

being GURU

ISSUE 2

Linux will celebrate its **25th** birthday on **August 25.**



Bushra Azhar:
The Myth of
balancing
motherhood and
an amazing
successful career

Instagram Adds an Events Channel
to show **live** videos.



**Facebook Groups For
Writers.**

These **successful**
people once **failed**
as well.

Jack Ma, Alibaba's
founder message
regarding G20.

A Pakistani Ethical Hacker
wins \$5,000 Bounty for identifying
Firefox, Chrome address bar
spoofing flaw.





LinkedIn

steps into freelance

marketplace with ProFinder

The number of freelancers have grown to 50% in last 5 years, LinkedIn joins the freelance marketplace industry with its new website ProFinder.

The concept is very similar to the traditional marketplace, employers post a project by supplying their brief (including country, zip code preference) and ProFinder introduces them to the professionals from their curated list. ProFinder concierge team also helps in the selection process.

ProFinder is available in USA only and LinkedIn plans to roll it to the rest of the world in coming days.

Your **Car Key Remote** in **SmartPhone**
www.carchabi.com

+92-321-4411431
+92-324-4616266

Order Now

Lock and Unlock your car with your smartphone

Extended Range Upto 300 feet

Start and Stop the engine with a tap on your phone

Control one of your car's accessories.

Secure your car with Car Chabi

Turn the AC on, so the car is cool when you enter

Keyless entry

1 Year Warranty

A/C

carchabi.com

f/carchabi

twitter/car_chabi

Plan 9 Where ideas take flight

A Project of Punjab Information Technology Board

Car Chabi, an innovative Pakistani Startup replaces your car keys with smart phone.

Hammad Yasir and Ali Rashid are both 25 and have done Electrical Engineering from FAST-NU Lahore. They both had one thing in common, love for cars. These gentlemen left their full time jobs to pursue their entrepreneurship dream, an idea revolving around automobile industry.

They want to replace the redunctant security system, keys of the car and give a complete control of the car from a smart phone app. In this advanced age, (IoT) internet of things is the next big thing and their Startup Car Chabi has something in it to be talked about.

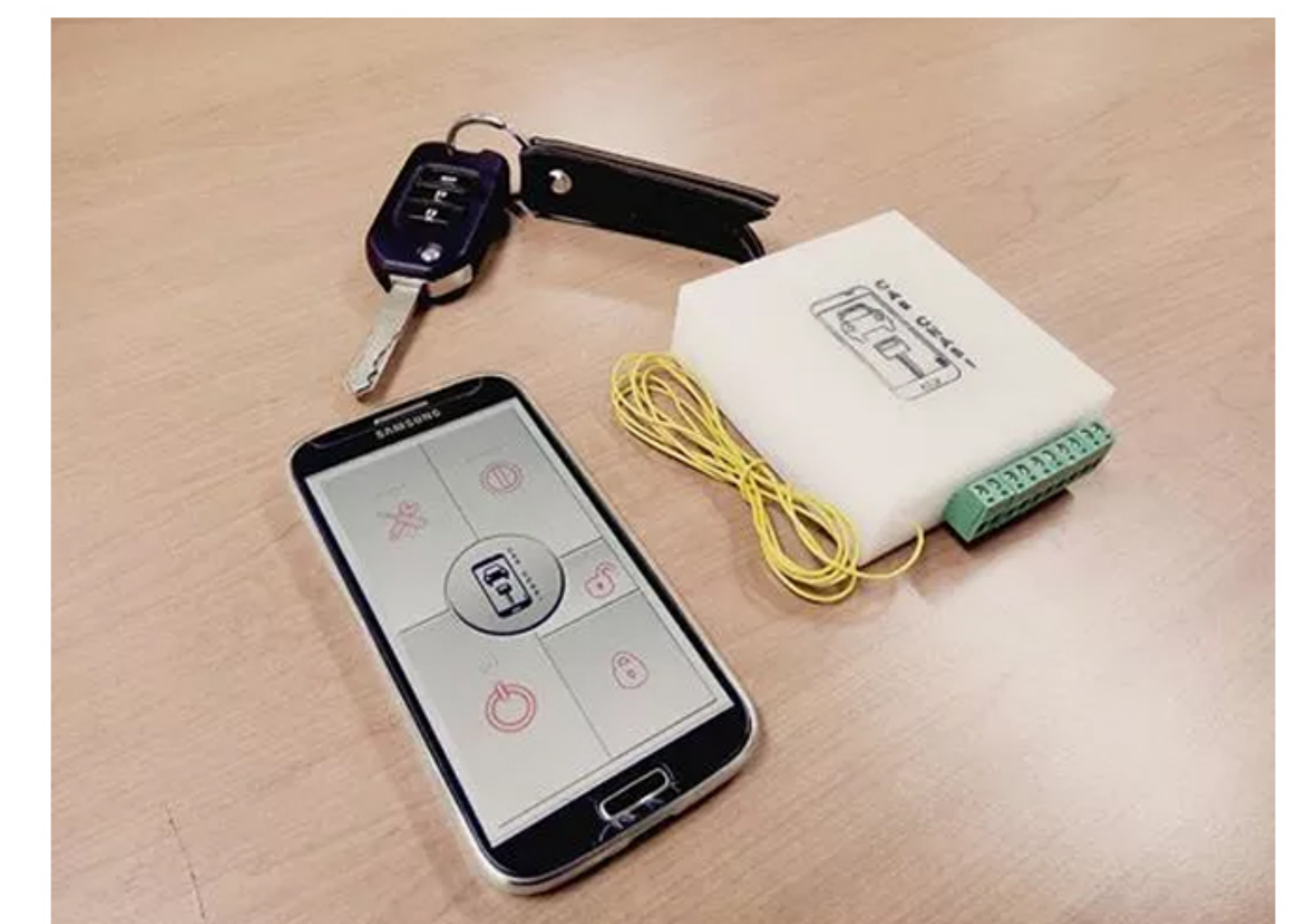
There aim is to revolutionize the Pakistani market with this innovative idea. Car Chabi replaces your car keys with smart phone app.

Car Chabi is a App and a hardware that lets you control your car, you can lock, unlock, start and stop your car from your smart phone. You can also turn the AC, heater ON/OFF from the app within a distance of 100 meters.

About 500 devices have been sold in last 6 months. Their startup was nominated as the best startup in 2nd Throwathon at LUMS and was one of the top 12 Startups at TIE Lahore.

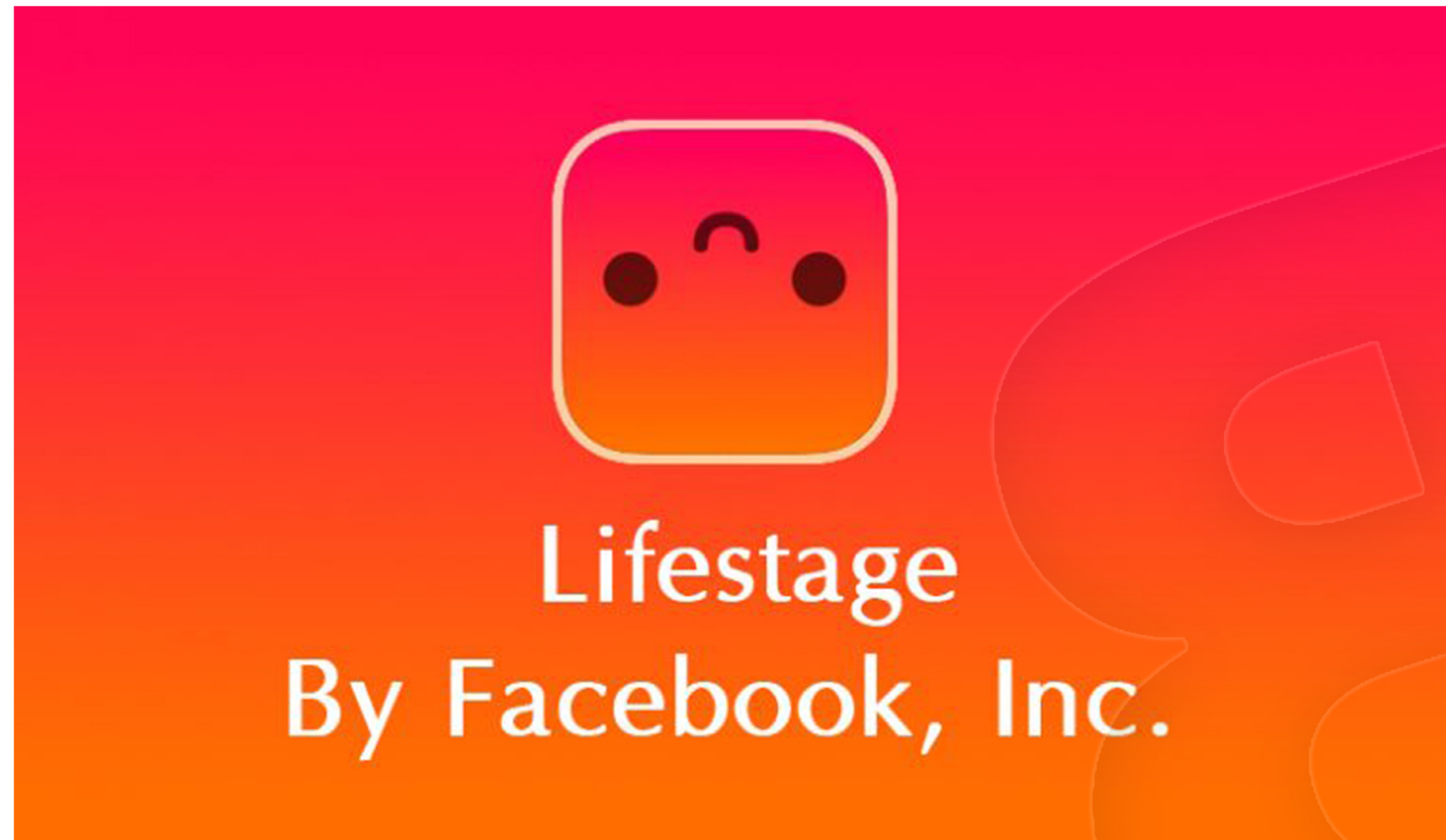
How much does it cost?

