

# EBS 2.0: Revolutionizing User Experience with Location-Based Services

*Next-Gen Idea Contest Submission*

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# Executive Summary

-Introduction to EBS 2.0

-Core Features

-Business Model

-Target Audience

-Financial Potential



## Introduction

- -EBS 2.0 is an innovative platform designed to revolutionize user experiences by integrating real-time, location-based services for the general public and office management.
- -It aims to address the growing demand for personalized, efficient services in healthcare, transportation, office management, and more.

## Core Features



- Healthcare & Emergency Services
- Transportation & Delivery
- Office Management Tools
- Social Communication & Learning

## Target Audience

- General Public: Individuals seeking easy access to healthcare, transportation, and social services.
- Business Enterprises: Companies requiring office management solutions to improve internal operations and employee productivity.

## Revenue Streams

- Subscription-based model
- Commission-based revenue from services like ride-sharing and food delivery
- Freemium model offering basic services with upgrade options
- Advertising and partnerships with local businesses and service providers

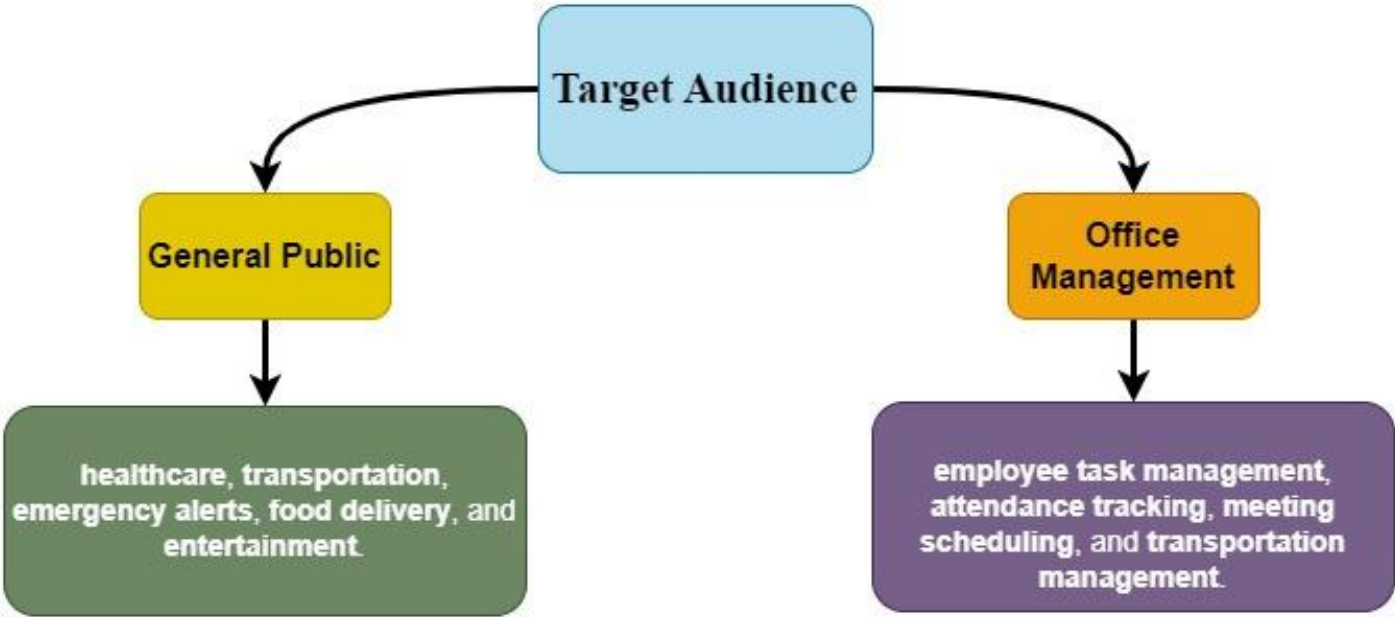
## Financial Potential



- Projected to generate significant revenue within 18-24 months, driven by premium subscriptions, partnerships, and advertising.
- Key metrics such as Customer Acquisition Cost (CAC) and Customer Lifetime Value (CLTV) ensure sustainable growth.

