

# MUSTSTARTUP

# Buy. Sell. Scale. Tokenize. Learn. Repeat.

# Pakistan's First Digital Marketplace to Buy, Sell & Scale Startups, Businesses, and Entrepreneurial Resources

**By: Dr. Yumna Ameer & Afnan Ahmed Siddique**



# PROBLEM IDENTIFICATION

- No centralized platform to buy/sell startups in emerging markets
- High barriers to exit for small founders
- Lack of AI-based valuation or due diligence tools
- No ecosystem that offers learning, mentorship, and trading in one place
- Resource renting/buying for startup growth is informal and insecure.
- No tokenization tools for real-world businesses

🌍 These problems directly hinder progress on multiple UN Sustainable Development Goals (SDGs), especially SDG 8 (Decent Work & Economic Growth) and SDG 9 (Industry, Innovation & Infrastructure).

# SOLUTION

A global, AI + Web3 powered platform where users can:

- Verified listings of startups and Businesses to Buy, sell, or scale.
- Tokenize ownership and build liquidity
- resource renting (insured) (e.g. office space, appliances, services).
- Learn, upskill, and earn with Build Yourself™
- Connect with mentors and co-founders
- Use AI for valuation, matchmaking, and deal flow
- Govern the future via DAO and stake-based voting

## Before MustStartup:

✗ Struggle to sell assets, connect with buyers, or find resources.

## After MustStartup:

✓ Instant visibility, verified users, insured transactions, and real value exchange.

# SECURITY & INSURANCE MODEL


🔒 Your Deal. Your Security. Our Guarantee.

- All buy/sell transactions will be secured via platform-approved legal contracts & buyer/seller verification.
- In resource renting, an insurance deposit is required: <sup>1</sup> Deposited before renting. <sup>2</sup> Returned after item/service is delivered back in original condition.

✅ Transparency. Trust. Zero Risk.



# SOCIO-ECONOMIC IMPACT

 Empowering Pakistan's Startup Economy & Beyond

- Creates a startup resale ecosystem → reduces business waste.
- Enables micro-entrepreneurship & home-based businesses.
- Opens new income streams through digital assets & resource renting.

## Targets:

- 10,000+ deals in 3 years
- 1,000+ resources shared monthly
- 100+ mentor-mentee matches monthly

## Aligned with:

- SDG 8 (Economic Growth)
- SDG 9 (Innovation & Infrastructure)
- SDG 12 (Responsible Consumption)

# UNIQUE ADVANTAGE (USP)

## Why MustStartup Stands Out

- First of its kind in Pakistan & soon GCC.
- With the web 3.0 & AI combines startup sales, franchise deals, and verified rentals under one platform.

“The Angellist + Binance + Coursera for Startup Trading”

- AI-powered dealmaking engine
- Web3-native tokenization and ownership
- Rent and buy business resources like a marketplace
- Mentorship + DAO + Learning paths for users
- Insurance-backed rentals & mentorship matching.

Not just a marketplace – a movement for entrepreneurs.

# TARGET MARKET

## Market Opportunity: Pakistan + GCC

- TAM (Total Market): \$4B+ in business buying/selling & resources
- SAM (Serviceable): \$500M of reachable digital & physical listings
- SOM (Obtainable in 3 yrs): \$15M+ in deals & rentals

## Target Segments:

- Startup Founders
- Business Sellers & Buyers
- Digital asset Owners (e.g. websites, accounts)
- Resource owners/seekers
- Freelancers, Homepreneurs, Students
- SMEs & Franchisors

## Trends & Future Potential

- 60% of Pakistan's population is under 30 – startup culture is booming
- GCC witnessing a 2x increase in SME digital adoption post-COVID
- Rise in business flipping & digital reselling
- Remote work & gig economy fueling demand for micro-investment models







# REVENUE MODEL & FORECAST

## Revenue Streams

- Listing Fees (Freemium + Premium)
- Deal Commissions (5–10% per closed deal)
- Resource Rentals (insurance-backed) and 1–2% per closed deal
- Startup Drops & Sponsored Listings (Phase 2)
- Ads & Promotions for digital brands/businesses (Future)

## Key Assumptions

-  10% of users convert to paid listings
-  Average commission per deal = \$100 / PKR 28,000 – \$200 / PKR 56,000
-  2% monthly growth in user base
-  Rental security deposit = 10–15% of item value

