



Startup Bangladesh

D-Learning Enhancement Project

1. Introduction:

Company Name	:	Sustainable Research and Consultancy Ltd. (SRCL)	
Project Name	:	D- Learning Hub Project (Socheton Academic Care)	
Company Logo	:	 Sustainable Research and Consultancy (SRC) Ltd.	
Tag Line	:	Real Education Online	

2. Company Information:

Establishment Area	:	Dhaka North City Corporation
Location of Operations	:	8 Divisions of Bangladesh
Incorporation Certificate No	:	127679-2015 (Annex-1)
Trade License No	:	05-28140 (BNCC) (Annex-1)
TIN Certificate No	:	839930663812 (Annex-1)
Mission of the Startup	:	The mission is to establish Socheton as the number one online platform in the country that will be affordable and sustainable.
Objectives of the Startup	:	The objective is to meeting the country's academic, vocational and technical demand for distance learning activities as well as adapting to national and international markets.

3. Objectives:

- To provide new online based education system with a unique and SMART classroom set up
- To provide Online based technical training is essential for teachers, IT personnel, company employee and other worker
- To adapt with national and international competitions
- Start Work-Training-Work (WTW) practices for industry level and technical level
- Different Pandemic situation like COVID-19, Flood, Storm Surge, Dengue and like others situation all institutes go down off and then E-Learning is the only way.
- Introducing time flexibility is present here and people can join class any time anywhere.
- World is going for E-learning platform for every level of education and we need to join this mob as soon as possible for entering the international market

4. Description of Product or Service:



5. Our Prime Services:

- ✚ Online Based Live classroom preparation
- ✚ IT Support for class operations and maintenance
- ✚ Online based Live Exam System (MCQ & Written) Development
- ✚ Online homework submission and checking
- ✚ Teachers Training for SMART Class use and operations
- ✚ Feasibility study for different education-based program.
- ✚ Educational game preparation for joy full education program

- ✚ Social media live program (You tube channel, Facebook live for classes, Likee, Tiktok video for student education) management
- ✚ Communication with different international institute for educational development
- ✚ Teacher training (online and offline)

6. Problem Statement:

What is the problem we are trying to solve?

Sl. No.	Items	General Services Problems
01	Free Class time	Only 45 min. and need to reconnect
03	Entry	Need to submit user name and password
04	MB Cost	500 MB-700 MB for each class
05	Remote Areas	Only Available for 4G network
06	Class Sound	Sometimes missing and not clear from teacher
07	Live Exam System	No exam system, sometimes Hassel full exam and submission
08	Home Work	Non-Interactive Home Work System
09	Student Payment	No payment gateway and restriction
10	IT Support	No IT support from company
11	Training for Teachers	No training Opportunities from company
12	Online Purchase	Sometimes tough to purchase for general teachers
13	Class interaction	No Gamification and other interaction

7. Solution Statement:

To establish an affordable and sustainable online platform to meet the demand for conducting training, educational and day-to-day administrative activities smoothly in case of epidemics and emergencies as well as general times. E-platform is the present demand for future development. We, the SRCL, will provide two types of solutions in response to the problems. One is general and other is innovative. These are described below:

General Solutions:

Sl. No.	Items	General Services Problems	Socheton Solution Services
01	Free Class time	Only 45 min. and need to reconnect	Free up to 120 Min
03	Entry	Need to submit user name and password	Direct entry for live class
04	MB Cost	500 MB-700 MB for each class	Only 180 MB- 220MB Cost for each class
05	Remote Areas	Only Available for 4G network	Available for 2G, 3G and 4G network
06	Class Sound	Sometimes missing and not clear from teacher	Very clear sound like as real

07	Live Exam System	No exam system	Smooth online based Live Exam system
08	Home Work	No Home Work System	Smart Online based home work system is available
09	Student Payment	No payment gateway and restriction	Highly secured for student payment and entry for live classes
10	IT Support	No IT support from company	Full IT support from us
11	Training for Teachers	No training Opportunities from company	Full training support from company
12	Online Purchase	Sometimes tough to purchase for general teachers	Free from purchasing

Innovative Ideas:

User-friendly Mobile App for Online Education

Learning is a continuous process and the focus has now completely shifted to eLearning. In these changing times, students are more driven towards using a smartphone for every purpose. The world is at the fingertips and a student can get access to any information from anywhere. This reduces the chance of visiting a library and searching for the data. A mobile phone hence can be used for a number of such purposes. Due to the mobile phones and the various feature-oriented applications, students can learn at their pace and take their time at understanding things, as everything is just a click away.