# Platform Overview

EBS 2.0 is an integrated platform providing real-time, location-based services for personal and business needs.



Platform Overview

**-Healthcare & Emergency Services:**

Real-time ambulance tracking and emergency alerts based on location.  
Proximity-based healthcare professional recommendations.

**-Transportation & Delivery:**

Integration with ride-sharing (e.g., Uber, Pathao) and office transport services.  
Courier management with real-time GPS tracking.

**-Food & Grocery Services:**

Grocery shopping and delivery, including organic and fresh food services.

**-Social & Communication:**

Social media integration, messaging, community building, and group management.

**-Cloud Storage & Media:**

Secure cloud storage with multi-device synchronization and collaborative tools.

**-Entertainment & Leisure:**

In-app gaming options, daily/weekly challenges, and entertainment services.

**-Learning & Development:**

Access to online learning platforms for skill development with a wide range of courses.

1

General Public  
Services

2

Office  
Management  
Services

**-Employee & Task Management:**

Employee directory, task creation, assignment, and tracking functionalities for internal operations.

**-Attendance & Leave Management:**

GPS-enabled attendance tracking with automatic clock-in/out.

**-Communication & Announcement:**

Internal communication channels and company-wide announcements for easy collaboration.

**-Calendar & Scheduling:**

Unified calendar for meetings, deadlines, and reminders for better time management.

**-Meeting & Collaboration:**

Virtual meeting scheduling, agenda creation, and real-time collaboration.

**-Surveys & Feedback:**

Tools for collecting employee and customer feedback through custom surveys and polls.

**-Employee Benefits & Performance:**

Tools to track performance, leave balances, and other employee benefits.

**-Office Transport Management:**

Real-time GPS tracking and geo-fencing for office vehicles.

# Business Model & Revenue Streams



- **Subscription Model:**

Premium and free services tailored for different user needs.

- **Commission-Based:**

Revenue from ride-sharing, food delivery, and courier services through platform transactions.

- **Freemium Model:**

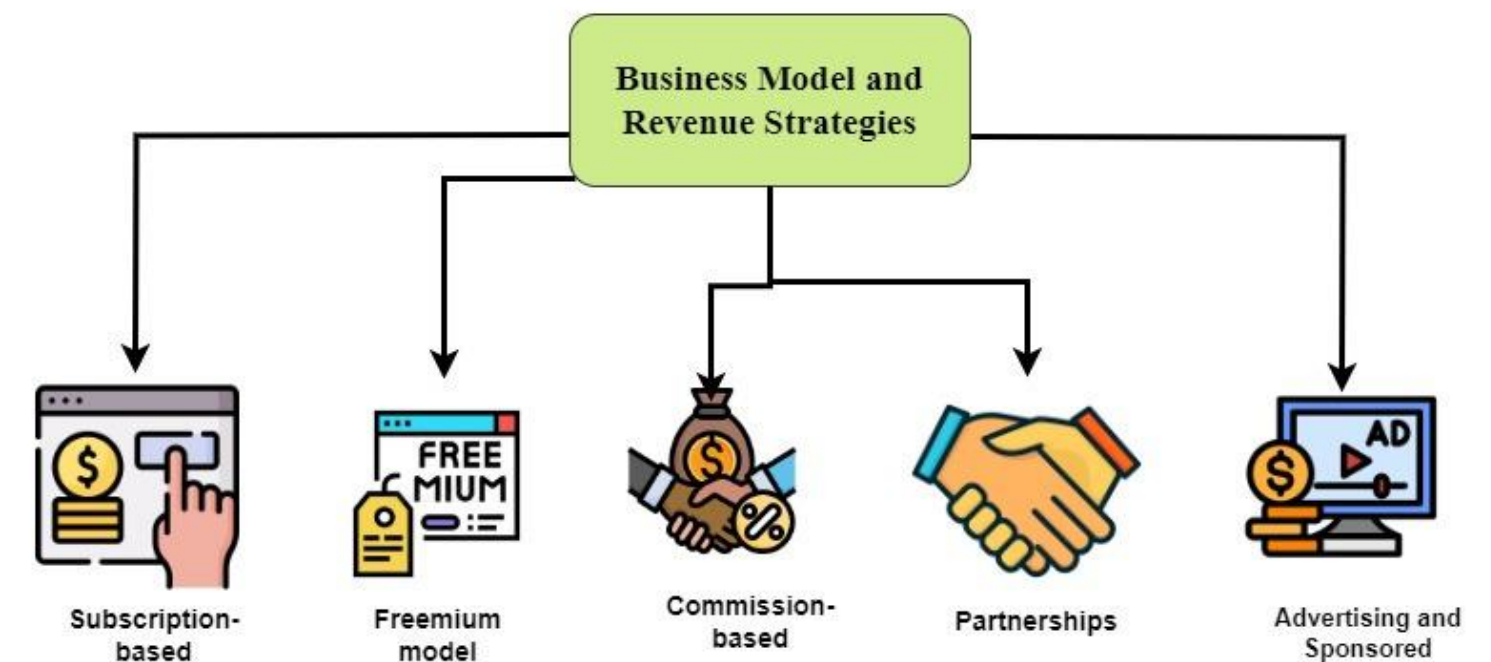
Free access to basic features with the option to upgrade for premium services.

