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# PITCH PRESENTATION OUTLINE

## Agami Robotics BD - iDEA University Activation Program

**Total Slides:** 15-18 slides | **Duration:** 10-12 minutes

## SLIDE 1: TITLE SLIDE

**Visual:** Logo + Tagline + Website - **Title:** Agami Robotics BD (আগামী রোবটিক্স বিডি) - **Subtitle:** Democratizing STEM Education Through Affordable Robotics - **Tagline:** “Inspiring Youth to Innovate” | তরুণদের উদ্ভাবনে অনুপ্রাণিত - **Website:** https://agami-robotics-bd.vercel.app/ - **Presenter:** Tarak Md Shabbir, Founder & CEO - **Program:** iDEA University Activation Program 2025

## SLIDE 2: THE PROBLEM

**Visual:** Infographic showing barriers **Title:** “The STEM Education Crisis in Bangladesh”

**Key Statistics:** - 70% of students lack access to hands-on robotics education - Robotics kits cost ৳8,000-15,000+ (prohibitively expensive) - English-only documentation excludes national curriculum students - Only 3% of schools have modern STEM lab facilities - 0.5% student participation in technology competitions

**Impact:** Skills gap threatens Bangladesh’s digital economy goals

## SLIDE 3: MARKET OPPORTUNITY

**Visual:** Market size pyramid **Title:** “Massive Underserved Market”

**Target Segments:** - **Primary:** 500,000+ STEM-interested students (Age 12-22) - **Secondary:** 1,000+ educational institutions - **Tertiary:** 10,000+ annual competition participants

**Market Evidence:** - Bangladesh imports ৳200+ crore educational technology annually - Growing demand for practical STEM skills - Government support for Digital Bangladesh initiatives

## SLIDE 4: OUR SOLUTION

**Visual:** Product ecosystem diagram **Title:** “Complete Bengali Robotics Education Ecosystem”

**Core Components:** 1. **Affordable Kits:** 50-60% cost reduction 2. **Bengali Learning:** Step-by-step tutorials in native language 3. **Competition Ready:** Specialized training for science fairs 4. **Local Support:** Bengali-speaking technical assistance

**Unique Value:** First comprehensive robotics education platform designed specifically for Bangladeshi students

## SLIDE 5: PRODUCT PORTFOLIO

**Visual:** Three-tier product showcase **Title:** “Accessible Solutions for Every Level”

| **Product** | **Price** | **Target** | **Features** |
| --- | --- | --- | --- |
| **Beginner Kit** | ৳2,500 | Classes 6-10 | 10+ sensors, Bengali manual |
| **Competition Kit** | ৳4,500 | Advanced learners | 20+ sensors, video tutorials |
| **Institution Bundle** | ৳35,000 | Schools/Colleges | 10 kits, teacher training |

**Comparison:** 50% cheaper than international alternatives

## SLIDE 6: COMPETITIVE ADVANTAGE

**Visual:** Comparison matrix **Title:** “Why We Win: Deep Localization”

| **Factor** | **International Imports** | **Local Vendors** | **Agami Robotics BD** |
| --- | --- | --- | --- |
| **Price** | ৳8,000-15,000+ | Components only | ৳2,500-4,500 |
| **Language** | English only | No documentation | Bengali-first |
| **Support** | Limited | None | Local expert team |
| **Education Focus** | General use | No framework | Complete curriculum |

**Result:** Unmatched value for Bangladeshi students

## SLIDE 7: BUSINESS MODEL

**Visual:** Revenue stream flowchart **Title:** “Diversified Revenue Strategy”

**Three Pillars:** - **B2C Sales (60%):** Direct student sales via digital platforms - **B2B Partnerships (30%):** Institutional sales and lab setups - **Events & Training (10%):** Competition workshops and mentoring

**Distribution:** Online-first with local pickup points and courier delivery

## SLIDE 8: MARKET TRACTION

**Visual:** Website screenshot + early validation **Title:** “Proven Concept & Early Validation”

**Demonstrated Capabilities:** - **Live Website:** https://agami-robotics-bd.vercel.app/ - **Complete Business Model:** Detailed value proposition - **Technical Skills:** Modern web development and design - **Market Research:** Comprehensive problem-solution analysis

**Early Interest:** Educational institutions expressing partnership interest

## SLIDE 9: FINANCIAL PROJECTIONS

**Visual:** Revenue growth chart **Title:** “Strong Financial Outlook”

**Funding Request:** ৳10 Lakh pre-seed grant

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

**Unit Economics:** - Average Selling Price: ৳3,500 - Gross Margin: 49% - Net Profit Margin: 26%

## SLIDE 10: FUND ALLOCATION

**Visual:** Pie chart **Title:** “Strategic Use of ৳10 Lakh Investment”

**Allocation:** - **Initial Inventory (60%):** ৳6 Lakh - First 200+ units - **Operations Staff (20%):** ৳2 Lakh - Part-time assistant (6 months) - **Marketing Campaign (15%):** ৳1.5 Lakh - Digital outreach - **Contingency (5%):** ৳0.5 Lakh - Operational buffer

