



MD.Mahmudul Hassan  
ID: 113-115-001, Batch-25th  
Department of Computer Science and Engineering  
Metropolitan University, Sylhet  
Bangladesh

Dear Mahmudul

**Pitch Title: Crime Alert**

Many thanks for your submission of 7<sup>th</sup> January 2015.

We have now had the opportunity to undertake an initial review of your pitch and our feedback is given in two components:

1. Summary feedback where we provide you our overall opinion on your pitch; and
2. Further information and/or clarification request on key areas.

At the end of this letter, we have provided you with relevant contact details so that you can contact us regarding any aspects of the initial review feedback and/or any other matters associated with your pitch.

**1. Summary Feedback**

We are encouraged by your initiative and happy to work with you to progress your pitch. The Crime Alert is a good idea, which potentially could benefit general public and the local crime prevention agencies to tackle crime in Bangladesh. However, your pitch is quite high level at this stage and therefore it is difficult to assess it further without getting further information in some key areas.

**2. Key Areas**

**Scope:** It is essential for any project to have clear scope, which allows you to focus on key deliverables. Your pitch currently has many deliverables and therefore we suggest you identify them and prioritise the key deliverable so that you have a scope, which is more realistic and achievable.

**Current Status, Resource and Planning:** While we understand the objective of the pitch, we need to understand the progress made to date. It will be useful if you could provide us with more granular details of your project work to date, resources (human and other) used/to be used and a copy of your project plan.

**Stakeholder Engagement:** One key aspect of any product design is to understand the requirements of stakeholders, which in this case are the general public and the local crime prevention agencies. It is not clear from your pitch as to your engagement to date with any stakeholders to make the product relevant for their needs. It would be useful for us to have the information about your engagement to date or what plans are in place to get stakeholder view.

**Product Design:** It would be useful if you could provide us with further information about how the product will work in practice, i.e. some of the key aspects:

- Software/hardware requirements
- Operating platform
- Data hosting capabilities
- Sensitive data management and protection abilities
- Document/file upload capabilities
- Back-up capabilities

**Commercial Opportunities:** While we appreciate your objective to help reduce crime in Bangladesh, we have to consider the commercial opportunities available in this pitch i.e. i.e. whether it is commercially viable and sustainable for our investors. Currently, the proposal does not consider this element and we recommend that you consider this carefully and give us your opinion regarding this matter. We would also suggest you consider other potential stakeholders that may find this product/pitch is of use i.e. local businesses and private security services. In addition, please consider if any advertising revenue can be generated via the product.

**Financial Projections:** It is vitally important to understand the cost and income associated with all element of the pitch i.e. design to implementation, to launch and finally, revenue generation. It will be useful if you could provide us with a 3-year financial forecasts (Profit & Loss account, Balance sheet and cash flow statement) that will assist you and us in understanding the potential of the product better.

Please note, this is not an exhaustive list and there are many other items/issues that you may need to consider as we progress with the project. In our experience, good planning and support of a dedicated team can make this journey a lot more stress-free and potentially achievable.

Finally, we have asked a member of our team (Ony - 01711370886) to help and mentor you throughout our mutual association in relation to this pitch. Ony will also work with you to schedule a conference call with us so we can discuss these feedback with you after you had a chance to review them and provide any clarification.

It would be great if you could provide us with a response (addressing items mentioned above) within a month so that we can review and take the pitch further. The response should be sent to [info@prothomventures.com](mailto:info@prothomventures.com).

Best of luck and we are here to help! We are excited by your initiative and look forward to a successful venture together.

Yours Sincerely

Shahed Islam (Partner)  
Prothom Ventures Team