STARTUP DHAKA

PRESENTS

ACCELERATOR PROGRAM

Partners

BETTER® STORIES

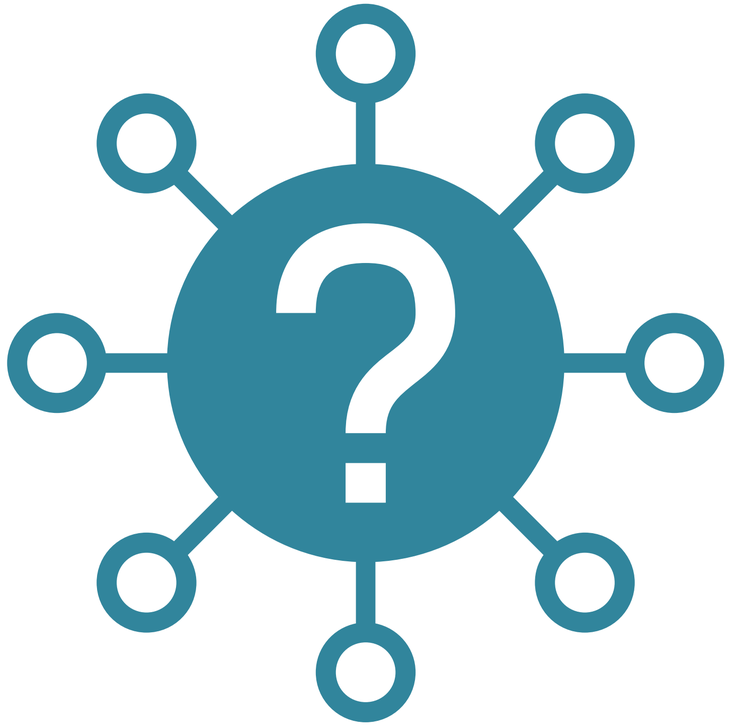
LightCastle Partners

Ain Sheba

affordable legal service for all

Ain
Sheba

Problem Statement



- Service fee is a big concern
- Travelling to law firm is time consuming
- Small business owner takes corporate legal service from broker/unprofessional persons that causes trouble in the long run.

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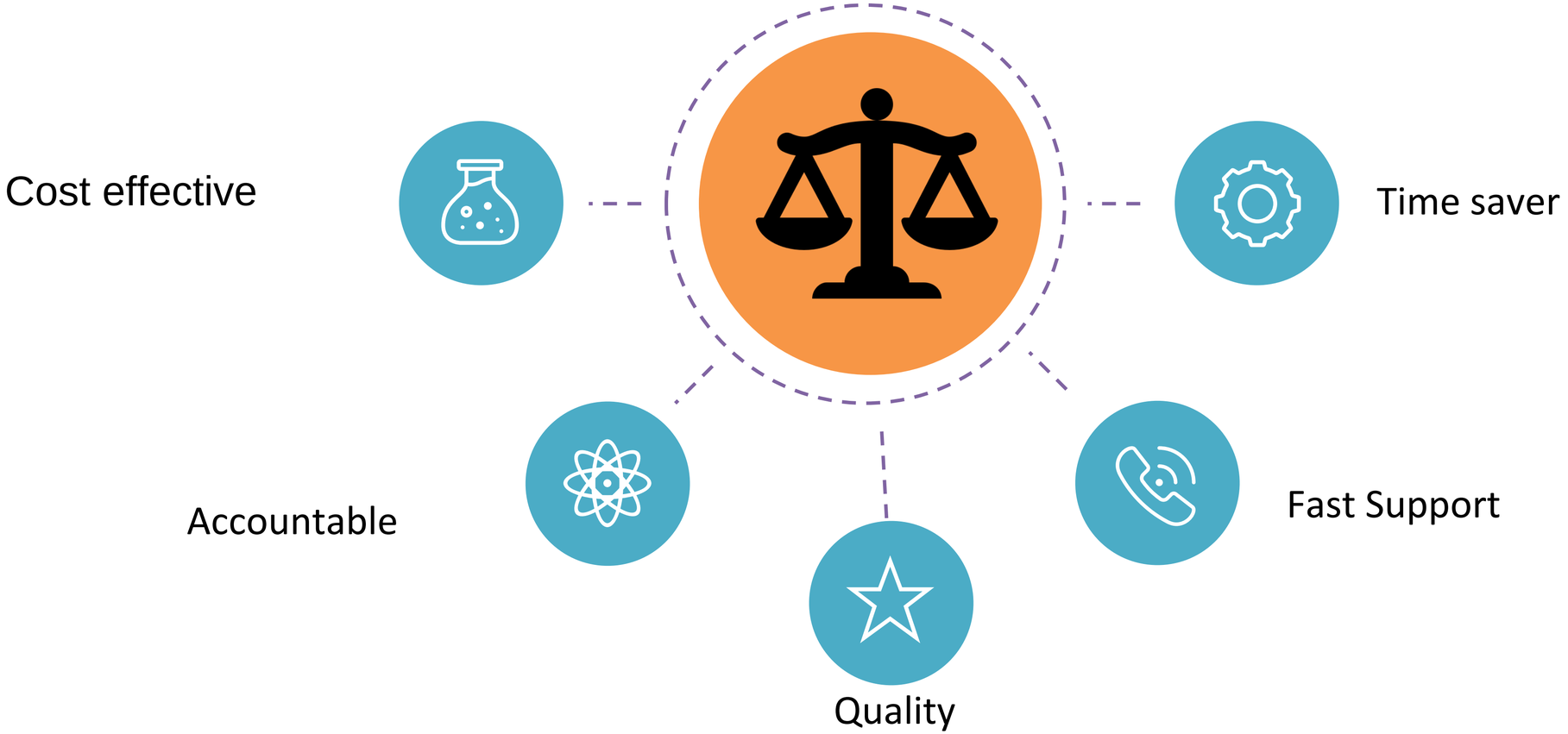
Solution

A Tech based legal service platform



Ain Sheba

Our Services

1. Corporate legal service
(Core Service – License ,Tax and VAT)

2. Professional course/training

3. Private legal service

Why people should choose us

- Cost effective service
- Time saver
- Accountable & trust worthy

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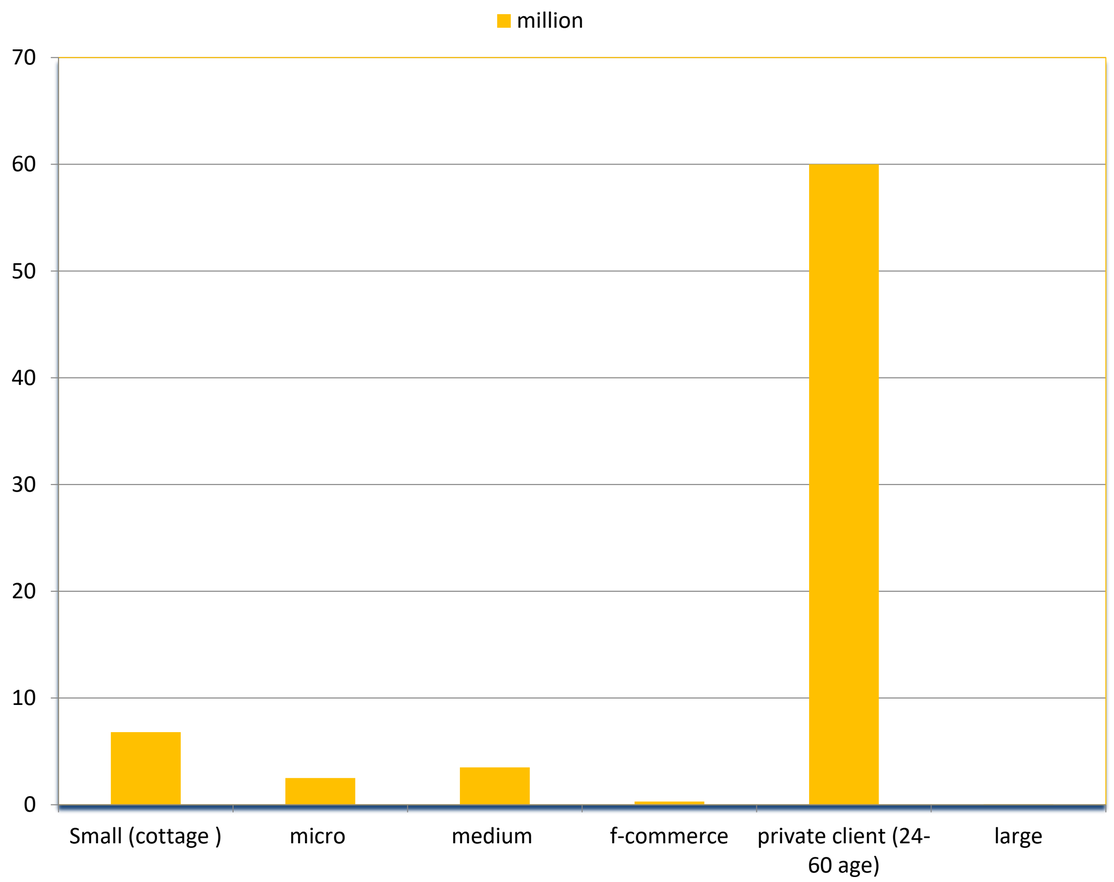
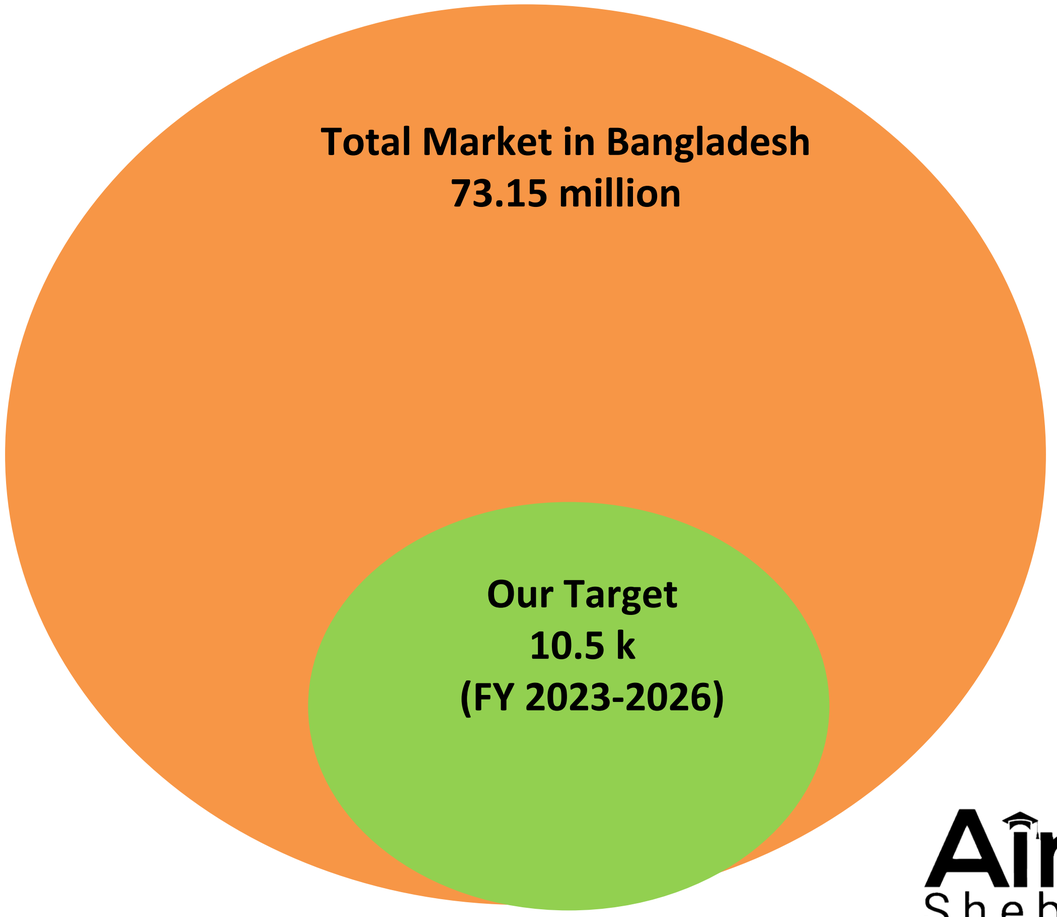
Market size (client)





Our Target group : small , micro & F-commerce

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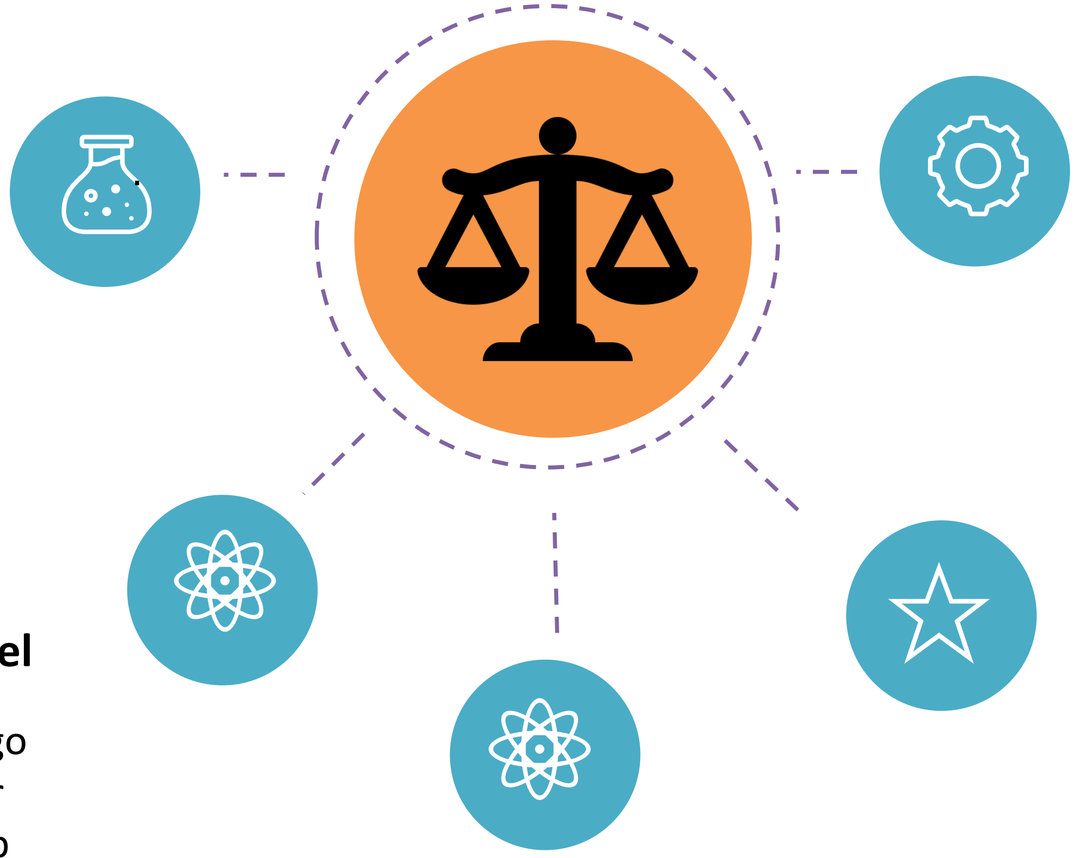
Business Model



Service

✓ Legal documentation
✓Consultancy
✓Litigation
✓Professional training & courses

Target Client

✓Small business owner/ entrepreneur
✓F-commerce
✓ Professional service provider

Revenue Model

✓Pay As you go
✓Bundle offer
✓Membership

Cost

✓Marketing
✓Commission
✓Service charge

Key Partner

✓ Freelancer (apprentice lawyer)
✓Consultant
✓Corporations

Ain Sheba

Traction & Achievement

80

B2B Clients

8 lac BDT

Earnings

500

User

MVP period 2022

50k BDT

GOV. Grant
IDEA Project

Featured in The Editor's Choice of Startup Istanbul

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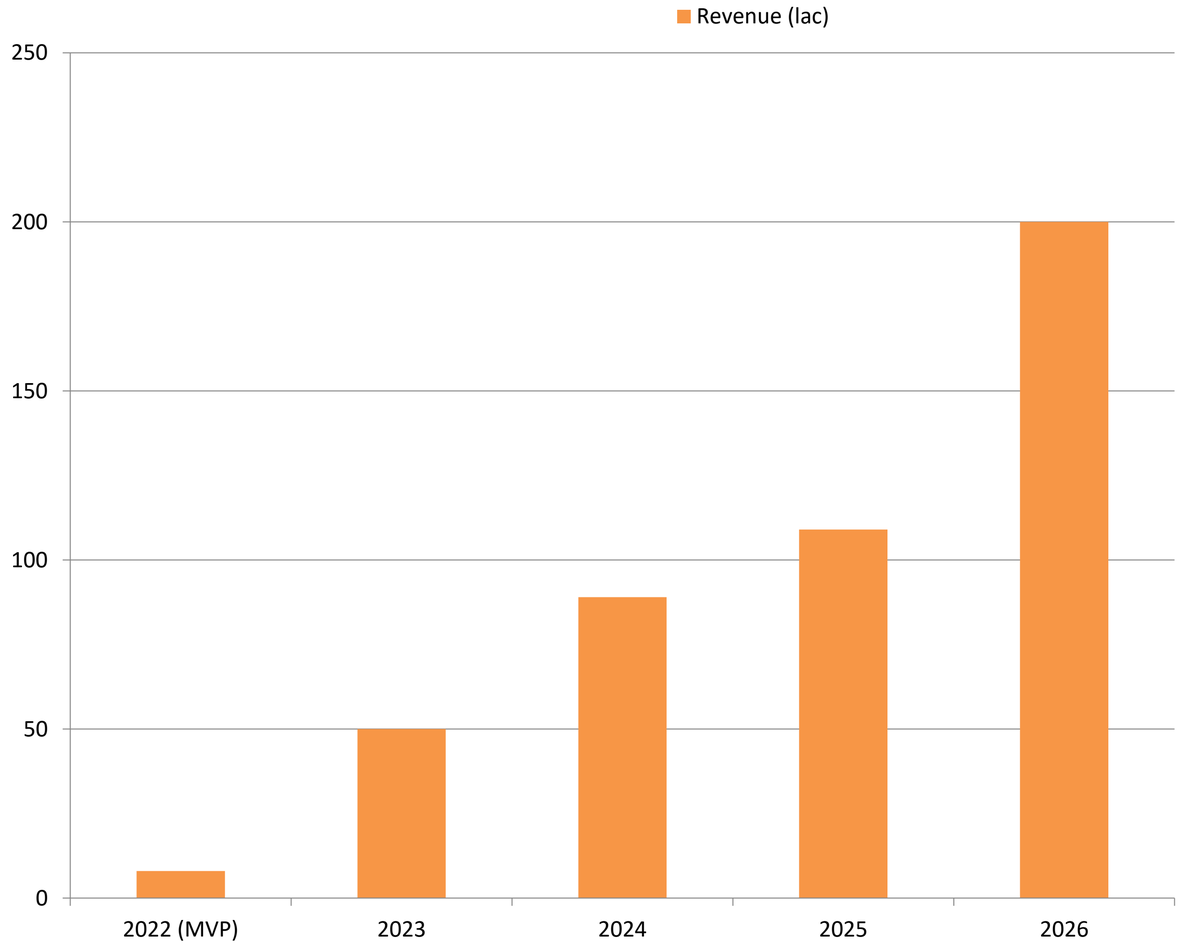
Revenue Growth Potential



