

# PAN ORA MA

Company Profile  
2023 v01

Empowering individuals and  
fostering collective growth to turn  
dreams into reality.



**Panorama**  
Management Advisory Services

2727 Palomar Road  
Celina, TX-75009, United States

House 8/A, Suite 5/A Road 04.  
DOHS Banani, Dhaka  
Cantonment, 1206 Bangladesh

[info@panoramamas.com](mailto:info@panoramamas.com)

# Table of Contents

---

|                     |    |
|---------------------|----|
| OUR STORY           | 02 |
| OUR VISION          | 04 |
| OUR MISSION         | 05 |
| OUR COMMITMENT      | 06 |
| OUR CORE VALUE      | 07 |
| COMPANY OVERVIEW    | 08 |
| WHAT WE DO          | 10 |
| OUR SERVICES        | 12 |
| CORE COMPETENCIES   | 14 |
| THE TEAM            | 16 |
| COMBINED EXPERIENCE | 18 |
| WORKED WITH         | 20 |

---

# OUR STORY OFS

At the core of our principles lies a deep understanding of the intricate challenges faced by businesses globally, along with an unwavering conviction that strategic data utilization is the key to fostering long-lasting, customer-focused solutions.

We also believe that strategic data utilization is the key to long-lasting, customer-focused solutions. Panorama understands the complex challenges businesses face globally.

We wholeheartedly embrace data's transformative potential as a catalyst for change and innovation. Our unwavering commitment lies in providing state-of-the-art, data-driven solutions that empower our clients to make informed decisions of the highest caliber.

Panorama has assembled a passionate team of experts from diverse backgrounds in finance, business, education, and social impact.

Together, we work towards crafting groundbreaking solutions to address critical global issues fueled by our collective determination to make a difference.

Since our inception, empowering individuals and organizations to flourish has been our unwavering mission. We firmly believe that everyone, regardless of their circumstances or origins, has the inherent capacity to create substantial change in the world.

Our primary objective is to provide our clients with the essential resources, tools, and support they need to turn their aspirations into tangible achievements and lasting prosperity. Panorama stands as a beacon of hope and inspiration for those seeking to unlock their full potential and positively influence the world around them.

By collaborating with clients from diverse industries and locations, we constantly innovate and tailor our approach to meet their evolving needs. We place a special emphasis on empowering women entrepreneurs and advancing gender equality within the business landscape.

Panorama has emerged as an embodiment of hope and inspiration for individuals who are determined to unleash their maximum potential and create a positive influence. Panorama stands as a symbol of hope and inspiration for individuals striving to unlock their full potential. It also makes a positive impact on the world. As we grow and evolve, our mission remains resolute.

We have a strong focus on empowering women entrepreneurs and advancing gender equality in the business sphere .

Whether you are a startup founder, a small business owner, or a multinational corporation, we are here to support your growth. Our comprehensive range of services, including Management Advisory, Consulting, Fractional CFO, Research and Training, Consulting Services, Investment Readiness, and Impact , is tailored to meet your specific needs and enable you to reach your goals.

Join us at Panorama, and together, let's shape a better future through collaboration, innovation, and continuous learning.

# OUR VISION

At Panorama, our vision is to revolutionize traditional business practices by leveraging data-driven solutions. We strive to deliver innovative, user-centric, and comprehensive solutions on a global scale, fueled by our deep understanding of the constantly evolving challenges faced by businesses worldwide.

Panorama believes in the transformative power of data, which can generate change, unlock opportunities, and drive success for businesses.

Our commitment goes beyond superficial fixes as they strive to tackle complex problems and achieve sustainable outcomes. By utilizing data insights, Panorama empowers organizations to optimize performance, reduce costs, and enhance efficiency.

Ultimately, our passion lies in driving positive change through data with a goal of equipping businesses with the right information and tools for impactful decision-making in the future.



# OUR MISSION

Panorama's mission is to use data-driven solutions to transform traditional business practices. We aim to deliver innovative, user-centric, and comprehensive solutions on a global scale by addressing emerging obstacles and complex business problems.

Panorama empowers organizations with valuable insights from data, enabling them to optimize performance and reduce costs.