- **Advertising:**

Localized advertising opportunities for businesses targeting specific geographic areas.

- **Partnerships:**

Strategic collaborations with service providers (e.g., healthcare, ride-sharing, food delivery).





# Market and Target Audience

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## ★ Market Demand ★

**1 General Public:** Increasing need for healthcare, transportation, and entertainment services, especially with the rise in urbanization.

**2 Business Enterprises:** High demand for office management tools as businesses increasingly adopt remote work models and need efficient employee management solutions.

### • Office Management Personas:

*Emma, the Small Business Owner:*

- Age: 38, Occupation: Owner of a boutique marketing agency
- Needs: Tools to manage remote employees, track tasks, and communicate effectively.
- Pain Points: Struggles with managing remote employees and communication.

### • General Public Personas:

*Sarah, the Busy Professional:*

- Age: 32, Occupation: Marketing Manager
- Needs: Quick access to healthcare, efficient transportation, social communication, and entertainment.
- Pain Points: Difficulty finding timely healthcare and coordinating transportation during peak hours.

*John, the Family Caregiver:*

- Age: 45, Occupation: School Teacher
- Needs: Immediate access to ambulance services and fresh, local food delivery.
- Pain Points: Lack of efficient healthcare options in emergencies and difficulty finding fresh food vendors.

*Mike, the HR Manager:*

- Age: 40, Occupation: HR Manager at a mid-sized tech company
- Needs: Centralized system for employee data, performance tracking, and scheduling virtual meetings.
- Pain Points: Difficulty managing employee data and scheduling global team meetings.



# Financial Projections & Profitability

Revenue Projections, Costs, and the Profitability Timeline

1

Revenue Stream	Year 1 (BDT)	Year 2 (BDT)	Year 3 (BDT)
Individual Subscriptions	2500000	12000000	49950000
Commission-Based Revenue	2000000	25000000	75000000
Freemium Model Conversion	2500000	11988000	29970000
Advertising Revenue	1000000	5000000	15000000
Partnerships & Strategic Integrations	500000	3000000	7000000

3

Year	Revenue (BDT)	Costs (BDT)	Net Profit (BDT)
Year 1	6,000,000	18,000,000	12,000,000
Year 2	45,000,000	25,000,000	20,000,000
Year 3	120,000,000	60,000,000	60,000,000

2

Cost Category	Year 1 (BDT)	Year 2 (BDT)	Year 3 (BDT)
Platform Development	8000000	2000000	2000000
Marketing & User Acquisition	3000000	5000000	7000000
Hybrid Infrastructure	5000000	8000000	10000000
Customer Support	2000000	4000000	5000000

# SWOT Analysis

## Strengths

- Comprehensive Service Offering
- Scalable Architecture
- Freemium Model

## Weaknesses

- Dependence on Third-Party Services
- High Initial Investment:

## Opportunities

- Market Expansion
- Local Business Partnerships

## Threats

- Intense Competition
- Privacy Risks



# Decision Matrix

Evaluating Business Opportunities:

General Public Services

- Reason: The largest target market with high demand for location-based services (healthcare, transportation, social, and entertainment).