Our education research team is coming up with new techniques to impart knowledge every day. This includes exposing students to the kind of activities that engage them in learning through innovative ways. The need of the hour is to make students focus on their subject-oriented studies. Here are some advantages of using our mobile apps in education:

- New Learning Methods
- Enhanced Parent Teacher Communication
- Availability of Study Materials Online
- Online Payments for Various Purposes
- Keep A Track of The Attendance of Students
- Decreased Communication Gap Between Students and The Institution

Video Feedback as Home Work (VHW)

This is our primary focus because we consider it as the most important tool to understand students view and to improve communication between the students and the teachers. This section will allow students to give peer feedback through videos. The teachers could also record personalized feedback on students work/opinion as a video. Therefore, this could help students speak an opinion instead of keeping it writing focused.

SMART Exam System and Surveys

This is another focal point of our system. Students can appear in exams by a single click through the built-in exam system which will be easier and hassle-free. After submitting the examination form, a pop-up window with a survey form will be displayed to the students to share their thoughts, ideas, doubts, areas of improvement and so on. Students can also create forms or polls related to their academic activities to collect opinions of a group of students. So, this could be one of the easiest ways to introduce technology in the classroom.

Keep Class Schedules Online (SMART Scheduling)

A class calendar will be created and shared through Google Calendar. This will keep the students informed about the class, duration, and important events by an automated notification. This will be helpful to stay organized, in turn, make students come prepared for each class.

Channel Videos for Teaching (Relevant Different Channels from Online)

Watching videos helps in remembering key concepts longer than reading. Thus, a teacher can watch their previously made videos to find the mistakes and the issues, those can be minimized to improve the quality of teaching. Additionally, a teacher can share them with the class via Google Drive, Google Classroom or YouTube right away.

Adding videos to the classroom resonates with visual learners, allowing them to learn at their own pace. Besides, a teacher could establish a deeper connection with the students and comprehend clarity through videos.

Master Video Tutorials for eLearning

Till date, several studies have been conducted which prove that majority of the students will learn better and faster with visual aids as it holds more appeal than plain text to the curious and intuitive minds. Learners respond to visual information faster as compared to text only materials. Visuals not only help improve learning tremendously on multiple levels, but also store information longer and make communication quicker simpler.

Photo Hit Social Media:

Social media is not only for grown-ups, it is for the students too. Practically, students spend more time in social media than adults do and love photography. So, bringing social media into the curriculum is among the most innovative ways to use technology in the classroom. Teachers and students from different institutions can connect to each other to share curriculum and classroom resources through photo sharing app platform.

Therefore, we will provide a readymade social media platform like Facebook, WhatsApp, or YouTube to bring our all clients under one umbrella. This will help to encourage the students of different institutions to tweet their inquiries, academic doubts, homework, presentations etc. by an exclusive hashtag. Any student or teacher from any institution can answer the question asked. This could be beneficial for those who may not be comfortable asking questions in front of a large crowd.

Edu-Gamification

Education based game is now realistic in practical world. According to the researchers, it is said that learning by playing is the best way to understand a complex concept. This applies true to all the students. When a complex concept is taught in the form of games, it sets the foundation



right. For example, there will be an option for the students to submit their assignments or reports by typing and whoever does this will get extra 3 marks as a motivation for their effort. Thus, they will learn to type faster which will be beneficial for them in the future.

Besides, they will be provided different types of subject oriented games as per their class status to get extra marks those will be added to the student's profile to pass the final exam.

8. Market Size:

➤ Description:

- **The Target Market:** School, College, University, Madrasah, Polytechnic, Technical Education, Youth development Centers, Govt. Office Training Centers, NGO Training Centers, Corporate Offices and others.
- **The Total Market Size:** Around 50,000 + Institutes in Bangladesh.
- **The Market Share the Company will Target:** 15%-20% of Total Market.