The Car Chabi kit costs just **Rs 6000** and the installation charges are **Rs 1500**.



You can order the Car Chabi from <http://www.carchabi.com> or <http://www.facebook.com/carchabi> .

FACEBOOK CREATES A NEW TEEN VIDEO APP IN COMPETITION WITH SNAPCHAT.



Facebook has recently launched an iOS app, Lifestage for people at the age of 21 and under. This app allows the users to upload videos based around their moods such as a happy face, sad face, like, dislikes, etc. and these are then turned into video profiles.

Make the effort to hear, not just listen

This app has been created by a 19 year old Facebook employee Micheal Sayman. He was raised in Miami and learnt the coding technique through Google tutorials when he was just 13. He developed his first app which was about tips for the Club Penguin game and sold it for \$1. He earned enough money to help his family during the recession years. His 4Snaps app was ranked No. 1 on the word games chart with a few million users. But then he was invited by Mark Zuckerberg to create a special presentation for its F8 conference and he ended up as an intern on the Facebook's platform. He spent last two years learning from the world's most visited social platform and then came up with the idea for Lifestage app.

How it works:

For signing up for Lifestage app, it is not necessary to have a Facebook account. You can choose your high school which will enable you to have a look at the videos that are uploaded by your schoolmates or people who are related with the community. Once 20 individuals from a group start using this app, you can discover what other people are up to and can connect with them.

The basic idea:

The creator of this app is inspired by the Facebook's origin and wants to impersonate the process for Lifestage. Just like Facebook, through this app you can tell your friends once you start using it. In this app, users will direct other schoolmates to their social network or app. Through this app, Facebook wants to grab the attention of the younger lot. This is how Facebook had actually gained popularity for itself.

Who can see the activity?

Everything that is posted on Lifestage is always public because no one is restricted to download this app. This app is basically developed for students of high-schools who want to explore their school community. According to Tech-Crunch website reports, users who are above the age of 22 are only allowed to view their own profile. It warns the students that the app does not guarantee whether all users are genuine. But if you feel threaten by someone and don't want your profile to be viewed, just block and report that person.

Competition with SnapChat:

Lifestage is basically intended to capture the attention of the younger lot. This is because a lot of teenagers are getting attracted to the SnapChat. Snapchat is a great platform that has changed the video space. On Facebook the features Poke, Slingshot, Paper, and Notify have a poor track record. Lifestage has a similar feature like "Reach me" text just like "Snapchat me". And also Facebook has not given enough promotional time to Lifestage which can make it hard for the app to succeed.

According to Dr. Bernie Hogan from the Oxford Internet Institute in a statement to BBC, said

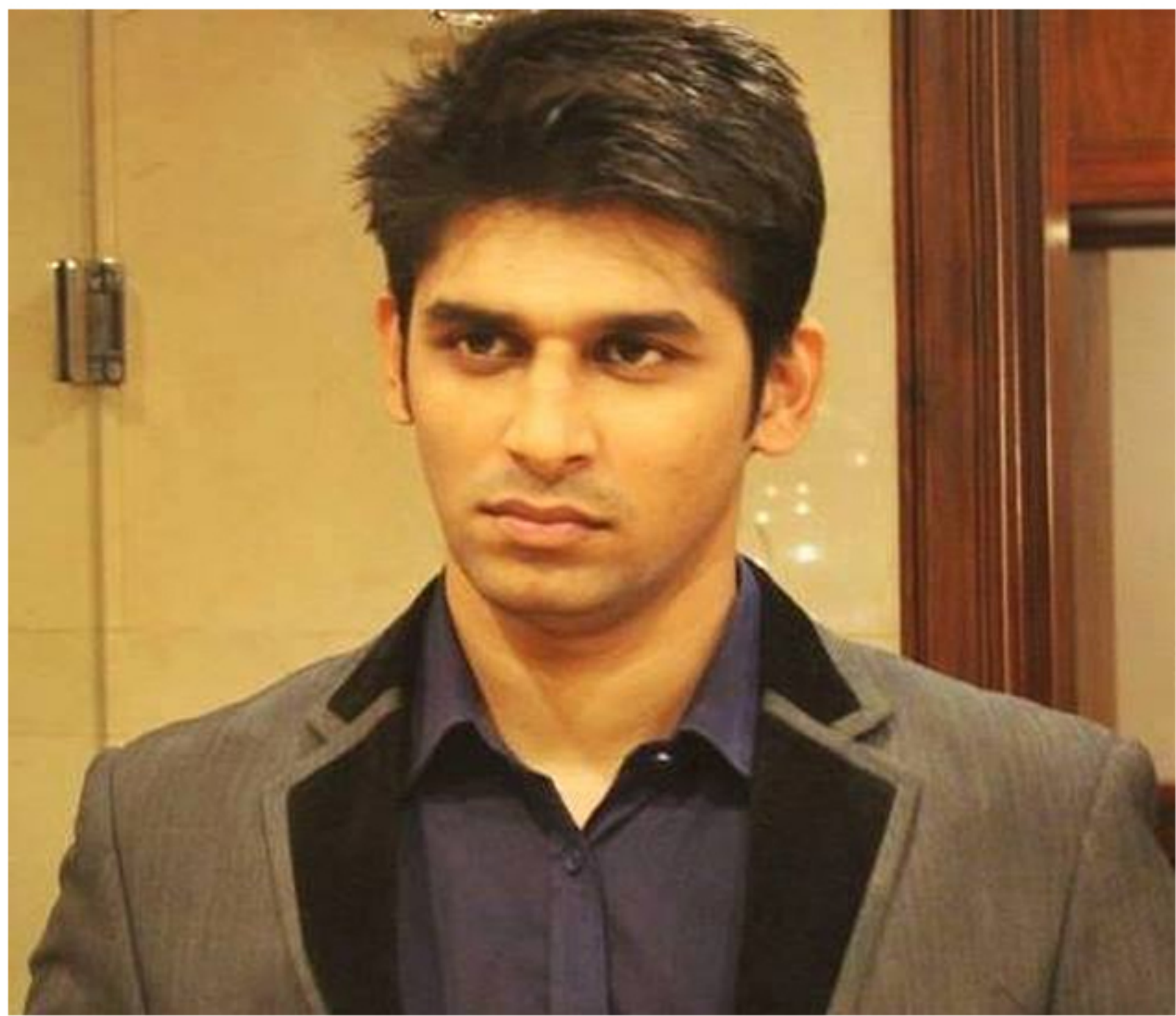
"The lack of privacy settings on this app in its current state is indicative of Facebook ideology- which is to stay open and connected as much as possible".

Facebook new app "Lifestage" is a great idea for developing videos that actually portray who you actually are. It wants young people to stay connected and share their experiences and interests with the people of their own age group.

The best part of Lifestage is that it is centered entirely on high schools and it not possible to directly message someone until you join a school. It is an opportunity for young people to explore their school community as well as meet new people.



A PAKISTANI ETHICAL HACKER WINS \$5,000 BOUNTY FOR IDENTIFYING FIREFOX, CHROME ADDRESS BAR SPOOFING FLAW.