Our passion lies in driving positive change through the power of data, envisioning a future where businesses thrive with the right information and tools for impactful decisions and provide exceptional services that give clients a competitive edge in an ever-evolving business landscape.

# OUR COMMITMENT

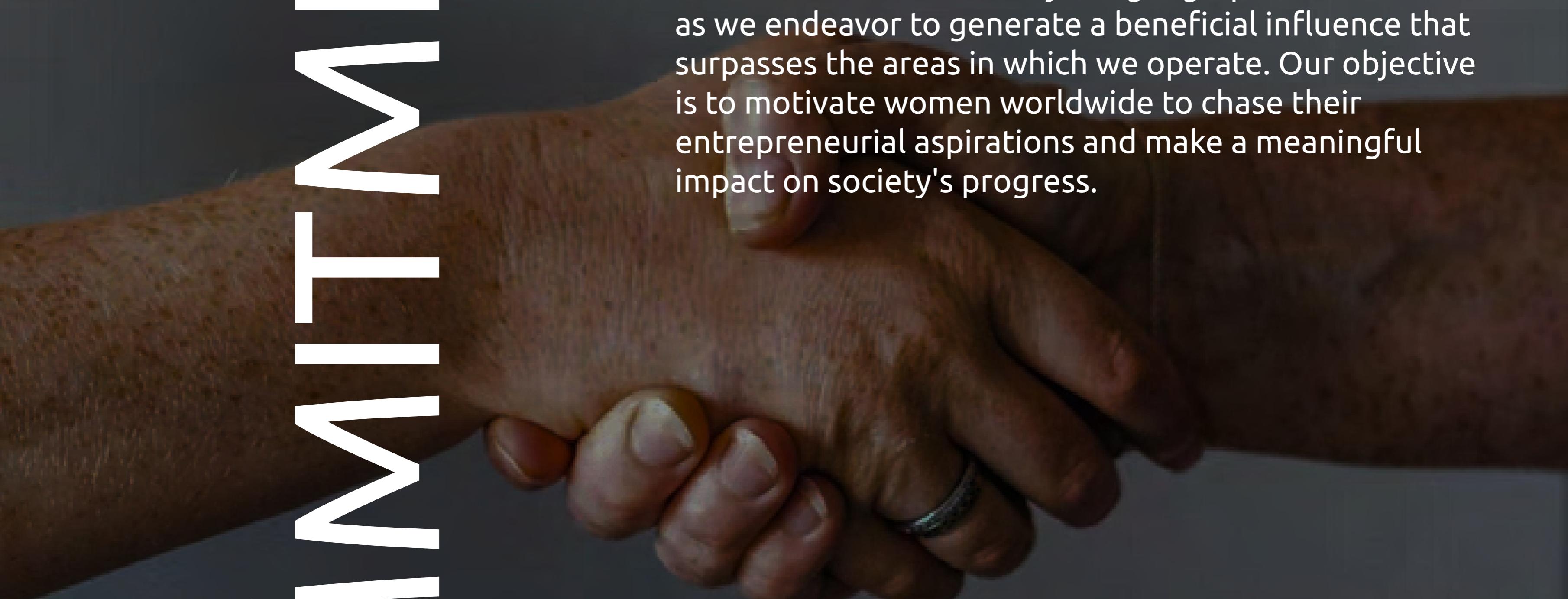
Panorama is fully devoted to offering comprehensive support to businesses in both the United States and Bangladesh, acknowledging the unique difficulties they encounter.

Our aim is to provide businesses with the essential tools and advice needed to overcome challenges and succeed. Our dedication extends globally, recognizing the extensive impact of our empowerment initiatives in inspiring and motivating female entrepreneurs and professionals worldwide.

To promote women's entrepreneurial pursuits, we have created a specialized program for cultivating their entrepreneurial skills. We offer personalized support and services to tackle women's distinct obstacles in the corporate realm. This encompasses mentorship initiatives, networking opportunities, educational seminars, and tailored financial aid.

By empowering female entrepreneurs, we contribute to the economy's expansion.

Our endeavors extend beyond geographical boundaries as we endeavor to generate a beneficial influence that surpasses the areas in which we operate. Our objective is to motivate women worldwide to chase their entrepreneurial aspirations and make a meaningful impact on society's progress.