9. Competitive Advantage:

→ Direct and Indirect Competitors:

- Different coaching centers and you tube channels
- Different IT firm working on these issues
- Donor based project working people
- Local computer shops for school and college advantages

→ Our Competitive Advantage:

- First corporate start for SMART classroom setup program
- Professional IT and support management team
- Modern and updated technology used
- Fully online based complete solution packages
- Use ability of free media for all level users
- Free access and paid access for institutes
- Digital Economy Payment gateway for teachers, institutes and other (Bank, bKash, Nagadh)
- Teachers training program online and offline
- 24/7, IT support team for any operational management

10. Funding Request:

Description of our funding request is:

Amount Requested	:	BDT 1,000,000
Industry Focus	:	Education and Classroom
Venture Stage	:	BDT 500,000
Timeline to Achieve Profitability	:	July to August 2021
Monthly Burn Rate	:	On Demand Basis

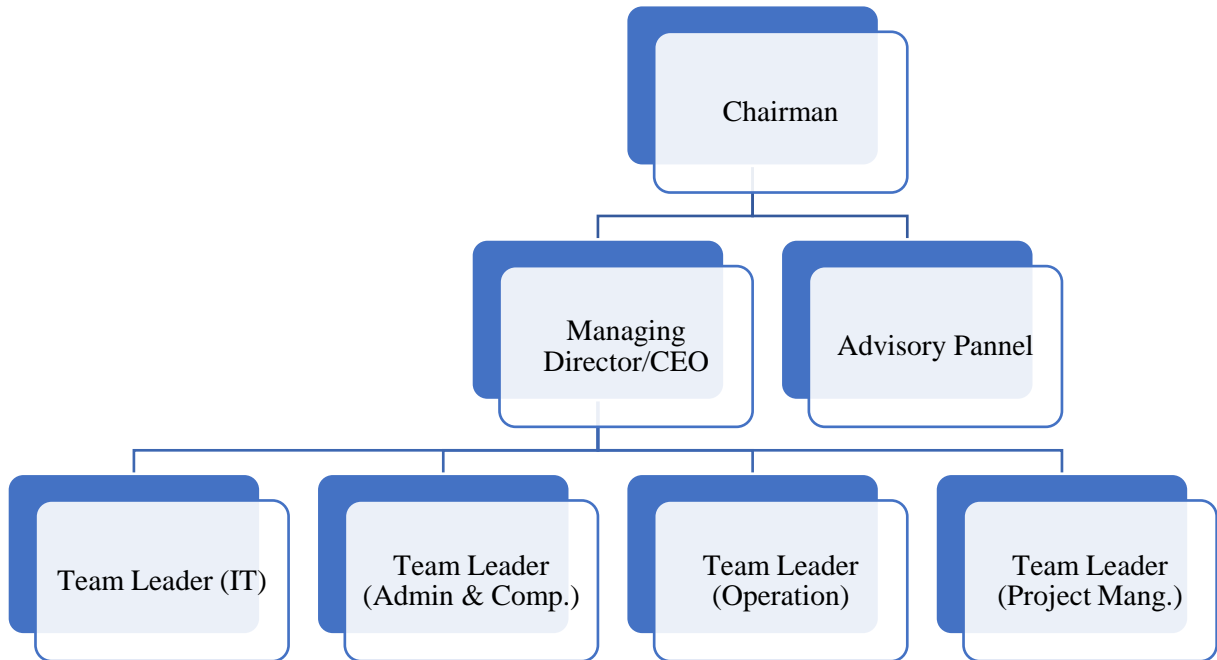
11. Management Team:

Team Members at a Glance:

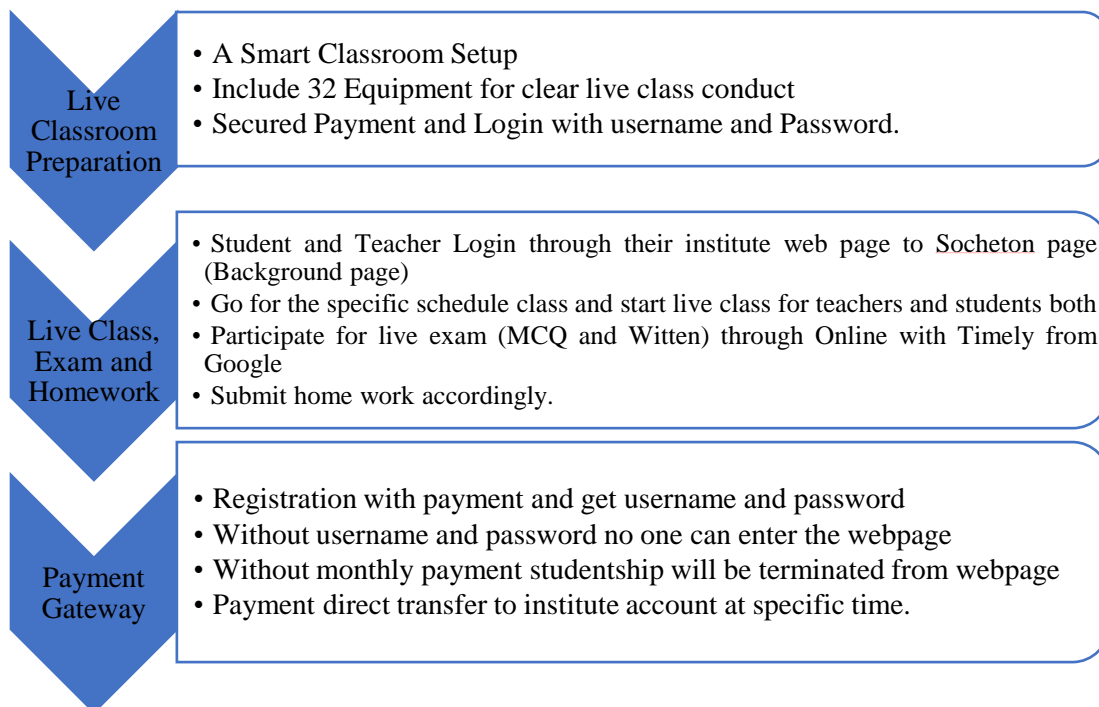
Sl. No.	Name	Qualification and Special Fields	Year of Experience
01	Dr. Md. Mazedul Haque	PhD, Netherland, Educationalist and Researcher	18
02	Dr. Sayed Md. Nazim Uddin	PhD, Canada, University Professor, Online Class Expert and Researcher	13
03	Dr. Razib Amirul Islam	PhD, Canada, Educationalist and Researcher	12
04	Dr. Zahanara Parvin	PhD, Japan, Educationalist and Researcher	12
05	Abu Jubayer	M. Sc. (BUET), NSDA L-4 in IT, Project Management Professional Trained, Online Class Expert and Researcher	12
06	Sadequr Rahman	M. Sc. (BUET), Project Management Professional Trained	10
07	Emdad Ali	M. Sc. (JU), College Teacher and Online Class Expert	18
08	Jinnat Ara Khatun	M. ED (DU), College Teacher and Online Class Expert	14
09	Mehedi Hassan	M. S. S. (DU), IT	10
10	Nazmul Hassan	B. SC. In CSE, (UAP), IT	8
11	Sanjida Rahman	B. SC. In CSE, (CUET), IT	8
12	Tanvir Rahman	B. SC. In CSE, (CUET), IT	5
13	Salim Ahmed	B. SC. In CSE, (BUET), IT	5
14	IT Support Technician (6)	Various	Various
15	Office Staff (70)	Various	Various



Organogram of the Company:



12. Product Architecture Overview:



13. Key Technologies & Platforms:

➤ **Basic Media:**

- Google Meet
- Google Classroom
- Wu-Commerce
- Bkash / Nagadh
- SSL e-commerce.
- Online and Offline 24*7 IT Service for Institutes
- Training program for Teacher and officials (Online and Offline)