Target Revenue

FY 2022 -2026

45.6 million BDT

Target Client

FY 2022 -2026

10.5k

Ain Sheba

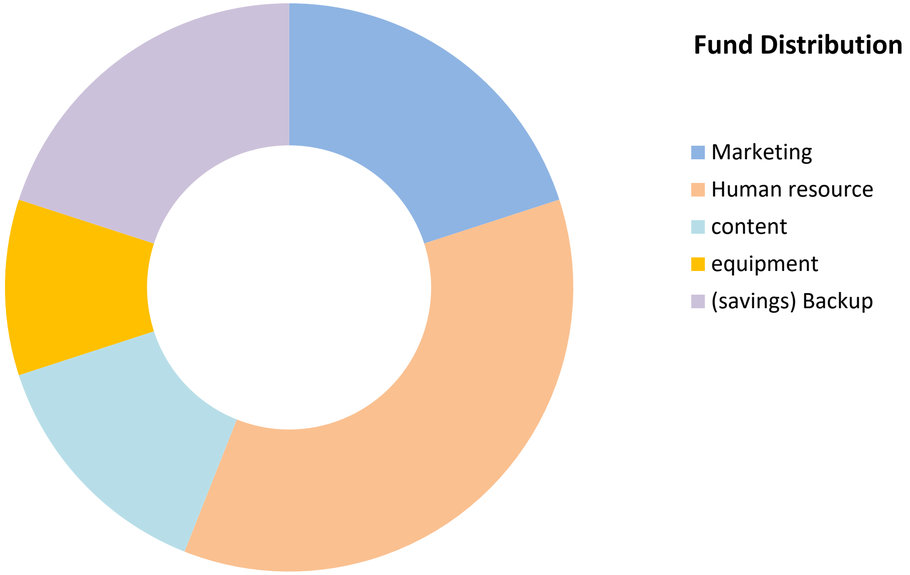
Competitor

Industry	Cost effective	Speedy	Need focused
Ain Sheba	✓	✓	F-commerce ,Cottage and small business
Traditional law firm	×	×	General service
Uqeel	×	✓	Medium and large business
Legal Sheba	×	✓	General
BDtax	✓	✓	Tax client focused
Legal Circle	×	✓	Medium and Large business

Ain Sheba

Fund Raising Ask

We are looking for
2 million BDT for 18 months



Ain Sheba

Meet the Team

Rahima Haque
Founder & CEO, Ain sheba
Barrister-at-Law
Advocate
Supreme Court of Bangladesh

Kazi Arman Hossain
CFO , Ain Sheba
Owner of Mark Construction

Moon Das
Consultant , Ain Sheba
Advocate
Member of Dhaka Taxes Bar Association

Osman Gani Tuhin
Senior Consultant and Instructor , Ain Sheba
Head of Chamber ,Tuhin and Partners

All the team members have more than 5 years experience in the respective field .
Team has a combination of business and legal industry experts. This team is working together for More than a year.

Ain Sheba

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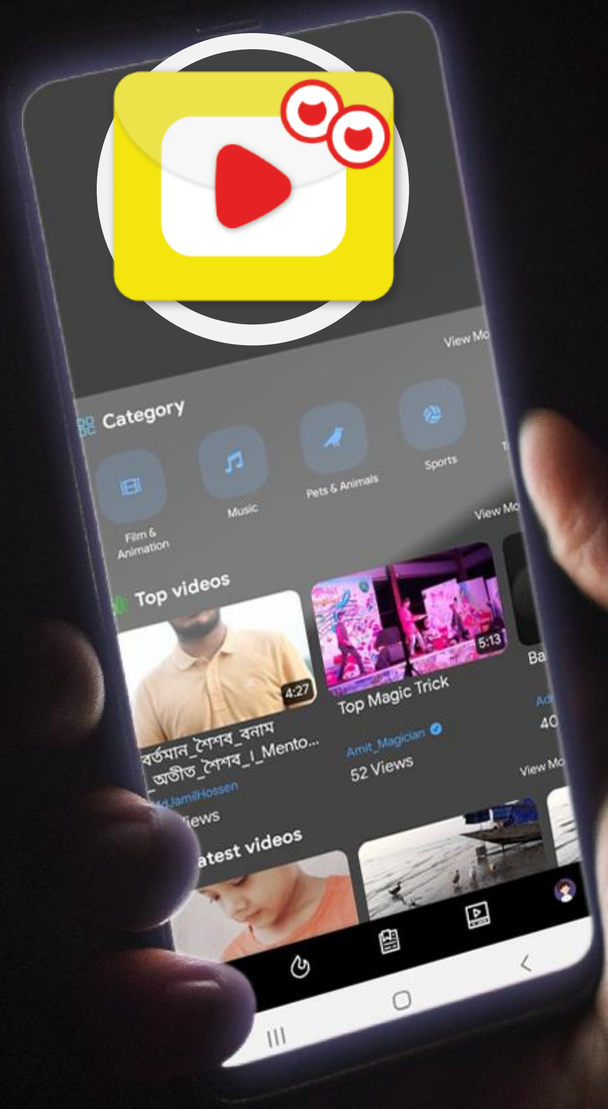


শিশু কিশোরদের জন্য

নিরাপদ ভিডিও শেয়ারিং

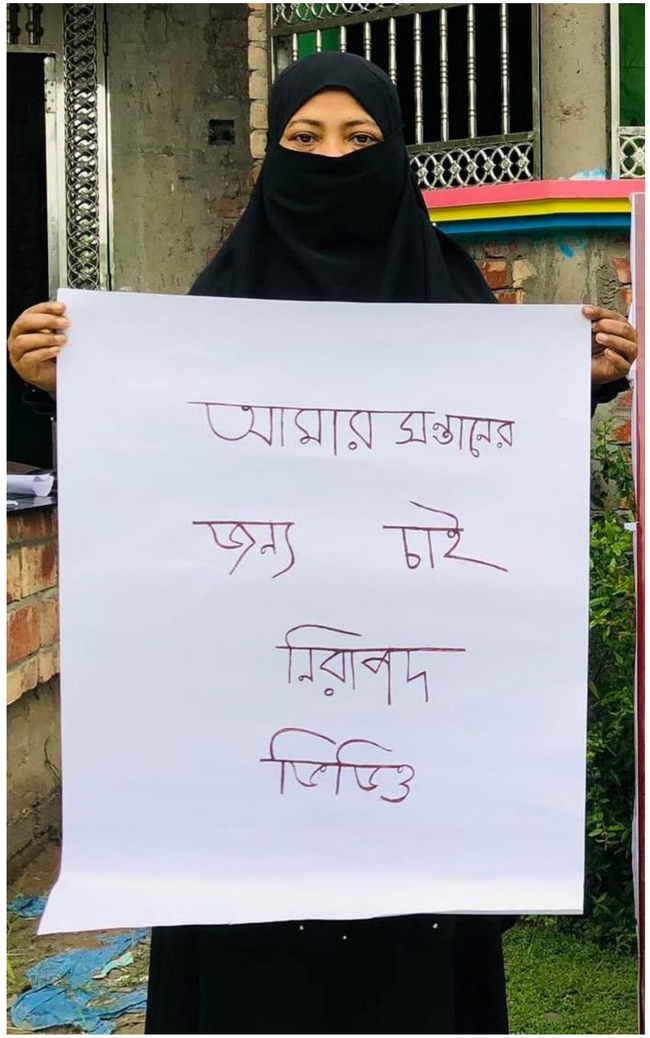
অ্যাপ

www.baby-tube.com

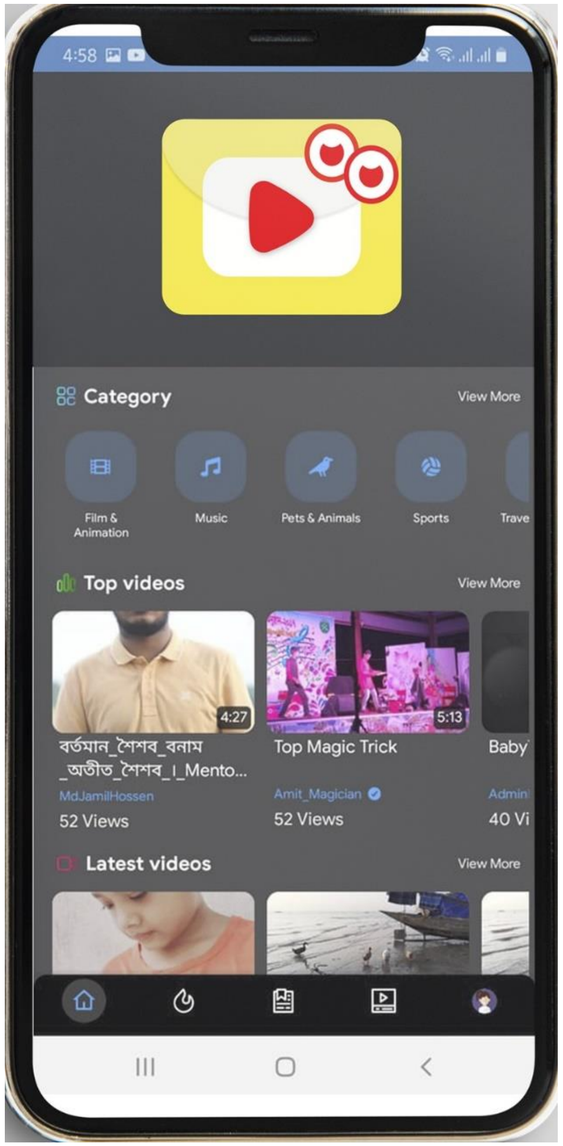
BabyTube

PROBLEM

18+



BabyTube

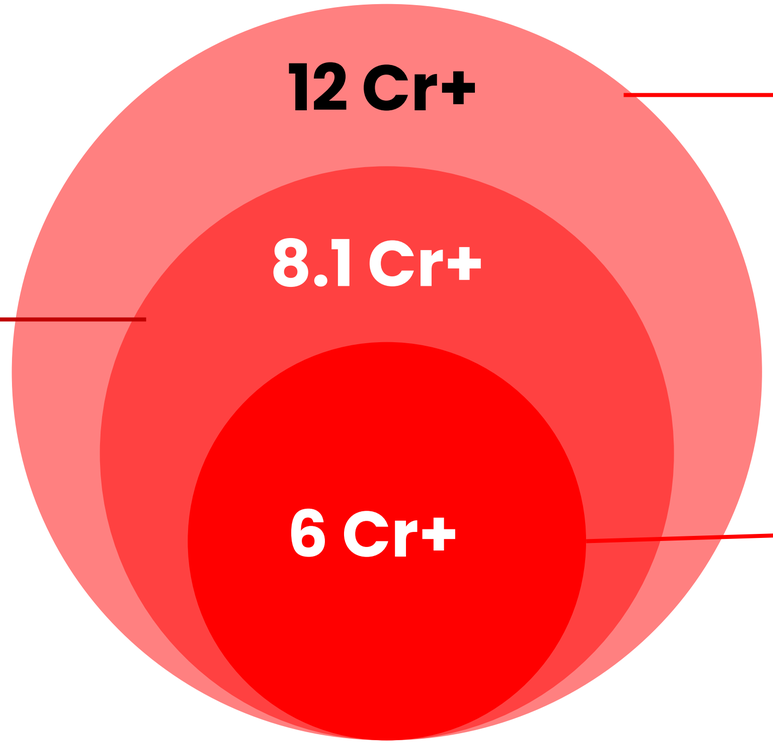


SOLUTION

- Safe content
- Approval System
- Easy Monetization
- Premium content
- Subscription Model

BabyTube

MARKET SIZE



TAM

More than 12core internet User in Bangladesh

SAM

68% Guardian are Internet User

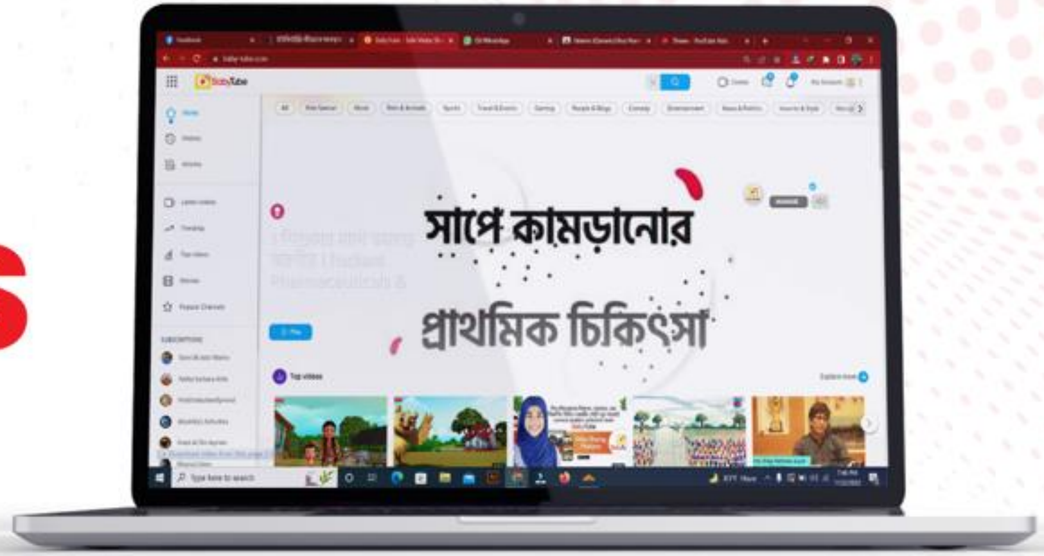
SOM

More than 6.1 Kids & Adolescent Use Internet in Bangladesh

BabyTube

Competitor Analysis

VS



Youtube Kids

BabyTube

	Youtube Kids	BabyTube
Video Upload System	x	✓
Monetization	x	✓
Native Culture Content	x	✓
User Friendly	x	✓

BabyTube

Business Model

Advertisement

With monetization system, our main source of income is advertising. Also we have our own ad system

Active

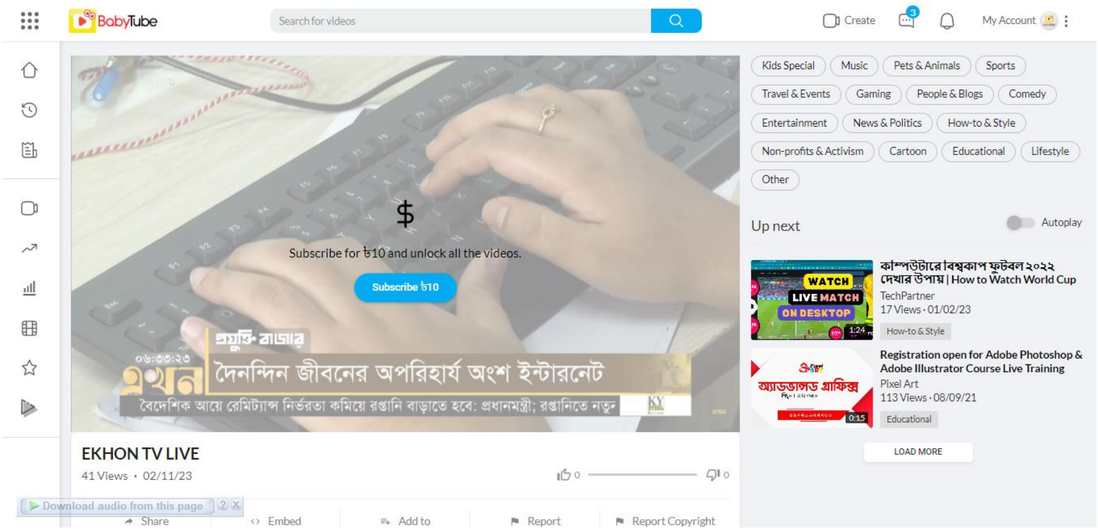
Subscription

We have a low cost subscription system for users, through which users can use the pro service.

