

How It Began

A long talk with a Financial Analyst

feb. 2022

• The Genesis

• On to new roads

Problems

The need of right data at the right time is a critical requirement in the financial world.



Data

Lack of historical data



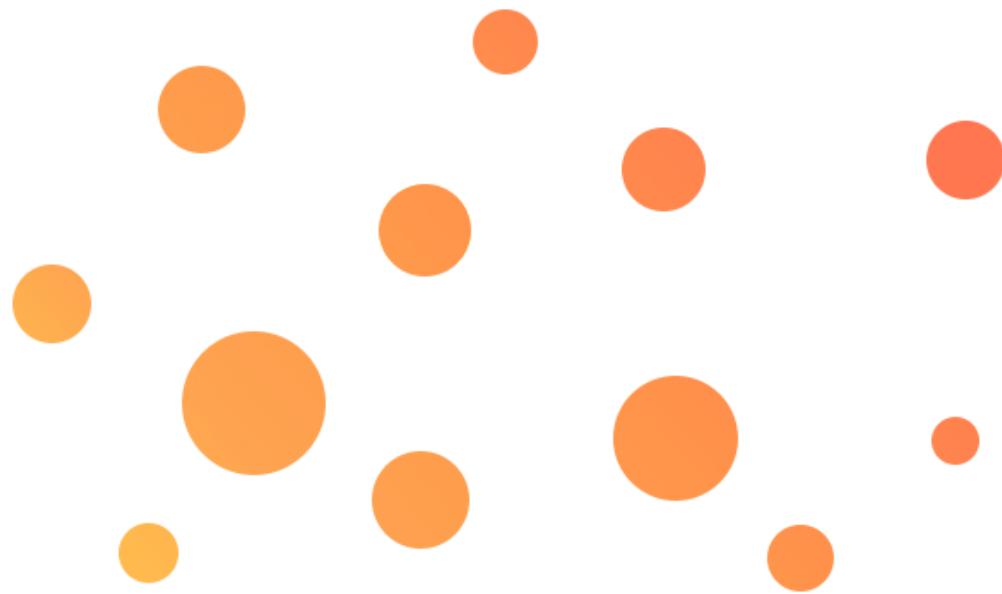
Pipeline

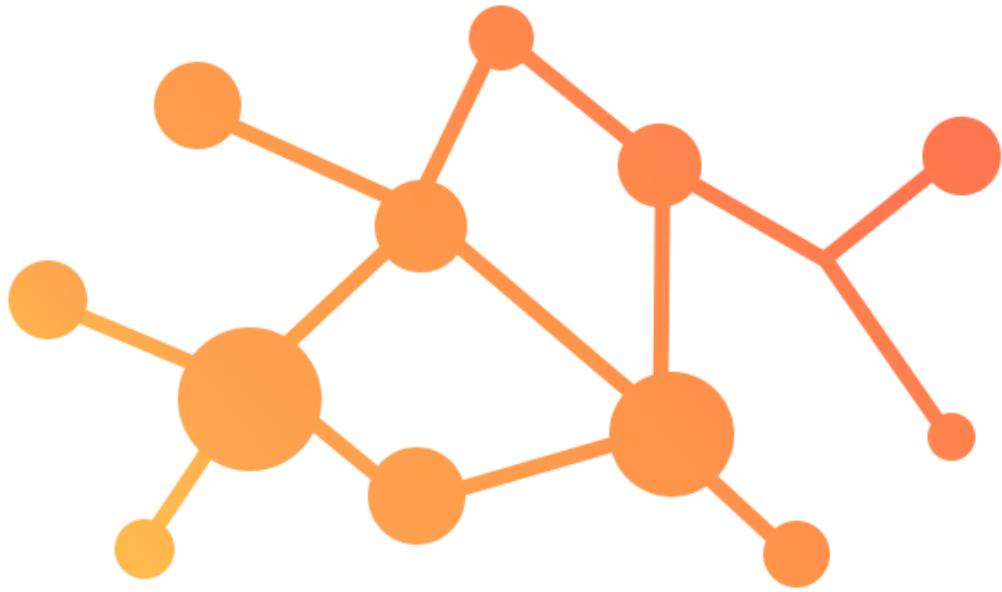
Old school Data Analysis
Pipelines



Behaviour

No Integration of behavioral
data





sense
stock

Solution

To Enriching the stocks data

The Old
Pipeline



In the news

Seeking Alpha • 4 weeks ago

Google: Using A Data Advantage To Dominate Competitors

GOOG **↓0.64%**

Seeking Alpha • 2 weeks ago

Alphabet Stock: Illustrating Present Value With A Crayon



The New Pipeline with stock
and behavioural data

Our Services



Data access

Provision of high resolution historical data



Behaviour data

Integration of news and behavioural data



Custom solution

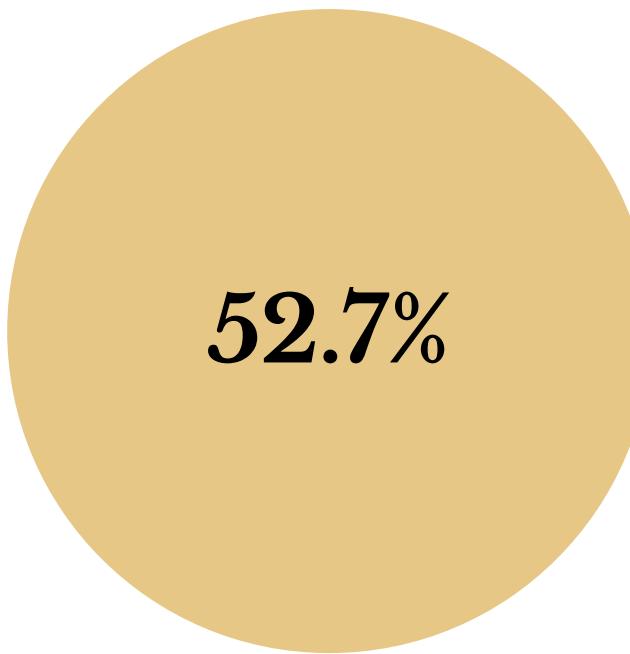
Customized data solutions for our valuable clients

Market Size

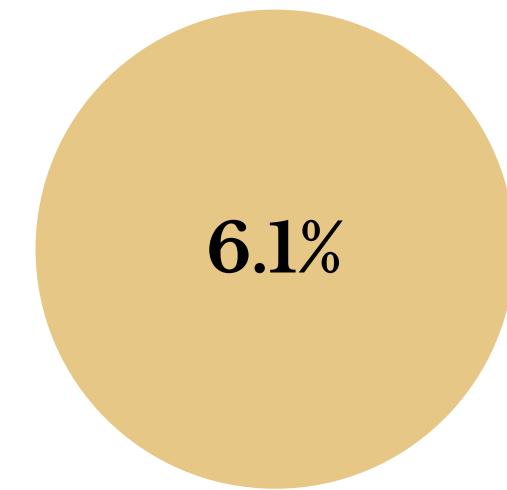
Developing Nations (Bangladesh) which have fewer resources and their economy is growing



Total Value of
Bangladesh Capital
Market



Expected financial
Market Growth



GDP Growth

Target Market



Asset Management Companies



Brokerage Firm



Private Equity Investors



Mutual Funds



Insurance Companies

Direct Competitors

- Data Source BD

Indirect Competitors

- In house teams

Competitive Approach

Approach 1

Consistently building relations and providing customised data to our clients which will increase our reach and lead to more customers.

Approach 2

Regular advancement in pipelines and keep up with the advancement of technology