14. Classroom Decoration Technology:

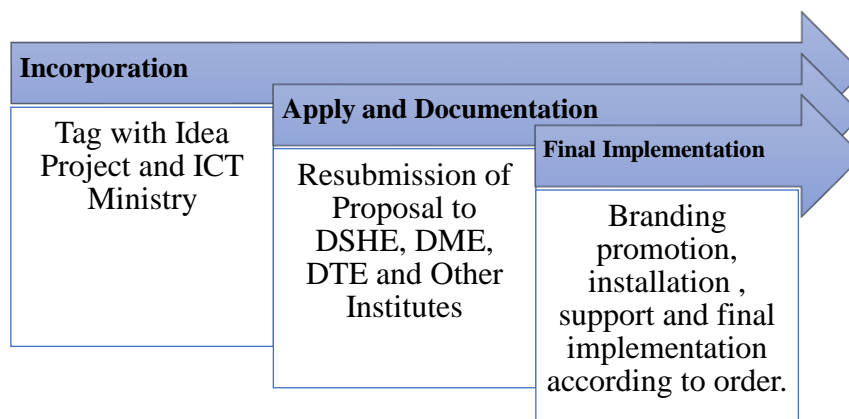
Following technologies will be needed to decorate a classroom:

Web Camera (1080p) for high resolution videos	HDMI Cable (10 Meters)
Sound System for student communication	Internet stabilizers
42' LED TV monitoring Screen for student Monitoring	Voltage stabilizers
Moveable Camera Stands,	Broadband connection with LAN facilities
Whiteboard, marker and multiplug	Projector with multimedia
USB Hub and customized Connector	Super soft lighting for clear class
Audio Card USB Connected,	Moveable stand table
Video Recording and class live equipment (1 Set)	YouTube Channel for every school
Boya for clear voice communication	Facebook group
Bluetooth Mouse and key board	Online server for every classroom
Laptop or desktop	Online classroom facilities from Google

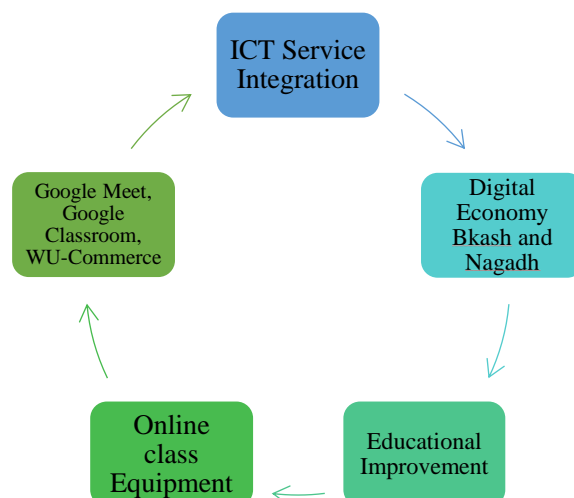
15. Scalability/Security/Deployment Plan:

- **Scalability:** Around 30,000 Scholl and College in Bangladesh (Source: DSHE) and most of them are out of these types of smart facilities. It's highly scalable for these institutes.
- **Security:** Web pages are secured as built and provide security for institutes.

16. Deployment Plan:



17. Integration with Other Products/Services:



18. Product Plan:

✓ Product Package Plan

- **Basic:** For small Class or Private Tuition
- **Standard:** For School / College Classroom
- **Smart:** For English Medium and Kindergarten Classroom
- **Ultra:** For University and National Level Training Room
- **Advance:** For International NGO, Liaison Office, International Training Classroom

19. Proposed Partnerships:

- | | |
|--------------------------------|--|
| Basic Partner | : Company Directors (07) |
| Strategic partner | : IDEA Project, A2I Project, ICT ministry |
| Implementation Partners | : DHSE, DME, DTE, INGOS, NGOS and Different Training Centers |

Field Operational Partners	: Socheton Academic Care,
Media Partner	: ATN News, ETV, The Daily Prothom Alo, The Daily Star, The Bangladesh Protidin.
Field Partners	: Different School, college, madrasah, technical institutes, polytechnic, NGO training centers and others.
Foreign Partners	: International Business Expert (b-Ex) Group, UK
Donor Partners	: USAID, DFID, Swiss Contact, Embassy of Netherland
International Certification Partners	: ISO, UKAS, 3 Plum Certification