Rafay Baloch, a Pakistani (Islamabad) based security researcher/ethical hacker has won US\$ 5,000 in a combined bug bounty for identifying a huge bug. This bug exists in various browsers such as Chrome, Firefox etc covering 75% of whole internet traffic.

The bug is an Address-bar Spoofing bug, which means that a hacker can display whatever URL in address bar and the rest of the content would be controlled by them. In other words, Google.com would display their fake login page but the address bar would say google.com.

So when tricked into URL address-bar, any one clicking on the link can easily be taken to the hackers web page.

Rafay says the Chrome and Firefox are now working on fixing this bug. Rafay is recognized as one of the Top Ethical Hackers of 2014.

He has been offered attractive jobs, salaries outside Pakistan but prefers to stay in the country and establish a cyber security company to defend Pakistan from vulnerable attacks all over the world.

I love Pakistan, all I am today is because of my mother land and I want to give back everything this country has given me, to help my people and make Pakistan's cyber space one of the most secured cyber spaces in the world

Rafay Baloch



JACK MA, ALIBABA'S FOUNDER MESSAGE REGARDING G20.

I think this G20 meeting has high expectations from the world, especially at this moment of the world economy. Lot of people don't like globalization and I personally believe globalization is a great thing for the world.

The only thing is that how we can improve globalization to enable more small business, more young people to get involved. What if we can use a new mechanism, new technologies which can enable one billion, two billion or three billion people to do trade.

EWTP (Electronic world trade platform), it should be sponsored and enforced by the business and supported by government. So if we can you build a platform that enable small business. Our young people to do a free trade and open a fair trade globally, this is going to be very fundamental for the next 10, 20 or 30 years for the world economy.

I think we are very proud to get involved for this G20 and B20, it is an idea and will continue to work to move forward by by this great event.

Watch his exclusive interview given to fortune website.

IMPACTS OF TECHNOLOGY ON SMALL BUSINESS.



In 1820, first document of the term freelancing appeared in the historical novel "Ivanhoe" by Sir Walter Scott. This term also refers to the soldiers who used to offer their skills for monetary purposes to the highest bidders. But the true originator of the freelance industry was Rod Serling who broke the boundaries of traditional employment. He provided many of his writings to various works but never became a dependent employee.

Today with the internet bang, freelancers are being hired by all sorts of businesses in various parts of the world. Information technology has promoted the creative talent of the freelancers and has improved the freelancing space.

Freelancing is the kind of profession that offers unique opportunities to skilled individuals but for newbie freelancers, it isn't necessary to just start out without knowing the layout of the land. Freelancing is neither cushy nor stable and you need to fight hard to become a successful freelancer. It is always better to do freelancing in an effective manner, it's a process which teaches you along the way.

It is very truly said by Leif Kendall

"First: you must strive. Nothing good is ever easy"

These are some secrets for becoming a successful freelancer, these are as follows

Never Miss a Deadline:

It is not easy for a newbie freelancer to know how much time a job would take to complete. Losing the deadline means loose the client eventually therefore it's better if you focus on meeting the deadlines and be realistic about

the time that is required to complete the project. And it is even better to schedule your time on the calendar for your freelance routine.

Communicate:

The very common mistake most freelancers make is that they give little importance to communication. Communicating with clients is necessary as it clarifies the confusion about things which are not understood by you. It is kind of a secret key for your online relationship with the businesses world. It is better to fully understand what the client is looking for before starting on a project instead of delivering something that is not at all required.

Follow up with clients:

It might seem difficult but it is crucial for a newbie freelancer to build a strong client base on outsourcing website. It is always good to keep your clients updated through emails about the services you offer. In this way they will know that you are around if they want some work or they can even suggest you further to other clients. You can increase your client base up to 80% just by following this little technique.

Diversify Your Skill base:

Starting out with one or two skill is fine but you need not to sit and rely on what you know. It is better if you diversify you skill set and learn the techniques that are in most demand. By diversifying your abilities, you will help yourself with more than one revenue generators.

Do not say "Yes" to everything:

Don't do the work you don't like.

Freelancing is the kind of ship that sails on motivation fuel, if you are not motivated you can go no further. Saying "yes" to everything you can do can make you lose motivation which will result in a damaging rating and poor client feedback. So always do what you like so you stay motivated for your work.

It's better to walk into the freelancing world with your eyes wide open and avoiding mistakes so that you can hit the ground with full speed!

How to turn your Blog into a moneymaking business?

In this technologically advanced world, a self-publishing blog can create a steady income. People who have a passion for blogging are writing on consistent basis and are earning extra cash. On an average 70 million blogs exist today in the online world, this shows that blog monetization has gained momentum.

Blogging has now become a full-fledge profession. If you have the skills to turn your passion into revenue generating machine, then following are the points that should be factored in as you decide to write.

Do not hesitate and get started:

Blogging is much easier today than it has ever been; technology has equipped us with the necessary tools from writing to sharing it to the entire world. The most vital thing for earning income through blogging is to start writing professionally. You will not become a professional blogger in one day; you will learn to write with the passage of time. Every things starts with smaller steps, just focus on your writing and try to learn as much from other professional writers. Provide good quality content in your blogs and you will be picked up by hirers in a short period of time.

Share your posts:

When you get all set up with your blog, the problem arises when you don t have any readers of it. Promotion for your blog is really important so start sharing your blog to your social media accounts or YouTube channels. Get people to see it so that they like it and when they will like it, your blog will be seen by many others. In this way the promotion will spread through your links.

Also start engaging with more established blogs of people who are already working in the same field. Try to use the comment section and give an encouraging feedback to well written blogs; it will be a great chance for you to get noticed as an upcoming blogger.

Get the understanding of SEO:

If you want Google to direct traffic towards your blog, then you must understand the SEO basics. SEO is a process that affects the visibility of your website on the web so it is a crucial for improving rankings and growing traffic.

Sell your space:

When you realize that you have built such a blog site that is attracting customers on regular basis than its time for you to earn cash. You can give space on you website for advertisements and charge money. This can be easily done with Google AdSense or other advertising partners (who even pay you per impression). You can sign-up in no time and from there you can start earning cash whenever those ads are clicked by your readers.

After some time when your blog starts drawing readers attention on a bigger level than you can look for other ways that can offer you more money..

Revenue streams through merchandise:

Your regular readers, who appreciate your work, obviously start giving you respect for your work. Now it is time to develop your blogging website into a noticeable brand. You can generate income though merchandise. It can strengthen customer loyalty and enlist your fans to spread your name. You can sell your custom made pieces of work directly to your customers, and photographers can sell their unique art pieces to their fans. You can also sell products from your blog to your audience.

Upscale and capitalize on the foundation you have laid:

After reaching a level about which you have always fanaticized, it is time to run your brand like a business. You will come across many challenges while running a business but it is part of the game. You learn with every single step. Just focus on providing good quality content. On a bigger level you will definitely want to appoint someone to manage work for you. It will be good as it will lighten up burden from your shoulders and you will concentrate more on your work.



Linux will celebrate its 25th birthday on August 25.

Linux, the best known and most used open source operating system in the world will turn 25 on August 25. Linux is very much similar to other operating systems like Windows or OS X or iOS with regards to having a graphical interface but it is different because, it is open source software, the code that is used to build Linux is **“Free”** which means any one can use, edit it.

Companies choose Linux (for servers) because it is secure and it has a pool of available resources, developers from all over the world. Very few people know but most of the Android devices we use are Linux based, similarly the cameras, video recorders etc also run Linux. Many websites on internet are open sourced based as well.

Linus Benedict Torvalds a Finnish-American Software engineer is a creator of Linux-Kernal which became the Kernal of operating systems such as Chrome OS, Android.

The first prototype of Linux were released in 1991 but the official version (1.0) was released 3 years later on March 14, 1994.

Torvalds has won many awards for his service to the industry and achievements but the most important award was on **April 23, 2014.**

The institute of Electrical and Electronics engineers named him as recipient of **IEEE** computer pioneer award.

Happy Birthday Linux.



INSTAGRAM ADDS AN EVENTS CHANNEL TO SHOW LIVE VIDEOS.

After Facebook Live and Periscope, Instagram has also made some bold changes to its platform. This bold step tells the users that Instagram is not just about photos anymore, it's about videos too. It is actually mirroring Facebook's news feed so that the posts can be displayed in a better manner.

Based on the interests of the users, Instagram has 20 custom channels in its Explore tab. The topics on these channels are not specific to any event or a concert. But recently it has launched a new video channel within Explore tab that is called “Events”.

