ASIAN TIGER CAPITAL PARTNERS

CHALLENGES FACING TODAY'S TECH STARTUPS IN BANGLADESH

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FINANCIAL SUPPORT

LACK OF SME FUNDING FOR TECH

LACK OF RISK CAPITAL FOR GREENFIELD

LACK OF RISK APPETITE IN FRONTIER MARKET

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ITERATIVE HUMAN CENTERED DESIGN THINKING

Human-Centered Design (HCD) is a problem-solving process that puts the end-user at the epicenter of the tech development and commercialization process. This dramatically mitigates the risk in designing and engineering products and services that resonate to the customer's expectations in doing the job he or she is hiring your tech to do.

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COHESIVE BUSINESS STRATEGY & PLANNING

STRATEGY

OBJECTIVES	SECTOR-RESEARCH DRIVEN FINANCIAL FORECAST
	REALISTIC TIMEFRAME
SCOPE	LOCATION
	MARKET SEGMENTATION
COMPETITIVE ADVANTAGE	CUSTOMER VALUE PROPOSITION
	WINNING GAMEPLAN

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QUANTITATIVE CORRELATION BETWEEN FUNDING NEEDS & FINANCIAL MODELS

CAPEX

BURN-RATE

EQUITY-DEBT BALANCE

NUMBER OF USERS

BRAND EQUITY

EXCHANGE RATE

INTEREST RATE GAP

EFFICIENCY RATIOS

OPEX

OPERATING INCOME

OPERATING PROFIT

FOREIGN INVESTOR'S VALUATION

FOREIGN FUNDING

SAFE & CONVERTIBLE NOTES

TERMS OF OPTIONAL EXIT

INCEPTION

SEED

PRE-SERIES A

SERIES A-B-C

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AGILITY & SCALABILITY PLANNING

08 REFLECTION

07 PRODUCT LAUNCH

06 PILOTING

05 FINAL PRODUCT

HCD-IDEATION 01

UX-PROTOTYPING 02

UI-BETA PRODUCT 03

BETA TESTING 04

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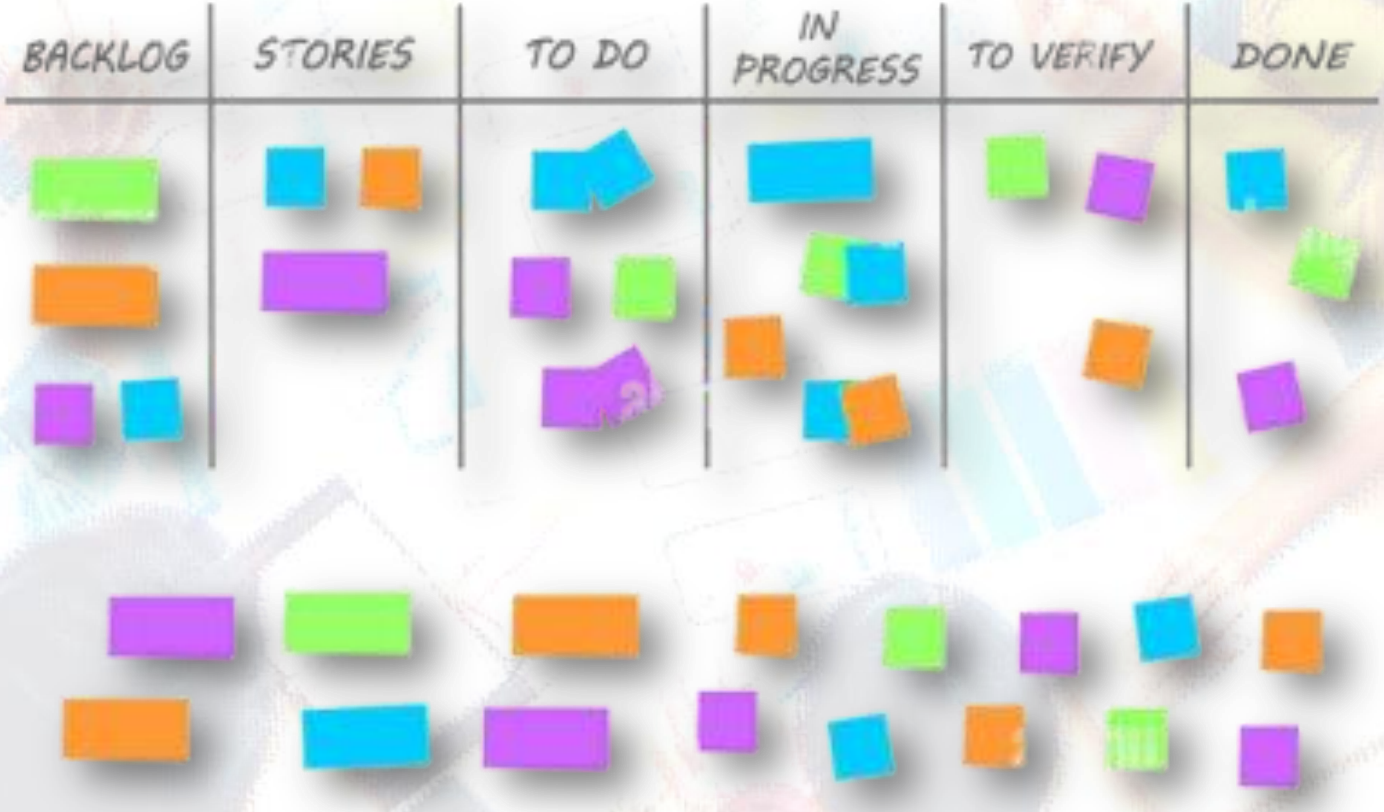
DELIVERY CHALLENGES



