Table of Contents

# PROJECT PROPOSAL - CONCISE VERSION

# Agami Robotics BD (আগামী রোবটিক্স বিডি)

## Democratizing STEM Education Through Affordable Robotics

**“Inspiring Youth to Innovate” | তরুণদের উদ্ভাবনে অনুপ্রাণিত**

**Submitted to:** iDEA University Activation Program  
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## EXECUTIVE SUMMARY

**The Problem:** 70% of Bangladeshi students can’t access robotics education due to expensive imports (৳8,000-15,000+), English-only documentation, and limited STEM infrastructure.

**Our Solution:** Affordable, Bengali-language robotics kits at 50% lower cost with complete learning ecosystem including tutorials, support, and competition preparation.

**Market Opportunity:** 10,000+ target students with ৳200+ crore annual educational technology import market.

**Funding Request:** ৳10 Lakh for inventory, operations, and marketing to achieve break-even in 8 months.

**Impact:** Democratize STEM education, reduce imports, and build Bangladesh’s technological workforce.

## THE PROBLEM

### Bangladesh’s STEM Education Crisis

* **Cost Barrier:** Robotics kits cost ৳8,000-15,000+, excluding 85% of families
* **Language Barrier:** English-only instructions exclude 70% of students
* **Infrastructure Gap:** Only 3% of schools have modern STEM labs
* **Skills Gap:** 40% of engineering graduates lack practical experience

### Market Evidence

* 20+ million students with minimal hands-on STEM access
* ৳200+ crore annual educational technology imports
* 0.5% student participation in robotics competitions

## OUR SOLUTION

### Agami Robotics BD: Complete Ecosystem

**Core Value Proposition:** - **50-60% Cost Reduction:** ৳2,500-4,500 vs ৳8,000-15,000 imports - **Bengali-First Approach:** Complete documentation and video tutorials - **Competition Ready:** Specialized kits for science fairs and olympiads - **Local Support:** Bengali-speaking technical assistance

### Product Portfolio

| **Product** | **Price** | **Target Market** | **Key Features** |
| --- | --- | --- | --- |
| **Beginner Kit** | ৳2,500 | Classes 6-10 | Arduino-compatible, 10+ sensors, Bengali manual |
| **Competition Kit** | ৳4,500 | Advanced students | 20+ sensors, video tutorials, 1-year support |
| **Institution Bundle** | ৳35,000 | Schools/Colleges | 10 kits, teacher training, curriculum guide |

## BUSINESS MODEL

### Revenue Streams (Year 1: ৳15 Lakh Target)

* **Direct-to-Consumer (60%):** Online sales to students via website/social media
* **Institutional Sales (30%):** Partnerships with schools and colleges
* **Events & Training (10%):** Competition workshops and specialized services

### Go-to-Market Strategy

**Phase 1 (Months 1-6):** Dhaka/Chittagong launch, social media marketing, educational partnerships **Phase 2 (Months 7-12):** Expand to divisional cities, institutional partnerships, referral programs

## FINANCIAL PROJECTIONS

### Funding Request: ৳10 Lakh Allocation

| **Category** | **Amount** | **Purpose** |
| --- | --- | --- |
| **Initial Inventory (60%)** | ৳6,00,000 | Components for 200+ kits |
| **Operations Staff (20%)** | ৳2,00,000 | Part-time assistant (6 months) |
| **Marketing (15%)** | ৳1,50,000 | Digital campaigns, content creation |
| **Contingency (5%)** | ৳50,000 | Operational buffer |

### Revenue Projections

| **Timeline** | **Units Sold** | **Revenue** | **Milestone** |
| --- | --- | --- | --- |
| **Month 6** | 75 units | ৳2,75,000 | Break-even achieved |
| **Year 1** | 400 units | ৳15,00,000 | 500+ students served |
| **Year 2** | 1,000 units | ৳35,00,000 | Market expansion |

### Unit Economics

* **Average Selling Price:** ৳3,500
* **Gross Margin:** 49% (৳1,700 per unit)
* **Net Profit Margin:** 26% (৳900 per unit)

## COMPETITIVE ADVANTAGE

### Why We Win: Deep Localization

**vs. International Imports:** - ✅ 50% lower pricing - ✅ Bengali language support - ✅ Local technical assistance - ✅ Curriculum alignment

**vs. Local Electronics Vendors:** - ✅ Complete educational framework - ✅ Structured learning path - ✅ Community support - ✅ Quality assurance

**Our Moat:** First comprehensive Bengali robotics education ecosystem in Bangladesh

## MARKET OPPORTUNITY

### Target Market (TAM: ৳200+ Crore)

* **Primary:** 500,000+ STEM-interested students (ages 12-22)
* **Secondary:** 1,000+ educational institutions needing lab equipment
* **Tertiary:** 10,000+ annual competition participants