Panorama's actions are driven by fundamental principles that form the foundation of our values. Our company culture and endeavors are guided by four pillars: integrity, learning and adaptability, collaborative relationships, and ingenuity.

## Integrity

Integrity is our top priority, and we are committed to maintaining the highest ethical standards in all aspects of our business operations. We prioritize honesty, transparency, and accountability in our interactions with clients, partners, and stakeholders.

Learning and Adaptability are crucial to our approach. We embrace knowledge and evolving ideas, continuously adapting to changing circumstances to stay ahead in a constantly evolving landscape. This ensures we consistently improve and refine our offerings to meet our clients' changing needs.

## Collaborative Relationships

Collaborative relationships are essential to our success. We value the power of collaboration and actively seek to build strong and mutually beneficial partnerships with our clients, as well as with other organizations and experts in our field. By working together, we can leverage collective expertise and resources to achieve remarkable outcomes for our clients and communities.

## Ingenuity

Ingenuity is a driving force behind our innovation and growth. We encourage creativity, originality, and a forward-thinking mindset within our team. By fostering an environment that encourages and rewards ingenuity, we are able to generate innovative solutions and approaches that deliver exceptional value to our clients.

OUR  
CORE  
VALUES

# COMPANY OVERVIEW

Panorama is an innovative company that specializes in automated business assessments and reporting services, designed to assist businesses in understanding and resolving their challenges. Our primary objective is to empower individuals and organizations, leveraging our expertise to help them achieve their goals and expand their horizons.

Integrity, adaptability, learning, collaboration, and creativity are the guiding principles that underpin our operations. We hold ourselves to the highest ethical standards, ensuring transparency and accountability in everything we do. We continuously adapt and learn, keeping pace with industry trends and advancements to deliver cutting-edge solutions to our clients.

Collaboration is at the heart of our approach, as we foster strong partnerships and teamwork to maximize the value we provide. Our commitment to creativity drives our ability to think outside the box and offer innovative solutions.

What sets us apart is our ability to analyze businesses and provide intuitive visual analytical tools. These tools enable our clients to gain a deep understanding of their challenges, prioritize their actions, and effectively address the root causes of their issues.

By combining our expertise with advanced data analysis, we empower businesses to make informed decisions and drive meaningful results.

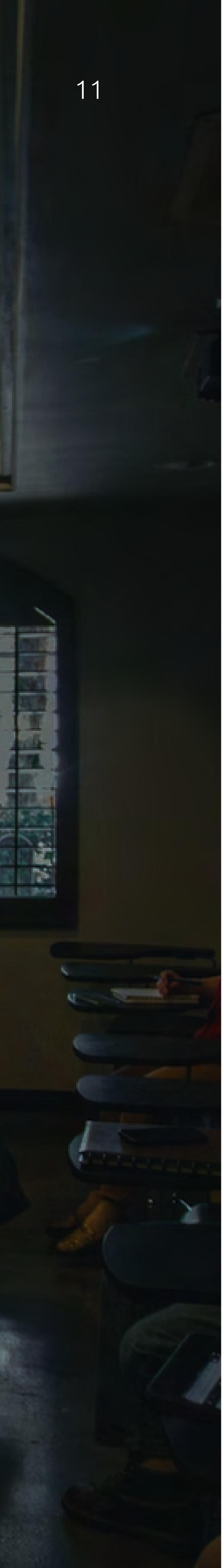
WHAT  
WE  
DO

At Panorama, we provide tailored services to meet the unique needs of businesses. Whether it's a comprehensive business assessment, detailed problem analysis, or ongoing support, our expert team is here to help you achieve your goals.

We also offer training programs to maximize our solutions' benefits and assist clients stay ahead. Additionally, we provide guidance and support to startups and entrepreneurs through personalized mentoring, accelerator programs, and business incubation opportunities.

With specialized expertise in impact measurement, project management, and startup development, we assist businesses, entrepreneurs, SMEs, and startups in visualizing products. We also prepare them for market readiness and future growth.

Our extensive network facilitates connections and effective mentorship between established startups and new businesses, fostering a culture of innovation and success.



We contribute to national development by offering expert guidance in developing effective strategies through informed decision-making. Our track record with renowned clients demonstrates our experience and expertise.