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OPERATIONAL CHALLENGES

- CASHFLOW MANAGEMENT
- CAPITALIZING ON DISRUPTIVE TECHNOLOGY
- OVERESTIMATED EXPECTATIONS
- WINNING CUSTOMER LOYALTY
- DATA SECURITY
- MANAGING GROWTH
- ATTRACTING & RETAINING TOP TALENT
- IP SECURITY
- HIGH COMPETITION

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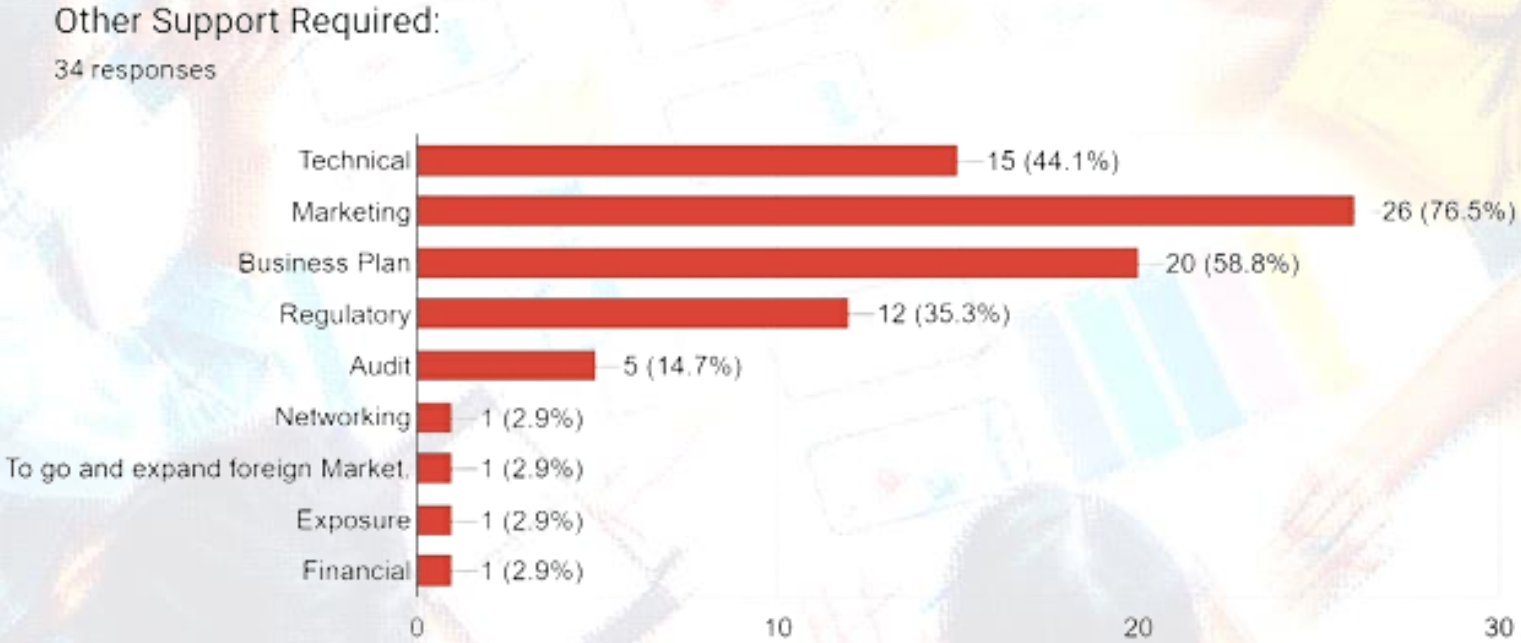
SURVEY



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