The channel “Events”:

This specific channel is based on user's interests regarding sporting events and concerts. Those live events and concerts will be featured that are most preferred around the globe. This channel can also be personalized to user's tastes and people can theoretically look for clips taken during theater performances or during national or international festivals. These videos will also include concerts, sport games or any other live events that take place around the world.

Like various other Explore channels, now the audience can experience content that is sourced from users (who make a video clip and tag it with the location of the event). This will allow the Instagram users to see the video that is related to their preferred band or performance.

According to a company spokesman,

“This channel collects the best videos from concerts, sporting events and more so that you can feel you are in the front row. For example, when one of your favorite artists has a concert in another city, you can come to Explore and watch videos of the show as it happens”.

It is not the first time Instagram has taken steps to become more video friendly; it has been launching different tools for this purpose recently. With the launch of a video channel, Instagram has opted to compete with SnapChat's Discover channels which also feature user's preferred videos.

There are more chances for Instagram to engage larger audience through this channel, the reason is that SnapChat's channels are still curated by hand and most of the channels are not even preferred by all the users on the platform. Instagram has greater possibility to convince people to get engaged with the posts.

Currently, the Event channel is just available in the US but soon it is expected to roll out in other countries in the coming days.

Difference between successful and unsuccessful people.



In any field, researchers often use a set of indicators to assess whether a system or technology is succeeding. The use of indicators focuses mainly on factors that help to yield greater profits for a company or an organization. Successful companies set goals for a solid business and then create strategic paths to reach these goals. These goals drive the direction of a company so that investment can be made appropriately in growth opportunities. These factors help a company to achieve the level of a professional business.

In the same way some people in life become more successful than others and we often ponder on the factors that made them reach this level. The characteristics that separate successful people from unsuccessful ones are as follows.

Successful People:

1. One of the key factors in the life of successful people is that they forgive others and resolve conflicts with minimal disruptions.
2. Successful people have a sense of gratitude and they consider it their strength. It positively impacts their mental and emotional state.
3. Successful people build each others confidence,

motivate, and inspire other people.

4. They let others to have their moment to shine; it motivates them to work harder. They embrace others victories with open heart and give credit for their success.
5. They do not blame others for their failures; they always accept their responsibility of their downfall.
6. All the successful people in the world dedicate few hours of their daily routine for reading. It helps them to learn from the experiences of others and apply better strategies on their path of success.
7. They keep a journal with them for writing ideas that may come to their mind at any time.
8. They do not waste their time in gossiping about other people, they talk about ideas which lead towards their path of success.
9. They work for prosperity on a global level; they do not pull back people from reaching heights of success. Instead they encourage other people and help them to stay motivated in their hard times.
10. Successful people share information with others and firmly believe that knowledge increases when it is distributed and shared among others.
11. They do not make any “to-do” list rather they work on the projects periodically.
12. Successful people stay happier which makes them

more focused and productive.

13. They set goals for themselves and find strategies to come up with all the challenges on the way.
14. They always believe that learning is something which should never be stopped. Therefore they learn either by reading or by discussion.
15. Successful people craft strategies that achieve rapid success through visions of team building.



Unsuccessful people:

1. Unsuccessful people always find something wrong with others and criticize others for not solving the problems.
2. They believe that they deserve certain privilege and keep unreasonable expectations from others.

3. They like to take all the credit for their victories and exclude people who helped in gaining success.
4. When they fail, they blame others for their actions.
5. Instead of acquiring knowledge through books and informative lectures, unsuccessful people spend most of their time watching TV.
6. Although they tell other people that they keep a notebook with them all the time but in reality they never even think about writing any ideas.
7. They fear any changes in their personal as well as professional lives and do not adapt to changes very easily.
8. They believe that they have gained enough knowledge and do not need to learn about anything anymore.
9. They operate with a transactional perspective and do not look ahead for their future perspectives.
10. They always hope that others fail in their lives and never encourage people in hard times.
11. They are not even aware what they want to achieve in life neither they make any plans for their future.
12. Unsuccessful people are negative thinkers and always see difficulty in every opportunity.



Tahir Chaudhry, a mentor, consultant serving IT industry for 25 years.

“People with passion can change the world for the better”. Steve Jobs

People who make a real difference aren't privileged, advantaged, or “special” by any stretch. They find ways to pick themselves up and rise above their circumstances to transform their own lives and those around them. These are the people who approach life and work in a way that separates them from those who long to make a difference but do not find the way. Tahir Chaudhry is one such person who found a purpose to his life and used what he has learnt the hard way as a means of being service to others.

His Achievements:

Tahir Chaudhry is the CEO of Falcon Consulting Group, Islamabad. He has been working as the consulting and implementation member for several of Pakistan's IT initiatives including IT Policy Evolution, ISO Certification, CMMi and BS7799 Information Security Standards. His life revolves around 25 years of experience of IT Infrastructure Development and Support. He worked as the president of RIPHAH Advisory Council for Excellence. He has also served as a judge and mentor for different programs in various institutions. He has worked as the President of the Computer Society of Pakistan Rawalpindi/Islamabad centre. His specific interest area fields are customer services, career counseling, industry academia linkages, human resource development, and turnaround management.

Tahir Chaudhry belongs to that group of people who have never been afraid of connecting and sharing his knowledge and talent with others. He focuses on building mutually-supportive relationships because he believes that these are the foundational building blocks to anything and everything a person wants to achieve.

This is the reason that in his 28 years of experience, he has managed more than 200 conferences & exhibitions, delivered **500 plus workshops** and attended around 5000 plus seminars in Industry, Academia and Corporate sector. He has been able to successfully train more than **10,000 individuals in the previously mentioned areas.**

Current Status:

Tahir Chaudhry is working as the consultant to the Vice Chancellor in the University of Gujarat where he is sharing his knowledge for developing techniques for the 21st century university concepts. He believes in developing a nation through new company startups. He is a person who firmly believes that this change will bring a better way to live and progress as a nation.

Tahir is member of CEC of OSFP (Open Source Foundation of Pakistan along with Chair “Industry Linkage” Portfolio there.

Follow him on his [Facebook](#) profile to learn more about his services.

IMPACTS OF TECHNOLOGY ON SMALL BUSINESS.



The belief in one's self encourages a person to pull his/her ability to work on ideas and explore the available opportunities at any cost. This belief has taken many forms of small businesses and has made people self-employed in all parts of the world. Small businesses have become an integral part of the world's economy and empowering people to overcome their hardships and make a better living for them.

History:

In American history, 19th century was the period of expansion of small agricultural business. This expansion transformed the independent workers and merchants into small businesses enterprises. In 20th century, small businesses gained importance on a much larger scale and in 1995; almost 22.5 million small businesses were estimated to be operating in USA.

Impacts of technology:

The important role of small businesses is being increasingly realized and the world is getting attracted to small businesses due to its innovative powers. Small businesses are now being regarded as a great medium for confronting economic problems more so because of their automated solutions. Information technology like all other fields of life, have provided us with endless opportunities for doing businesses. It has presented quick and affordable ways to maximize production and profits. Now business can be operated very successfully online through emails and social media. There are various ways in which information technology has impacted small businesses

and is contributing in the economic development. It provides;

Faster communication:

Technology has made the communication much easier and faster between employees and customers unlike the traditional patterns of doing business.

Affordable marketing:

The increased expansion of small businesses is due to the fact that it can be operated with smaller amounts of finances. Intelligent ways of collecting surveys regarding customer choices have made it simple to analyze customer choices and needs.

Advertising networks:

Advertising for business have become easier with the provision of social media platforms such as LinkedIn, Facebook and Instagram. All the business advertising can be done for free and saves owner's finances by targeting an audience of their interest.

Data Storage through Cloud Computing:

Old ways of keeping records have been completely renovated with technology in the form of internal database which records and keep all the data. Important files stored at cloud computing system can be easily accessed at any time and at any place.

In Pakistan:

Technology has also changed the ways businesses progress in Pakistan by generating new revenue streams for the country. The freelancers, call centers, computers/telcos equipment companies are fetching good revenue in the country alongside empowering more people.

The economy is experiencing a fundamental shift as small businesses are engaging with customers by removing all the commercial barriers that have previously slowed down the marketing strategies.

Early days though, still a lot needs to be done.

Crowdfunding At a Glance.

Crowdfunding campaign failures and their impact on entrepreneurship.



According to United Nation's, today one third of the world's population has internet access and 85% have access to cellular phone. With the decreasing costs, innovative broadband solutions are becoming increasingly common among the masses. Also, the smart phone penetration is increasing with the growing demand for internet access. Over the past few years, there has been a massive rise in the connectivity which has spurred up the competition among the entrepreneurs. The talented entrepreneurs are using the innovative technology to produce goods and services that efficiently respond to customer's needs. Such ventures are creating job opportunities for the masses and are driving economic and social stability.