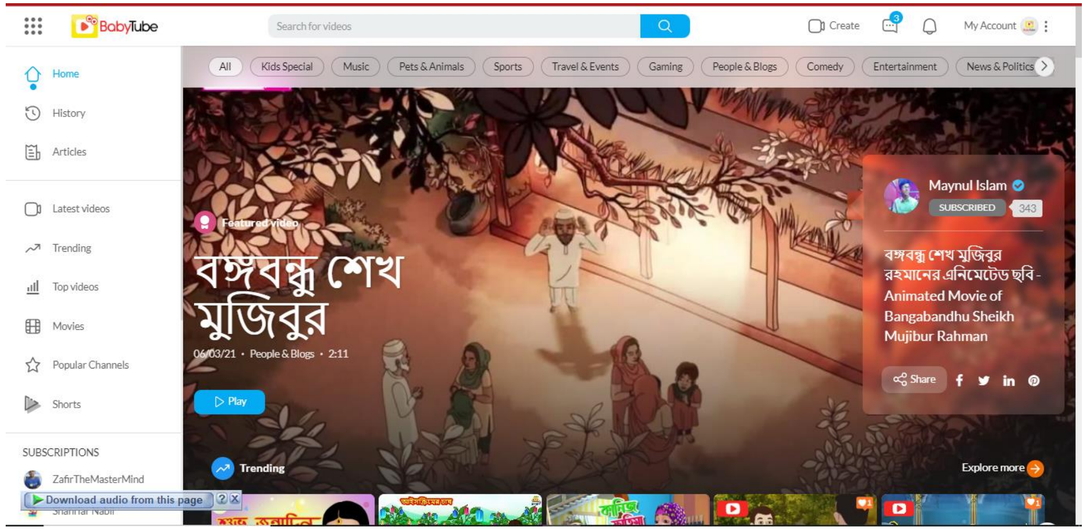
Active

BabyTube

Premium



Free



BabyTube

TRACTION

15M+

Social Media Engagement
Number of parents & children involved through Facebook

42k

App Downloads from Play store
Total app downloaded

3k+

Video Contents
Safe contents suitable for children

20K+
Kids & Adolescent

50K+
Guardians

2022(Jan-Dec): **6,24,960**

2023(Target): **18,74,880**

We have 2 company's AD right now	
Earn from 1 Company	31,248
Total Earn(Per Month)	**31248*2=62,496/=**

BabyTube

OUR TEAM

SAMIM ASRAF

Founder & CEO, BabyTube
MSS, University of Dhaka

SAIDUL KARIM

Chairman, BabyTube
Former Mayor
Jhenada Municipality.
& Businessman

SAZZADUL ISALM

Co-Founder & CTO, BabyTube
CSE, Ahasanullah University of
Science & Technology

SHAHRIAR KHAN

Vice Chairman, BabyTube
Software Expert

Our

ACHIEVEMENTS

bdapps National Hackathon Award 2022

Hero Award 2022

a2i Grant Winner

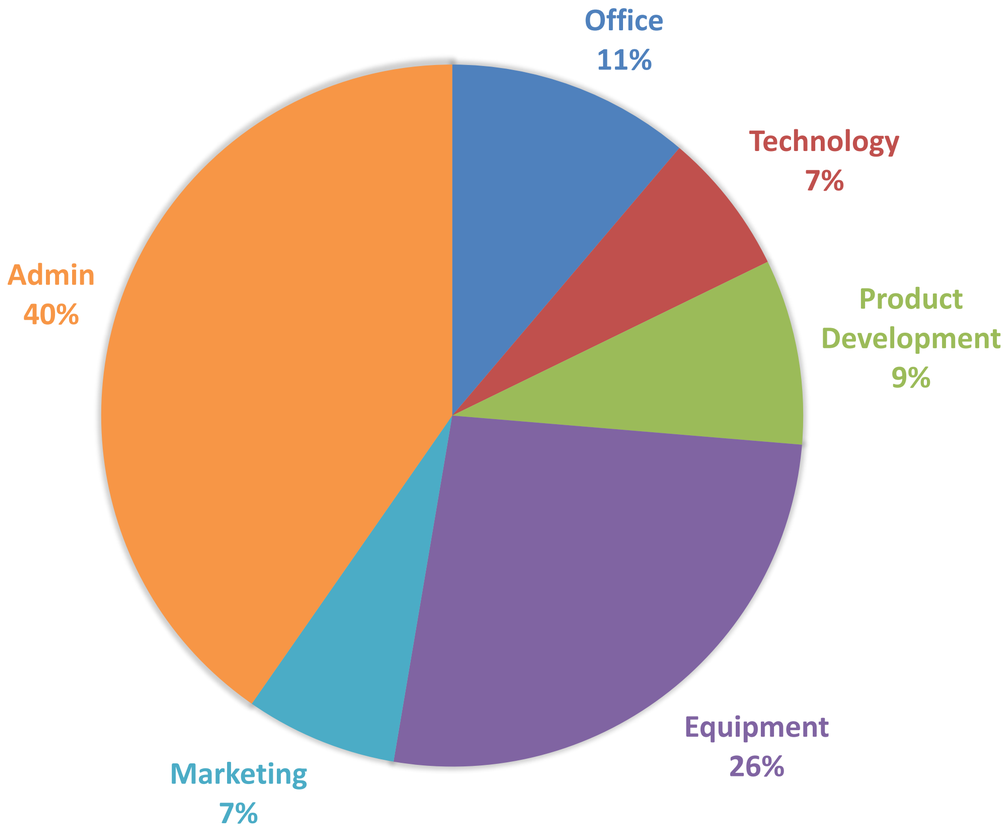
Top 4 in BYLC Vectures Bootcamp

Fundraising Ask

for 5years

No	Subject	Cost
01	Office	40,00,000/-
02	Technology	23,50,000/-
03	Product Dev.	30,50,000/-
04	Equipment	94,10,000/-
05	Marketing	25,00,000/-
06	Admin	1,44,00,000/-
	Total	**3,22,10,000/-**

Three Crores Twenty two Lac Ten Thousand Taka Only



20% ownership will be released in fund payment of 3 crore

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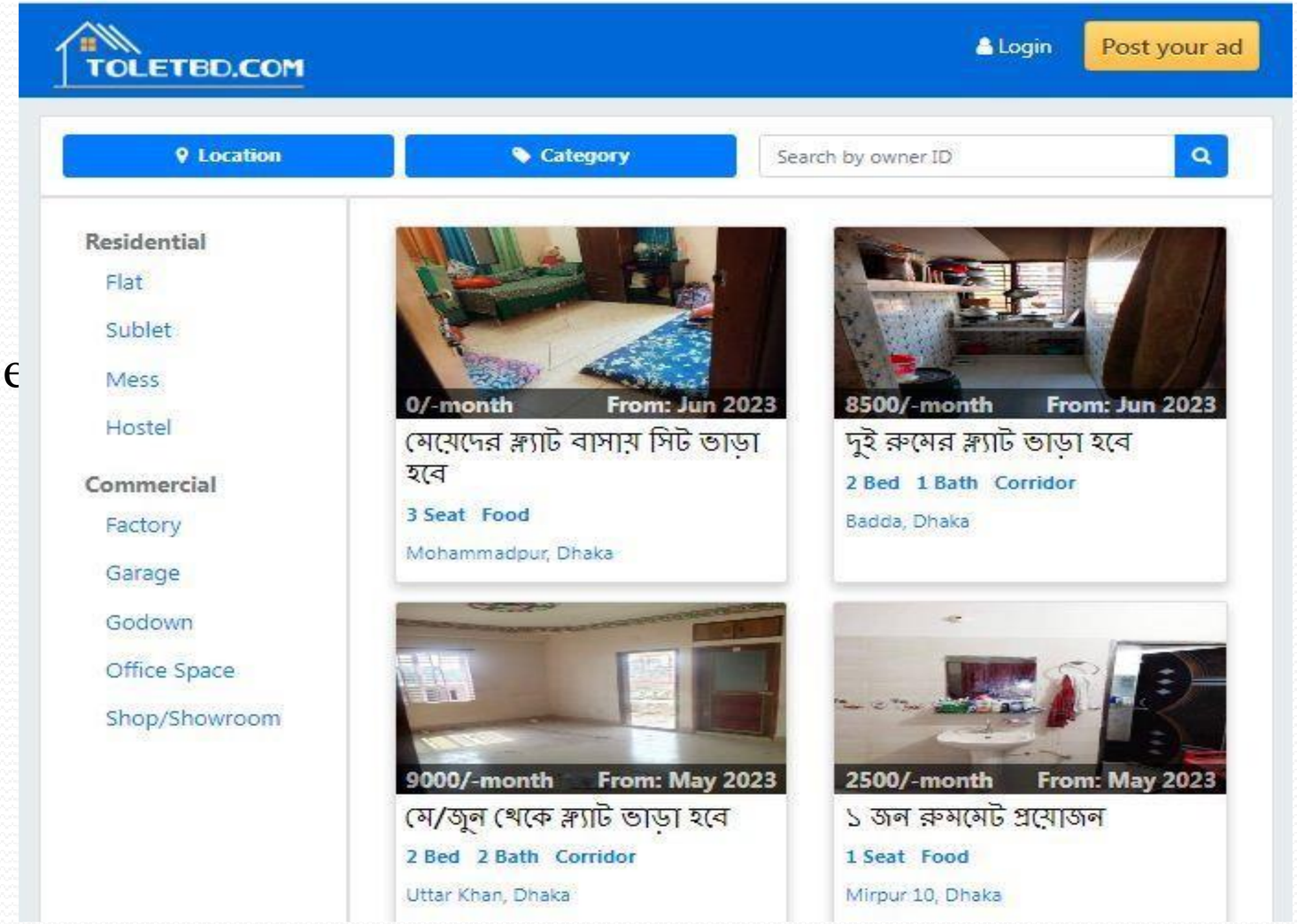
Easy living for everyone

The Problem:

1. We Can't find a suitable home for rent on ONLINE
2. We have to search for houses on the street
3. It's very difficult for landlords to find tenants

Our Solution:

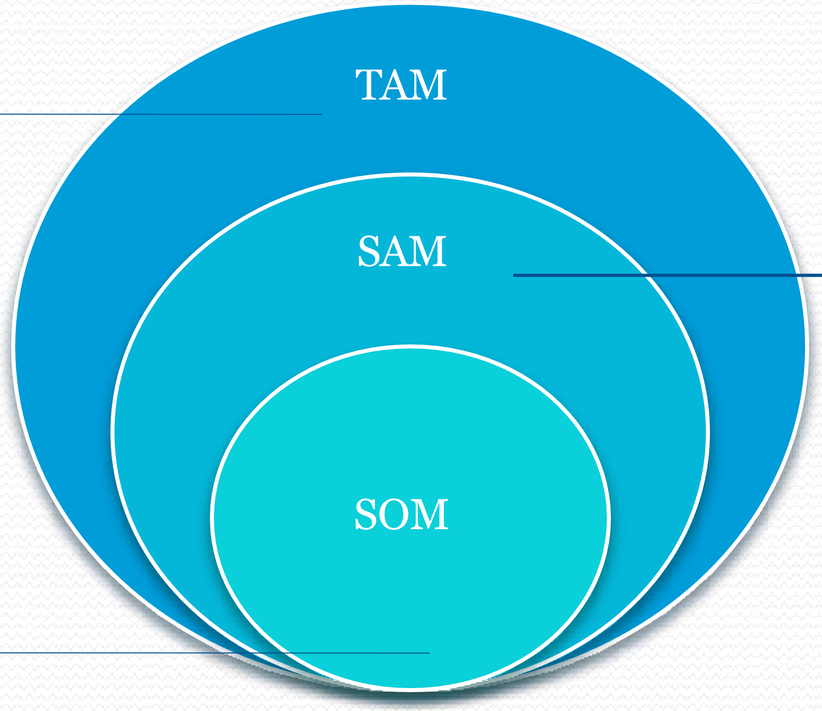
- TOLETBD.COM is an online marketplace for finding flat, sublet, roommate, office space e
- User friendly interface
- The capability of viewing the apartment or room online
- Saving both time and energy



Market Opportunity

65 M

38% of Bangladesh's population lives in **Urban** areas



35 M

Metropolitan and big cities population

7 M

20% of SAM

Revenue Model:

- Business membership service
- Live banner Ads
- Premium Ads listings [Top Ad, Bump up]
- Google AdSense

Competitors Vs Toletbd.com

Industry	Real estate Agent	Focused on property **Buy and Sell**	Focused on property **RENT**
Toletbd.com	×	×	√
Bikroy.com	×	√	×
Pbazaar.com	√	√	×
Bdhousing.com	√	√	×
Bproperty.com	√	√	×

5 reasons to invest to Toletbd.com :-

- Market demand is very high
- Since no one has yet to catch up with the market, we have a fantastic opportunity to become the market leader.
- After becoming the market leader, No more spending money on marketing
- Its demand will rise day by day as urbanization progresses.
- Our website is easy to remember for its short and catchy name.

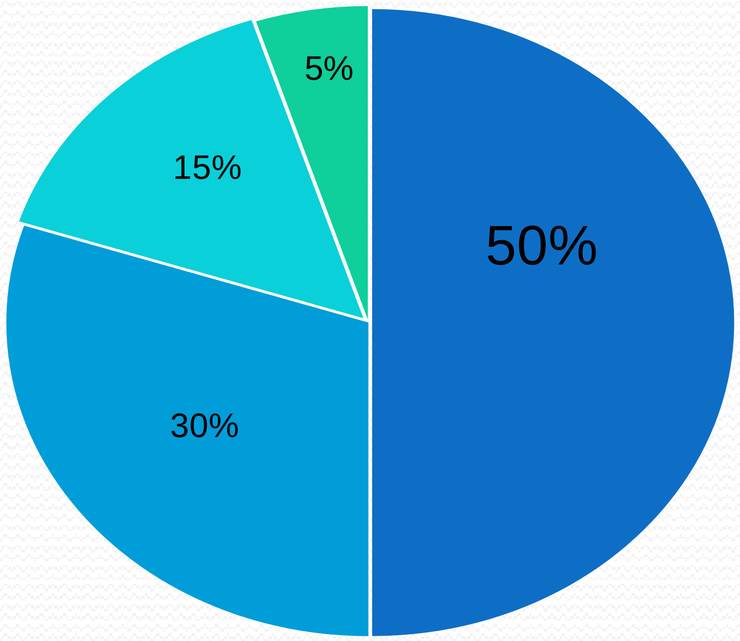
The projected revenue after the investment:-

- Annual Revenue
  BDT 24M- 34M
- Possible to become a company worth BDT
  300-400 crore
- Possible to Become a rental marketplace **leader**

The Ask

- We are seeking BDT 50 lakh
- 5 crore Post-money valuation
- Offering 15%

50%	• Marketing • BDT 25,00,000
30%	• Operations • BDT 15,00,000
15%	• Technology • BDT 7,50,000
5%	• Others • 2,50,000



The founding team:

Md Waliullah Sumon

Founder, toletbd.com

Bsc in CSE, Dhaka International University

Md Ariful Islam

Co-founder, toletbd.com

BA honours, Kabi Nazrul Govt College, Dhaka

বাসা ভাড়া

নিশ্চিন্তে

- হোস্টেল
- সাবলেট
- মেস
- ফ্যামিলি
- অফিস
- ব্যাচেলর

TOLETBD.COM

TOLETBD.COM | Easy living for everyone

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MyCircle

A marketplace that primarily offers creative human interaction services.

Photography, Music Lessons, Physiotherapy, Freelance Musician, Meditation and Yoga Instruction Services, Makeup Artistry Services, Private Tutoring, Pet Sitting and Fostering Services.

MyCircle.live

https://my-circle.vercel.app/

MyCircle.live

Problem Statement

Limitations for Creative Service Providers

Limited platforms for showcasing and connecting with clients for creative service providers.

Challenges of Finding Service Providers

Finding reliable service providers in new or unfamiliar locations is challenging, and traffic congestion can make it even more difficult for them to reach you in time.

The unemployment rate in Bangladesh is projected to be 4.8% in 2023, resulting in **3.5 million** jobless individuals.

Traffic congestion causes a daily loss of 19 million working hours, amounting to Tk **50,005 crore** annually.

MyCircle

MyCircle is a creative service marketplace that utilizes real-time location to connect users with local service providers via mobile app, delivering fast and affordable solutions with location-based technology.

Why Us

Our focus is on providing human interaction-based **creative services.**

We provide a comprehensive **screening process**, along with **location tracking** and **emergency alert features**, which together offer an additional layer of security for our users.

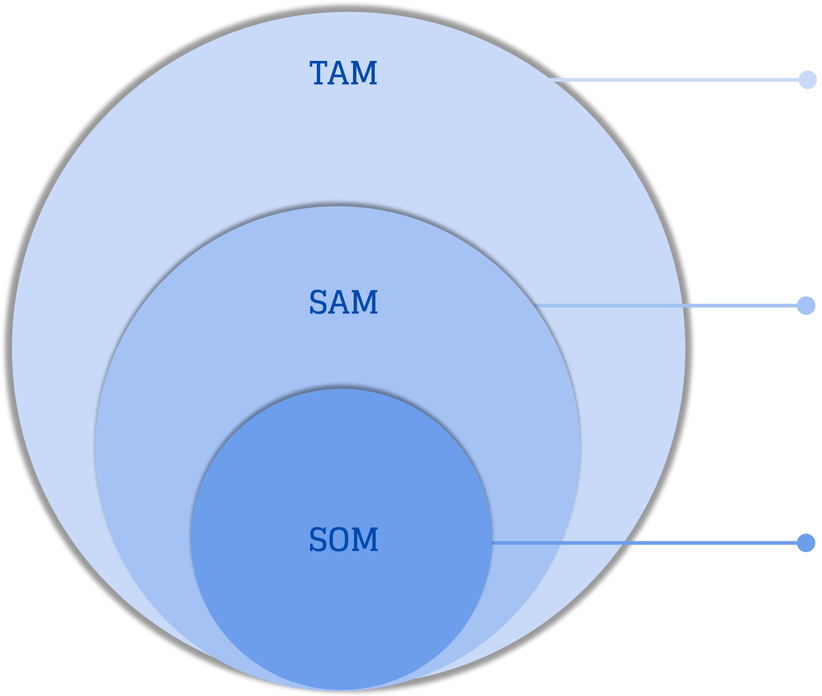
Our **real-time location-based technology** enables fast and easy access to services in the nearest location, even in unfamiliar areas.

Our marketplace offers a cost-effective and transparent process for selecting the right service provider through **bidding, ratings, and reviews.**

Competitive Landscape

Company Name	Real-time Location-based Services	Creative Service Marketplace	Bidding System for Service Providers	Total
MyCircle	✓	✓	✓	3
Shebaxyz	✓		✓	2
Google Map	✓			1
Taskrabbit	✓	✓		2
Upwork/Fiverr/Freelancer		✓	✓	2

Market Size



$115 Million
TOTAL ADDRESSABLE MARKET

BDT 1239 Crores

$20 Million
SERVICE ADDRESSABLE MARKET

BDT 222 Crores

$93 Thousand
SERVICE OBTAINABLE MARKET

BDT 99 Lakhs

Density	Urban
Target Age Group	25 - 69
Total Targeted Population in Bangladesh	17,277,963
Total Targeted Population in Dhaka City Corporation	3,091,018
Weekly Service per User	3
Average Rate	50tk
Commission Rate	10%

Revenue Model

Commission Based:

We take **10%** Commission with **30tk** Minimum Service Fee.

Obtainable Customers **49,929**

1.7% of total segmented population

Average Service Fee: **50tk**

2 Services/Week

99 Lakhs BDT

4Q Projected Revenue (After Launch)

Ideal Customer Profile	
Service Providers	Users
Students	Age Group (25 – 65)
Professionals	SME
Existing Freelancers	Restaurants

Management Team

Empowered by Purpose, Driven by Success, Fueled by Passion: Our Committed Mission to Better Society.

Nafe Muhtasim Hye

Founder & CEO, MyCircle

- Led AI & ML Research Project Collaboration between the USA & Bangladesh as 1st Author.
- Acquired expertise in corporate banking and IT at a reputable bank.
- Led the Mars Rover Team to a 26th global and 4th Asia ranking in the European Rover Challenge (supported by NASA & Mars Society).

Sudwipto Kumar Mondal

Co-Founder & CTO, MyCircle

- Led a frontend team of a giant Fintech company based on UK.
- Developed a Mobile app from scratch to production ready for another startup in Bangladesh.
- Worked on and developed a video conferencing app based on Singapore.

7+

Talented individuals and counting

Traction

Accomplished

- Create a front-end app prototype.
- Featured as one of the top 30 startups in Bangladesh by BYLC Ventures.

