



BINIYOG BRIDDHI

INVESTOR DEALBOOK



ABOUT BINIYOG BRIDDHI

B-Briddhi is a multi-year public-private development partnership (PPDP) between the Embassy of Switzerland in Bangladesh, Roots of Impact, LightCastle Partners and other stakeholders, including investors, private sector organizations, incubators, and support organizations for impact enterprises.

Key Pillars of Biniyog Briddhi

CAPACITY BUILDING

Pillar 1: Incubators, accelerators and impact entrepreneurs receive targeted capacity building to increase investment readiness and strengthen impact management.

CATALYTIC FUNDING

Pillar 2: Impact entrepreneurs and investors benefit from suitable and attractive forms of capital by using catalytic finance that monetizes impact.

ADVOCACY

Pillar 3: Policymakers and advocates receive fresh ideas to create a more favorable framework for impact and mobilize more capital for the benefit of impact entrepreneurs.

Program Partners



The Embassy of Switzerland in Bangladesh focuses on its engagement in economic development, more efficient local government and contributing to improving living conditions for poor and disadvantaged sections of the population



Roots of Impact (ROI) is an impact finance advisory firm working with public funders, philanthropists, and investors globally to finance private-sector innovations and enterprises with strong potential for positive impact.



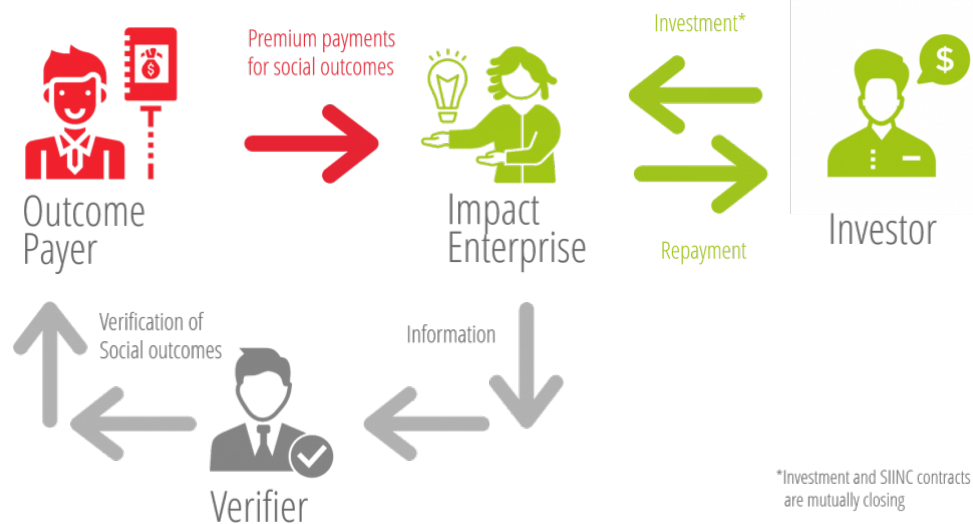
LightCastle Partners creates data-driven opportunities for growth and impact. LCP consults and collaborates with development partners, public sector and private organizations to promote inclusive economic growth that positively changes the lives of people at scale.

ABOUT CATALYTIC FUNDING

B-Briddhi offers a chance to apply for catalytic funding to young enterprises who are looking to grow and scale their operations. It opens up exciting opportunities for investors to enjoy more favorable conditions to engage in impact enterprises capable of measuring their impact. Since 2020, 10 impact enterprises have collaborated with Biniyog Briddhi. There are two possible forms of support for impact enterprises that can apply - Social Impact Incentive and Impact Ready Matching Fund.

SOCIAL IMPACT INCENTIVE (SIINC)

The Social Impact Incentives (SIINC) rewards high-impact enterprises with premium payments based on the social outcomes that they generate. The core objective is to incentivize the impact, increase the enterprise's profitability and attractiveness for investors.



THE IMPACT READY MATCHING FUND (IRMF)

The Impact Ready Matching Fund (IRMF) is non-repayable funding that will match seed investment 1:1 for early-stage impact enterprises rewarded for building up their impact management systems.



APON WELLBEING



www.apon-wellbeing.com

SIINC
2020

FOUNDERS



Saif Rashid
Founder & Managing Director

Former CEO of Jita; Ashoka and world economic forum fellow

AWARDS & RECOGNITION



EXPO
2020
DUBAI
UAE



INCEPTION YEAR

2017

SECTOR

Retail

FUNDING RAISED

US\$ 500K+



Apon wellbeing ltd.- The world's first retail network for industrial workers

Apon Wellbeing Ltd. is an Omnichannel marketplace that primarily operates discount stores inside large factories in Bangladesh. All products are discounted, workers get interest-free credit purchase facility, and point-based loyalty benefits.

