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KORMOSHIRI

Bridge the Gap, Seize the Opportunity,
Shape the Future

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THE PROBLEM IN BANGLADESH

"Experienced Fresher" Paradox

Companies demand experience, but students lack opportunities.

Disconnected Systems

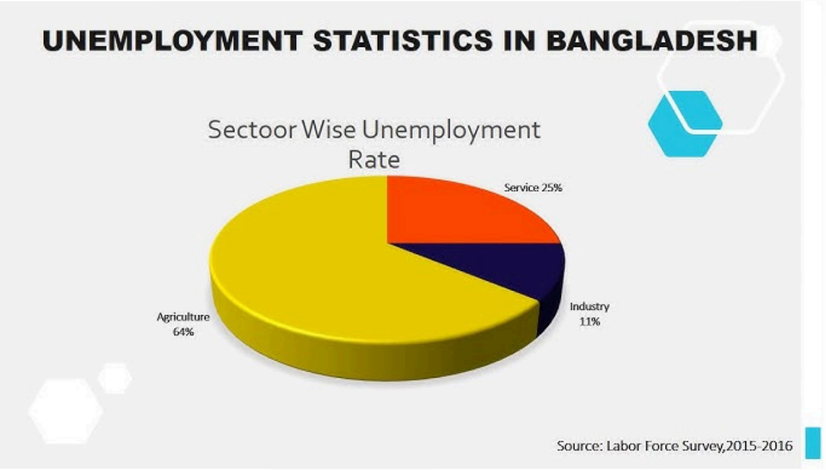
Government skill programs (SEIP, NSDA) not integrated with tech platforms.

Accessibility Issues

Rural youth face language and tech barriers.

Industry Disconnect

University projects rarely align with market needs.



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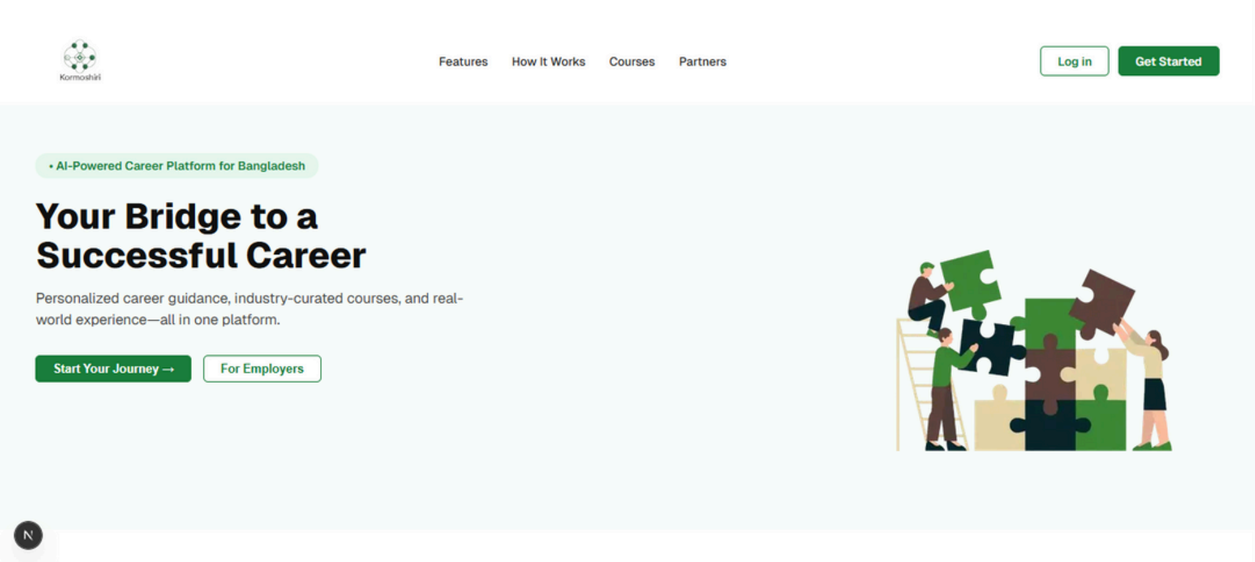
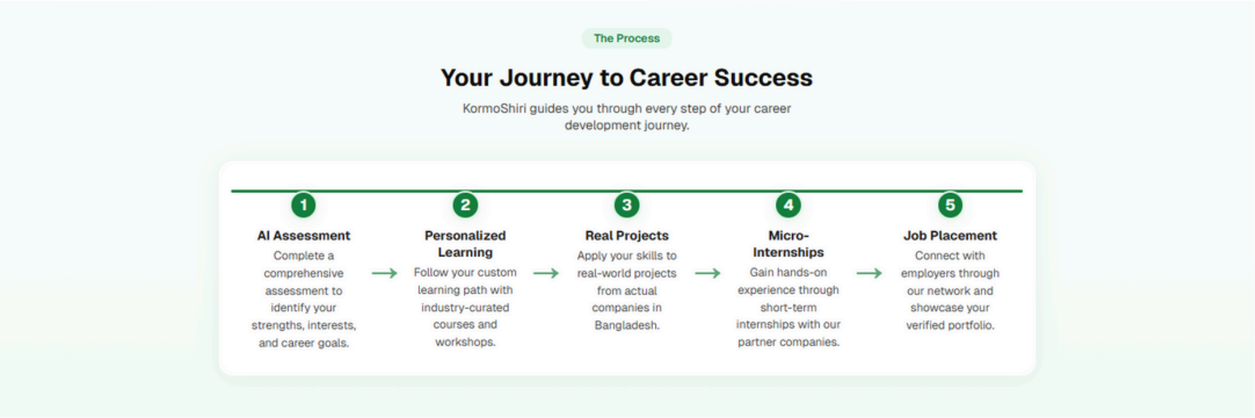
INTRODUCING KORMOSHIRI

