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# EXECUTIVE SUMMARY

## Agami Robotics BD - Project Overview

**Venture Name:** Agami Robotics BD (আগামী রোবটিক্স বিডি) **Tagline:** “Inspiring Youth to Innovate” | তরুণদের উদ্ভাবনে অনুপ্রাণিত **Website:** https://agami-robotics-bd.vercel.app/

## THE OPPORTUNITY

**Problem:** 70% of Bangladeshi students lack access to affordable, hands-on robotics education due to: - High import costs (৳8,000-15,000+ per kit) - English-only documentation excluding Bengali speakers - Limited STEM infrastructure in educational institutions

**Market Size:** 10,000+ target students across Bangladesh with growing demand for practical STEM skills

## THE SOLUTION

**Agami Robotics BD** provides affordable, locally-adapted robotics education kits with complete Bengali learning ecosystem:

### Product Portfolio:

1. **Beginner Kit:** ৳2,500 (vs ৳4,000+ imports)
2. **Competition Kit:** ৳4,500 (vs ৳7,000+ imports)
3. **Institution Bundle:** ৳35,000 (vs ৳50,000+ imports)

### Key Differentiators:

* 50-60% cost reduction through local sourcing
* Complete Bengali documentation and video tutorials
* Competition-ready project templates
* Local technical support network

## BUSINESS MODEL

**Revenue Streams:** - **B2C (60%):** Direct student sales via online platform - **B2B (30%):** Institutional partnerships with schools/colleges - **Events (10%):** Competition workshops and specialized training

**Go-to-Market:** - Digital marketing targeting students and educators - Educational institution partnerships - Science fair and competition presence - Community building through workshops

## FINANCIAL PROJECTIONS

### Funding Request: ৳10 Lakh

**Allocation:** - Initial Inventory (60%): ৳6 Lakh - Operations Staff (20%): ৳2 Lakh - Marketing (15%): ৳1.5 Lakh - Contingency (5%): ৳0.5 Lakh

### Revenue Targets:

* **Month 6:** Break-even (৳2.75 Lakh)
* **Year 1:** ৳15 Lakh revenue, 500 students served
* **Year 2:** ৳35 Lakh revenue, 1,200 students served

### Key Metrics:

* 49% gross margin
* 26% net profit margin
* 8-month payback period

## SOCIAL IMPACT

### Educational Impact:

* Bridge theory-practice gap in STEM education
* Increase participation of underrepresented students
* Improve Bangladesh’s international competition performance
* Create pathway to technology careers

### Economic Impact:

* Import substitution saving foreign currency
* Job creation in electronics and education sectors
* Foundation for digital economy goals
* Skills development for 4th Industrial Revolution

## COMPETITIVE ADVANTAGE

**Deep Localization:** - First Bengali-language robotics education ecosystem - Understanding of local curriculum requirements - Community building and peer learning focus - Long-term student relationship development

**Cost Leadership:** - 50% lower pricing than international alternatives - Strategic local component sourcing - Efficient online-first distribution model

## IMPLEMENTATION ROADMAP

### Phase 1 (Months 1-6): Foundation

* Product development and Bengali content creation
* Initial inventory and team building
* Launch in Dhaka and Chittagong markets
* Achieve break-even point

### Phase 2 (Months 7-12): Scaling

* Expand to divisional cities
* Launch institutional partnerships
* Develop advanced product lines
* Build community and support network

### Phase 3 (Years 2-3): Market Leadership

* National market presence
* Export opportunities to regional markets
* Advanced technology integration (AI, IoT)
* Comprehensive STEM ecosystem

## SUCCESS FACTORS

### Team Strengths:

* **Technical Expertise:** CS Engineering background with web development skills
* **Market Understanding:** Deep knowledge of local education challenges
* **Entrepreneurial Drive:** Demonstrated through prototype website development
* **Social Mission:** Genuine commitment to educational transformation

### Market Readiness:

* Growing awareness of STEM education importance
* Government support for Digital Bangladesh initiatives
* Increasing student participation in technology competitions
* Parents willing to invest in children’s technical education

## RISK MITIGATION

**Market Risks:** Differentiation through Bengali-first approach and superior support **Financial Risks:** Conservative projections and multiple revenue streams **Operational Risks:** Documented processes and gradual team expansion **Technology Risks:** Open-source platforms and continuous innovation

## CALL TO ACTION

### Why iDEA Partnership?

* **Strategic Alignment:** Socially impactful student venture
* **Ecosystem Access:** Mentorship, networking, and government connections
* **Market Validation:** Credibility for future funding rounds
* **Skill Development:** Entrepreneurship training for business execution

### Expected Outcomes:

* **Immediate:** Launch serving 200+ students, achieve break-even
* **Medium-term:** 1,500+ students served, ৳35+ Lakh revenue
* **Long-term:** Bangladesh’s leading robotics education platform

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*“Building Tomorrow’s Bangladesh Through Robotics Education”*