CORE PRODUCTS/SERVICES

A physical retail platform for industrial workers:

- With discounted grocery and credit purchase facility- Advance cash
- Insurance facility and Financial products and service

FUNDING RAISED

- Received over US\$ 500K in awards from Tommy Hilfiger, Ashoka, Expo 2020 Dubai, Metlife Foundation, and YGAP
- Received SIINC investment from Biniyog Briddhi in 2020

TRACTION

- 20 shops launched
- 50,000+ customers served
- US\$ 3Mn+ GMV generated

NOTABLE COMPETITION

- Direct fresh
- Masco bazar

COMPETITIVE ADVANTAGE

- First movers with endorsement from BGMEA and buyers.
- Single player playing in the US\$2.4 Bn industry in Bangladesh
- Having the best damage and wastage control system

IMPACT

- Improving wellbeing of industry workers (largely women) with credit purchase with insurance facility support

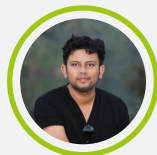
HELLOTASK



hellotask.app



FOUNDERS



Mahmudul Hasan Likhon
Co-founder & CEO

4 years experience in development sector and impact management



Mehedi Shoron
Co-Founder & COO

4 years experience in startup R&D, marketing and operations

AWARDS & RECOGNITION



INCEPTION YEAR

2017

SECTOR

**Service
Marketplace**

FUNDING RAISED

US\$ 420K+



Hello Task – Digitizing the Gig Economy in Bangladesh

HelloTask is a tech platform that connects any mobile phone users to the customers in real-time without internet. In Bangladesh we could successfully connect domestic workers, one of the largest feature phone user group to the customers giving them Uber-like user experience while hiring helping hands.

CORE PRODUCTS/SERVICES

- COMPUTER APA, a tech based solution to connect any mobile phone without internet
- Digital Marketplace platform for connecting domestic helpers to the users in real-time
- Pay-per-use and subscription based helping hand services

FUNDING RAISED

- Raised US\$ 420K funding in forms of equity, SAFE and grants from Angels, iDEA Project, Accelerating Asia, and OXFAM GB.
- Received IRMF investment from Biniyog Briddhi in 2020
- Currently raising \$300K for Seed Round

TRACTION

- 2,500+ registered domestic helpers in platform
- 60K+ registered users through mobile app
- US\$ 200K+ GMV generated

NOTABLE COMPETITION

- Sheba.xyz
- HandyMama
- Appointme
- Amar Astha

COMPETITIVE ADVANTAGE

- Enabled domestic helpers without smartphones through HelloTask platform
- Has partnership with development organizations – BRAC and OXFAM to train and onboard 16,000+ domestic helpers

IMPACT

- Inclusion of labor class workers with feature phones in digital economy
- Financial Inclusion for the people of bottom of the pyramid
- Evolution of income with better job opportunities

iFARMER



ifarmer.asia

SIINC
2021

INCEPTION YEAR

2018

SECTOR

FinTech/
AgriTech

FUNDING RAISED

US\$ 2.7Mn+

Scaling Impact Enterprises
of Bangladesh

FOUNDERS

Fahad Ifaz
CEO

10 years of experience in working for agriculture and financial inclusion in South Asia

Jamil Akbar
COO

8 years of experience in managing large scale and complex tech projects

AWARDS

ICT
DIVISION

* seedstars



iFarmer - Democratizing Agriculture Financing and Supply Chain

iFarmer is a tech-based company that enables small scale farmers and agribusinesses to maximize their profits by providing access to finance, technology and input supplies. The company uses its tech-enabled supply chain network to aggregate fresh produce from farming communities and provides a better market access.

CORE PRODUCTS/SERVICES

- Creating access to finance for farmers and Agri MSMEs, by connecting with retail investors/ FIs
- Providing access to high quality agriculture input, smart technology and advisory services
- Providing better access to markets for farmers.