Score: 27/30

Office Management Solutions

- Reason: Strong potential in the business sector, especially for small to medium businesses, but a smaller audience compared to General Public.

Score: 25/30

Partnerships with Local Businesses

- Reason: Potential for revenue generation through collaborations, but requires careful partner management and integration.

Score: 25/30

Conclusion

- Focus on General Public Services: This segment offers the highest return potential and should be prioritized for immediate implementation.

Expansion into Office Management: Once the platform is established, expand into business solutions to capture the enterprise market.

Partnerships: Explore and form strategic collaborations with local businesses as a complementary revenue stream.

# User Acquisition & Growth Strategy

## Digital Marketing

- SEO (Search Engine Optimization): Enhance visibility on search engines to attract organic traffic.
- Content Marketing: Publish valuable, engaging content (e.g., blogs, videos) to build brand awareness and trust.
- Social Media: Utilize platforms like Facebook, Instagram, LinkedIn, and Twitter to engage with users and promote services.

## Referral Program

- Encourage existing users to refer friends and colleagues to the platform in exchange for rewards (e.g., free premium subscriptions, discounts).
- Leverage word-of-mouth marketing to drive organic user growth.

## Corporate Partnerships

- Targeting Businesses: Focus on small and medium businesses for bulk subscriptions, offering tailored office management solutions.
- Incentivize Partnerships: Offer businesses benefits like discounted rates and premium features to encourage adoption.

# Risk Mitigation & Contingency Plans

## Market Risks

**Risk:**

Market competition, failure to attract and retain customers.

**Mitigation:**

- Focus on differentiation through unique features and excellent user experience.
- Develop strong customer loyalty strategies, including rewards, personalized services, and regular engagement.

## Technology Risks

**Risk:**

Platform downtime, system vulnerabilities, and third-party service disruptions.

**Mitigation:**

- Regular monitoring and system updates to prevent issues.
- Maintain backup services with third-party providers to ensure seamless operation.

## Privacy Risks

**Risk:**

Data breaches, non-compliance with data privacy regulations.

**Mitigation:**

- Implement data encryption for all sensitive user information.
- Ensure compliance with GDPR and local data protection laws to protect user privacy.