- A tech-driven platform to empower Bangladeshi youth with skills, experience, and opportunities.
- Mission: Bridge the gap between education, skills, and employability.
- Target: Students, rural youth, and underserved communities.





SYSTEM DESIGN

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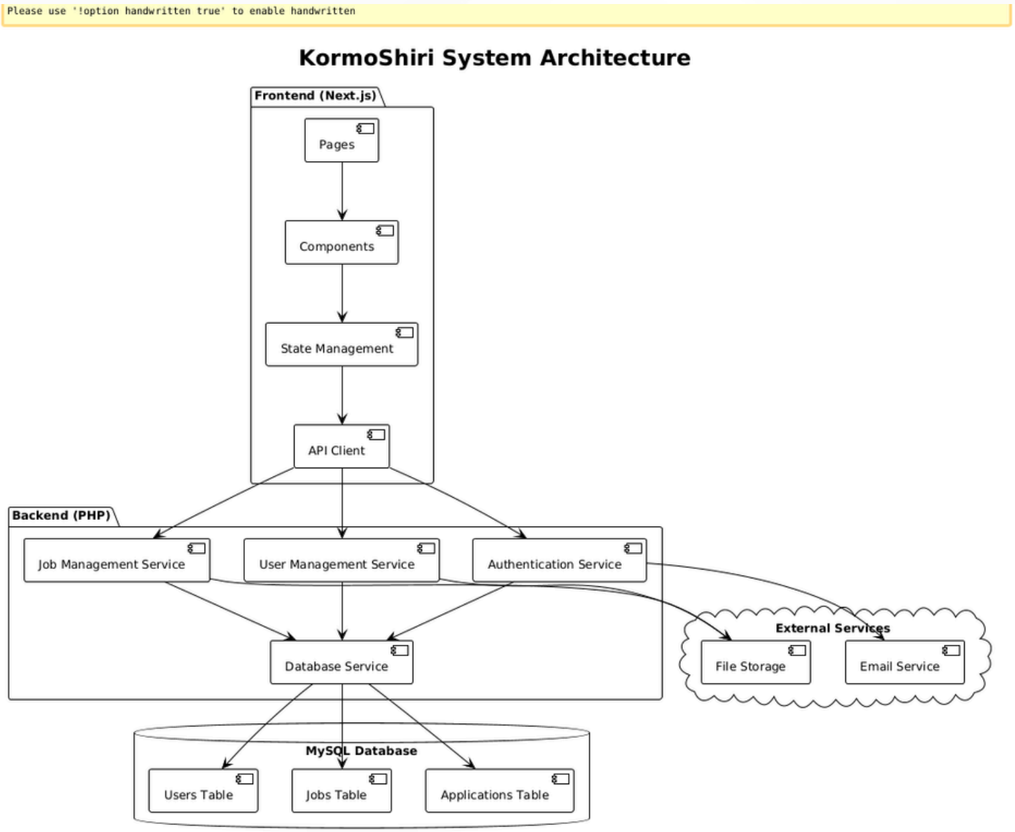
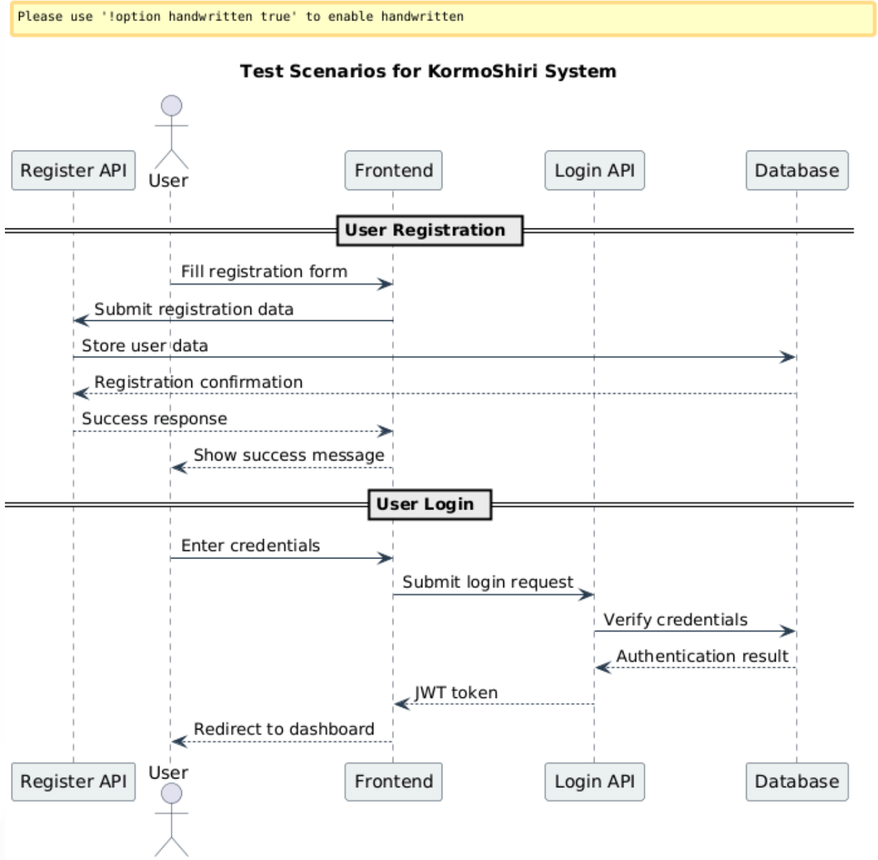
- Frontend: Next JS (Bangla/English, low-bandwidth mode).
- Backend: Node JS MySql for scalable user and job data management.
- AI/ML: Python-based model NLP and BNLP for localized career recommendations.
- Blockchain: Ethereum smart contracts for secure skill certificates.
- APIs: RESTful APIs for government (SEIP/NSDA) and payment (Nagad/bKash) integration.
- Scalability: Cloud-hosted (AWS/GCP) with CDN for rural low-bandwidth access.
- Impact: Robust, inclusive, and secure platform for millions of users.





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INNOVATION 1 - MICRO-INTERNSHIPS

- Problem: No avenues for pre-graduation experience.
- Solution: Structured micro-internships (1–4 weeks) with:
  - Startups, NGOs, MSMEs, local government.
  - Verified experience tokens for credibility.
- Impact: Real-world experience for freshers.