FUNDING RAISED

- Raised \$700K+ in form of equity, safe and grants from angel investors, Asia Accelerator, Zayn Capital, UNCDF, Falcon Nominees and iDEA Project

TRACTION

- Improving income and livelihoods of 40,000+ registered farmers
- Financed U\$ 10Mn in farm and input financing
- Annual revenue for FY 2020 was U\$ 3.5Mn and projected revenue for FY 21 is U\$ 9.5Mn USD

NOTABLE COMPETITION

- Bhalo
- Joikko
- Khamar-e

COMPETITIVE ADVANTAGE

- Provides Embedded Services (Finance, inputs, Market access, insurance, advisory)
- The management team has in-depth experience in the South Asia market from technology to execution
- Partnered up with banks to facilitate bank loans to the farmers

IMPACT

- Boosting the income of smallholder farmers in Bangladesh

iPAGE



ipageglobal.com

IRMF
2020

INCEPTION YEAR

2018

SECTOR

Logistics &
Mobility

FUNDING RAISED

US\$ 400K+



FOUNDERS



Mashrur H. Shurid
Chief Executive Officer

7+ years of experience in social development.



Mohammad Saifullah Mithu
Chief Executive Officer

8+ years of experience in the social development sector.



Imtiaz Hossain Nisat
Chief Technology Officer

8+ years of experience in software development.

AWARDS & RECOGNITION



iPAGE – Democratizing Agricultural Data in Bangladesh

iPage Bangladesh Ltd is building Bangladesh's first ever artificially intelligent agricultural information system to deliver accurate & actionable information to farmers and consumers through a hardware-software integrated one-stop platform.

CORE PRODUCTS/SERVICES

Precision Hardware & Software integrated Agrarian AI named aeQuilibrium. Core Product Derived Services:

- Site & Crop Specific Farm Advisory Service Aunkur for smallholder farmers
- Trading Service Krishan for B2B consumers

TRACTION

- 1500+ smallholder farmers & 45+ B2B consumers
- \$ 49,000 + revenue from Farmers' Subscription Fee
- \$ 130,000+ sales from B2B corporate trade
- \$ 1.68M GMV from advisory & trading service.

COMPETITIVE ADVANTAGE

- First mover advantage with a one-stop, inclusive 'service mode' approach using proprietary technology, market access for farmers, and active working relationship with 51 NGOs in 32 districts for rapid scaling.

FUNDING RAISED

- Received \$233k+ as grant and equity investments from Angel Investors, iDEA project, WFP & GAIN, UN Food Summit 2021
- Received \$151k as in-kind investment from E Lab
- Received IRMF investment from Biniyog Briddhi in 2020

NOTABLE COMPETITION

- Local: ACI, iFarmer
- Global: BLGG AgroXpertus, Agrisim, MS Farmbeats, KrishiTantra, BharatAgri

IMPACT

- Educating and enabling rural farmers through technology for boosting agricultural knowledge

JOIKKO



joikko.com

SIINC
2021

INCEPTION YEAR

2018

SECTOR

AgriTech

FUNDING RAISED

US\$ 465K+



FOUNDERS



Farzeen Alam
JOIKKO Managing Director

7+ years of experience in agriculture and agri-research development



Juan Gonzalez-Valero
JOIKKO Chairman

Head Sustainable and Responsible Business of Syngenta Foundation with over 30 years of experience

AWARDS & RECOGNITION



JOIKKO – The social franchise for farmers in Bangladesh

JOIKKO Agro Ltd is a social enterprise for farmers in Bangladesh with the aim to improve the livelihoods of the most vulnerable smallholders and micro-farmers in Bangladesh. JOIKKO supports farmers' needs by offering products and services at every stage of the agriculture value chain.

CORE PRODUCTS/SERVICES

- Agronomic training and crop advisory with improved market access
- Access to quality inputs
- Farm machinery rental, Agri-loans and financial services

TRACTION

- Managing a network of 6 rural farmer centers
- 850 farmers outreached through 6 Agri shop centres

COMPETITIVE ADVANTAGE

- Systemized business model with proprietary assets and market linkages, large portfolio of services and products
- Strong leadership and management with decades of experience across agriculture value chain

FUNDING RAISED

- Raised US\$ 465K+ from angels, Syngenta Asia Pacific Limited (pte), Syngenta Crop Protection AG, VSO, in form of equity, grant and impact investment.
- Received SIINC investment from Biniyog Briddhi in 2021

NOTABLE COMPETITION

- iFarmer
- Bhalo
- Khamar-e

IMPACT

- Boosting the income of smallholder farmers in Bangladesh



lightofhopebd.com



INCEPTION YEAR

2017

SECTOR

Education

FUNDING RAISED

US\$ 160K+



Scaling Impact Enterprises of Bangladesh

FOUNDERS



Waliullah Bhuiyan
Co-Founder & CEO

12+ years sector experience
Ex-BRAC



Fakhrul Alam
CMO

10+ years experience in marketing,
event & branding



Nazmul Arefin
CTO

PhD in data science
Co-founded ToguMogu

AWARDS & RECOGNITION




Light of Hope – preparing children with future skills

Light of Hope is an education company that produce highly researched affordable and engaging learning products for early grade students. It also runs the country’s top after-school programme offering courses both online and offline for children and runs the largest online platform for parenting education.