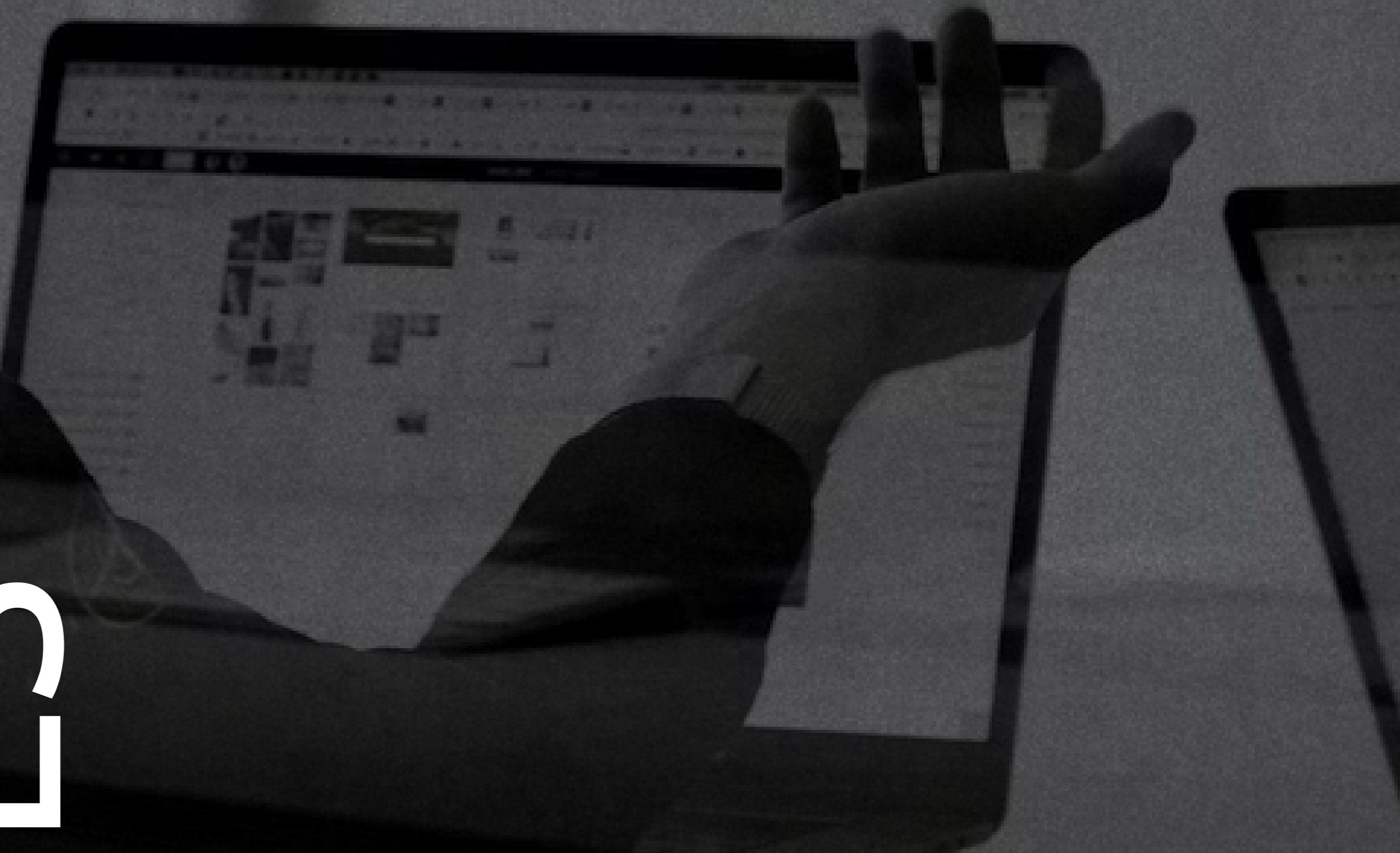
Operating at the intersection of the development and private sectors, we drive effective and sustainable progress, blending the rigorous approach of the private sector with an entrepreneurial mindset.

Continuous learning is a core value for our team. We actively seek feedback to deliver precisely what our clients need and stay updated with industry trends through regular training. This enhances our research capabilities.