## Cost Drivers (Monthly Estimate)


-  Platform maintenance & tech team – \$1,200 / PKR 336,000
-  Marketing & user acquisition – \$800 / PKR 224,000
-  Customer support & operations – \$500 / PKR 140,000
-  Legal, insurance & compliance – \$300 / PKR 84,000
-  Total Monthly Burn: ~\$2,800 / PKR 784,000



## Forecast: Year 1–2

Year 1	\$40,000 / PKR 11,200,000
Year 2	\$150,000 / PKR 42,000,000

## Breakeven Point

-  Target: Month 18–22
-  Sustainable revenue from high-frequency micro-transactions + commissions

## Profitability Strategy

- Focused on recurring revenue from rentals & subscriptions
- Scalable model with low operational overhead
- Future-ready for Web3/tokenized assets & digital startup drops

## 💰 YEAR 1 REVENUE BREAKDOWN – \$40,000 / PKR 11,200,000 Total

Revenue Source	Assumption	Monthly Estimate	Yearly Total
♦ Startup/Business Listing Fees	200 premium listings/month @ \$5 / PKR 1,400 each	\$1,000 / PKR 280,000	\$12,000 / PKR 3,360,000
♦ Business Deal Commissions	50 deals/month @ \$100 / PKR 28,000 average commission	\$5,000 / PKR 1,400,000	\$12,000 / PKR 3,360,000
♦ Rental Deal Commission	200 rentals/month @ \$5 / PKR 1,400 platform fee	\$1,000 / PKR 280,000	\$12,000 / PKR 3,360,000
♦ Mentor Session Commission	100 paid sessions/month @ \$1 / PKR 280 platform cut	\$100 / PKR 28,000	\$1,200 / PKR 336,000
♦ Misc. Ads & Sponsorships	Occasional brand placement (early stage)	–	\$2,800 / PKR 784,000
✅ TOTAL PROJECTED REVENUE			\$40,000 / PKR 11,200,000

📌 Note: Insurance deposits from resource rentals are returned – only the platform fee is counted as revenue.



## YEAR 1 COST BREAKDOWN – \$33,600 / PKR 9,408,000 Total

Cost Category	Monthly Estimate	Annual Total
 Tech Dev & Maintenance	\$1,200 / PKR 336,000	\$14,400 / PKR 4,032,000
 Marketing & Ads	\$800 / PKR 224,000	\$9,600 / PKR 2,688,000
 Customer Support	\$500 / PKR 140,000	\$6,000 / PKR 1,680,000
 Legal + Contracts	\$100 / PKR 28,000	\$1,200 / PKR 336,000
 Insurance & Compliance	\$200 / PKR 56,000	\$2,400 / PKR 672,000
 TOTAL COST		\$33,600 / PKR 9,408,000



### Summary:

- Gross Profit (Year 1):  $\$40,000 / \text{PKR } 11,200,000 - \$33,600 / \text{PKR } 9,408,000 = \text{\$6,400 / PKR 1,792,000}$
- Break-even expected in Month 10–12 if traction is maintained
- Scalable Model: Revenue increases faster than cost due to digital nature

# TEAM

## Afnan Ahmed Siddique – Co-Founder & Director of Strategy & Technology

- MBA, MPhil – Iqra University
- Oracle & SAP Certified with 8–10 years in enterprise tech before transitioning to entrepreneurship.
- Builder & Developer with 8 years in real estate; Founder of Guru Builders and Gen-Z Builders.
- Honored with: 🏆 Sitara-e-Pakistan 2023 – Entrepreneur of the Year 🏆 South Asian Business Excellence Award (SAPSA) 2023
- 5-time consecutive 1st Prize Winner – National Entrepreneurship Competition (NEC)
- Brings full-stack expertise in product commercialization, startup scaling, real estate development & digital infrastructure.

## Dr. Yumna Ameer – Co-Founder & CEO

- A doctor by education, but an entrepreneur by passion.
  - Earned certification in Entrepreneurship to strengthen her skills.
  - Backed and mentored by Afnan, she now leads MustStartup with a visionary approach to empower youth and women in entrepreneurship.
  - Co-Founder & CEO of GenZ Builders, with hands-on experience in real estate and business ecosystems.
- 🧠 Together, they form a balanced leadership team with technical expertise, real-world entrepreneurship, and a strong vision to scale MustStartup commercially and regionally.