



LOGIC LOOP

SOFTWARE SOLUTIONS

(SMC-PVT) LTD.

CEO's message

1st January 2024

As we enter the new year of 2024 I want to congratulate each individual from the team of LogicLoop Software Solutions (Pvt) Ltd for putting in time and expertise in their domains of work. Your contributions and commitments have significant value in strengthening the overall work and relationship base of the company.

I want to put forward this formal letter of appreciation and company vision to all of my team members from each department as a recap of what we were when the journey began, and where we stand tall now. I want to put forward a guiding light of expectations and lay down the vision for the milestones that we have to achieve as a team for this current year.

We came into existence as an entity in August 2023 with a small team of 3 individuals from the production department with 2 projects in the pipeline worth not even the month's expenditure and with an extremely thin line of a pendulum swinging as an everyday test in between falling apart and sustaining as a company. We were not a company backed up by any investment firm, Venture capitalists, Mutual Funds, Partnerships, or any professional Banking support. We were just a small team of 3-4 young individuals trying our best to keep the walls from falling apart or more likely, On us.

From everyday operations including client communications, work progress implementations, finance structure handling, Admin and technical support, Work culture maintenance, team formations, and policy implementations. To team disruptures, re-formations, client refunds, project cancellations, work shift schedulings, Asset misplacements, and various other professional and personal hindrances as a company, **We have seen it all.**

I remember just five months back in August, I was unsure about **LogicLoop's** future existence in the coming two months. Although I had enormous experience in building and maintaining bigger teams single-handedly of US and Canada-based brands like **(SoftApps)** for more than four years and having a decade of experience in the IT industry with clients across four continents **(North America, Australia, Asia, and Europe)**. Still, I was pretty unsure whether starting a new company from scratch would be favorable terms for us in the competitive corporate IT sector of Pakistan.



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Despite the hardships and constant socio-economic pressure, the management and the workforce worked hand in hand, over time, out of the box, and dedicated to making the company stand on its feet. We have been walking in a straight straightforward direction looking directly in the eye of the goal that we all shared as a team and with strong shoulders we bore each weight with gratitude and a smile.

I believe It's not just me as the management but, it's all of us as a team that made this happen. Each person who is or once was a part of the team has contributed and is worthy of appreciation.

Stepping into the new year of opportunities and new possibilities, I want to take a moment and put forward my reconciliation towards each department and each individual irrespective of experience, expertise, and skill. We as a team are undefeatable, and together we can achieve any benchmark and milestone of success. We as a company are moving forward day by day and each individual in the team needs to be on the same **pace** and on the same **page** to keep up with the upcoming challenges and step-ups that we are looking forward to embracing this year. After all, the secret of success lies not in hard work. It rather lies in the roots of teamwork.

Once again, I want to congratulate each individual for their valuable contributions to the company. We hold every person with the same amount of respect and value since that is what **Logic Loop Software Solutions Pvt Ltd.** is all about.

Yours Truly,

Arvin M.
Founder & CEO