Our experience covers various research methodologies tailored to each project's requirements. We provide comprehensive support from quantitative research, such as surveys and needs assessments, to qualitative research, including interviews and focus groups. We also assist with strategy development, including communication and marketing strategies, to help clients achieve their objectives.

Panorama's commitment to tailored services, continuous learning, and comprehensive support sets us apart in delivering high-quality results. We operate at the intersection of the development and private sectors, driving effective and sustainable progress for our clients.

# OUR SERVICES



**Assessment**

**Your Business**

AVERAGE  
72%

You have a solid understanding of your Business's Purpose and why it exists

**Understand:**

WHAT IS YOUR  
Take a look al  
Following thi  
understand h  
own Business

WHY IS IT IMPO  
Take a look al  
Following thi  
understand h  
own Business

**Business Assessment**

Get comprehensive business assessment helps you unlock your business potential. With our invaluable business assessment, you can gain valuable guidance, make informed decisions, and succeed.



## Business Consulting

Discover profitable opportunities, develop a strategic roadmap, and implement solutions that foster success and growth. In cooperation with our consultants, we can discover untapped potential, devise a solid action plan, and implement effective strategies for sustained growth.



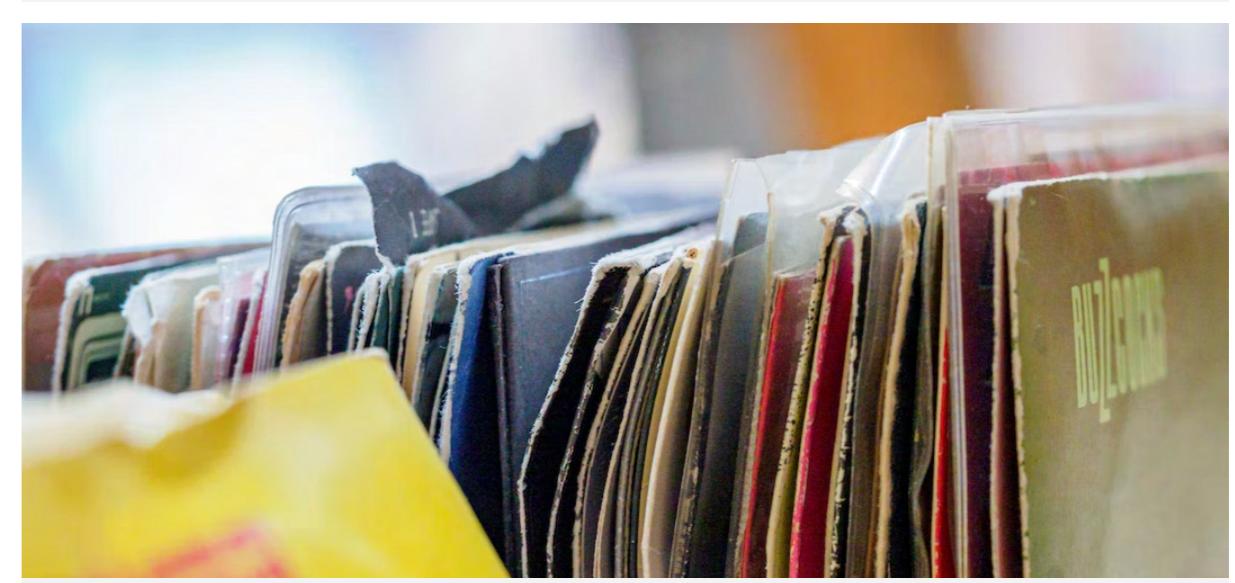
## Research, Documentation & Development

Access a range of services, including research, documentation, and development to drive business growth. Count on our expertise to stay ahead with our tailored services by leveraging research, documentation, and development solutions.



## Courses

Gain expertise in pitch deck construction, financial management, and other vital business skills with our tailored training programs. Our training initiatives provide you with a comprehensive understanding, leverage essential capabilities, and elevate your business.



## Resources

Utilize industry-specific resources like documents and templates to reach your goals. With our carefully curated resources, you can save time and effort, as well as excel in your pursuits. Our valuable offerings will empower you, streamline your processes, and unlock your full potential.



## Fractional CFO

Hire a Fractional CFO for expert financial advice and tailored guidance to optimize your business's financial operations and drive sustainable growth. Leverage top-tier expertise on a flexible basis to empower your business.