But chasing the technical advancement and creating innovative products to compete in the financial markets often suffers due to lack of capital for entrepreneurs. In order to fill the gap, entrepreneurs around the world are now benefitting from the open possibilities of "Crowdfunding".

Successful Failures: Cautionary tales for Tech Entrepreneurs

Crowdfunding that is often used to finance business ventures has been listed as a threat to unwary investors. With limited restrictions, this facility is available easily to a wider number of investors. Some of the tech crowdfunding campaigns failed to turn their imagination into a reality. These three campaigns were started with a very strong and attractive purpose but failed to achieve success

Ouya Android gaming console:

This expensive device and media center for people who do not require a gaming PC or a flagship gaming console. This device for developed with latest available hardware but by the time it was ready, the technique got outdated. It did not receive much demand.

Ubuntu Edge smartphone:

For Linux lovers this was supposed to be a smartphone-desktop hybrid device. The timings for this device didn't go in its favor because the prices had dropped and the smartphone evolution slowed down.

Kreyos Meteor smart watches:

It was created with the aim to bring advanced gesture and voice controls to smart watches. When this device came into the market, it had much software and hardware malfunctions that it couldn't survive.

Why Crowdfunding campaign fail?

Most of the crowdfunding campaigns fail because of the mistakes the entrepreneurs make. A lot of time and effort gets wasted because the true purpose of crowdfunding is completely forgotten. This is because The actual purpose of crowdfunding is to help the small startups to get started. Raising funds is not just the only reason for crowdfunding. Most of the Kickstarter campaigns are unable to attain complete funds to start as they are unable to collect enough money. Out of the submitted campaigns, one fifth gets totally rejected and the others which are left never fulfill their promises.

"Market" is the toughest place to get tested, and most of the campaigns fail to survive when it comes to this level.

Crowdfunding is not any magical cash machine, it's not easy to just accumulate funds and get started with a campaign. Some of the projects do not even see the light of the day and get rejected. The investors do not get impressed by ideas; they take notice of one's actions when he/she start fulfilling the promises. The audience for crowdfunding is not easily impressed to invest for your project especially when your campaign comes across as half-baked.

As writer and Entrepreneur, Seth Godin, said

"People don't want to back a campaign that's not going to work".

People will not support your project only if you share your enthusiasm and ensure the investors that they will receive a return on their investment. Crowdfunding investors will always look for your actions, efforts, dedication, and hard work. Be sure, crowdfunding is an interactive process. It starts long before the doors for possibilities are opened and long after the campaign has closed.



Things you don't want to learn too late in life.

7 things you would like to learn now before it is late.

In life you learn lessons, And sometimes you learn them the hard way. Sometimes you learn them too late. A person younger to our age, it might be our brother or a cousin, often reminds us a lot about ourselves in that age. It was the time when we were trying to figure out life. We think it would have been very much easier if we had known all secrets that we now know. These secrets does not include winning of lottery numbers, it includes the valuable life advice that were not known to us at that time. Time passed much more quickly than we ever realized, sometimes we badly regret things we didn't do and the time we wasted on useless activities.

Even we do say that we should let go of the past but our past is a collection of experiences called "Lessons". Life teaches us to live and embrace those lessons. When we see a person younger to us, we wish we could tell them all the lessons that we learnt too late in life so that he/she does not deal with their life as we did.

It feels better to guide people to make better decisions in life by learning the lessons on time or it becomes too late when there is no looking back. Following are things to keep in mind,

Live in the present moment:

"Do not dwell in the past; do not dream of the future, concentrate the mind on the present moment". Buddha.

Most of us do not live fully in the present, because unconsciously we believe that our next moment is more important. And sometimes we keep regretting things that happened in our past, the opportunities we didn't avail. But in this whole situation, we miss our whole life by not concentrating on our present. We do not realize that present moment is all we ever have and we should just divert all our efforts to making it the primary focus of our life. Present is not an obstacle that you just want to overcome, it is life in itself. You get the happiness when you actually start living in the present.

Remember the "Tortoise":

The story "Tortoise and the Hare" may be criticized for the tortoise being so slow. The hare at first started ahead but

became too confident of his abilities that he will surely win that he preferred taking rest and fell asleep. But tortoise on the other hand, concentrated on the finish line and never lost hope. The hare woke up and found tortoise across the finish line. The moral of the story is "slow and steady wins the race".

If you want to succeed in life then start taking smaller steps. Focus on your goal and do not lose hope if things do not happen quickly. You will not learn any lessons in life until you go through all the experience with a slow pace.

Let go of what other people think:

You feel a burden lift if you let go of what other think. Other people are not interested in your actions, appearance, and thoughts because they have a lot on their own plate. Therefore do not assume judgment of others and live the life you have been dreaming about.

Gratitude and appreciation:

Be grateful for what you have, it will make you more satisfied, happier, less depressed, and less stressed. Practice gratitude in your life and you will stay happier forever. Do not take things that you have for granted and think about the people who do not have such blessings in life.

**"Make it a habit to tell people thank you, to express your appreciation, sincerely and without the expectation of anything in return. Truly appreciate those around you, and you'll soon find many others around you. Truly appreciate life, and you'll find that you have more of it".
Ralph Marston.**



Tencent is a new Chinese Tech KING, overtakes Alibaba to become China's biggest tech giant.

China is a country where tech industry is very innovative than the US, it does not need a feel-good story in order to get noticed. The raging tech war going on in China has encouraged many of its companies to integrate social media, gaming and e-commerce to develop and outstanding user experience. The success of these tech companies is expanding beyond China's borders. China's biggest tech company Alibaba, with charismatic entrepreneur Jack Ma at the helm, has attracted a lot of global attention.

It has explored the international markets and has become a very popular service that Americans are familiar with. But the operator of WeChat messaging app Tencent, has surprised the analysts as it is overtaken Alibaba by becoming worth \$247.6 billion as compared to \$238.7 billion of the global giant. Tencent, a powerful company is headquartered in southern Shenzhen, the city known as China's Silicon Valley. It has attracted a lot of global attention for standing up to the level of tech giant, Alibaba. This company was cofounded by Ma Huateng, also known as Pony, in 1998. Ma, at the age of 44, has become the third richest person in China, and has become the 9th richest in

the field of tech. named as the most generous philanthropist in china By the Hurun research institute; Ma donated around 100 million Tencent shares in 2016. His company has become the most valuable Chinese brand in 2016 with more than 30,000 employees based in China.

Tencent is an online gaming and social networking company, it has many other features such as ride hailing, online payments and online shopping. But the two if it popular apps are WeChat and QQ. The users of this app are from around the world but it is a brand more commonly known in China.

QQ has more than 650 million users and offers a variety of services such as music streaming similar to Spotify. Although Tencent's social media and messaging apps are the most popular but the revenue is largely generated through it online gaming.

Tencent has become the most valuable tech company and investors have reacted enthusiastically its Q2 earnings report. The report revealed that Tencent revenues have reached this fastest rate in over three years and its stock increased 6% in Thursday's trading. This shows that China's internet market is booming with its tech companies showing greatest revenue growth.

An IG analysis stated.

“Revenues jumped, platforms are booming and it runs the Twitter and Facebook of China. Investors are hoping that like Facebook, they can turn active users into revenues”.

(TODF), The Open Discussion Forum from Pakistan wins US\$3,000.

A pakistani project gets second position in competition of 40 regional entries.

For securing second position at Youth For Asia Solutions Search Competition, The open discussion forum (TODF) has been awarded \$3000.

The competition took place at ADB headquarters in Philippines where TODF Founder Shaheera Jalil Albasit presented the project.

The open discussion forum engages people on different level of discussions such as religious tolerance, gender equality etc.

TrackR is a coin sized GPS device to track your lost items and its unbelievably cheap.