On Going

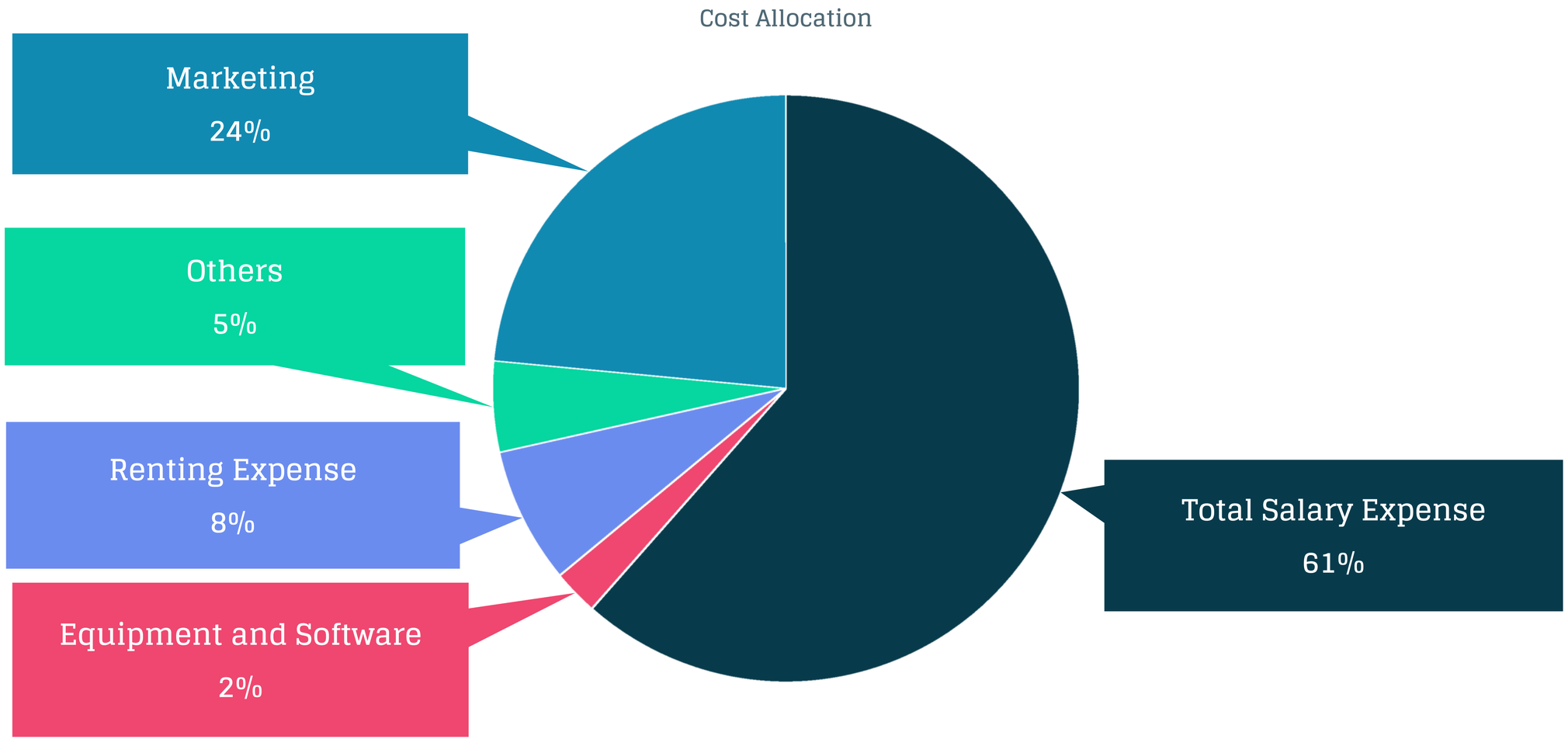
- Conducting market research at 3+ universities in Dhaka, gathering insights on user preferences, location, and personas.

Up Coming

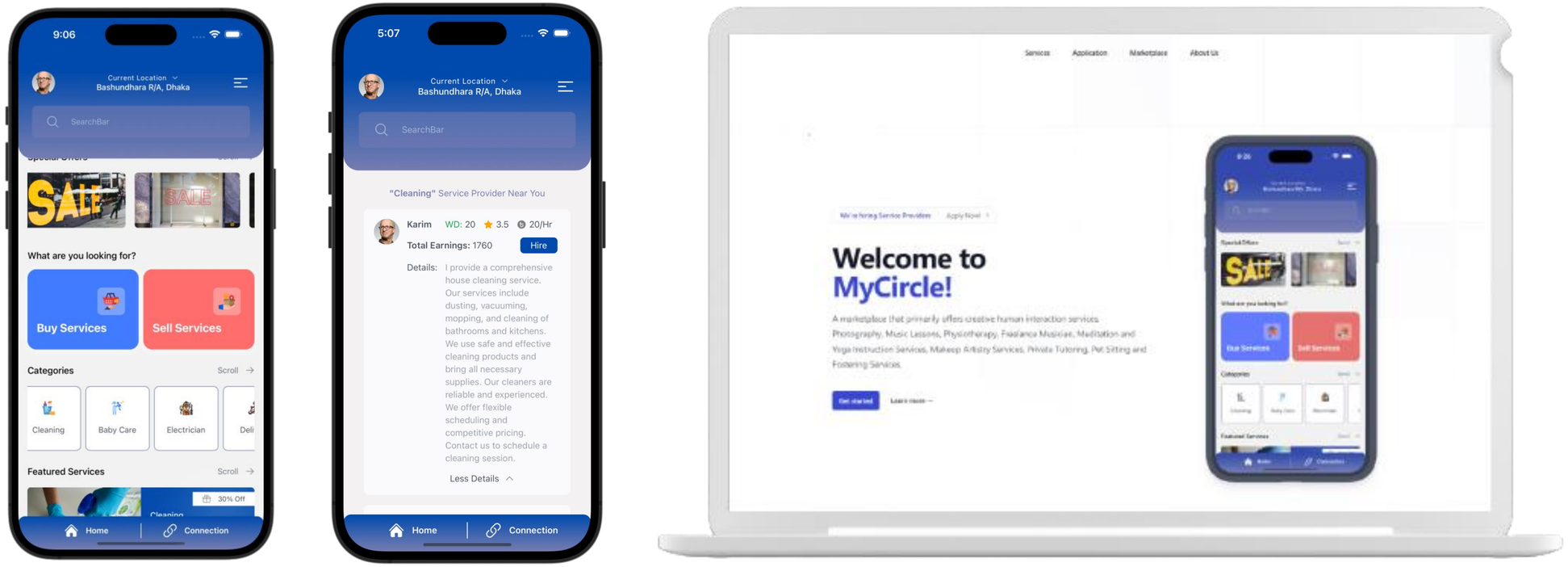
- Onboarding Creative Service provider Campaign with in 1 month
- Launching testing phase within 2 months.

The Ask

We are seeking for a **BDT 20 Lakh** investment in exchange for **15%** equity stake, with valuation at BDT 1.3 Crore, providing 1-year runway for growth.



Product Prototype Demo



MyCircle Mobile and Website Application Walkthrough:
https://drive.google.com/file/d/1T5RObvf-MAVNAhPy3fQHx3OL5qk8cgd1/view?usp=share_link

MyCircle.live

https://my-circle.vercel.app/

MyCircle.live

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ORTHAYON

A 360-investment solution

Enable everyone with investment tools and expert management services
Multiple markets, one platform: Invest in stocks, bonds, ETFs, gold, and more. Hone your skills risk-free with paper trading.

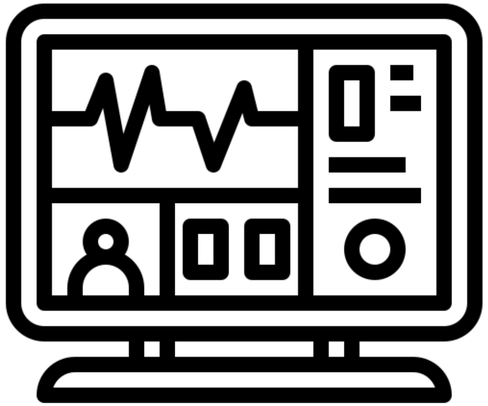
Current Problem

Limited scope for investment related education

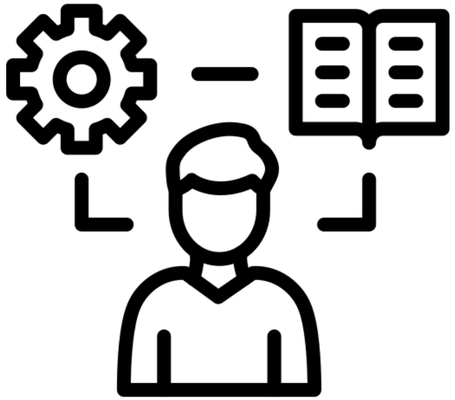
Few high-tech solution currently exist in the market

Short of products that targets the young tech savvy users

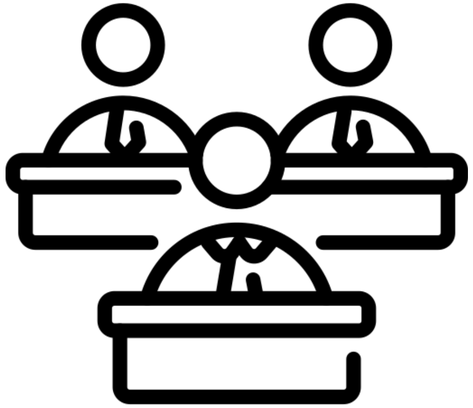
Solution



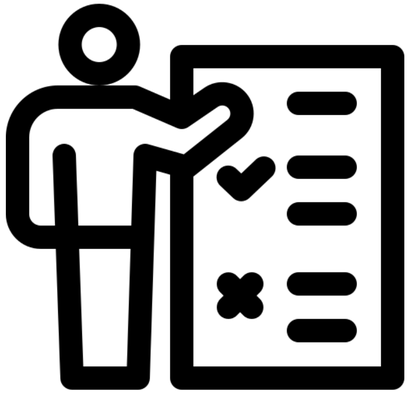
Simulation/ Paper Trading



Practice with Virtual Currency



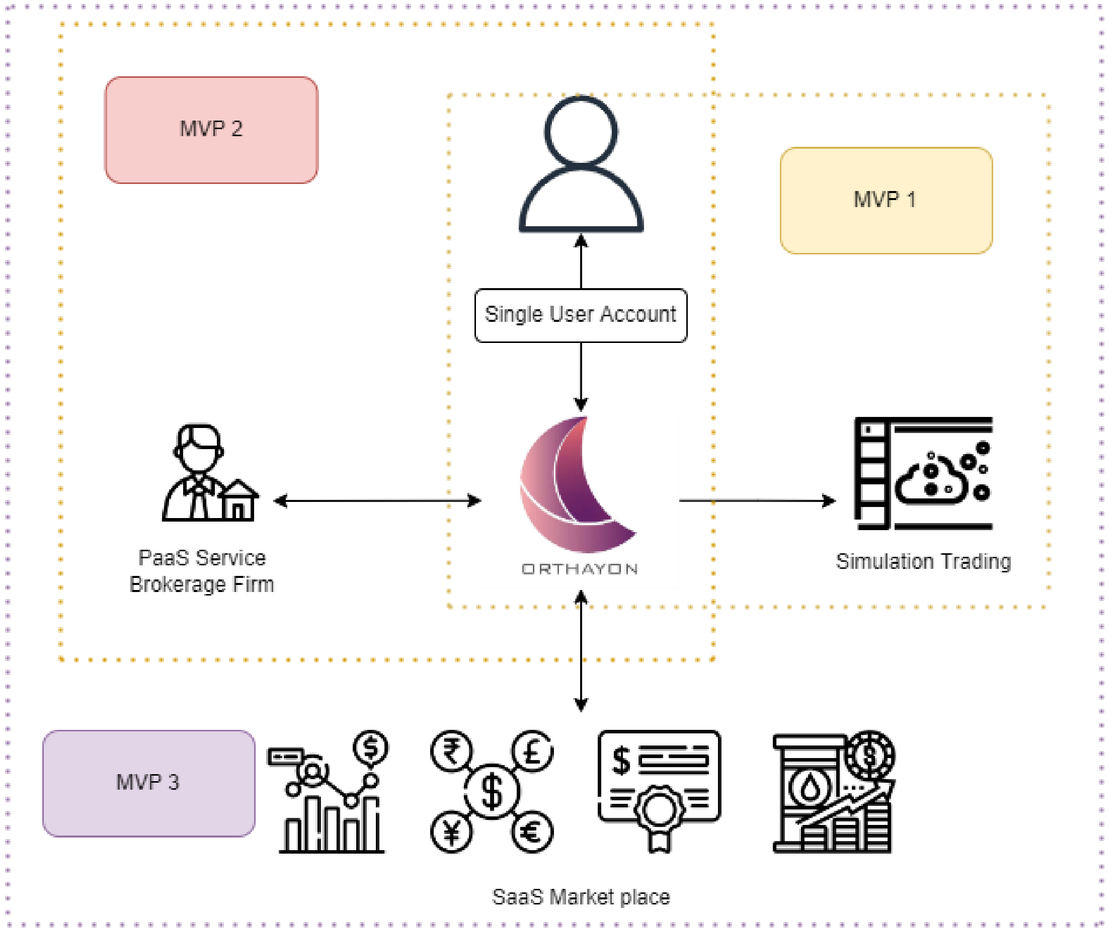
Practicing Platform for students and youngsters



Guidance to inexperienced and noob traders

Our Service

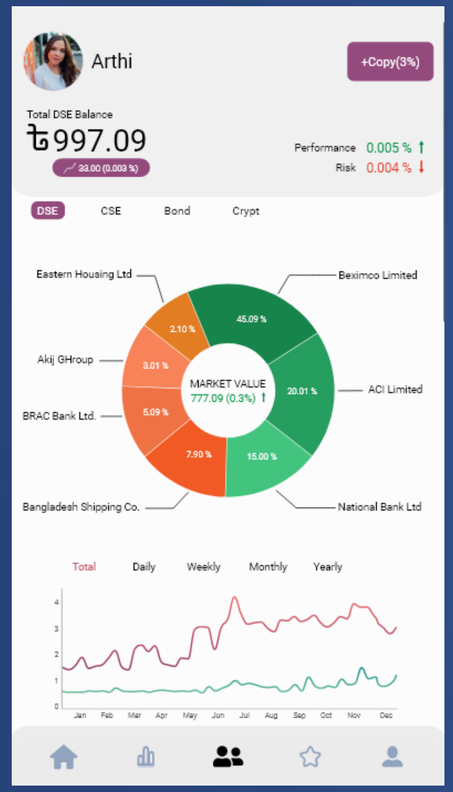
- MVP-1 : Simulation Trading
- MVP-2 : White Label Trading App
- MVP-3 : 360 Trading Platform

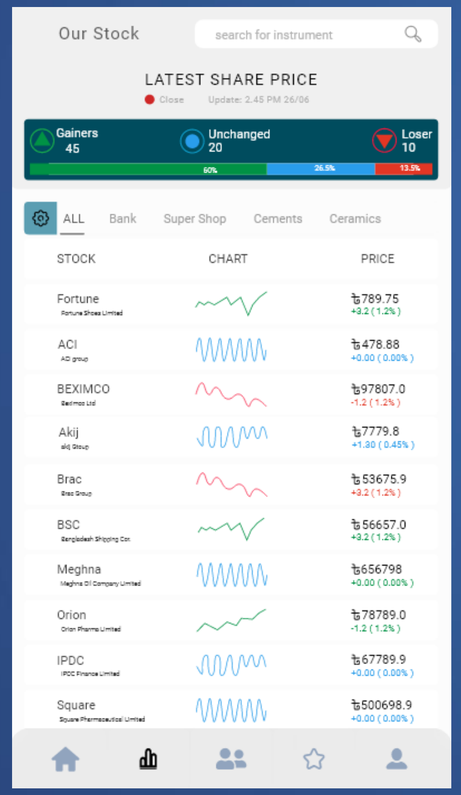


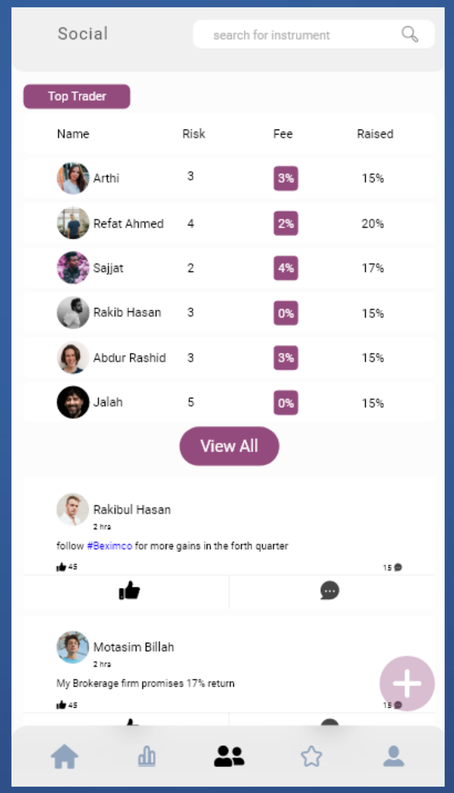
Our Product

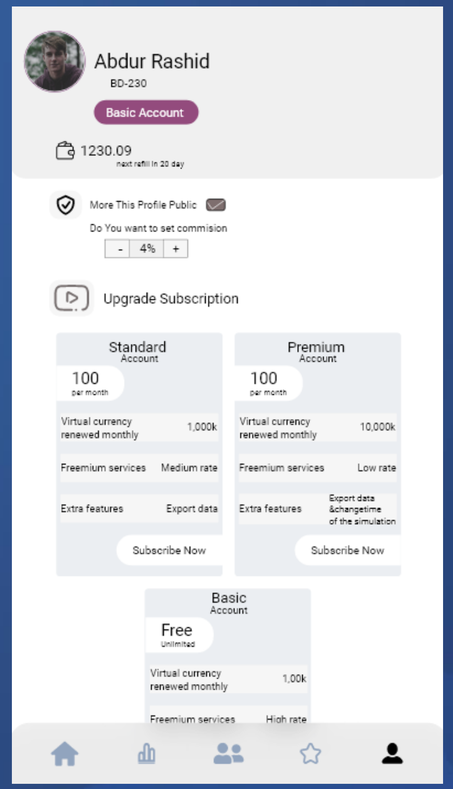
- MVP1 Developed (available to download)
- The simulation trader is already developed the key features that are already included in this version are as follow

