

**VENIT,
VIDIT, VICIT!**

Currently, there are over 10,000 Facebook pages operating businesses in Bangladesh, among which only “100” pages are affiliated with e-CAB. To become e-CAB member, having a trade license is mandatory. However, none of those businesses have any such document

REALITY

*“ Anyone using a Facebook page is somewhat involved in a **BUSINESS**. There is **no law for doing business through Facebook in Bangladesh**. I think there should be some sort of code for digital law, since it is important to bring such businesses under a valid framework.*

- Mustafa Jabbar

REALITY

“I earn Tk 15,000 to Tk 25,000 a month on a regular basis, which sometimes jumps to Tk 40,000 during occasions.

Mahbuba Hossain

Owner of Pach4on

**SUCCESS
STORY**

*“My dress price start from Tk 700 to Tk 10,000
and per month average sell Tk 6,00,000++*

Nusrat Akhter Lopa

Owner of HUR Nusrat

**SUCCESS
STORY**

- 30 million active FB user in Bangladesh and majority lives in Dhaka.
- 72% of them are male and 28% are female.
- Users are aged between 18-32.
- More likely to be pursuing undergraduate degree or working blue collar jobs.
- 86% Facebook users use Facebook only from mobile phone

- 10,000+ FB pages operating businesses.
- Mostly click and order stores.
- Payments via Online or cash on delivery.
- Businesses majorly belong to cosmetics, boutiques, fashion houses, photography and event management services, electronics, music, books, watches and foods etc.

Average Monthly Transaction

10,000 store x Tk. 50,000 =

Tk. 50,00,00,000

Average Yearly Transaction

Tk. 600cr.



নিচের অপশনগুলো থেকে
আপনার একাউন্টটি
নির্বাচন করুন



পারসোনাল একাউন্ট

আপনার ব্যক্তিগত কেনাকাটা ও লেনদেনের
জন্য যেমন কাউকে টাকা পাঠানো অথবা
কারো কাছ থেকে টাকা পাবার জন্য। >



ফে
আ
সহ
সম



ফেসবুক কমার্স বিজনেস একাউন্ট

আপনার ফেসবুকে ব্যবসার জন্য সবথেকে
সহজ, দ্রুত ও নিরাপদ পেমেন্টের সমাধান >
সম্পূর্ণ ফ্রি!!!

অথবা, বিকাশ একাউন্ট এ লগ ইন করুন

INTRODUCING

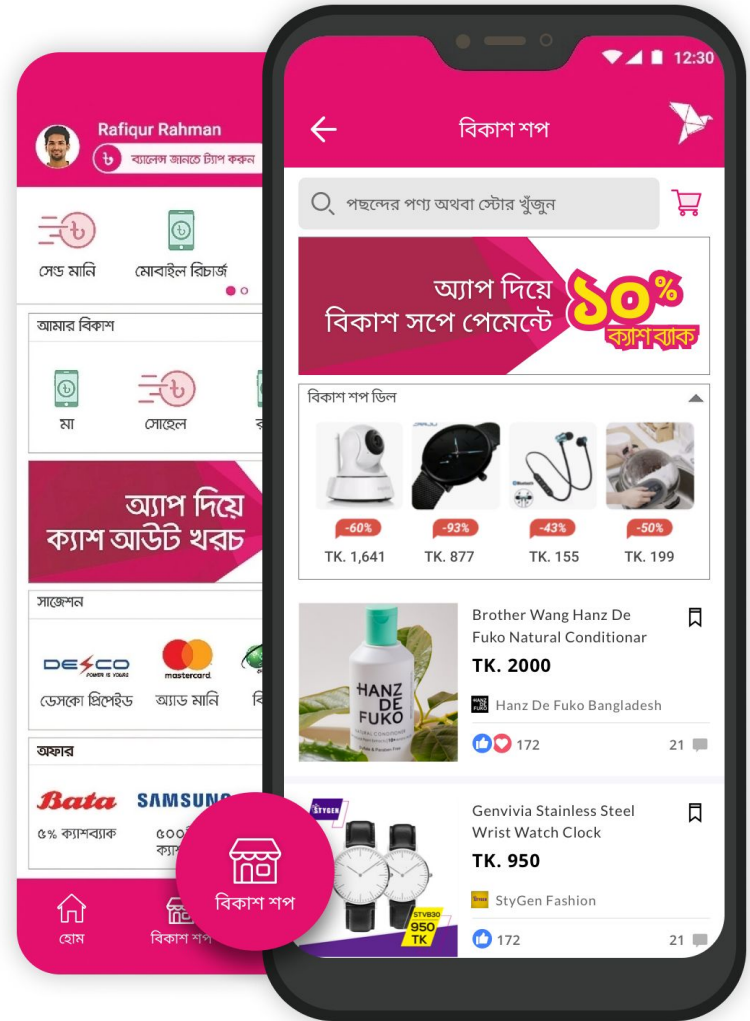
SOMETHING NEW

F-Commerce Business Account. Opportunity
to meet 30 million active internet user in
Bangladesh in a different way.

SIMPLE SHOPPING

bKashSHOP

A new possibilities to build the **largest e-commerce platform** via f-commerce business user. Maximum variety of product, maximum sell, maximum number of transaction.