Approach 3

Investing in the right channels for marketing.

Threat of new entrants

MODERATE

- Less companies dealing with big data technologies

Bargaining power of Suppliers

LOW

- Many data storage providers available
- Low cost data collection

Intensity of competition

LOW

- Only a single company is working as a provider

Bargaining power of buyers

MODERATE

- Because no other company is providing this kind of service

Threat of Substitutes

MODERATE

- Product differentiation is less
- More switching cost

SWOT ANALYSIS

Strengths

- Only available stock data repository where both transactional and behavioral data will be stored structurally for further analysis.
- Easy to use in the company

Weakness

- Difficult to get the trust of the clients
- Bargaining power of buyers

Opportunities

- In developing countries like Bangladesh no pipeline is created before.
- The market capitalization of DSE and CSE stood at EUR 55.69 billion and EUR 47.4574 billion respectively at the end of January 2022 [1].
- 6.1% real GDP growth in 2021 which is more than the last year estimation 5.4% [2]

Threats

- Big tech companies can imitate the pipeline
- New rules imposed by the government as it is regulated by the government

Mission & Vision

To give value through data

Enabling our business partners to better analyse the market data and make more informed decisions for the people and the economy

A Data-centric force

To be Bangladesh's best data-centric company, where customers can find any kind of financial data for analysis

Meet the Team



Himanshu Choudhary



Kainaat Amjid



**Md Jamiur Rahman
Rifat**



Mathus



Mohammad Ismail

THANK

YOU