#Using virtual currency #managing portfolio
#buying and selling stocks #copy trading #real-time data









www.big.gov.bd

Market Opportunity

18–35-year-old tech savvy demography

1-2 Lakh active account out of 25 Lakh BO account

300 Brokerage firms among which Top 7 takes 70% of the Business

Industry

ORTHAYON

Competitors

Data related competitor

Trading app related competitor

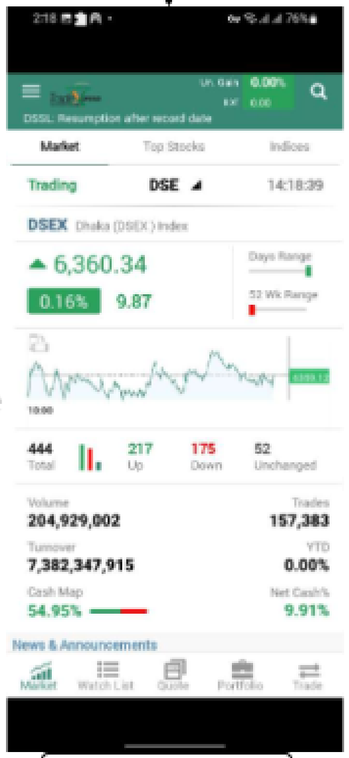
AmarStock

Orthayon Advantage

Thou Amar stock provides a good UI i does not provide the user with much functionality when it come to trading. And the design is helpful for the expert trader most common users gets confused by the design. where Orthayon provide a very modern user friendly design. And no simulation is available either

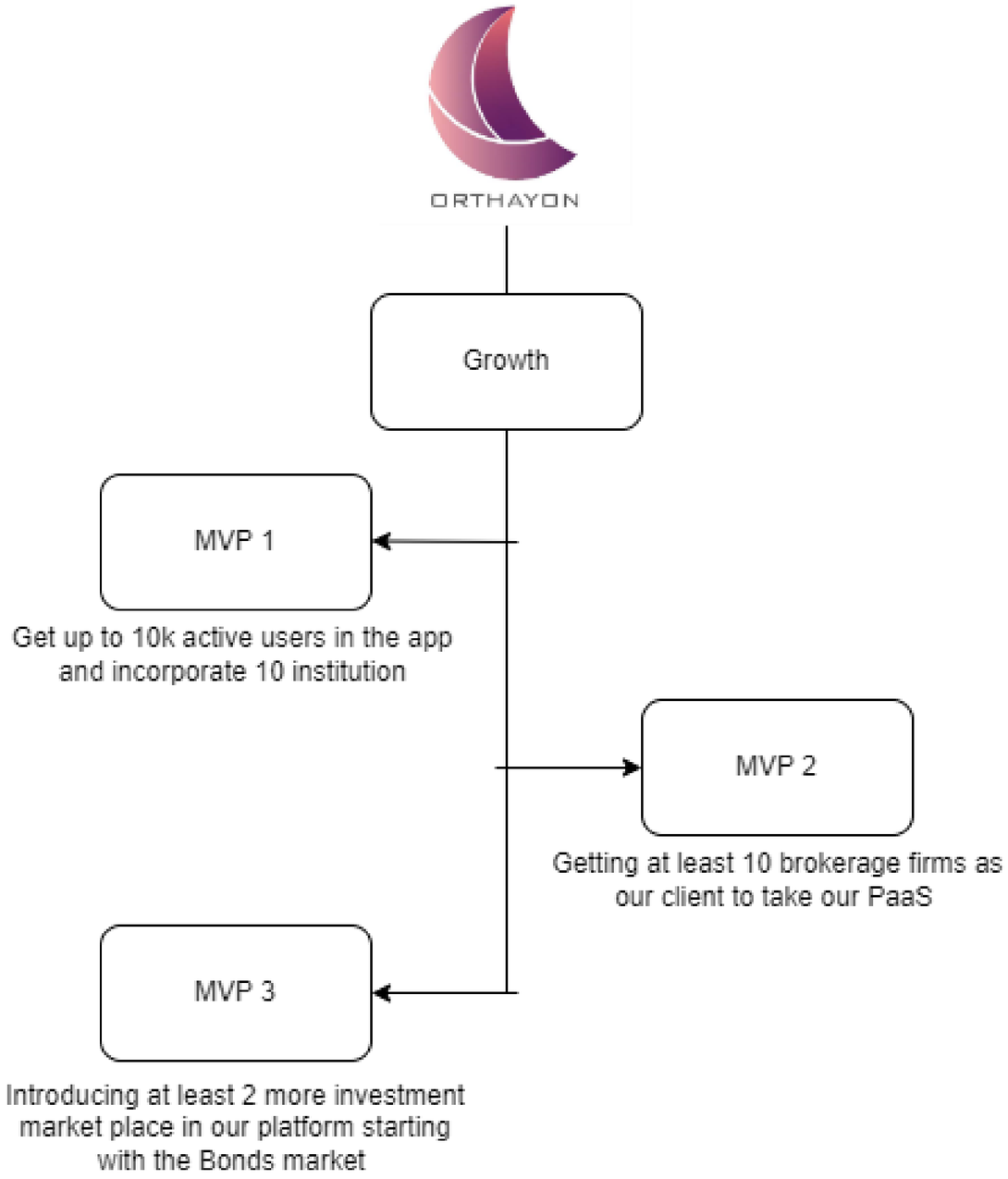
Orthayon Advantage

TradeXpress is the trading app from Lanka bangla which is the leading brokerage firm of the country. yet the app has many short comings which Orthayon will not have. like BO account cant be easily opened in the app. withdrawing and depositing fund in the service requires one to login into their site and needs email confirmation. doesn't provide copy trading nor index formation. And the app is not soothing to the eye



TradeXpress

Strategy/ Business Growth



Business Model

ORTHAYON

MVP 1

Simulation Trading

The user will be given a simulated environment with virtual currency and the simulation will work with real-time DSE (stock market) data. the user can practice and explore their investment skills. the purpose of this version is to provide the user with necessary knowledge to better equipped them for the real market

the users can buy monthly subscription to the platform and the virtual currency and other features will vary according to their subscription model

Type	Payment	virtual currency renewed monthly	Freemium services	Extra features
Basic	Free	100k BDT	High rate	none
Stadard	Subscription	1,000k BDT	Medium rate	Export data
Premium	Subscription	10,000k BDT	Low rate	Export data & change time of the simulation

MVP 2

PaaS for BrokeraeFirm

We will be selling our app solution to the brokerage firm that does not have an app or does not have a modern app for its user base.

This won't be a simulation environment but a real trading app. the simulation environment will help us showcase all the extra features the users will be getting

The pricing will be done according to the complexity of the integration with their system varying from **5 million BDT to 10 million BDT**

With additional payment for maintenance and support team from each client. which will be about **500k BDT** every month

MVP 3

SaaS

After successfully integrating the DSE marketplace and gathering a large pool of users we will be incrementally adding different market places in our platform like the bond, fund, forex, commodity market, etc.

we will be a SaaS platform where the users of different brokerage firms, mutual funds, and other marketplaces can log in and conduct their trading.

In this version, our business model will be the simplest i.e. we will charge a **1% flat transaction fee** for all exchanges

Product Road Map

MVP-1 being the 1st Financial EdTech immense scope for students and noob traders

MVP-2 providing white label trading app to brokerage firms which is affordable and more user intuitive

MVP-3 providing 360 all in one trading platform being the 1st online broker in BD

Technical Cost	Break Down Platforms	Categories	Costing	
1. Mobile	Android	UX development	200,000	Already Covered
		App development	700,000	
	IOS	UX development	200,000	
		App development	1,000,000	
2. Backend server for business logic and admin control	Development cost		1,200,000	
	Database Services		2,500,000	Need Investment
	Server		100,000	
3. Simulation Engine	Development cost		2,000,000	
4. Data collection cost	Development cost		200,000	
Marketing cost				
	Social media		360,000	
	Physical campaigning		100,000	
	Traditional media		300,000	
	Paid ad		500,000	

Orthayon is a fin-tech app unlike another and a major market disruptor creating and educating the masses about it is a major challenge. The scope of our market is at least 2 Million Bangladeshi User. That is to its fullest our application will be a very data intensive application thus maintaining the services and features will be very cost intensive in technical specs. An inception development cost of 33 Lakh BDT is already spent on our application, and we will be needing the infrastructure and marketing const from our investors which sums up to about 60 Lakh BDT

Fundraising ask

Team Members

Ifte Araf Islam
CEO & Co-founder
4+ year of fintech exp

Jalal Uddin
CIO & Co-founder
health-tech founder exp

Raqibul Hasan Rafi
CTO & Co-Founder
Metaverse, ML/AI startup exp

Combined Research Paper on Stock Market Prediction Using ML and NLP

STARTUP DHAKA

PRESENTS

ACCELERATOR PROGRAM

Partners

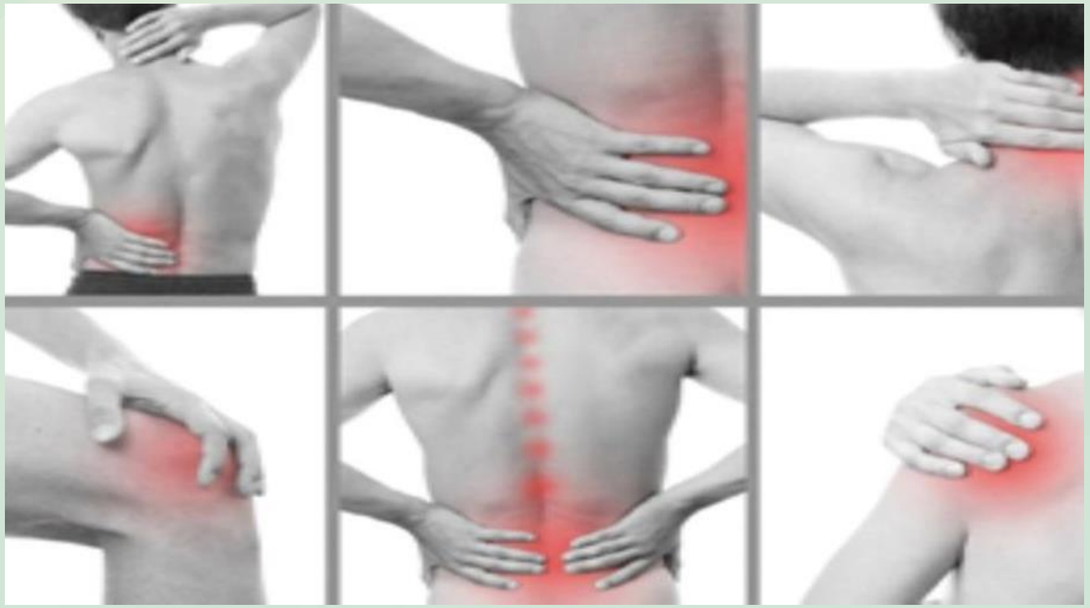
BETTER® STORIES

LightCastle Partners

STARTUP DHAKA

PainTech Valley

In Bangladesh, providing the most reliable and non-invasive PEMF therapy service for chronic pain patients at an affordable cost.



www.paintech-valley.com

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PAINTECH VALLEY

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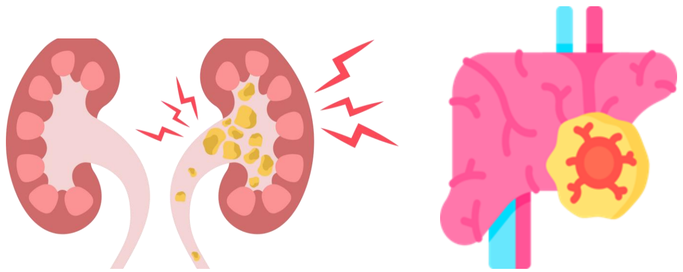
Problem



Long-term use of painkillers can lead damage liver and kidney

Pharmacology-based pain relief modality is also invasive, expensive and addictive

Physiotherapy is time consuming, expensive, and not available for home service.

MAGNIFY YOUR MOTION PAINTECH VALLEY

STARTUP DHAKA

Solution

Our innovative Pulsed Electromagnetic Field (PEMF) based Electro-Healing device is a trusted solution for pain management, tissue regeneration, and bone growth.

- Home based Solution
- No Side Effects
- Non Invasive
- Drug Free
- No Risk for Addiction
- Low-Cost & Accessible for LRC

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STARTUP DHAKA

Product

3 Easy Steps to Pain Relief

Turn on the device

Place on or near area of pain

Go about normal activity

Electro-Healing

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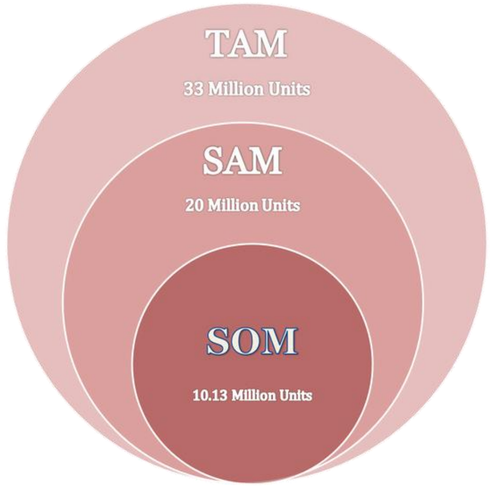
STARTUP DHAKA

Market Opportunity



TAM: PEMF Device Market Size in Bangladesh

SAM: PEMF Device Market Size in taking physical therapy

SOM: PEMF Device Market Size among Bangladeshi Internet User

Compound Annual Growth Rate (CAGR) of 7.8%

Country	Market Size (Units)	% Market Capture	Units through PTV	Per Unit Revenue (Tk.)	Achievable Revenue (TK.)
Bangladesh (Online)	10.13 Million Units	10	1.013 Million Units	15000	15.2 Billion

Source: Bangladesh Bureau of Statistics, Bangladesh Society for Study of Pain

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Competitive Landscape

Company Name	No Side-effects	Non-Invasive	Drug-free	No Risk for Addiction	Overdose	Low-cost
PainTech Valley (Electro-Healing)	✓	✓	✓	✓	✓	✓
Pharmacology based Modality	✗	✗	✗	✗	✗	✗
Physiotherapy	✗	✓	✓	✓	✗	✗

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PAINTECH VALLEY

Business Model

Business to Customer (B2C)	Business to Business (B2B)

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Revenue Model

- Initially direct product sale
- Then we will incorporate a service-based revenue model
- In the future, We will add a subscription based revenue model

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PAINTECH VALLEY

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Management Team

Md. Al-Amin

TEAM LEADER +CO-FOUNDER

6+ Years Product Development + Marketing & Sales Experience

Md Zahid

CTO

6+ R&D Experience

Taslima Aktar

MEDICAL AFFAIRS + CO-FOUNDER

4+ Clinical Experience

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PAINTECH VALLEY

Current Traction

STARTUP DHAKA

CERTIFICATE
OF ACHIEVEMENT

S/N: BYECI-20220329

THIS CERTIFICATE IS AWARDED TO

Md. Al-Amin

In formal recognition of becoming one of the winners in

Bangladesh Youth Enterprise Competition & Incubation 1.0

Organized by Bangladesh Youth Enterprise Advice & Helpcentre

March, 2022 - July, 2022

Md Rashed Mamun
Executive Director
Bangladesh Youth Enterprise Advice & Helpcentre

Manzoor Hasan OBE
Chairman
Bangladesh Youth Enterprise Advice & Helpcentre

Winner (with seed fund) of the Bangladesh Youth Enterprise Competition (BYEC) 1.0

ICPM-2020
International Conference on Physics in Medicine, February 6-7, 2020, Dhaka, Bangladesh.

Organized by

ORGANIZING COMMITTEE

Date: January 19, 2020

Mr. Md Al-Amin
Department of Biomedical Physics &Technology,
University of Dhaka, Bangladesh.

Dear Mr. Md Al-Amin,

Congratulations! Your abstract entitled, "Effectiveness of Pulsed Electromagnetic Field (PEMF) Therapy for the Treatment of different kinds of Pain" by Md Al-Amin et al has been accepted by the Scientific Committee for ***Oral Presentation*** at the International Conference on Physics in Medicine (ICPM-2020) to be held in Dhaka, Bangladesh during 6-7 February, 2020.

You are requested to prepare a power point presentation of ***not more than 8 minutes***. This would be followed by 2 minutes of Q&A. You are further requested to bring your power point presentation file in a USB pen drive along with you and also to email its PDF file to 'tanjim.siddique@gmail.com' by 5 February, 2020 as a backup.

Detailed program schedule of the scientific sessions will be sent to you later.

Looking forward to your presentation at ICPM-2020.

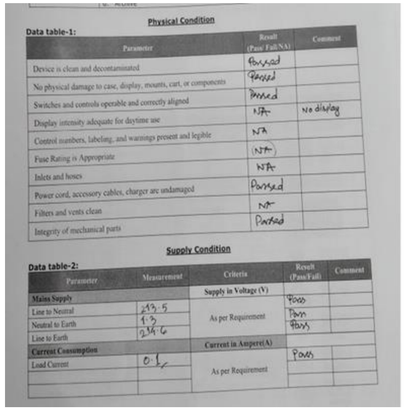
Best wishes,

K Siddique-e Rabbani
Co-Chair and
Convener, Scientific Committee

Efficacy of our Electro-Healing Device, In Proceedings of International Conference on Physics in Medicine 2020

BDT. 70,000

Total Amount of Earned Revenue without promotion


Physical Condition

Data table-1:

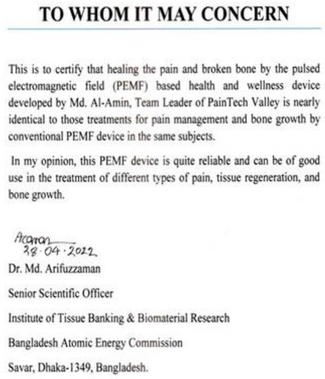
Parameter	Result (Pass/ Fail/NA)	Comment
Device is clean and decontaminated	Passed	
No physical damage to case, display, mounts, cart, or components	Passed	
Switches and controls operable and correctly aligned	Passed	
Display intensity adequate for daytime use	NA	No display
Control numbers, labeling, and warnings present and legible	NA	
Fuse Rating is Appropriate	NA	
Inlets and hoses	NA	
Power cord, accessory cables, charger are undamaged	Passed	
Filters and vents clean	NA	
Integrity of mechanical parts	Passed	

Supply Condition

Data table-2:

Parameter	Measurement	Criteria	Result (Pass/Fail)	Comment
Mains Supply		Supply in Voltage (V)		
Line to Neutral	243.5	As per Requirement	Pass	
Neutral to Earth	1.2		Pass	
Line to Earth	236.6		Pass	
Current Consumption		Current in Ampere(A)		
Load Current	0.6	As per Requirement	Pass	

Safety certified by the Bangladesh Reference Institute for Chemical Measurements (BRiCM)


TO WHOM IT MAY CONCERN

This is to certify that healing the pain and broken bone by the pulsed electromagnetic field (PEMF) based health and wellness device developed by Md. Al-Amin, Team Leader of PainTech Valley is nearly identical to those treatments for pain management and bone growth by conventional PEMF device in the same subjects.