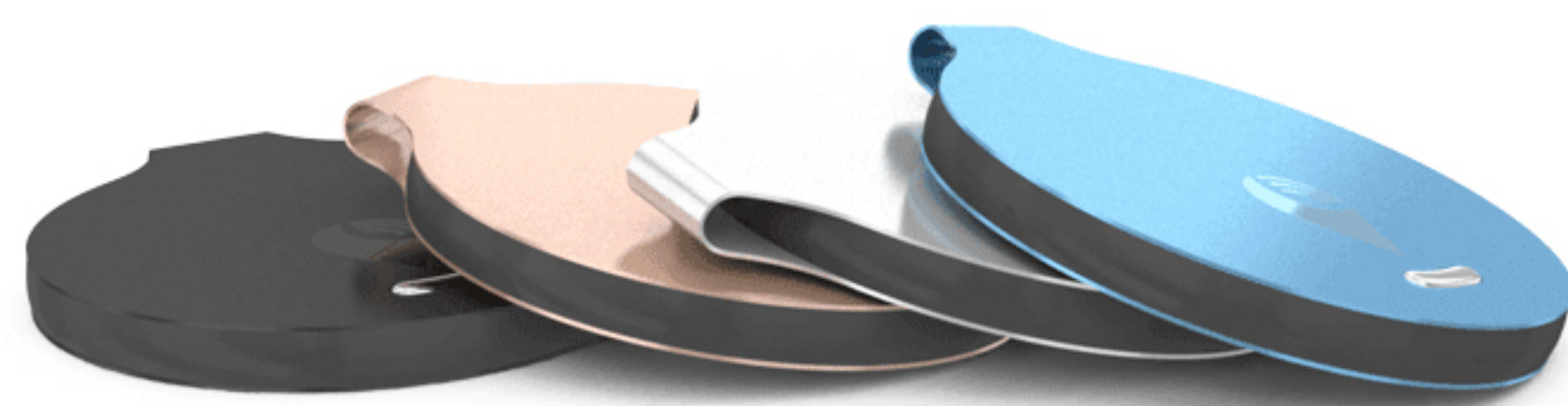
What is TrackR

TrackR is the simplest way to find lost and misplaced belongings. Join thousands who are now connected to the things they value most. Order a TrackR today and never lose anything again.

31mm in diameter and 3.5mm thick with battery life upto a year, TrackR is a coin sized device that works all over the world and tracks your lost items. It comes with a water resistant case and unlike the typical expensive GPS tracking equipments it does not need to be installed or paid monthly. This tiny device is an advanced tracking system and work with iOS/Android phones to find your lost items instantly.

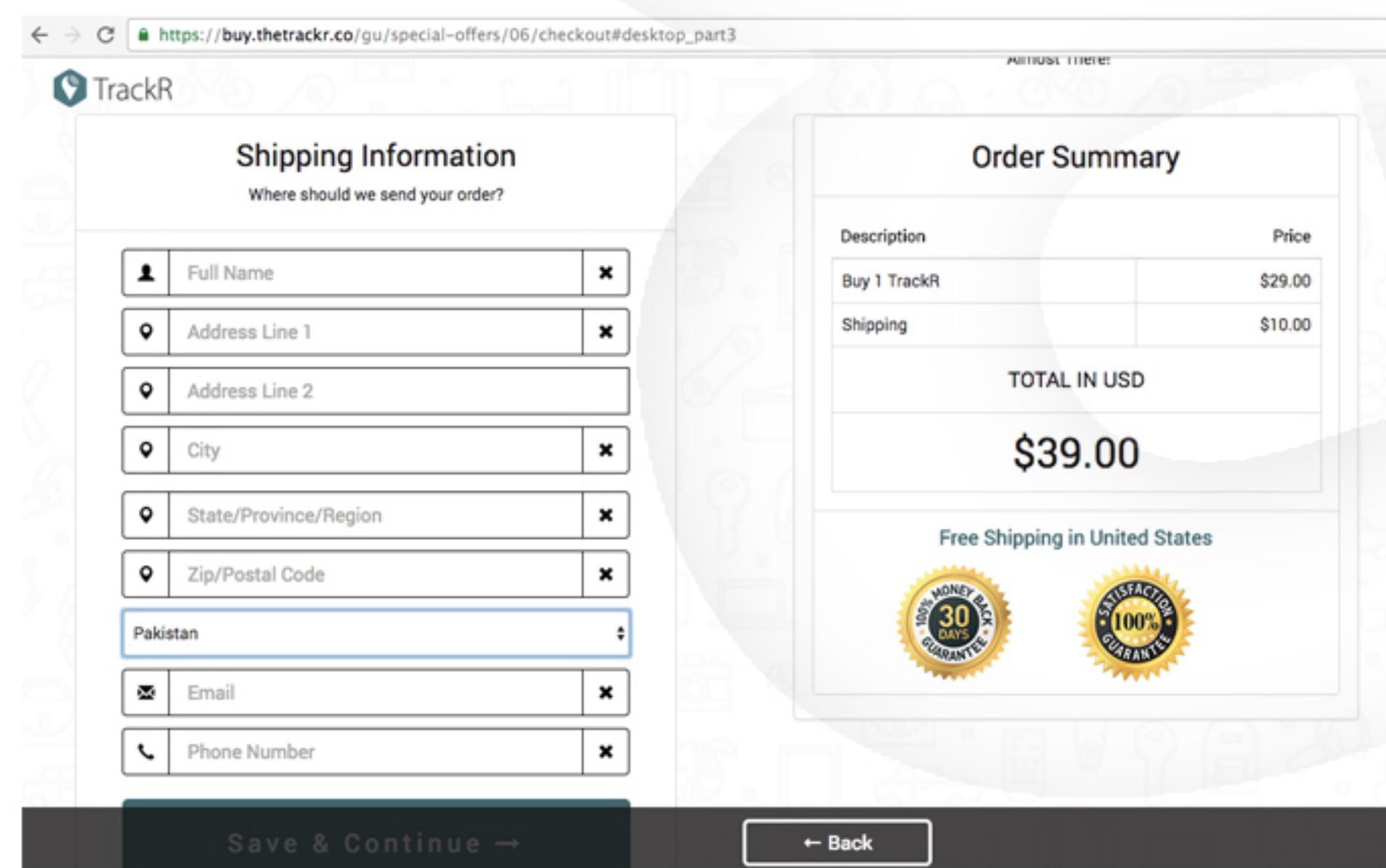
How does it work?

It is very simple, install the app on your phone, connect the app to the device and you are all set. The device has built-in GPS system. Imagine you parked your car in a basement of a shopping mall and few hours later forgot where did your park your car, with help of your mobile app you can easily locate the car (the device has to be placed inside the car. No installation, just put it in your dashboard or anywhere you feel comfortable with and that is it). It works for everything, image attaching the device to your cycle, bag or car keys. You can find the lost items in seconds.



How much does it cost and do they ship worldwide?

Now that is the most interesting part, we searched Ali Express for GPS tracking systems and most of them are the equipments that have to be installed in the car, besides they fall in the range of US\$ 30-100 per item. TrackR costs only \$29, it also ships to Pakistan for an additional price of \$10 (shipping), see screen shot as we completed a checkout process and selected Pakistan in the Country.



Bushra Azhar: The Myth of balancing motherhood and an amazing successful career

“A strong women understands that the gifts such as logic, decisiveness, and strength are just as famine as intuition and emotional connection. She values and uses all of her gifts”. Nancy Rathburn

A mother’s life can become increasingly daunting at times especially when she wants to do something with her life. But technology has made it possible for women to showcase their skills and abilities to increase their productivity, create new entrepreneurial ventures, and access new income generating pursuits. Bushra Azhar is a busy mother who went from no business idea to now leading a new feminist movement among working professional mothers. For Bushra, opportunity came when she least expected it and in varying forms. She created a massive community and generated revenue from her part-time business double to what she earned with her full-time career. She is a sought-after consultant & persuasion strategist. For her struggles, she has been spotlighted in Forbes, Fast Company and 50 other great places on the web.

Early Struggles:

Bushra Azhar after moving to Saudi Arabia wanted to make money online. But she wanted to make money through a business that allows her freedom and flexibility on her own terms. Having no idea of what kind of business to start with, she took a course of Ramit Sethi’s “Zero to launch course” in 2014. By using those techniques, she came up with many ideas. After experimenting with nine of the ideas, she ended up only with teaching entrepreneurs about persuasion and negotiation. Although puzzled for a long time between the true spellings of “copywriting”, she actually started her business and launched her first product in her free time. It was a low tech program on how to create persuasive landing pages and priced the pages for \$49. To her surprise she was able to sell more than 300. This gave her courage to connect with her audience in such a good manner that people started seeing her as someone who could help them. She kept the price of her courses constant at \$49 because she wanted everyone to afford and learn what they want to. She continued with creating and launching new products and earned almost \$30,000 with online courses and coaching services by the end of the year. In October 2015, she took her business step further and created programs with three different tiers that sold for \$499, \$700, and \$14, 99 which resulted in earning \$130,000. She is the sole owner of her business as she does all the work by herself, from writing her copy to balancing the books herself.

