



Fateh

Trainings & Consultancy

HOW TO BUILD A START-UP & BUSINESS PLAN FORMULATION

Training Instructors

Mr. Fakhar Ul Hasan | Mr. Sajjad Hussain



Building Competence, Inspiring Confidence

OVERVIEW

This workshop, based on Steve Blank's Lean Launchpad methodology, focuses on high-interaction, hands-on learning and practical application. It guides aspiring entrepreneurs through the journey of transforming ideas into scalable and customer-centered businesses using the Business Model Canvas (BMC) framework.

CONTEXT

Pakistan is witnessing a vibrant startup movement supported by initiatives such as NIC, Ignite, and a growing network of venture capital firms. This course equips participants to apply the Lean Startup and BMC principles – fostering innovation through Customer Discovery, rapid iteration, and evidence-based decision-making.

WHY US?

We deliver industry-focused training that empowers professionals and organizations to achieve operational excellence. Each program is customized to client needs, ensuring practical relevance and measurable results.

Our expert trainers bring real-world insights, industrial case studies, sharing their experiences and best practices to every session. We create engaging, actionable learning experiences that bridge the gap between theory and practice.

COURSE OUTLINE

Understanding Customers & Business Models

Topic 1: Introduction to Startups & Lean Thinking

Focus: Difference between startups and small businesses, Build-Measure-Learn loop, failure case studies, and assumption mapping.

Topic 2: Business Model Canvas Deep Dive

Focus: Exploring the 9 building blocks of BMC; understanding value propositions, customer segments, revenue streams, and cost structures.

Topic 3: Customer Discovery

Focus: Validating assumptions, conducting interviews, and identifying real customer problems before building products.

Topic 4: Value Proposition Design

Focus: Mapping customer pains, gains, and jobs-to-be-done; aligning product features with validated needs.

COURSE OUTLINE



Testing, Iteration & Scaling

Topic 5: Customer Validation & MVP

Focus: Designing and testing Minimum Viable Products (MVPs); tracking meaningful metrics.

Topic 6: Channels & Customer Relationships

Focus: Identifying early adopters, building go-to-market strategies, and managing customer relationships.

Topic 7: Metrics & Pivots

Focus: Using actionable metrics, cohort analysis, and knowing when to pivot or persevere.

Topic 8: Putting It All Together – Pitch & Feedback

Focus: Crafting a startup story, refining the business model, and presenting final pitches.

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TRAINERS



Mr. Fakhar ul Hasan
Senior Trainer / Consultant

Mr. Fakhar ul Hasan brings over 30 years of experience in engineering, enterprise systems, and digital transformation across leading industrial conglomerates in Pakistan. Beginning his career in plant maintenance, he played a key role in transforming Pak-Saudi Fertilizer into Fauji Fertilizer Plant-III, boosting service factor and annual production. As CIO and later Group CITO at FFC, he led a successful enterprise-wide SAP implementation and S/4HANA upgrade, pioneered the One SAP strategy for 18 group companies, and commercialized Tier-3 data centres. As CTO, he partnered with McKinsey on the PACE initiative, delivering over USD 30 million in savings. He is an Executive MBA from LUMS, a Brown and Wharton-trained leader, and SAP-certified in PM and MM, with a strong focus on strategy, innovation, and mentorship.



Mr. Sajjad Hussain
Senior Trainer / Consultant

Mr. Sajjad Hussain is a seasoned mechanical engineer with over 34 years of experience in maintenance, reliability, and plant management within the fertilizer industry. A UET Lahore graduate, he built his career at Fauji Fertilizer Company, rising to Senior Manager Maintenance for twin-train Ammonia and Urea plants. Renowned for his expertise in high-pressure equipment—including turbines, compressors, and pumps, he has led major overhauls, plant commissioning projects, and international technical engagements across the USA, Italy, Saudi Arabia, and more. A committed mentor and trainer, he has developed and delivered specialized courses on machinery maintenance and continues to shape future professionals through hands-on knowledge and leadership.

DURATION

2 days

LOCATION

At Client's Site / Lahore

TRAINERS

Mr. Fakhar Ul Hasan | Mr. Sajjad Hussain

Get in Touch

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