In my opinion, this PEMF device is quite reliable and can be of good use in the treatment of different types of pain, tissue regeneration, and bone growth.

28.04.2022

Dr. Md. Arifuzzaman

Senior Scientific Officer

Institute of Tissue Banking & Biomaterial Research

Bangladesh Atomic Energy Commission

Savar, Dhaka-1349, Bangladesh.

Endorsement by Scientist at the Bangladesh Atomic Energy Commission

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PAINTECH VALLEY

STARTUP DHAKA

Fundraising

10

LAKHS

Raised so far

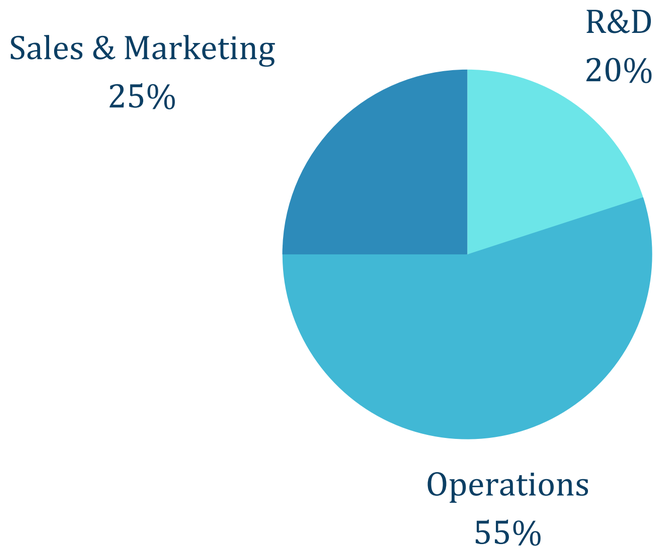
- 1 crore Post-money valuation (July 2022)
- 10% (1 FnF investors)

1.5

Crore

Ask

- 10 crore Post-money valuation
- Offering 15%



Funds Distribution

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REINFORZ

Reinforcing Human Learning With AI

Problem Statement

Challenges for Learners and Educators

Ms. Sarah: The Overwhelmed Educator

- Overwhelmed by crafting questions, grading assignments, and providing personalized guidance for her large class. Time consuming and inconvenient.
- Struggling with declining engagement and a lack of collaboration in her large class

Zarif: The Struggling Learner

- Struggling to find personalized practice materials and feedback on his answers
- Difficulty grasping concepts, lacking confidence, and finding no engaging learning environment

Solution

Empowering Learners and Educators

Solution for Educators

- Generate custom unique question papers and assessments within minutes, saving time and effort
- Monitor and track per-learner performance and progress
- Advanced evaluation techniques and data-driven analytics for personalized guidance

Solution for Learners

- Generate targeted assessments and practice materials
- Instant feedback based on performance
- Interactive exams and gamification features for an engaging learning experience

Product Demo

Youtube link:

https://youtu.be/MGTVAvLxzyY

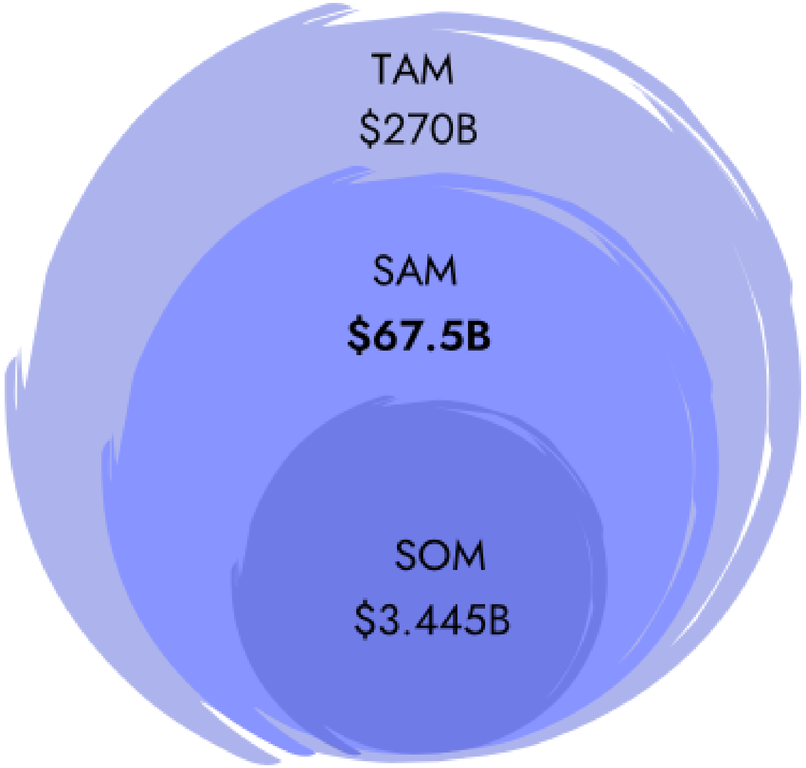
Market Size and Potential

Bangladesh:

- Bangladesh EdTech market size: $700 million
- Aiming for 10% of Bangladesh EdTech market: $70 million

Global:

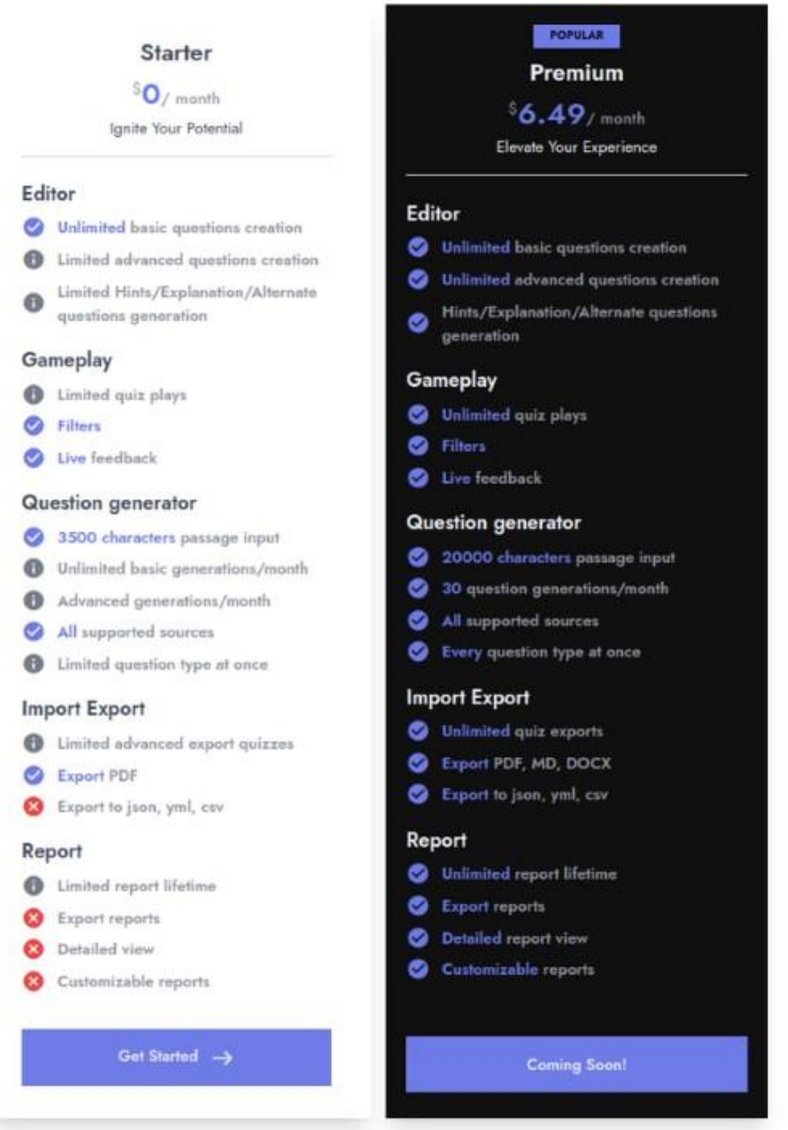
- Global EdTech market size: $270 billion
- AI presence in EdTech by 2023: 25% ($67.5 billion)
- Targeting 5% of the global AI EdTech market in 2 years: $3.375 billion



Business Model

Product Offering:

- Conquer the B2C market first for a strong foundation
- Shift focus to B2B expansion for broader reach
- Subscription-based pricing with tiered plans
- Free tier offering limited access to features



Traction And Launch

Prelaunch Traction:

- 772 unique visitors and 1680 views from Feb to April.
- Top 3 countries: Bangladesh, United States, India
- Active social media presence driving organic traction
- Launching on ProductHunt and IndieHacker by the end of this month

Figure: Current and projected website viewers and visitors

Future Expansion Scope

Expanding Horizons in Education and Business

Reinforz: Beyond the Classroom

- Adoption by educational institutions and businesses for training and skill development
- Collaboration with established platforms like YouTube, Udemy, and Medium
- Integration of Reinforz features natively within partner platforms
- Tapping into their vast user communities for growth and impact

The Right Mixture for Success

Key Factors That Set Us Apart

- A comprehensive, all-in-one platform that uses unique and disruptive AI technology
- Multi-modal & Multi-lingual Support: Audio, Video, and Text file, along with English and Bangla languages as input.
- Personalized solution down to each individual use case
- Pre-launch potential: Launch-ready with MVP & positive beta feedback (70+ beta users)

The Team

A Dedicated and Skilled Team Driving Innovation

- 4 co-founders with a combined experience of 13+ years in software development, 7+ years in marketing and operations
- Conducting groundbreaking research in subjective question generation and evaluation using AI for our undergrad thesis
- A talented support team of 10 interns from Brac University and beyond

Safwan Shaheer

CEO

Yaseen Nur

CTO

Rafid Hamid

CPO

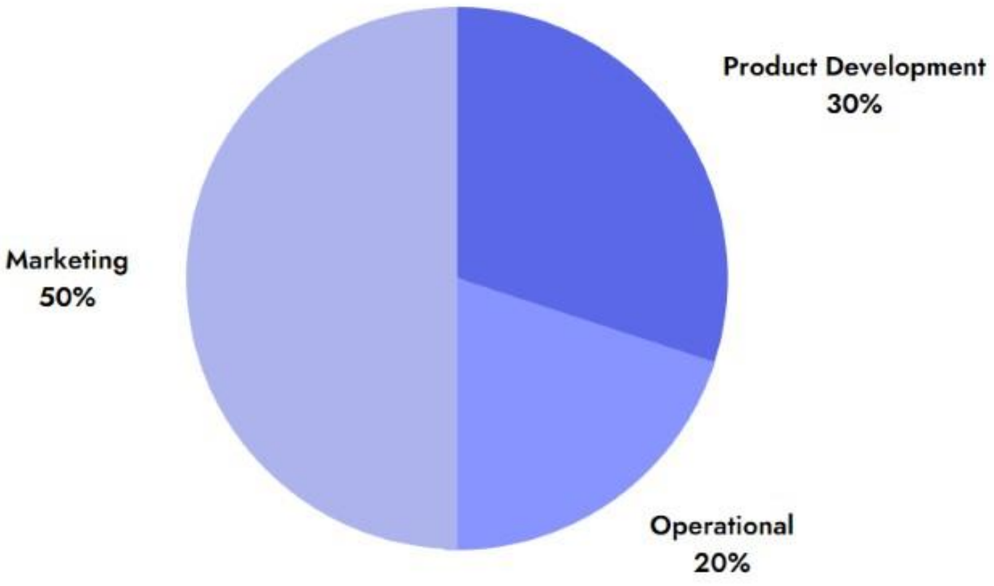
Refatul Islam

CMO

Our Ask

Pre-Seed Investment Opportunity

- Currently bootstrapping with 7 months of runway
- Seeking 50 lacs BDT for 5% equity, valuing the company at 10 crores BDT, evaluated by StartupFalcon
- Pre-Seed round to accelerate growth
- Funds allocated to product development, marketing, and operational costs
- Become a part of our mission to transform education worldwide



Fund allocation

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STARTUP
DHAKA

Saiyonee

SMART MATCHMAKING

FOR SMART BANGLADESH

www.app.saiyonee.com

STARTUP DHAKA

Saiyonee

PROBLEM

SINGLES WHO PREFER "ARRANGED MARRIAGE" STRUGGLE TO FIND SUITABLE LIFE PARTNER

FAMILY MEMBER

GHOTOK / MARRIAGE MEDIA

ONLINE PLATFORM

STARTUP DHAKA

Saiyonee

SOLUTION- A SMART MATCHMAKING APP

VERIFIED AND CURATED PROFILE

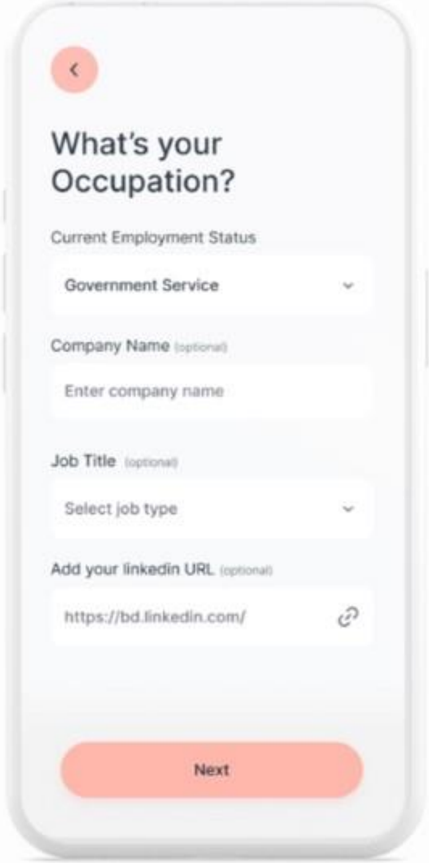
USER-FRIENDLY INTERFACE

LOWER COST THAN TRADITIONAL PROCESS

STARTUP DHAKA

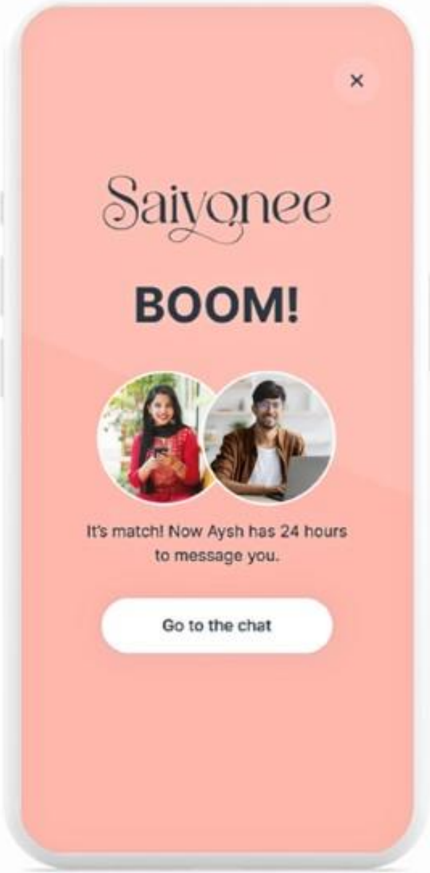
PRODUCT

Saiyonee



USER CREATES PROFILE

VIEWS PROFILES OF OTHER SINGLES



WHEN TWO USERS "LIKE" EACH OTHER, IT'S A MATCH

THEY START COMMUNICATING

STARTUP DHAKA

Saiyonee

MARKET VALIDATION & COMPETITION

10+

ONLINE MATCHMAKING PLATFORMS AND APPS

2000

NEWSPAPER CLASSIFIED ADS /MONTH

Countless

GHOTOKS AND MARRIAGE MEDIA

STARTUP DHAKA

Saiyonee

MARKET SIZE

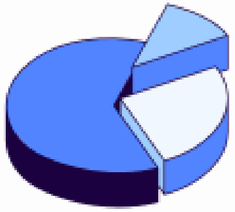
65
LAKHS
UNMARRIED (19+) LIVING IN URBAN AREA[1 & 2]

43
LAKHS
ARRANGED MARRIAGE IN URBAN AREA[3]

9
LAKHS
FAMILIES PAY MONEY FOR MATCHMAKING[3]

1800
CRORE
MARKET SIZE[4]

50
CRORE
INITIAL TARGET MARKET



Source

- Population and housing census 2022, Bangladesh

2. Women and men in bd - Facts and figures 2018. Published by- BBS and Swedish int development cooperation , SIDA and statistics sweden and UN Women
3. Our survey shows, approximately 66% people prefer arranged marraige. 20% of them pay money (on average 20,000 tk) to different matchmaking service providers
4. How do real-life cupids arrange marriages? - The Business Standard (May 2021)

STARTUP DHAKA

Saiyonee

BUSINESS MODEL

ONLINE

FREE

REGISTRATION

90

FREE BIODATA EVERY MONTH

3000

TK FOR 3 MONTH PREMIUM SUBSCRIPTION

OFFLINE

ON-DEMAND MATCHMAKING

STARTUP DHAKA

Saiyonee

GO-TO-MARKET STRATEGY

EARLY STAGE

FIRST 1000

FIRST 5000

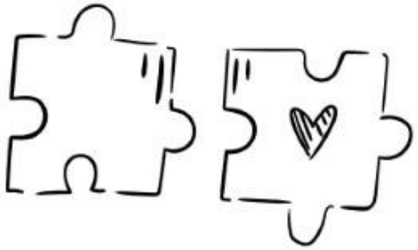
STARTUP DHAKA

Saiyonee

TRACTION

(Web app was launched in Mid-February, 2023)

200 registered users



20% users are already matched

700 facebook followers (organic)

STARTUP DHAKA

Saiyonee

PRODUCT ROADMAP

MAY 2023

- ON DEMAND MATCHMAKING
- PARTNERSHIP WITH GHOTOKS

JULY 2023

- IN-HOUSE TECH TEAM
- RAISE SEED FUND
- REACH 1,000 USERS WITH 5% PAID CUSTOMERS

OCTOBER 2023

- PARTNERSHIP WITH WEDDING BRANDS

JANUARY 2024

- ANDROID + IOS APP LAUNCH

APRIL 2024

- WEDDING E-COMMERCE PLATFORM
- REACH 10,000 USERS WITH 10% PAID CUSTOMERS

STARTUP DHAKA

Saiyonee

TEAM

TANVEER RAHMAN
SOLO FOUNDER

- 12 years experience in Marketing, Business Development and Customer service
- Worked 3 years in Canada before moving to Bangladesh to start own venture

Education

MBA, University of British Columbia
BBA (Marketing), University of Dhaka

Subject Matter Expertise

- Researched dating/matchmaking apps for 5 years
- Understands the pain points of existing matchmaking process
- Tanveer's mother, who matchmade 10 couples is actively helping to build Saiyonee
  (She was the first person to invest in Saiyonee)

TECH PARTNER (ONTIK TECH)

Helped building minimum viable product (MVP)

CTO + COFOUNDER (DISCUSSION ONGOING)

Tentative onboarding June 2023

STARTUP DHAKA

Saiyonee

FUNDRAISING

15 LAKHS

Raised so far

- 1 CRORE POST-MONEY VALUATION (MAY 2022)
- 15% (2 FNF INVESTORS)
- 4 MONTHS RUNWAY LEFT

75 LAKHS

Ask

- 5 CRORE POST-MONEY VALUATION
- OFFERING 15%

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StufBase

E-COMMERCE TOOL FOR DIGITAL CREATORS

There is a new type of entrepreneurs in the world.