CORRECTIVE  
COMPETENCES

I



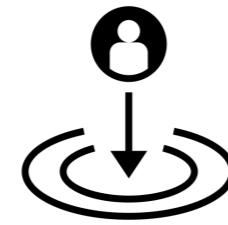
## Impact

Leverage data analysis to assess program effectiveness, enhance performance, and achieve goals through comprehensive reporting, enabling informed decision-making and meaningful progress towards objectives.



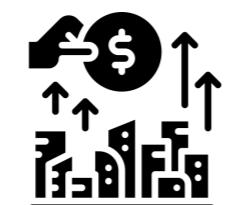
## Bidding proposals

Become a master in proposal preparation and submission, ensuring contract success by developing skills to craft captivating proposals that highlight your unique value proposition and captivate potential clients.



## Impact

Possess the capability to assess and quantify the impact of programs or initiatives with precision and accuracy. Utilize robust evaluation methodologies and measurement frameworks to systematically analyze the effects and outcomes of your endeavors. Our expertise in impact assessment enables you to quantify the results, measure key performance indicators, and make data-driven decisions.



## Investment Readiness

Harness the power of quantitative research methods, including surveys and needs assessments, to precisely determine the value of assets or investments. Through rigorous data collection, analysis, and statistical techniques, we enable you to evaluate the worth and potential of your assets with precision.



## Services

Turn aspirations into reality with our comprehensive services, connecting you to ideal providers, streamlining operations, and enabling business growth through a diverse range of solutions.



## Mentoring

Offering invaluable guidance, unwavering support, and constructive feedback to individuals or teams, empowering them to accomplish their personal and professional objectives. Our dedicated services are designed to assist in identifying and clarifying goals, developing actionable plans, and overcoming obstacles along the way.



## Valuation

Utilizing quantitative research methods such as surveys and needs assessments to determine the value of assets or investments accurately.



## Qualitative Research

Analyze human behavior, attitudes, and perceptions for informed decision-making. Gain valuable insights to shape strategies and tailor approaches to your target audience.



## Strategy Development

Create effective plans and approaches for organizational objectives, including communication and marketing strategies. Achieve success by reaching your target audience and conveying your message efficiently.

# THE TEAM





**Aref Ali**  
Chief Executive Officer



**Selima Allen Hossain**  
Country Director Ambassador Seedstar.



**Julie King**  
Manager, USA



**Abdullah Al Ahad**  
Accounting and Finance Associate



**Rifat Ara Bonny**  
Marketing and Content Associate



**Tanvir Ishtiaq**  
Software Developer



**Imon Chandra Banik**  
Financial Consultant

## Advisors



**Kelli Sherman**  
Channel Manager (Retired)  
Verizon Communications



**Jerome Pfieffer**  
Global Sales and Marketing Business  
Operations Senior Manager  
STMicroelectronics



**Salvatore (Sal) J Olimpio**  
CFO  
Divcon Controls

COMBINING  
EXPERIENCE  
WITH  
KNOWLEDGE



19

**31** YEARS

Accounting and Finance

**27** K HOUR

Mentorship

**68** YEARS

Research and Development

**20** YEARS

Software Development

**20** YEARS

Brand Development

**37** K HOURS

Marketing

**59** PROJECTS

Delivered

COMBINED WORK  
EXPERIENCE  
COACHING  
KNOWLEDGE



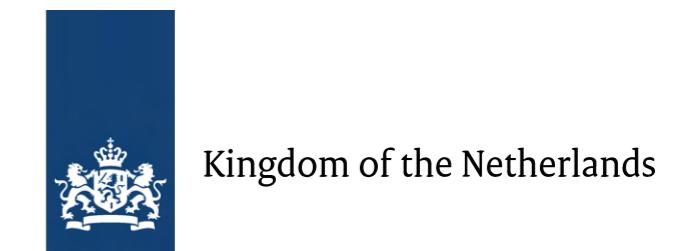
*ownpath*



*Michaels*



seedstars\*



*MedEasy*



*The Daily Star*



WE GLOBAL  
FINANCIAL ALLIANCES FOR WOMEN  
IN BANKING AND FINANCE