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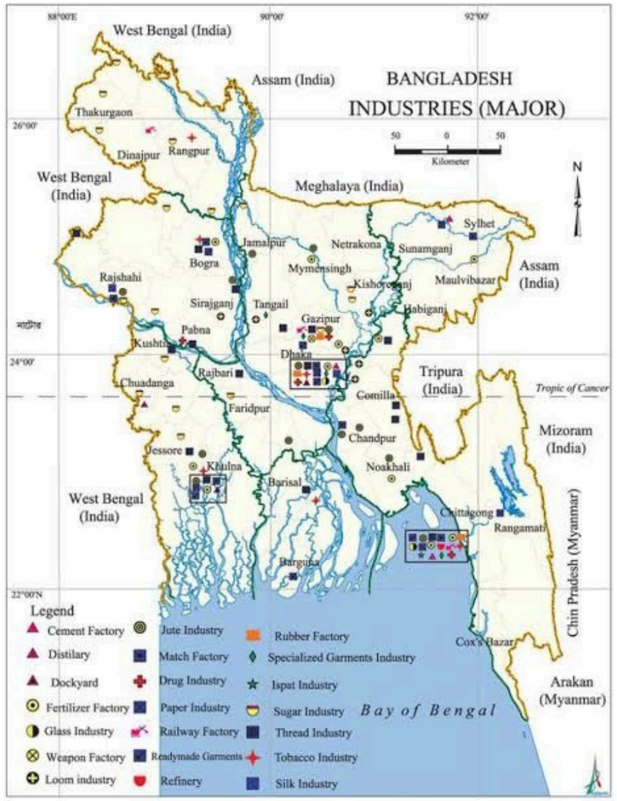
INNOVATION 2 - LOCALIZED AI CAREER ROADMAPS

- Problem: Global career paths don’t fit local job markets.
- Solution: AI/ML model trained on local data (bdjobs, Prothom Alo, Chakri.com).
- Examples: NGO tech officer, Upazila e-center manager, ecommerce admin.
- Impact: Relevant, achievable career guidance.



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INNOVATION 3 - GOVERNMENT INTEGRATION

- Problem: Government skills programs disconnected from tech platforms.
- Solution: API-based integration for SEIP, NSDA, NTVQF.
- Features: Digital validation of skills, career ladder progression.
- Impact: Seamless skill recognition and employability.

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INNOVATION 4 - RURAL & NON-ENGLISH INCLUSION

Problem:

- Low English proficiency, poor tech access in rural areas.

Solution:

- Dual-language (Bangla & English) interface.
- Low-bandwidth mobile-optimized mode.
- Bangla GPT for resume/interview feedback.
- Local dialect support (Chittagong, Sylhet).
- Impact: Inclusive access for all.