And they are the Content Creators.

But they have imited sources of income.
And we are here to solve this.

Problem

Content creators are usually non-registered business owners. They have a lot of items that people want but there is no structure for them to turn these into products.

Creators around the world face challenges in unlocking new revenue streams as they do not have access to any creator focused e-commerce solution.

Why Now

Digital Creators earn **only 20%**
of their total earnings through adsense.
The rest is from brand deals and selling products.

53% Increase in digital content consumption among South Asian users from 2018 to 2021.

Digital products have

- **Low Barrier to entry**
- **Unlimited Quantity**
- **High Profit**

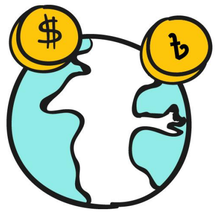
Source: We Are Social and Hootsuite

Solution

StufBase is a comprehensive solution for digital creators to sell their products internationally and set up their own websites using our no code e-commerce store builder.

Sell digital products like ebooks, courses, music, design templates or anything digital

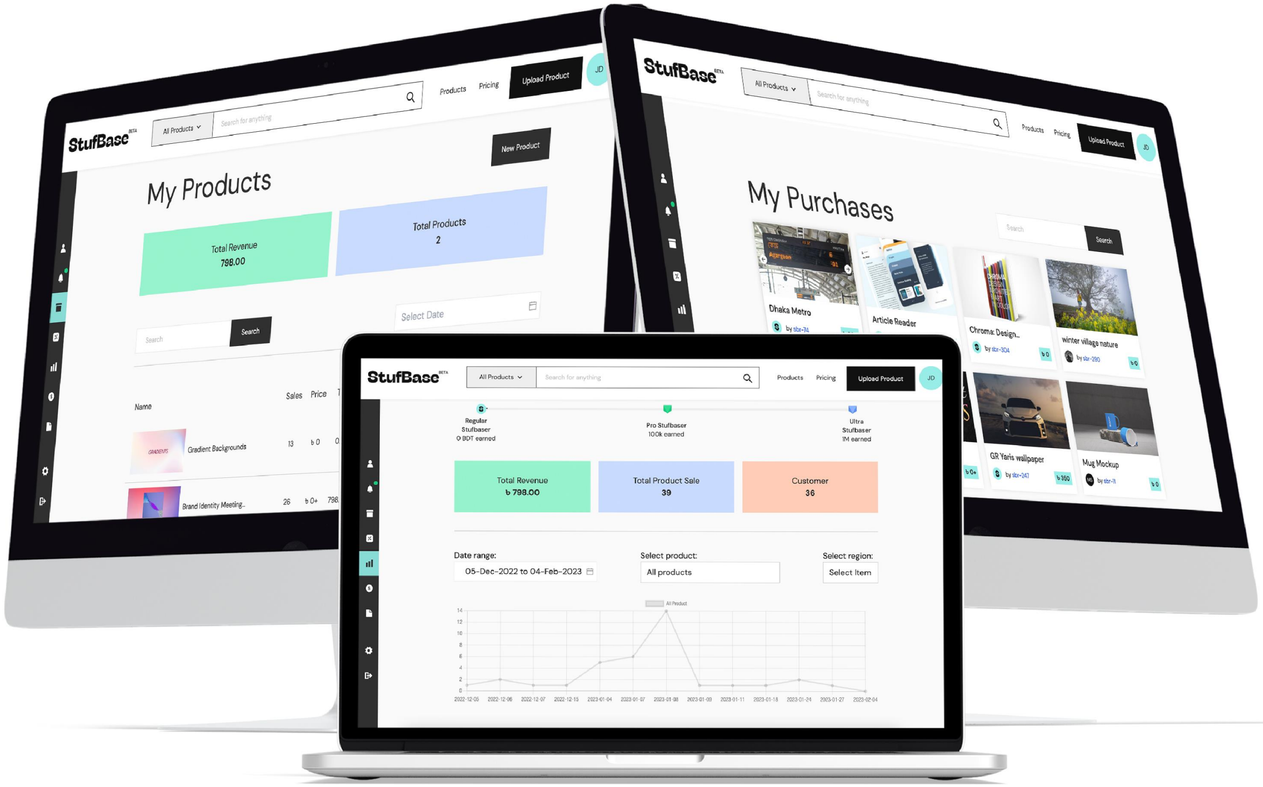
Set up your own website with our no code e-commerce store builder



Sell products internationally and earn in local currency

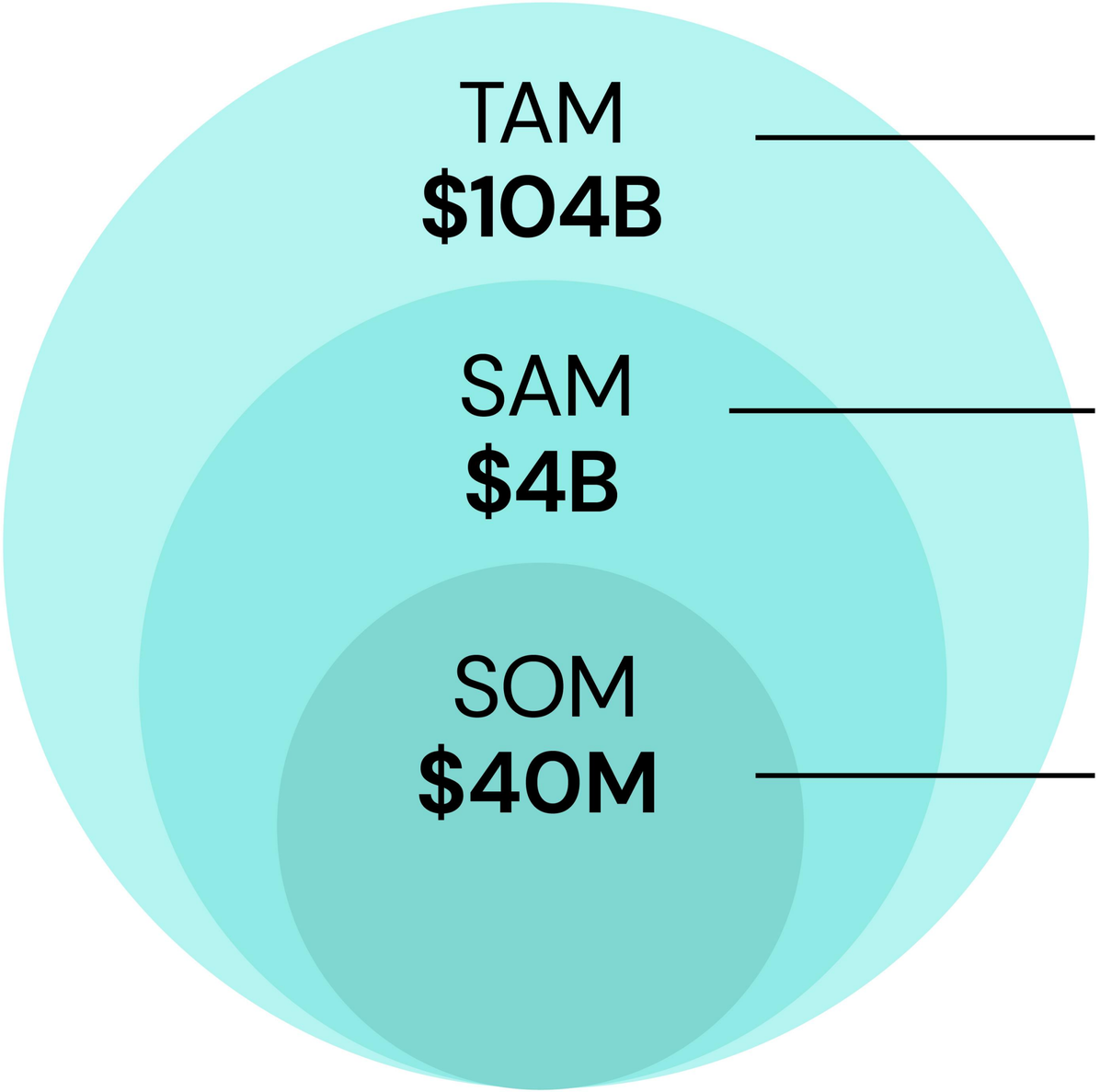
Solution

www.stufbase.io



The Market

Almost 1 in 4 people worldwide are contributing to the creator economy.



Global creator economy market size

South Asian creator economy market size

StufBase targets 1% of South Asian creator economy market in 5 years

Source: PwC, Hubspot

Business Model

- We take 20% Commission on every transaction
- We provide subscription based packages to creators for added benefits

VALUE PROPOSITION

- Low transaction fee and no monthly fees, meaning that creators can keep more of the revenue from their sales.
- Simple payment processing system

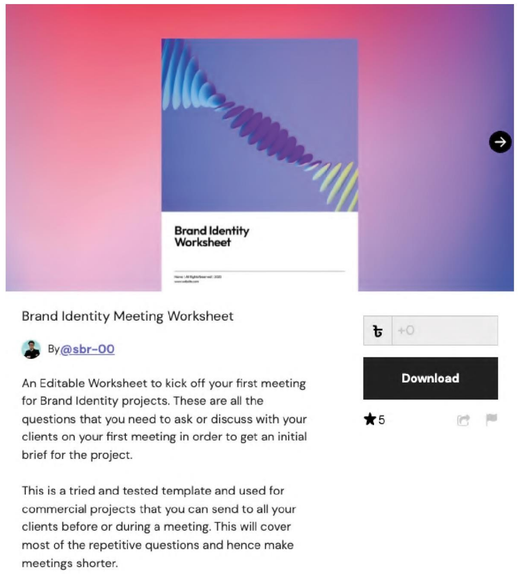
Traction (First 5 months since Launch)

2000

Unique users have visited our website with a total of 20K views since launch.

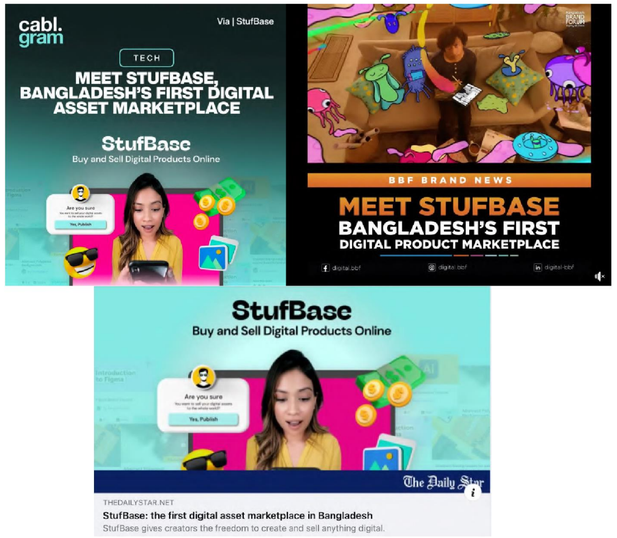
400+

Creators have joined our platform.



450+

Products have been downloaded by users



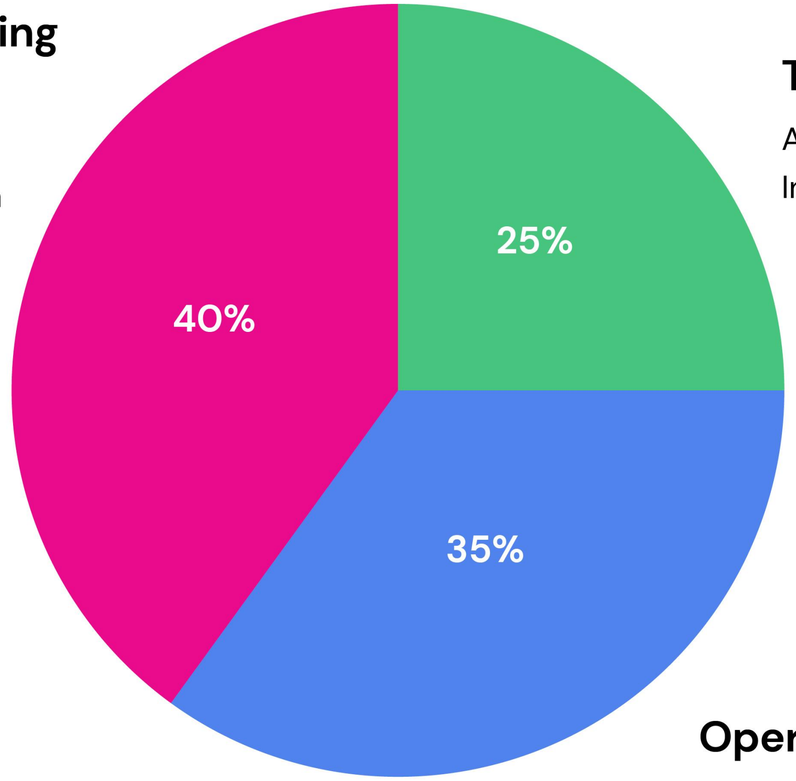
Our launch was featured in popular news portals without any paid promotion.

The Ask

Raising BDT 1.6 cr at Pre-Seed Stage at a valuation of BDT 8 cr.

Sales & Marketing

Brand building, marketing and customer acquisition of at least 5000 creators



Technology

App Development, SOA Increasing Availability Zone

Operations

Overheads, Recruitment, Legal, Storage Server

Team

JUNAID TARIK

Chief Executive Officer
junaid@stufbase.io

10 years of experience in the advertising industry

SHARAFAT ALI SIDDIQUI

Chief Business Officer
raheb@stufbase.io

10 years of experience in digital marketing

FERDOUS HUSSAIN

Chief Technology Officer
ferdous@stufbase.io

4+ years of experience in building tech solutions

STARTUP DHAKA

PRESENTS

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LONDON DESIGN STUDIO

DIGITAL APPAREL MANUFACTURING MARKETPLACE CONNECTING BUYERS, MANUFACTURERS, DESIGNERS, AND SUPPLY CHAIN MANAGEMENT.

Our Digital Product: DGarma

Industry Problems

1. No marketplace for apparel industry connecting **Buyers, Manufacturers, Suppliers, QCs and Designers** as a single tech platform

2. Unorganized **stocks(Fabric+Garment)** in Apparel Industry

3. Excessive time consumption for finalizing order **Requirements (Techpack Finalization)**

Solution

1 A platform that will connect ***apparel buyers, Manufactures, suppliers, and Designers on a single digital echo system***

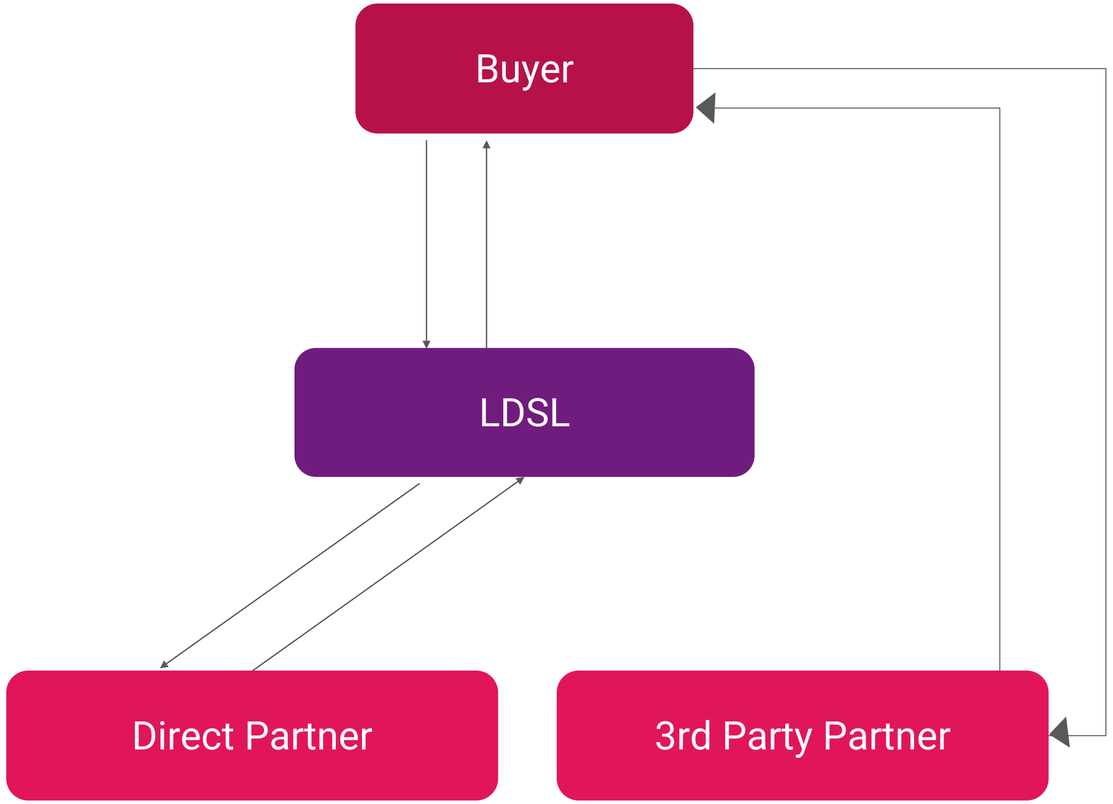
2 Maintaining Inventory of ***stock fabrics*** for ***Manufacturers/Fabric Suppliers***

3 A methodological selection of ***Design, Fabric, Trims, and Manufacturer*** from a substantial number of collections in ***easy steps using web & mobile application***