<p><u>CORE PRODUCTS/SERVICES</u></p> <ul style="list-style-type: none"> ▪ Kids Time: Online and offline creative courses for children ▪ Goofi: Highly researched affordable learning products ▪ Teachers Time: online learning platform for teachers and parents 	<p><u>FUNDING RAISED</u></p> <ul style="list-style-type: none"> ▪ Founder investment US\$120,000 ▪ Received impact investment of US\$ 40K from YGAP Australia ▪ Received IRMF investment from Biniyog Briddhi in 2021
<p><u>TRACTION</u></p> <ul style="list-style-type: none"> ▪ Over US\$ 1 Mn revenue with monthly recurring revenue of US\$30,000 ▪ Over 20,000+ paid customers till date 	<p><u>NOTABLE COMPETITION</u></p> <ul style="list-style-type: none"> ▪ Onnorokom Bigganbakso ▪ Aloha, Kumon ▪ Local and international children toy and book
<p><u>COMPETITIVE ADVANTAGE</u></p> <ul style="list-style-type: none"> ▪ Produced 600+ hours of learning contents ▪ In-house research and product development team ▪ IP, Own characters, multi-lingual, multi-platform contents ▪ Strong local and international partnerships 	<p><u>IMPACT</u></p> <ul style="list-style-type: none"> ▪ 200,000+ children impacted by our work ▪ 10,000+ teachers and parents receive skill development training ▪ Kids Time teachers earn BDT 20,000 per month taking online class

ROMONI



romoni.com.bd

IRMF
2020

INCEPTION YEAR

2017

SECTOR

Service
Marketplace

FUNDING RAISED

US\$ 200K+



FOUNDERS



Armin Zaman Khan
Founder & CEO

7 years+ experience in banking and e-commerce



Tarique Ibn Haider
COO

7 years+ experience in sales and service sector



Abidur Rahman Mallik
Co-Founder and CTO

8+ years of previous experience in IT sector

AWARDS & RECOGNITION



Romoni – The top brand for on-demand beauty service

Romoni comprises of a complete customer facing service marketplace that enables customers to search, compare, book and review services available from its verified network of professionals and micro-entrepreneurs, who, in turn, can reach out to three times as many customers and double their revenues.

CORE PRODUCTS/SERVICES

- Provides door-step beauty services across Bangladesh
- Provides end-to-end logistics and financing access to the entrepreneurs
- Testing financial products for entrepreneurs' business growth through digital platform

FUNDING RAISED

- Raised fund from UNCDF in form of equity, grant and impact investment
- Received IRMF investment from Biniyog Briddhi in 2020

TRACTION

- 500+ female entrepreneurs using the platform
- 30,000+ orders served until now
- Customer retention rate is over 60%

NOTABLE COMPETITION

- Sheba.xyz
- ShopUp
- Shajgoj
- Beauty Salons

COMPETITIVE ADVANTAGE

- Trusted brand with loyal customers
- Standardized doorstep service in Dhaka city
- Facilitating growth for the female MSME entrepreneurs/ beauticians

IMPACT

- Improving income equality of female entrepreneurs in beauty sector

SAFEWHEEL



safewheel.xyz

IRMF
2020

INCEPTION YEAR

2020

SECTOR

Healthcare

FUNDING RAISED

US\$ 100K+

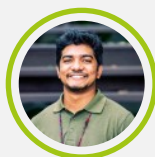


FOUNDERS



Rafiq Islam, Cofounder & CEO

HP'19, Hult International Business School, UK



**Anas Hossain Makki
Cofounder & COO**

Diana Award 2021 Winner



Faysal Islam, Cofounder & CBDO

Commonwealth Young Person of the year 2020

AWARDS & RECOGNITION



Safewheel Limited. – Moving wheels, Saving lives

Safewheel is building a marketplace for medicines and pathology lab tests. Customers can order medicines and lab tests at the convenience of their home from the Safewheel App or Website.