Her Advice:

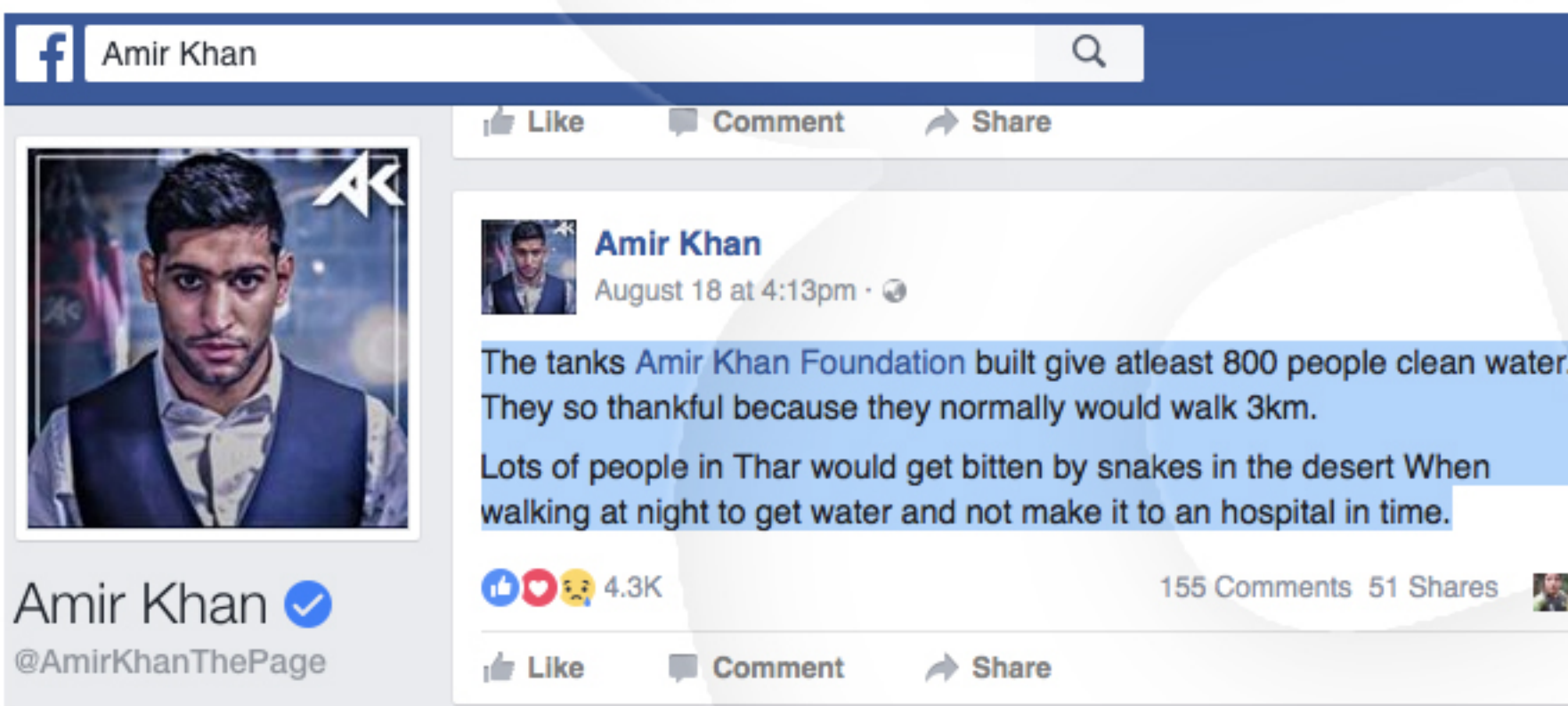
Bushra Azhar has perpetuated the idea that success is not restricted to gender or age. She has proved that women are capable to accomplish whenever they want to pursue their passion. Her advice for someone who wants to start a side business is, A social and economic status of a mother is often considered best with her children’s nutrition and completing education. Bushra has proved that no matter what the status is, a woman has the ability to access income, technology, and work to improve her children’s welfare more than as men with similar resources.

“Make sure you’ve built your business in something complimentary to your day job. That way it’s not a physical struggle to detach yourself from your day job and move onto other side gig. You could work on client email, and then in ten minutes you can work on your online gigs. If it’s too different, it’s harder to shift gears”.

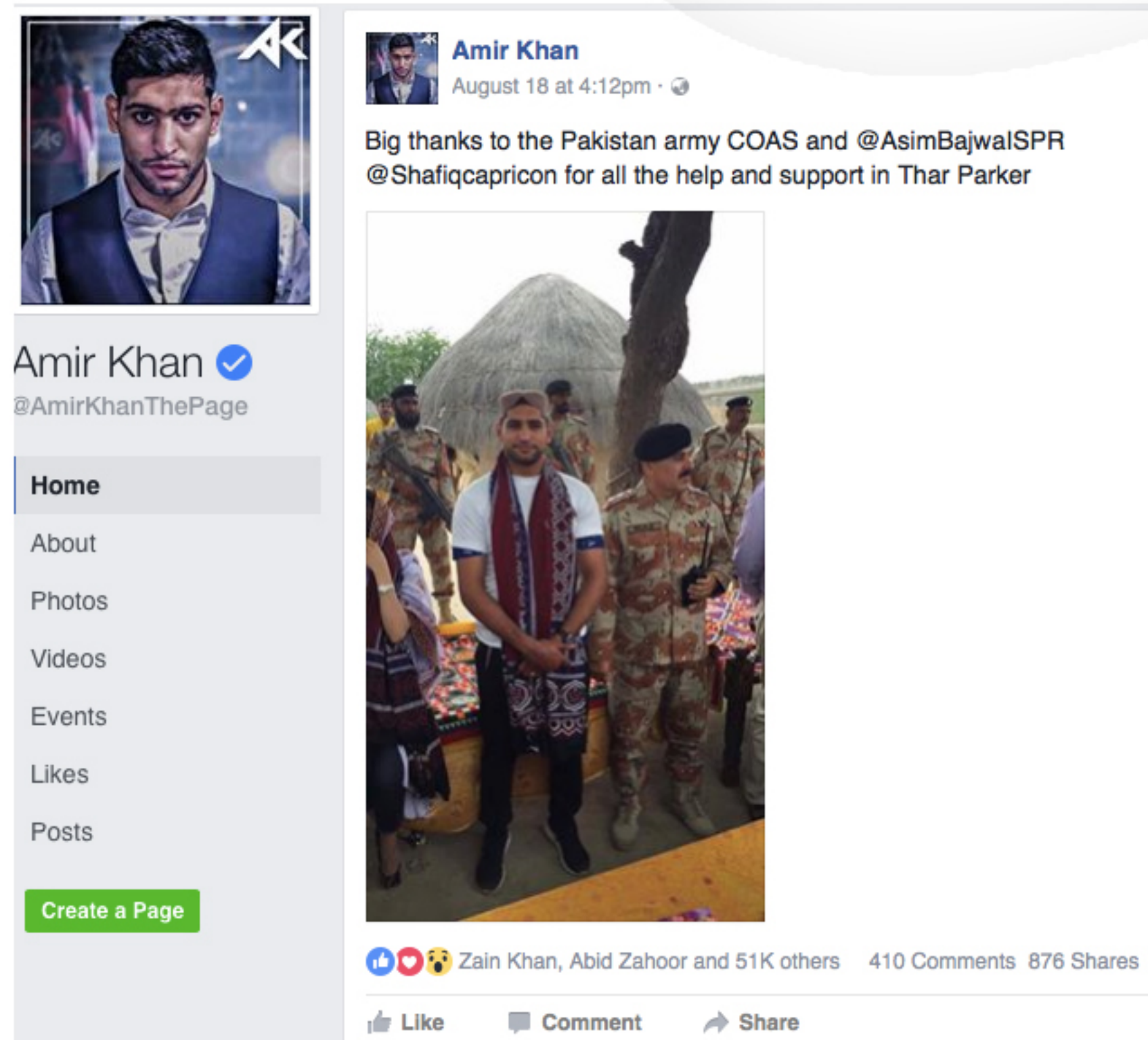


Amir Khan (Boxer) is a champion again, this time outside the boxing ring. Inaugrates water facilities in Thar.

On his official Facebook page, Mr Khan posted the following.



Mr Khan also praised the help of Government and COAS in his posts on his official Facebook page.



The Boxing hero Amir Khan visited Thar on Thursday and inaugurated water and power facility. Thar is a region which faces droughts once or twice in a ten year span because of lack of rain and extreme climate conditions. Mr. Khan is determined to provide clean drinking water to every place in the area and wishes to fund a health care facility.

The drought this year has claimed the lives of at-least 433 children already, Khan has also appealed to the international bodies to provide relief to the people of Thar. Khan was accompanied by his wife Faryal Makhdoom who was given a warm welcome by the people of Thar and is helping her husband in running Amir Khan Foundation. On his official Facebook page, Mr Khan posted the following.

