014

ABOUT

ProCheck offers solutions for anti-counterfeiting, operations management & data analytics to Pharma companies in Pakistan. Users can authenticate products via SMS using batch details. It claims plant monitoring solutions provide real time update on plant operations and senior management can use it for remote monitoring. The dashboards provide localized market insights which can be used by brand managers to manage campaigns and programs.

HEADQUARTERS

Karachi

TOTAL FUNDING

\$460 K

KEY INVESTORS

Sarmayacar, Elastica

Hayaat

Healthtech - Others



FOUNDERS

Malik Usama, Mian Ali

FOUNDED IN

2017

ABOUT

Hayaat is developing an online platform that allows users to find a doctor, blood donors, and nearby emergency centers. The platform is also expected to incorporate additional features such as a platform to ask questions to doctors and an EHR platform for consumers. Patients can also order medicines and lab tests along with free home-delivery and blood sampling.

HEADQUARTERS

Lahore

TOTAL FUNDING

Х

KEY INVESTORS

GIST Network

AYECo

Healthtech - Others



FOUNDERS

Faiz Arbab

FOUNDED IN

2017

ABOUT

Ayub Yaqoob Engineering Company sells products and assistve devices for people with disabilities in Pakistan.

HEADQUARTERS

Lahore

TOTAL FUNDING

\$75 K

KEY INVESTORS

Aamir Ibrahim (CEO Jazz), Naeem Zamindar (Pakistan Country Director Acumen)

AimFit

Healthtech - Others



Mahlaqa & Noor Shaukat

FOUNDED IN

2015

ABOUT

AimFit is a leading fitness platform offering online workouts and group fitness classes at its one-stop fitness studios. It is a Lahore-based health start-up in the fitness niche.



HEADQUARTERS

Lahore

TOTAL FUNDING

\$1 M

KEY INVESTORS

Indus Valley Capital

Nutright

Healthtech - Others



FOUNDERS

Umar Majeed

FOUNDED IN

2011

ABOUT

Nutright is a preventive healthcare company that helps people stay fit using technology.

HEADQUARTERS

Lahore

TOTAL FUNDING

Х

KEY INVESTORS

Χ



Agri-Tech

Using technology in agriculture, horticulture, and aquaculture with the aim of improving yield, efficiency, and profitability.















Ricult

AgriTech



FOUNDERS HEADQUARTERS

Usman Javaid & Aukrit Unahalekhaka Lahore

FOUNDED IN TOTAL FUNDING

2015 \$6.5 M

ABOUT KEY INVESTORS

Ricult is a Data Science company that develops Al/Data/Tech/Financial-based digital solutions for the agricultural ecosystem.

MIT Delta v, Bill & Melinda Gates Foundation, Wavemaker Partners, Bualuang Ventures & Krungsri Finnovate

Cowlar

FOUNDED IN

AgriTech



FOUNDERS HEADQUARTERS

Umer Adnan, Umer Ilyas & Hussam Jawed

TOTAL FUNDING

Islamabad

2016 \$50 K

ABOUT KEY INVESTORS

Cowlar is a Fitbit for Dairy cows. Smart non-invasive neck collars monitor temperature, activity & behavior of each individual cow.

Enabling Future, Liquid 2 Ventures, Zillionize Angel, Sound Ventures & Y Combinator

Peepu

AgriTech



FOUNDERS

Anas Shaikh, Anis Shiekh & Raza Ali Khan

FOUNDED IN

2019

ABOUT

"We are facilitating the farmers to sell their products online using our application thereby potentially making millions worth of profit for them, creating a robust eco-system and increasing financial inclusion at the same time."

HEADQUARTERS

Karachi

TOTAL FUNDING

X

KEY INVESTORS

Radical Growth Solutions

AgriTech



FOUNDERS

Nabeel Yousuf

FOUNDED IN

2017

ABOUT

Radical Growth Solutions makes easy-to-use hardware, software, and mobile apps for digital agriculture. The solution leverages technology to help farmers make data-driven decisions and understand nature better by removing guesswork from irrigation to determine precisely how much water each plant needs and deliver exactly that, reducing operational costs and increasing crop yield.

HEADQUARTERS

Islamabad

TOTAL FUNDING

1 Seed Round

KEY INVESTORS

Brinc

AgriBusiness

AgriTech



FOUNDERS

Safdar Abbas

FOUNDED IN

2006

ABOUT

Agribusiness Pakistan is an online platform providing advisory services for agribusinesses. It provides consultation and training services on tunnel farming and greenhouse farming techniques for Pakistan farmers.

HEADQUARTERS

Rawalpindi

TOTAL FUNDING

X

KEY INVESTORS

Pak Zar Zameen

AgriTech

FOUNDERS

Fahad Tiwana

FOUNDED IN

2018

ABOUT

Pak Zar Zameen is a low cost precision agriculture services provider company. They aim to use drone technology in the field of agriculture to help farmers in tracking and monitoring their crops resulting in the increased yield. Their android application "Kisan Zar Zameen" provides crop health analysis using multi spectral imagery from satellites.



HEADQUARTERS

Rawalpindi

TOTAL FUNDING

Х

KEY INVESTORS

Good Earth

AgriTech



FOUNDERS

Wasiq Ismail

FOUNDED IN

2016

ABOUT

Good Earth provides a digital ecosystem for farm mechanization with tracker services for machinery from Hello Tractor, an agri-tech social enterprise for improved, smarter and profitable tractors. The app offers doorstep delivery of farm machinery and serves as a learning platform for farmers by giving them training and certifications.

HEADQUARTERS

Khanewal

TOTAL FUNDING

X

KEY INVESTORS

Please feel free to reach out with any questions, concerns or feedback!

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