CORE PRODUCTS/SERVICES

- Order authentic medicines collected directly from the manufacturer
- Provide monthly purchase reminders for chronic disease medicines
- Book lab tests digitally

TRACTION

- 5 labs onboarded, 3 partner pharmacy, and 1 inhouse pharmacy
- 450+ orders in 14 weeks with 20% MOM growth, 65% repetitive customers.
- 1,200+ ambulance rides provided

COMPETITIVE ADVANTAGE

- Team experience in healthcare sector
- Team understands the market and customer
- Faster delivery comparing to competitors
- Local and global connection

FUNDING RAISED

- Received US\$ 50,000 safe-note angel investment
- Received US\$ 15,000 from Acumen Academy
- Received IRMF investment from Biniyog Briddhi in 2020

NOTABLE COMPETITION

- Arogga
- MedEasy

IMPACT

- Providing low-cost healthcare support to disadvantaged population

SHUTTLE



shuttlebd.com

IRMF
2020

INCEPTION YEAR

2018

SECTOR

Logistics &
Mobility

FUNDING RAISED

US\$ 850K+



FOUNDERS



Reyasat Chowdhury
Co-Founder and CEO

5+ years of experience in telco and logistics; CILT Bangladesh Young Achiever 2019



Jawwad Jahangir
Co-Founder and COO

6+ years of previous experience as a Marketing entrepreneur



Shah Sufian
Co-Founder and CTO

8+ years of previous experience as an IT entrepreneur

AWARDS & RECOGNITION



Shuttle – Offering Safe and Affordable Transportation

Shuttle is a mass-transit startup based in Bangladesh that provides safe transportation at an affordable price by moving more people with fewer vehicles and caters to both B2B & B2C customers.

CORE PRODUCTS/SERVICES

- An app-based transportation solution for B2B and B2C customers, with special focus on women's transportation
- Provides the service in mini-vans and one-stop reliable vehicle rental solution for businesses and individuals
- Has dedicated service for women

TRACTION

- US\$ 1 mln revenue generated so far with average monthly revenue of US\$ 50K for the last 6 months
- 700+ rides/day (B2B+B2C)
- 30K+ registered B2C sign-ups & 35 B2B clients

COMPETITIVE ADVANTAGE

- Competitive prices in comparison to other ride-sharing platforms
- Hybrid business model combining B2B and B2C
- Maintains safety, punctuality, comfort and hygiene for riders

FUNDING RAISED

- Raised USD 1 mln investment from Robi Axiata, Accelerating Asia, Impact Collective and BAN
- Prominent industry (logistics) experts from Uber and Foodpanda have invested as well
- Received IRMF investment from Biniyog Briddhi in 2020

NOTABLE COMPETITION

- Uber
- Pathao
- Shohoz
- Garivara

IMPACT

- 10,000+ beneficiaries provided access to affordable clean energy services.
- Charging nearly 400 electric three wheelers (E3Ws)
- 100,000+ kg of carbon emissions reduced

SOLSHARE

solshare

Solshare.com

IRMF
2020

FOUNDERS



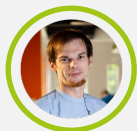
Sebastian Groh
Co-Founder & CEO

2013 Stanford Ignite Fellow and holds a PhD from Aalborg University



Daniel Ciganovic
Co-Founder & CFO

10+ years of experience in financial management



Hannes Kirchhoff
Co-Founder & CTO

German National Academic Foundation Awardee

AWARDS & RECOGNITION



InnoEnergy



Sustainable solutions, better lives



INCEPTION YEAR

2014

SECTOR

Energy/ IOT

FUNDING RAISED

US\$ 5Mn+



SOLshare - E-Mobilizing Livelihoods and Creating a Greener World

SOLshare is an energy-tech company operating in Bangladesh that provide ICT-based services in clean energy, energy efficiency, and e-mobility in rural and urban areas

CORE PRODUCTS/SERVICES

- SOLbazaar- The marketplace for future proof energy infrastructures
- SOLgrid-solar peer-to-peer microgrids
- SOLmobility-Smart leasing of battery technology for electric three wheelers

TRACTION

- 110+ P2P solar microgrids (SOLgrids) across Bangladesh
- 6 EV charging stations

COMPETITIVE ADVANTAGE

- Accessible and affordable electricity
- Massive scalable opportunity
- Targeting off-grid markets for social inclusion
- Tech-enabled services for the off grid markets
- Pioneer of renewable energy-based P2P trading platform

FUNDING RAISED

- Raised \$700K+ in form of equity, safe and grants from angel investors, Asia Accelerator, Zayn Capital, UNCDF, Falcon Nominees and Startup Bangladesh
- Received IRMF investment from Biniyog Briddhi in 2020

NOTABLE COMPETITION

- Okra Solar
- SolarWorx
- BBOX

IMPACT

- Boosting income and wellbeing of disadvantaged rural people through solar energy business models

-BRIDDDHI

A programme by _____