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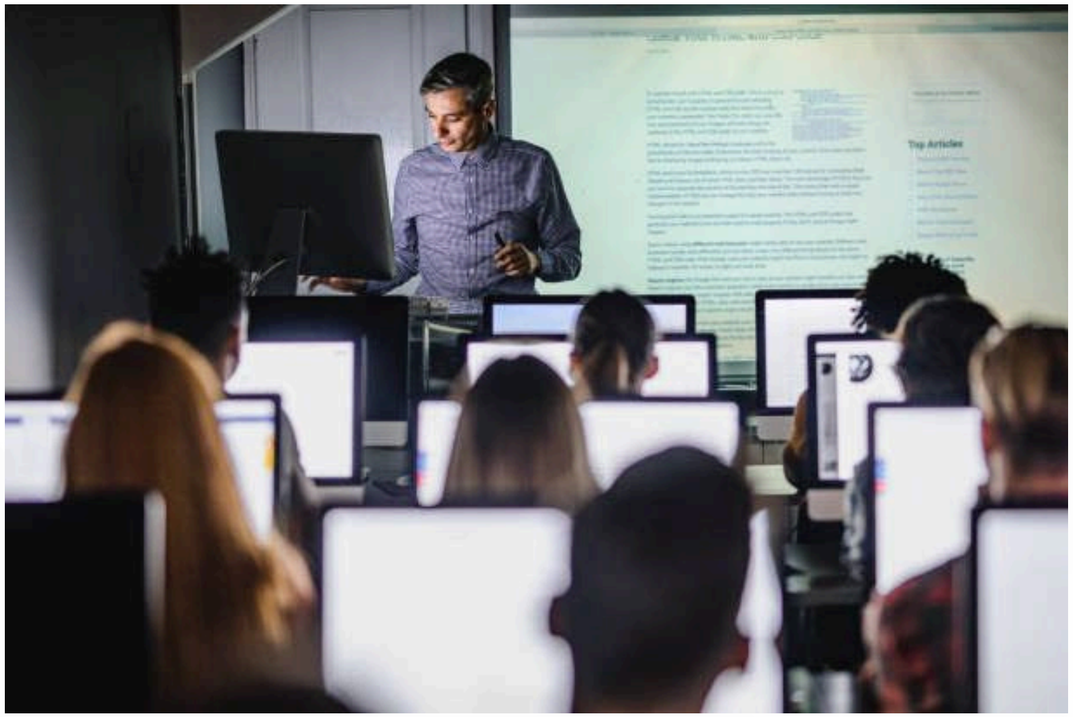
INNOVATION 5 - UNIVERSITY-STARTUP INCUBATOR

- Problem: University projects lack industry relevance.
- Solution: Bridge between CS/Engineering departments and startups/NGOs.
  - Startups submit project ideas.
  - Students build MVPs with mentor guidance.
  - Top solutions get grants/internships.
- Impact: Real innovation, job-ready skills.



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INNOVATION 6 - BLOCKCHAIN SKILL PASSPORT

- Problem: Difficulty proving skills during job applications.
- Solution: Blockchain-backed micro-certificates for:
- Internships, projects, soft skills.
- Decentralized, fraud-proof skill passport.
- Impact: Trusted, verifiable credentials.

INNOVATION 7 - EARN & LEARN MODEL

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Problem:

- Financial pressure halts skill-building.

Solution:

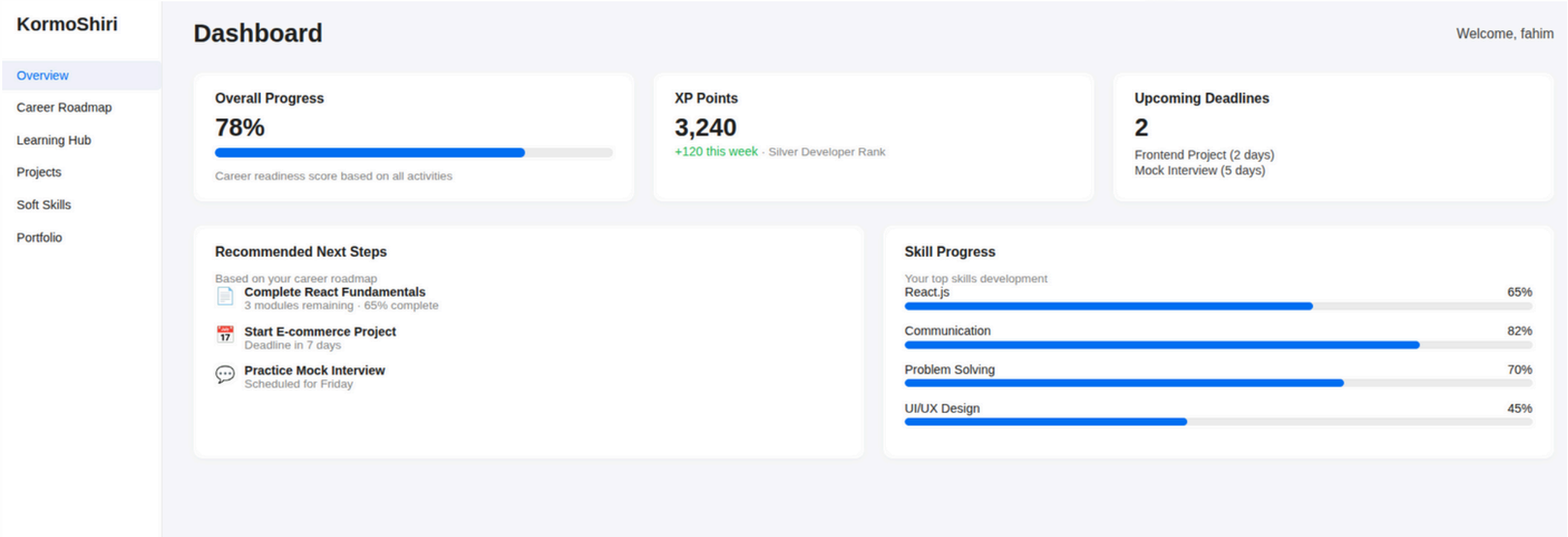
- KormoX freelance micro-tasks (captioning, logo design, bug fixes).