He never went to any school but he changed his destiny by using computer and internet.



In 2010, he created his niche related to blogs on various topics. He started earning through Google AdSense and reached \$1500 as his monthly earnings.

Early Achievements:

After gaining the experience of creating and selling a brand and becoming self-sufficient, he directed his efforts towards establishing the biggest Urdu Video Tutorial based blog in 2011. He started giving lectures about the most in-demand courses such as Word Press, Blogging, Online Marketing, Graphic Designing, MS Office, Web designing etc. With the aim of doing something different he taught free of any cost to anyone who wanted to learn.

A person who successfully ranked hundreds of keywords in Google without any black lining strategy, has taught thousands of students worldwide. Abdul Wali Khan is the SEO consultant, web Developer, Blogger and an online instructor.

Early Life:

Looking at the early days of Abdul Wali reveal a lot about his struggle to the point where he is now. He was born in FATA, and was raised in Peshawar, Lahore, and Karachi. He was never able to go attend any school, college, or university and worked as a biryani seller at bust stop in Baldia Town, Karachi till 2007. He started a mobile shop and worked till at the age of 19. There he came to know about the computer technology and acquainted himself with its knowledge. He gained more computer knowledge by doing courses from the local institutions in Karachi.

Professional Background:

Abdul Wali although being unaware of the school and college education, started learning English, internet and computer around 2009. He gained knowledge in various fields but became experienced in Google search areas.

www.onlineustaad.com is now a platform that has been able to successfully train thousands of people inside and outside Pakistan. His knowledge is not restricted to any culture or place in particular that is the reason many young individuals from Afghanistan, India, Nepal, Bangladesh, and Pakistan benefitted from his knowledge. With the passage of time he gained proficiency in English which encouraged him to create "http://www.onlinetuting.com" for learning English, www.udemy.com is a platform that offer courses by charging a particular amount. These are the platforms that have 40,000 students based in 183 states. In 2015, with his continuous and sincere efforts he became successful in earning \$100,000 from his online course platform.

In 2016, Abdul Wali presented Pakistan as the only instructor in Udemy Inaugural Conference for Instructors in San Francisco, USA. The efforts of Abdul Wali are still continuing because he aims to do something different for his country in the coming days.

Freelancing is here to stay, internet is a vast medium and any one who is passionate, determined to shape their future can earn online.

FACEBOOK GROUPS FOR WRITERS



At the end of a long writing day, sometimes you feel the urge to connect with other writers' and the publishing world. It can be a great way to improve the writing skills, exchange information and marketing ideas or getting inspired by someone. For this reason, Facebook serves as a great medium where a group functions more like a web. This page allows the members to interact with one another and be active contributors. Facebook groups can be very effective no matter how small they are, they usually move around a topic or area of interest. They provide interaction and sense of community for the writers.

At these platforms, you can find other people by a simple search and filtering the results by groups. In order to get you started, following is the list for you to pick the one that suits you the best.

Fiction Writers Group:

This Facebook group was created in 2009 and it has 7,500+ members from around the world. This group is a great place either you want to exchange information or motivate

yourself. It produces around three anthologies in a year.

<https://www.facebook.com/groups/fictionwritersgroup/>

Calls for submission:

This Facebook group is good if you are looking for publication opportunities. Fiction, art, and poetry are the three sections that are collected by the group for submission calls.

<https://www.facebook.com/groups/35517751475/>

The Literati Writer:

It is a page that is highly recommended by the professionals, but it's not free and charges an amount of \$197 per quarter. The fee charged by this Facebook group make it impossible for everyone to use this page. But it is a little different from other Facebook groups as it provides the opportunity for the writers to participate in live author interviews, Google+ hangouts, weekly accountability check-ins, and a chance to contribute the Literati blog as

well as digital book projects.

https://www.facebook.com/theliteratiwriters/info?tab=page_info

Children Authors and Illustrators on Facebook:

A great place to connect with ambitious authors, published authors, and children's lit fan. This group allows you to share your project with other authors, share the industry news, and meet the upcoming authors.

<https://www.facebook.com/groups/childrensauthorsandillustrators/>

Smart passive income kindle group:

It must have been fascinating for you to write a kindle book, this group will provide you an opportunity to completely understand how to publish a kindle book from beginning till the end. Along with learning about Pat Flynn's own journey, you can get a chance to ask questions and share your own advice and experiences.

<https://www.facebook.com/groups/357112331027292/>

Create your Nomadtopia:

The best part of being a writer is that they are not bound to any location. If you are a little experienced in your field of writing, then this place is good for you. Here, you can find advice, ideas, and get support from the people who are already enjoying working on their own.

<https://www.facebook.com/groups/111447592337853/>

The Write Life Community:

This is a place for writers to share their experiences, struggles and achievements, ask each other questions, and support their fellow writers through their writing journey.

<https://www.facebook.com/groups/TheWriteLifeGroup/>

Careful Cents freelancers Club:

On joining this Facebook group, you also get the benefits of various job offerings and opportunities, guest posting performances and media opportunities. You are also allowed monthly Q&As along with Twitter chats.

<http://www.carefulcents.com/club/>

Blogging Boost:

Another great Facebook group is Blogging Boost, which is loaded with advice, resources, and support for bloggers. Self-promotion for this group is only allowed on Monday.

<https://www.facebook.com/groups/863867333670257/>

Rocking the Side Gig:

This group suits a person who has a passion for writing and wants to pursue it along with his day job. That's a common place that allows the writers to share their inspirations and resources, place queries, and get support for their writing experience.

<https://www.facebook.com/groups/rockinthesidegig/>

These successful people once failed as well.



Are you worried about failure?. Take a leaf out of these successful people book.

“There are people who make things happen, there are people who watch things happen, and there are people who wonder what happened. To be successful you need to be a person who makes things happens”. Jim Lovell

Success can be best achieved if one steps on all the rungs of opportunity. One’s own resolution to succeed in life is more important than any others. It depends on the preparation for future challenges and the learning’s from discouragements of the past. A person achieves success if he learns from his failures and get self-satisfied in knowing that he did his best he is capable of. But success always comes with a price and many successful people spent years for achieving their goals.

Following is the list of highly successful people who suffered resentment, rejection, as well as potential put-downs on their way to success.

Richard Branson:

The English business magnet, investor and a Philanthropist, Richard is the head of a multi-billion dollar empire today. Surprisingly, his success came with a heavy cost. He suffered from dyslexia and had a hard time in the learning institutions, nearly failed out school until the age of 13 and dropped out at the age of 16.

He started his magazine named as student and sold \$8000 worth of advertising in its first edition. He started a mail-ordered company called Virgin for funding his magazine efforts. This company expanded to the heights and now holds more than 200 companies in more than 30 countries. Now he is focusing all his efforts to for space tourism venture.

Richard Branson:

The English business magnet, investor and a Philanthropist, Richard is the head of a multi-billion dollar empire today. Surprisingly, his success came with a heavy cost. He suffered from dyslexia and had a hard time in the learning institutions, nearly failed out school until the age of 13 and dropped out at the age of 16.

He started his magazine named as student and sold \$8000 worth of advertising in its first edition. He started a mail-ordered company called Virgin for funding his magazine efforts. This company expanded to the heights and now holds more than 200 companies in more than 30 countries. Now he is focusing all his efforts to for space tourism venture.

Chad Hurley:

Co-founder and the former CEO of the video sharing website YouTuve.com, Chad Hurley received his bachelor’s degree in fine arts. In 2005, he founded YouTube which became one of the web’s fastest growing sites. He was ranked No. 28 on Business 2.0 magazine in the list of 50 people who matter”.

Elon Musk:

Elon Musk was the second entrepreneur in the Silicone Valley who built three companies Paypal, SpaceX, and Tesla Motors. He always kept a critical thinking which leads him to his overwhelming success. He himself said

“When I was in college, I wanted to be involved in things that would change the world”. Elon Musk

He had to go through many lows and failures before reaching the tallest mountains. But his brain and vision were the only assets that made him worth \$12 billion today.

Bill Gates:

The richest man in the world who topped Forbes Annual Rakings 16 time in the past 21 years, Bill gates started his journey with a complete failure. Before launching Microsoft, he failed a business called Traf-O-Data which motivated him and he created the largest software company in the world..

“It’s fine to celebrate success, but it is more important to heed the lessons of failure”. Bill Gates said

Mark Zukerberg:

The youngest billionaire on the planet who created a social networking platform as Facebook, Mark Zukerberg also failed on his journey to success. He created a messenger ZuckNet at the age of 12, at high school he wrote an artificially intelligent media player Synapse for Mp3 playlists and developed gaming and communication tools.

being **GURU**

being