# Technical Architecture & Infrastructure

## Hybrid Cloud Architecture:

### Key Features:

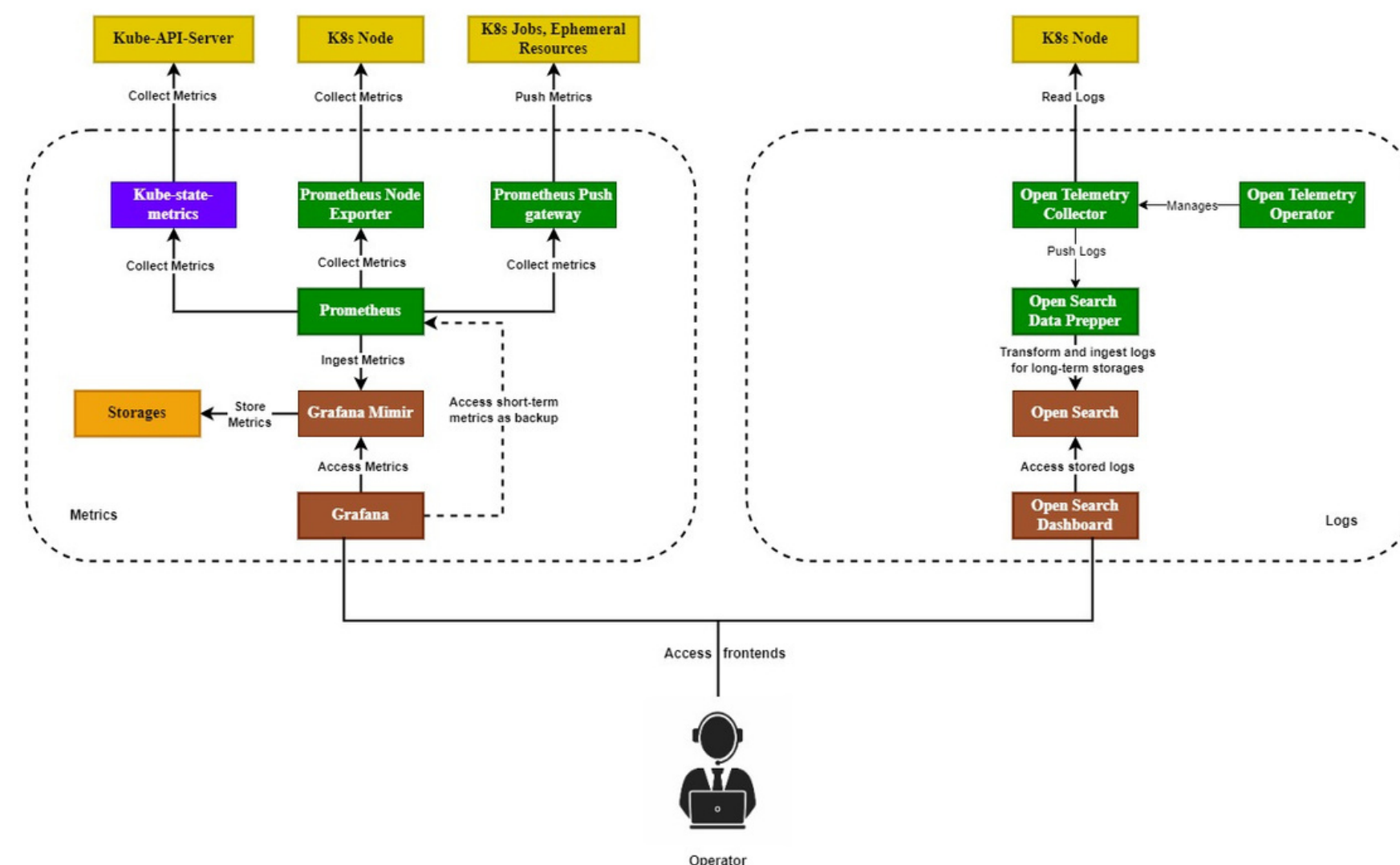
- Ensures zero downtime by distributing resources across multiple cloud providers.
- Scalability to handle growing user base and traffic spikes.
- Cost optimization by leveraging cloud services with pay-as-you-go models.

### Backend Technologies:

- Node.js: Efficient server-side processing, ensuring fast data handling.
- Kubernetes: Container orchestration for seamless deployment and scaling of microservices.
- Microservices: Modular architecture for better maintainability, scalability, and faster updates.

### Frontend Technologies:

- React: Dynamic, fast, and interactive user interfaces.
- Next.js: Server-side rendering for SEO optimization and faster loading times.
- Tailwind CSS: Utility-first CSS framework for a clean, customizable, and responsive UI design.



# Financial & Cost Breakdown

2

## Operational Costs

- Cloud Infrastructure: Cost of servers, storage, and data management for hosting the platform.
- Marketing: Budget allocated to digital marketing campaigns (SEO, content marketing, social media, etc.) to attract users.
- Customer Support: Resources dedicated to customer service, including staffing and support tools.

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## Profitability Timeline

- Year 1: Focus on platform development and user acquisition, leading to initial losses.
- Year 2: Increased revenue from expanded services and partnerships, with steady growth in profits.
- Year 3: Achieving significant profitability from diversified revenue streams and a mature user base.

1

## Development Costs

- Initial Setup: Investment in platform development, design, and initial infrastructure.
- Ongoing Maintenance: Regular updates, bug fixes, and improvements to ensure optimal performance and user experience.





# Conclusion and Call to Action



- EBS 2.0 offers a comprehensive, scalable solution catering to both personal and business needs, with multiple revenue streams and strong market demand.
- The platform integrates location-based services, making it an ideal solution for healthcare, transportation, office management, and more.

## Investment Opportunity ?

- EBS 2.0 is a promising platform with long-term growth potential, poised to become a leader in the location-based service industry.
- With a well-structured business model, significant market demand, and clear financial projections, this platform presents an attractive opportunity for investors.

## Call to Action ?

- Join Us in making this innovative platform a success.
- Investors and partners are invited to contribute to the future of EBS 2.0 and capitalize on its growth potential.

# Thank you!