A instant payment solution
including platform benefit
with endless opportunities

VALUE PROPOSITION

- **F-Commerce Business Account** is also treated as merchant account.
- **A/C holder must have a FB Business Page** and has to provide basic info of that page (page title, page link, page profile pic), page admin's basic info, SOF info and valid ID copy.
- F-Commerce Business Account user **has to pay commision on sells.**

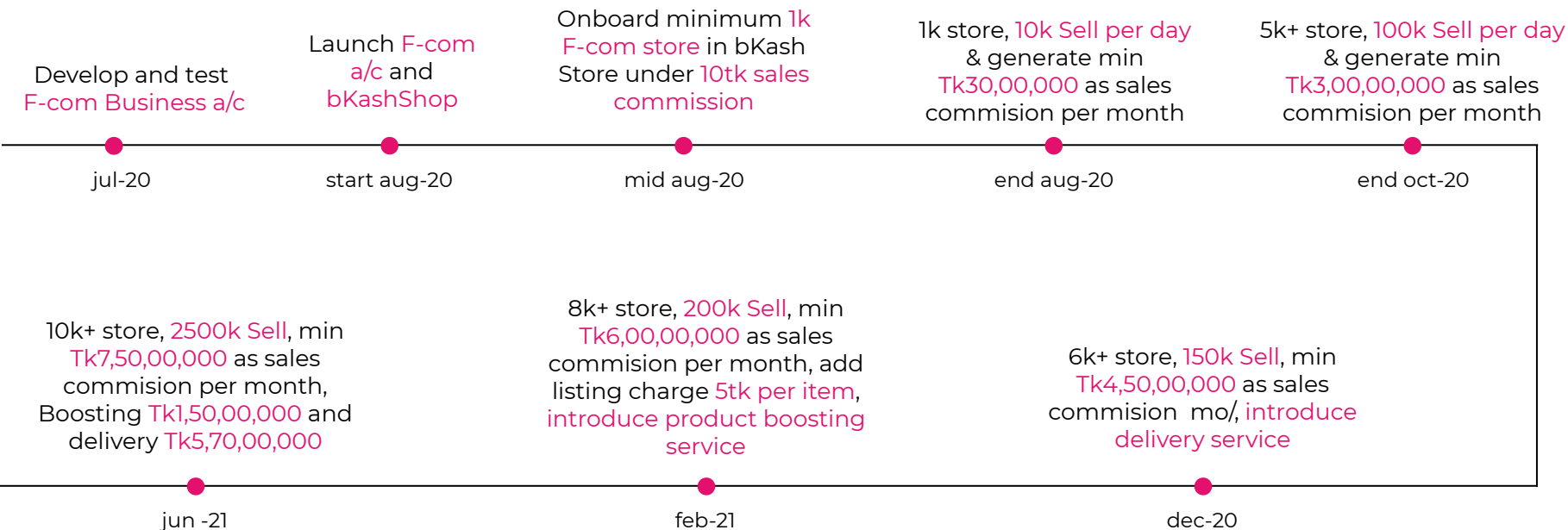
SIMPLE GAME PLAN

- Onboard minimum 1000+ popular, most successful FB business page for F-com Business Account on first month
- Introduce F-com Business a/c user to bKashShop platform & motivate them to upload & sell their product on their
- Notify regular bKash user that their fav FB stores are now in bKash platform.

GO-TO-MARKET STRATEGY

BUSINESS MODEL CANVAS

<p>Key Partners</p> <ul style="list-style-type: none"> • Venture Capital/Investors • Bank/Government • Media • 3rd party Delivery Service • Affiliated Entities (Startup dhaka, Startup/entrepreneur community, Digital marketing agencies) • Network of sellers • Joint Ventures • Acquisitions 	<p>Key Activities</p> <ul style="list-style-type: none"> • Platform development and maintenance • Online security • Technical Support • Marketing & Sales • Engineering/Operations • Customer Service • Payment Processing • Logistics & Shipping • R & D <p>Key Resources</p> <ul style="list-style-type: none"> • E-com Platform • Big Data • Service/Delivery Network • Smart/talented People • Hardware/software 	<p>Value Proposition</p> <ul style="list-style-type: none"> • Free payment solution • Instant payment • Open and collaborative digital/e-commerce platform/ecosystem • Easy to do business anywhere • Range and variety of product • Simplify marchant tasks 	<p>Customer Relationship</p> <ul style="list-style-type: none"> • Payment solution • Platform • Easy to implement • To make it easy to do business anywhere • Open and collaborative e-commerce ecosystem • No setup cost • Delivery Solution <p>Channels</p> <ul style="list-style-type: none"> • bKash mobile app • Facebook • Social Media storefront/marketplace • API • PR 	<p>Customer Segment</p> <ul style="list-style-type: none"> • Digital Shopper • Facebook Business pages (People who sells product via facebook without legal doc/entities) • Entrepreneurs
<p>Cost Structure</p> <ul style="list-style-type: none"> • Development cost • Employee payroll • Data centers • Logistics expenses • Marketing & ads • Technological expenses • Offices maintenance • Legal • Taxes 		<p>Revenue Streams</p> <ul style="list-style-type: none"> • Commision on sales • Subscriptions fees • Listing charges • Add-on features (Boosting, promotion) • Delivery Service 		



FINANCIAL PROJECTIONS

Year - 2020

SOR: Sales Commision

Tk. 11,8cr (min)

Year - till june 2021

SOR: Sales Commision, Delivery Service Commision,
Listing & Boosting charge

Tk. 43,7cr. (min)

Form *Follows* Function.

Whatever we want to build something for somebody, it's demand, necessity, requirements should come from the people who will use it. Unless it's very hard to satisfy that person.

It's always scary to break the norms, but it's always exciting and interesting to redefining the stereotype. What I am proposing, this is crazy or might be fantasy, but it seems something new, something rules breaking innovative and most importantly people are now in need this kind of solution.

Who knows, it might be the - *Venit, vidit, vicit!*

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Thank You