**Timeline:** 8-month path to profitability

## SLIDE 11: GO-TO-MARKET STRATEGY

**Visual:** Marketing funnel **Title:** “Multi-Channel Customer Acquisition”

**Phase 1 (Months 1-6): Foundation** - Social media marketing (Facebook, YouTube) - Educational institution partnerships - Science fair participation

**Phase 2 (Months 7-12): Scaling** - Digital advertising campaigns - Teacher training programs  
- Student referral networks

**Target:** 500+ customers in Year 1

## SLIDE 12: SOCIAL IMPACT

**Visual:** Impact metrics visualization **Title:** “Building Bangladesh’s Technological Future”

**Educational Impact:** - Bridge theory-practice gap in STEM education - Increase participation of underrepresented students - Improve international competition performance

**Economic Impact:** - Import substitution saving foreign currency - Job creation in electronics sector - Skills development for 4th Industrial Revolution

**Alignment:** Supports UN SDG 4 (Quality Education) and Digital Bangladesh 2041

## SLIDE 13: IMPLEMENTATION ROADMAP

**Visual:** Timeline with key milestones **Title:** “Clear Path to Market Leadership”

**Year 1: Foundation** - Product development and Bengali content - Launch in Dhaka and Chittagong - Achieve break-even and 500 students

**Year 2: Expansion** - Scale to divisional cities - Institutional partnerships - 1,200+ students served

**Year 3+: Leadership** - National presence - Export opportunities - 2,500+ students annually

## SLIDE 14: TEAM & FOUNDER

**Visual:** Professional photo + credentials **Title:** “Experienced Leadership with Deep Commitment”

**Tarak Md Shabbir - Founder & CEO** - Computer Science & Engineering, 2nd Year - Canadian University of Bangladesh - Demonstrated technical skills (website development) - Deep understanding of local education challenges - Genuine passion for educational transformation

**Vision:** “Every Bangladeshi student deserves access to innovation tools”

## SLIDE 15: RISK MITIGATION

**Visual:** Risk-mitigation matrix **Title:** “Proactive Risk Management”

**Key Risks & Solutions:** - **Market Competition:** Bengali-first differentiation + superior support - **Supply Chain:** Multiple suppliers + local partnerships - **Technology Changes:** Open-source platforms + continuous innovation - **Funding Needs:** Conservative projections + revenue diversification

**Approach:** Measured growth with strong fundamentals

## SLIDE 16: WHY iDEA PARTNERSHIP?

**Visual:** Partnership benefits diagram **Title:** “Perfect Alignment with iDEA Mission”

**Strategic Fit:** - ✅ **Socially Impactful:** Addresses critical education gap - ✅ **Student-Led:** University student founder with clear vision - ✅ **Scalable:** Nationwide market opportunity - ✅ **Innovation-Focused:** Technology-based solution - ✅ **Job Creation:** Direct and indirect employment potential

**What We Need:** Funding, mentorship, and ecosystem access

## SLIDE 17: CALL TO ACTION

**Visual:** Success metrics dashboard **Title:** “Join Us in Building Bangladesh’s STEM Future”

**With iDEA Support, We Will:** - Launch product serving 200+ students in 6 months - Achieve break-even and sustainable operations - Create foundation for 10,000+ student impact - Build Bangladesh’s first Bengali robotics ecosystem

**Request:** ৳10 Lakh pre-seed grant + program benefits

**Contact:** tareksabbir20@gmail.com | +8801317482908

## SLIDE 18: THANK YOU

**Visual:** Inspiring quote + contact info **Title:** “Questions & Discussion”

**Quote:** “আগামী রোবটিক্স বিডি - আগামীর বাংলাদেশ গড়ব আমরা” *“Agami Robotics BD - Building Tomorrow’s Bangladesh Together”*

**“Inspiring Youth to Innovate”**

**Contact Information:** - **Email:** tareksabbir20@gmail.com - **Phone:** +8801317482908  
- **Website:** https://agami-robotics-bd.vercel.app/ - **LinkedIn:** [Your LinkedIn Profile]

## PRESENTATION NOTES:

### Key Speaking Points:

1. **Hook:** Start with personal story about witnessing the education gap
2. **Problem:** Make the crisis tangible with specific examples
3. **Solution:** Emphasize the complete ecosystem approach
4. **Market:** Show depth of research and understanding
5. **Traction:** Website demonstrates execution capability
6. **Financials:** Conservative but compelling projections
7. **Impact:** Connect to national goals and social good
8. **Close:** Confident request with clear next steps

### Visual Guidelines:

* Use consistent branding with blue/purple color scheme
* Include Bengali text alongside English for authenticity
* High-quality photos and professional graphics
* Minimal text per slide, focus on visuals
* Include website screenshots as proof of concept

### Delivery Tips:

* Practice Bengali pronunciation for authenticity
* Prepare for questions about competition and scaling
* Have backup slides for detailed financial analysis
* Bring business cards and QR codes for easy follow-up
* Time for 10 minutes + 2-3 minutes Q&A