### Market Validation

* Growing government support for Digital Bangladesh 2041
* Increasing parent investment in children’s STEM education
* Rising student participation in technology competitions
* Educational institutions seeking affordable lab solutions

## IMPLEMENTATION ROADMAP

### Year 1: Foundation Building

**Months 1-3:** Product development, Bengali content creation, team building **Months 4-6:** Market launch, initial sales, break-even achievement **Months 7-12:** Scale marketing, institutional partnerships, 500+ students

### Year 2: Market Expansion

* Expand to all divisional cities
* Launch advanced product lines
* Establish 20+ institutional partnerships
* Serve 1,200+ students

### Year 3: Market Leadership

* National market presence
* Export opportunities
* Advanced technology integration
* 2,500+ students annually

## SOCIAL IMPACT

### Educational Transformation

* **Accessibility:** Make robotics education affordable for 70% more students
* **Language Inclusion:** Serve Bengali-speaking student population
* **Skills Development:** Bridge theory-practice gap in STEM education
* **Competition Readiness:** Improve Bangladesh’s international performance

### Economic Impact

* **Import Substitution:** Reduce ৳50+ crore annual foreign dependency
* **Job Creation:** 10+ direct jobs, 50+ indirect opportunities
* **Innovation Ecosystem:** Foundation for local tech entrepreneurship
* **Digital Bangladesh:** Support national technological advancement goals

## RISK MITIGATION

### Key Risks & Solutions

**Market Competition:** Bengali-first differentiation + superior local support **Supply Chain Issues:** Multiple suppliers + strategic inventory management **Technology Changes:** Open-source platforms + continuous innovation **Funding Shortfalls:** Conservative projections + diversified revenue streams

## FOUNDER & TEAM

### Tarak Md Shabbir - Founder & CEO

* **Education:** Computer Science & Engineering, 2nd Year, Canadian University of Bangladesh
* **Technical Skills:** Web development, system design (demonstrated via live website)
* **Market Understanding:** Deep knowledge of local education challenges
* **Vision:** Personal mission to democratize STEM education in Bangladesh

**Demonstrated Capability:** Built comprehensive website prototype showcasing business model and technical skills

## SUCCESS METRICS

### Financial KPIs

* Month 6: Break-even (৳2.75 Lakh revenue)
* Year 1: ৳15 Lakh revenue, 49% gross margin
* Year 2: ৳35 Lakh revenue, 26% net profit margin

### Impact KPIs

* Students served: 500+ (Year 1), 1,200+ (Year 2)
* Institutional partnerships: 10+ schools/colleges
* Competition participants: 100+ using our kits
* Customer satisfaction: 80%+ rating

## WHY iDEA PARTNERSHIP?

### Perfect Strategic Alignment

✅ **Socially Impactful:** Addresses critical national education challenge ✅ **Student-Led:** University student founder with clear vision ✅ **Scalable:** Nationwide market with export potential ✅ **Innovation-Focused:** Technology-based educational solution ✅ **Job Creation:** Direct employment and ecosystem development

### What We Need from iDEA

* **Funding:** ৳10 Lakh pre-seed grant for market launch
* **Mentorship:** Guidance from experienced entrepreneurs
* **Network Access:** Connections to educators, institutions, and investors
* **Ecosystem Support:** Platform credibility and validation

### What iDEA Gets

* **Success Story:** High-impact venture with measurable outcomes
* **National Impact:** Contribution to Digital Bangladesh goals
* **Innovation Showcase:** Technology-driven educational transformation
* **Ecosystem Growth:** Foundation for related EdTech ventures

## CALL TO ACTION

### Our Commitment

With ৳10 Lakh investment and iDEA support, we will: - **Month 6:** Launch serving 200+ students, achieve break-even - **Year 1:** Establish market presence, serve 500+ students - **Year 2:** Scale nationally, generate ৳35+ Lakh revenue - **Long-term:** Build Bangladesh’s leading robotics education platform

### Expected Partnership Outcomes

* **Educational Impact:** 1,500+ students gain practical STEM skills
* **Economic Impact:** ৳50+ Lakh import substitution
* **Innovation Impact:** Foundation for Bangladesh’s tech ecosystem
* **Social Impact:** Reduced education inequality, improved competition performance

### Next Steps

1. **iDEA Program Selection:** Join cohort for mentorship and validation
2. **Funding Approval:** Secure ৳10 Lakh for market launch
3. **Market Entry:** Begin operations and customer acquisition
4. **Scale & Impact:** Build sustainable, nationally significant venture

**“Every Bangladeshi student deserves access to innovation tools. With Agami Robotics BD, we’re making that vision a reality.”**

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*আগামী রোবটিক্স বিডি - আগামীর বাংলাদেশ গড়ব আমরা*