**PRESS RELEASE**

**Orientation on Business Start-ups**

***Students Visit National Incubation Centre, Peshawar***

The students from the BBA program at IMSciences specializing in “Entrepreneurship & Innovation” and “Marketing” visited the National Incubation Centre (NIC), Peshawar along with Dr. Muhammad Nouman. The purpose of the visit was to orient students with the newly established NIC, its aims and objectives and how the students can become part of the entrepreneurial ecosystem being setup within Khyber Pakhtunkhwa by initiating their own business start-ups at NIC. The students were welcomed by the NIC team. A presentation followed by a Q&A session was held. Later the students were provided a tour of the centre where they witnessed the facilities and working environment and learned about the process through which they can apply for the upcoming cohort of new business and tech. start-ups.

National Incubation Centre, Peshawar is a joint initiative of LMKT and PTCL that is backed by the Ignite Fund, formerly known as ICTR&D Fund. The centre aims to build a thriving entrepreneurial ecosystem in Khyber Pakhtunkhwa and support the creation of disruptive, innovative product-based tech start-ups. Curriculum and resources from one of the world’s leading incubator/accelerator, ‘Founder Institute’ will be used at NIC Peshawar to build great companies. NIC Peshawar’s mentors, who are among the finest in Pakistan and the world, will work with budding entrepreneurs to make their ventures a success. A network of Angel Investors, Venture Capitalist and Technology Development funds is also being developed to support the entrepreneurs of Khyber Pakhtunkhwa.