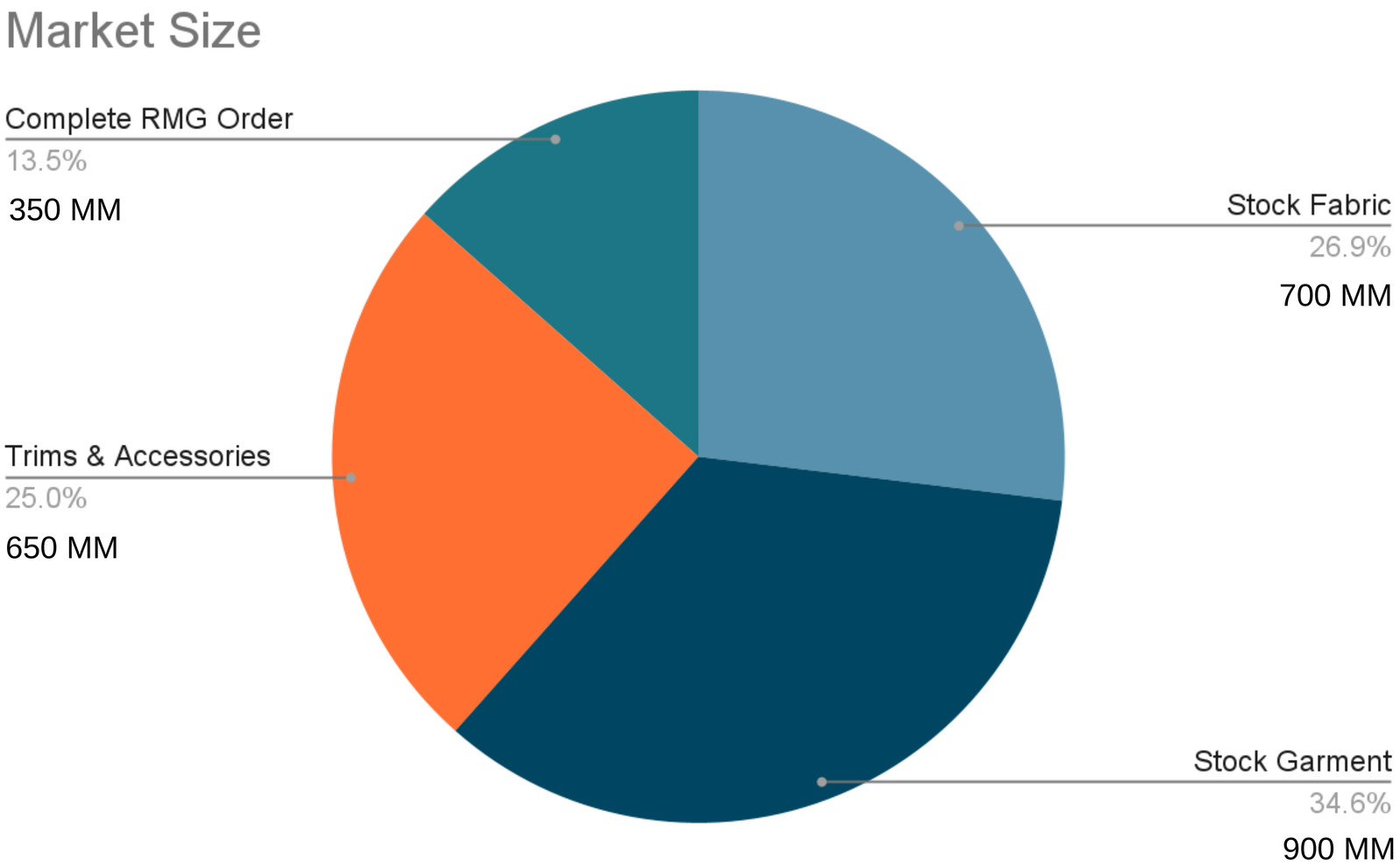
Business Model

- Buyers place requirements directly to LDSL & platform looks after the order. In this process LDSL finds suitable partners to execute order and ships apparel goods to buyer.

- Buyers place requirements directly to partners and track the detail of the order to system. Here Platform provides the services in SaaS to track orders and payments.



Business Market Size (OverAll)



TOTAL PLATFORM MARKET SIZE

$2.6 BILLION

Revenue Model

SUBSCRIPTION

Monthly subscription fee to enjoy premium features from partners

+

DIGITAL SERVICES

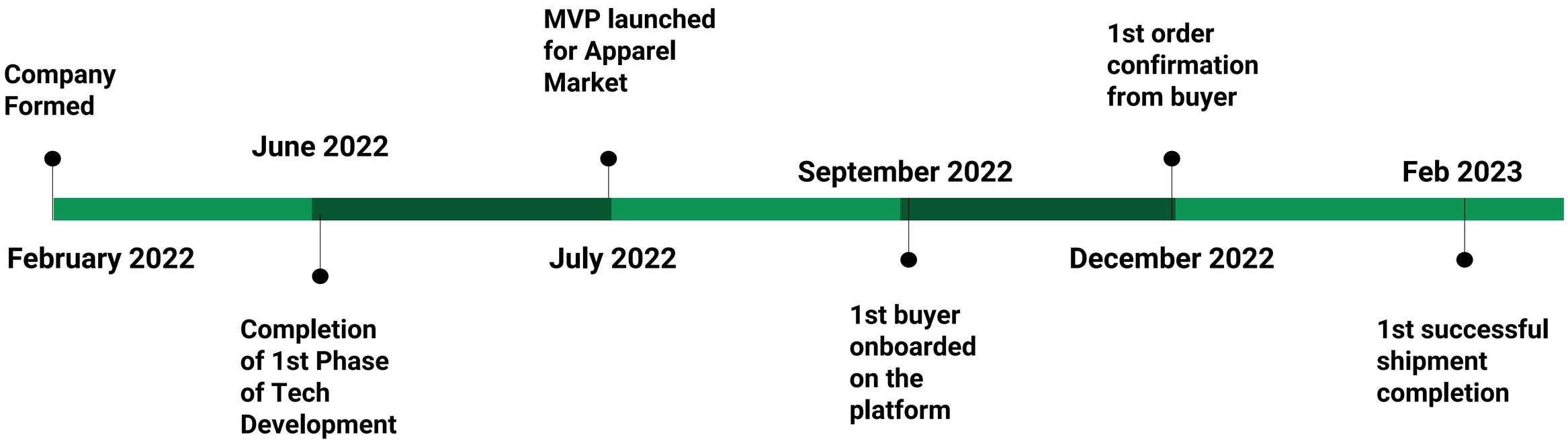
Digital service fees for using modules (eg. buying house, production tracking, Job portal-CV Bank) as software as service (SaaS)

+

COMMISSION

2% - 5% Commission from in app purchases

Milestones


Company Formed
February 2022
June 2022
Completion of 1st Phase of Tech Development
MVP launched for Apparel Market
July 2022
September 2022
1st buyer onboarded on the platform
1st order confirmation from buyer
December 2022
Feb 2023
1st successful shipment completion

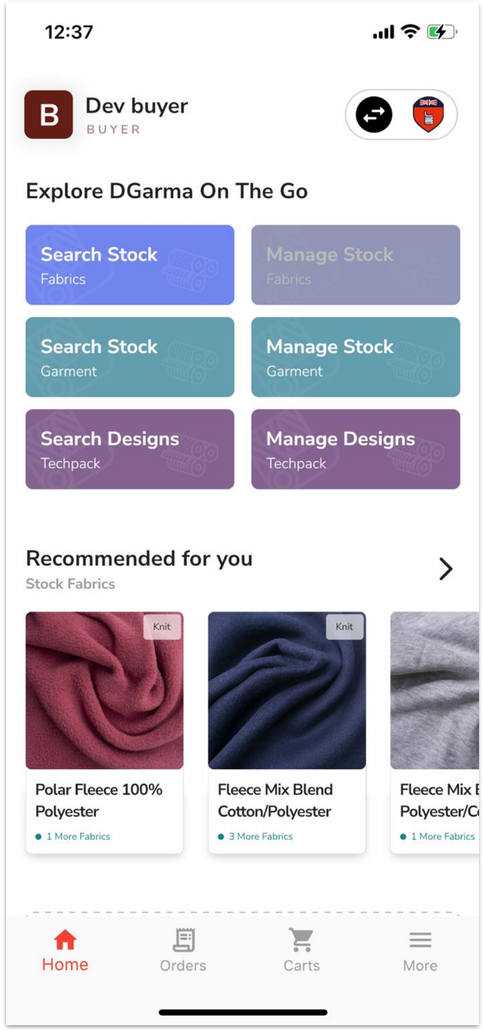
Traction

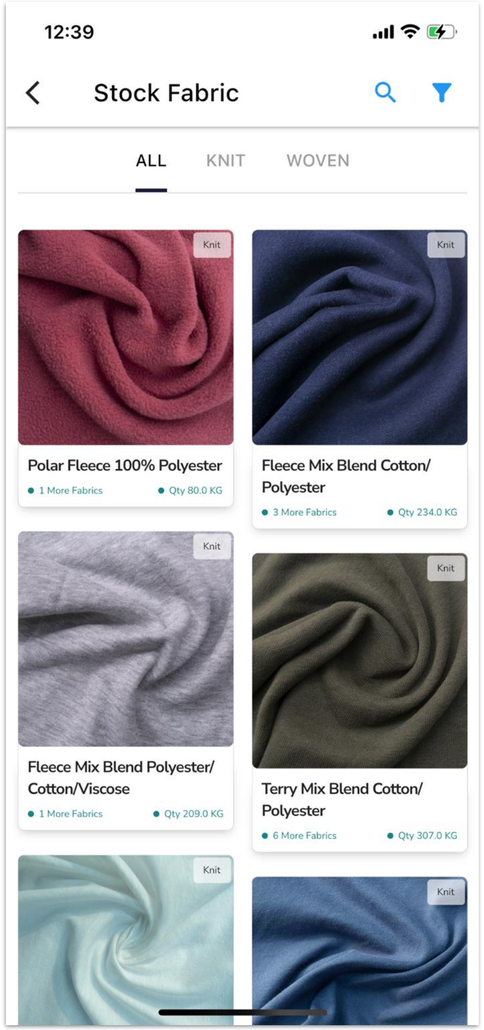
CURRENT PLATFORM TRACTION STATUS	**5.5+ million USD** worth of products are available on the marketplace for buy and sell
387k+ USD worth of PO we have received through platform	**4.7+ million USD** worth of RMG Products are in pipeline for bulk order

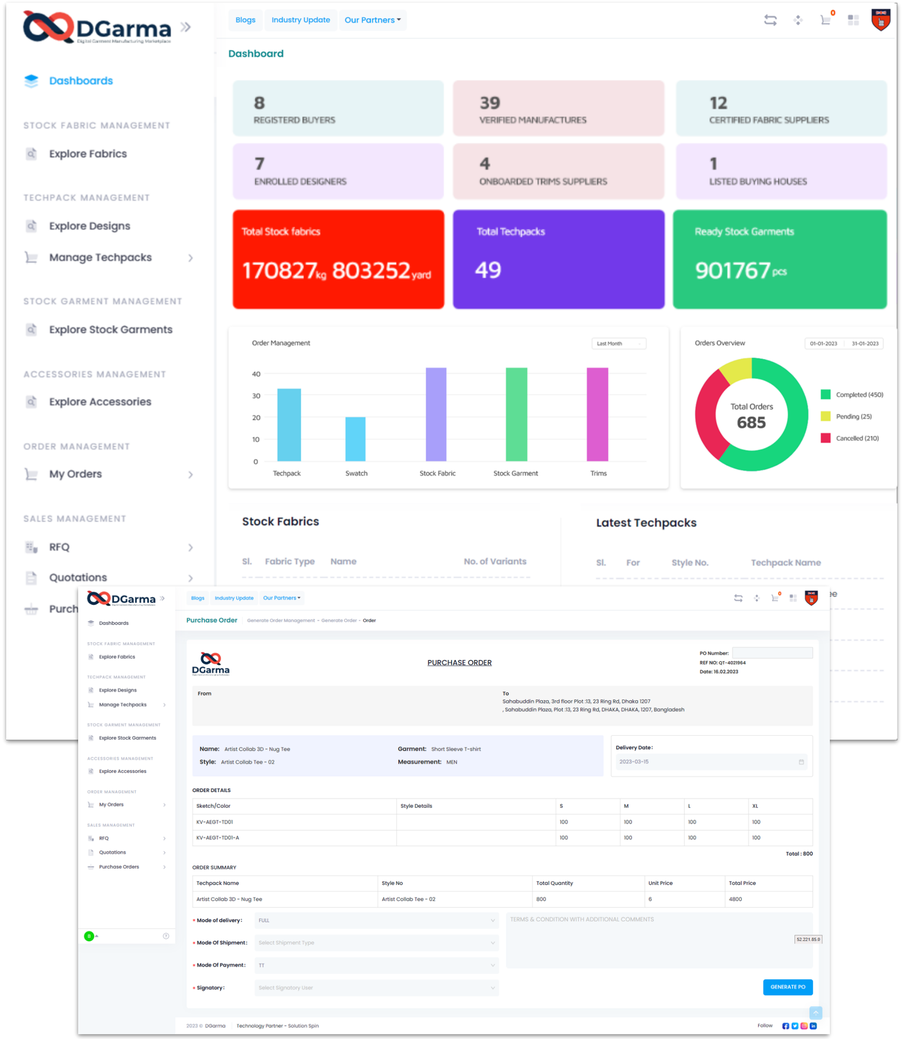
Total Stock Fabric 840252 YARD 170827 KG	Total techpacks 49	Ready Stock Garments 9017167 pcs
5 ONBOARD TRIMS SUPPLIERS	21 REGISTERD BUYERS	9 ENROLLED DESIGNERS
11 CERTIFIED FABRIC SUPPLIERS	53 VERIFIED MANUFACTURES	1 LISTED BUYING HOUSE

Products and customers onboarded

Our Mobile & Web App







GET IN ON Google Play

Download on the App Store

Visit: https://app.dgarma.com

Competitive Landscape

		Local Competitor	International competitor	
Features	**DGarma**	**Merchant Bay**	**Fashinza**	**Zillingo**
Marketplace connecting all apparel partners	✓	✗	✗	✗
Stock Fabric	✓	✗	✗	✗
Stock garments	✓	✓	✗	✗
Design Library & Upload design by freelancers	✓	✓	✓	✓
Order based supply chain management	✓	✓	✓	✓
Real time order & production tracking	✓	✓	✓	✓
IoT based production by per pcs	✓	✗	✗	✗
Comprehensive techpack creation	✓	✗	✗	✗

Team

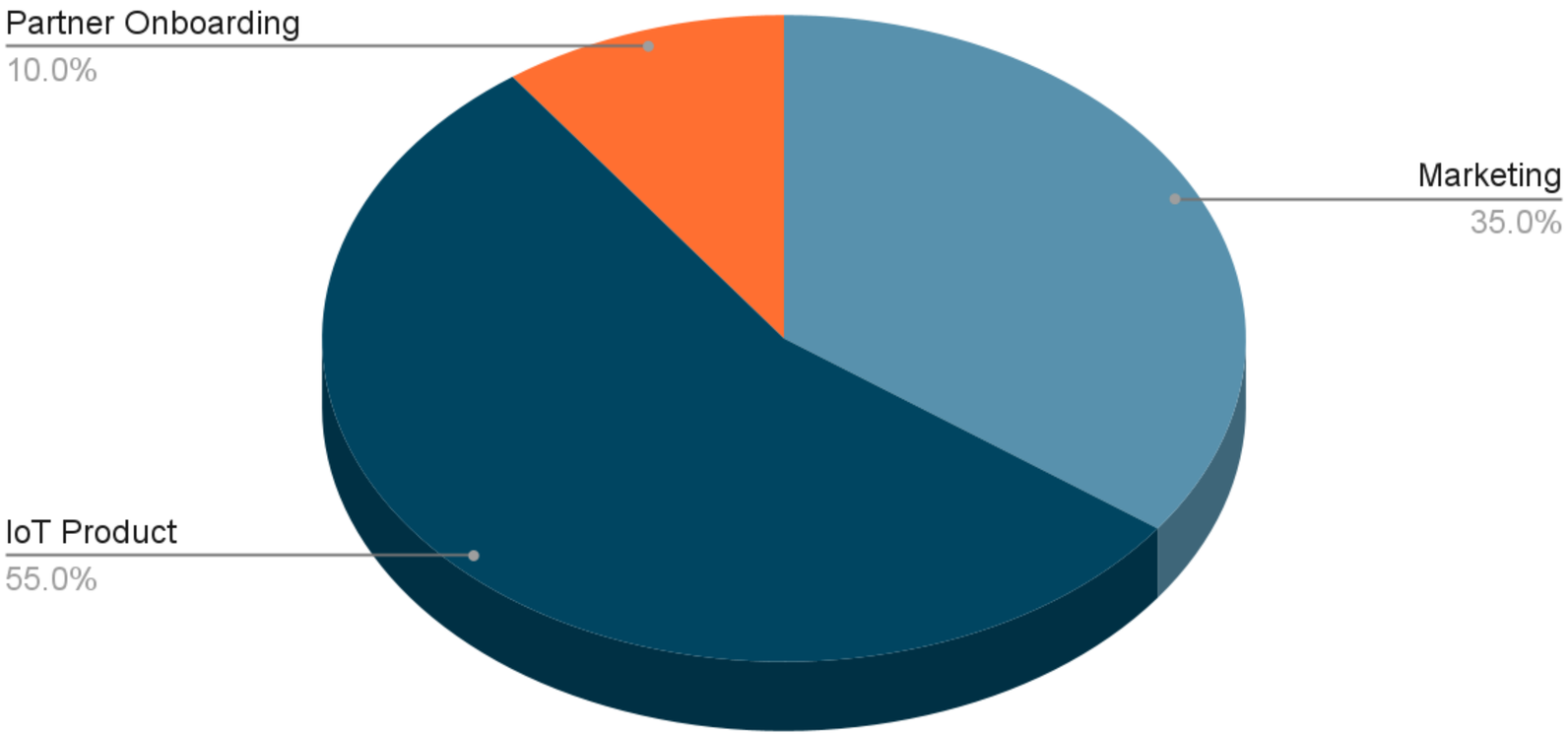
Vivek Midha Chairmen	-28+ years of experience in apparel industry - MBA from Northweastern University- Kellogg School of Management	Iftekharul **Shimul** Managing Director	-18+ years of experience in Construction & Apparel Industry - MSc in Information & Communication from Islamic university, Kushtia	Nobendu **Joy** Director	-16+ years of experience in Sales & Marketing - MBA from Asian University
Musrat jahan **Jemi** Director	-15+ years of experience in Construction & Consumer Market - MSc in Information & Communication from Islamic university, Kushtia	**Sanjay** Bhat Director	-25+ years of experience in Apparel Industry - MSc in Fashion Designing	Abdullah **Anand** Director	-9+ years of experience in HealthTech & garment technology - BSc in CSE from Islamic university of Technology (IUT-OIC)

Tech Team: 14 Members (Lead by Muntashir Are **Rahi)**

Merchandising Team: 12 Members (Lead by Fazla Rabbi **Rocky)**

The Investment Ask

Asking for
$210k for
12% Stake
in the company



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