Rewards: Credits to:

- Unlock courses.
- Pay for certifications.
- Cash out via Nagad, bKash.

Impact:

- Sustainable skill development.



WHY KORMOSHIRI IS UNIQUE

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Micro-internships:
- Not offered by any EdTech/JobTech platform

Localized AI roadmaps;
- Uses local job data for relevant paths

Gov integration:
- Bridges public-private skill validation

Rural inclusion:
- Accessible to underserved youth

Blockchain passport:
- Fraud-proof credentials

Startup incubator:
- Ties academia to industry

Earn & learn:
- Financially sustainable learning

Innovation	Solution	Impact
Micro-Internships	1–4 wk stints + digital experience tokens	Real-world exposure for freshers
AI Career Roadmaps	Local-data ML model → tailored roles	Relevant, achievable pathways
Gov't Integration	APIs with SEIP/NSDA/NTVQF → digital badges	Seamless skill validation
Rural & Non-English	Bangla/English UI + low-bandwidth mode + GPT	Inclusive access
Uni-Startup Incubator	Startup-pitch → student MVPs → grants/internships	Direct academia-industry link
Blockchain Passport	Tamper-proof micro-certificates	Trusted credentials
Earn & Learn	Freelance micro-tasks → credits/cash via bKash	Financially sustainable learning

KORMOSHIRI'S SUSTAINABLE BUSINESS MODEL

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- Primary Revenue Streams:
- Subscriptions:
  - Students: Premium (৳299-৳499/month) & Pro (৳799-৳999/month) for advanced assessments, counseling, certifications.
  - Employers: Business (৳5,000-৳10,000/month) & Enterprise (৳20,000-৳30,000/month) for talent search, analytics.
- Placement Fees: 5-10% of first-month salary per hire, with discounts for bulk/educational partnerships.

Secondary Revenue Streams:

- Educational Partnerships: Campus licenses (৳50,000-৳200,000/year) for universities.
- Corporate Training: ৳5,000-৳15,000/participant for workshops, certifications.
- Value-Added Services: Career services (৳1,000-৳5,000), skill programs (৳2,000-৳10,000).

TUTOR-DRIVEN BUSINESS MODEL

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Revenue Streams:

- Commissions
- Basic Tutor: 70% session, 60% group, 50% corporate fees.
- Professional: 80% session, 70% group, 60% corporate fees.
- Expert: 85% session, 75% group, 65% corporate fees.
- Course Creation: 50-70% of course sales, subscriptions, corporate packages.
- Resource Sales: 60-80% of resources, templates, premium content.
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- Business Model:
  - Tutors deliver skill development via sessions, courses, and resources.
  - Platform retains 15-50% of tutor earnings for operations.
- Value Proposition:
  - For Tutors: High commissions, flexible earning opportunities.
  - For Students: Accessible, industry-aligned learning.

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IMPACT & VISION

Impact:

- Empowered youth with skills and experience.
- Inclusive opportunities for rural and underserved communities.
- Stronger industry-academia-government synergy.

Vision:

- A skilled, employable Bangladesh ready for the global economy.

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THANK YOU
FOR YOUR ATTENTION