20. Marketing Plan (Web/Social/Electronic/Print):

- **Web page:** A smart HTML based Integrated Webpage
- **Social Media:** Facebook Boosting (Daily \$100), YouTube Branding (Daily \$100)
- **Electronic Media:** 5 Talk shows, 2 Round Tables, Special Interviews 10, 1 advertisement
- **Print Media:** Inauguration Program (Full Page), Daily Advertisement (20 Times in 5 National Dailies)

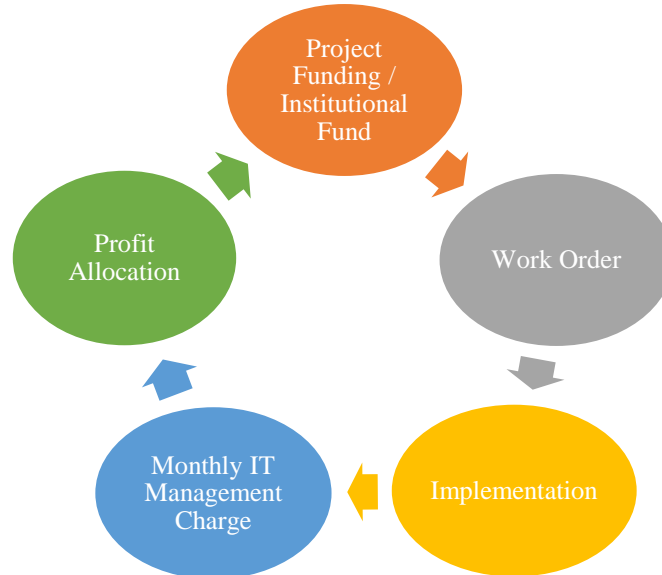
21. Sales Plan (Direct/Indirect/Channels):

- **Direct Sales:**
School, College, Madrassa, Technical Institutes, NGO Training Centers, Govt. training centers, Skill Programs in Bangladesh. (Work order collection and implementation)
- **Indirect Sales:**
Collect permission from different departments and according to project cycle implementation
- **Channels:**
Government, Donors, Foreign Donation, Teachers Associations and others channels will be used as Sales purposes

22. Financial Strategy:

- **Funding sources:** IDEA Project, A2I Project, Personal, Directors funds,
- **Amount of Funding:** Preliminary BDT 100,000,000
- **Use of funds:** Product Purchase, Demo Setup, Operational Cost, Overhead, Web page development, financial framework development, Mobile App development, Consultancy and others.

23. Revenue Model:



24. Cash Flow Projection:

- ✓ **1st Phase:**
 - 3,500 Classroom Set Up
 - Total Cash Flow projection is around 454,354,600
- ✓ **2nd Phase:**
 - 20% Increase
- ✓ **3rd Phase:**
 - 15% Increase

25. Implementation Plan:

- **Quarterly Plan (4 Qtrs.) – Business**
 - **1st Quarter:** Communication and Project Submission in Different Authorities
 - **2nd Quarter:** Corrections and Resubmission according to instructions
 - **3rd Quarter:** Fund Collection, Work Order collection and Start Implementation
 - **4th Quarter:** Monitoring, Evaluation, Management and Development
- **Quarterly Plan (4 Qtrs.) – Technical**
 - **1st Quarter:** Web Page Development with integrated facilities
 - **2nd Quarter:** Demo Classroom Preparation, Test Class start, Virtual coaching start, Problems identifications and solutions for clear live class productions.
 - **3rd Quarter:** Classroom preparation, project running, day-to-day IT problems solutions, Digital revenue generations.
 - **4th Quarter:** Advance Technology adding, Game Development, Monitoring, Evaluation, Management and Development
- **Quarterly Plan (4 Qtrs.) – Financial**
 - **1st Quarter:** Application for fund, contact for personal fund, collect different source of fund, prepare a presentation and show to funding authorities

- **2nd Quarter:** Collect project fund, work order fund, start a live coaching center for regular activities, fund use for different purposed
- **3rd Quarter:** Revenue collections and fund generation.
- **4th Quarter:** Advance Technology adding, Research and Development investment, Monitoring, Evaluation, Management and Training program

26. Some Snapshots of Our Ongoing Projects:

