



SOHOJ BINIYOG

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INTRODUCTION

- **Purpose:** A digital platform connecting Investors and SME Traders
- **Investors** can fund SME businesses easily & transparently
- **Traders** can showcase business ideas via vlogs & videos
- **Objective:** Promote Halal, simple & secure investment opportunities

OBJECTIVE

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KEY FEATURES

- **Investor Dashboard:** Secure login, portfolio tracking, investment history
- **Trader Dashboard:** Business idea uploads, performance analytics, video sharing
- **Content Hub:** Vlogs/videos to communicate opportunities
- **Transaction System:** Safe & transparent money flow between investor and SME
- **User-Friendly UI:** Simple navigation, minimal steps for investment

RESPONSIVENESS

- **Web + Mobile Friendly** design (desktop, tablet, smartphone)
- **Adaptive Layout:** Grid-based design for smooth resizing
- **Optimized Media:** Videos & vlogs stream efficiently across devices
- **Cross-Platform Access:** Consistent experience for both investors and traders
- **Accessibility Features:** Easy login, multi-language support

DESIGN DECISIONS

- **Clean & Minimalist UI:** To reduce complexity for new users
- **Content-Driven Approach:** Vlogs & videos as the primary communication medium
- **Trust & Security First:** Encrypted transactions and verified trader profiles
- **Scalable Backend:** Can grow with increasing users & SMEs
- **Focus on Local Needs:** Tailored for Bangladesh SME ecosystem

CHALLENGES

- **Challenge 1:** Building trust between investors & SMEs
- *Solution:* Verification, ratings, transparent reporting
- **Challenge 2:** Ensuring secure transactions
- *Solution:* Strong encryption, trusted payment gateway
- **Challenge 3:** Designing for mixed digital literacy levels
- *Solution:* Simple UX, video-based guides, Bangla support
- **Challenge 4:** Balancing scalability & affordability
- *Solution:* Modular design and cloud-based hosting

THANK YOU



**ANY QUESTION
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