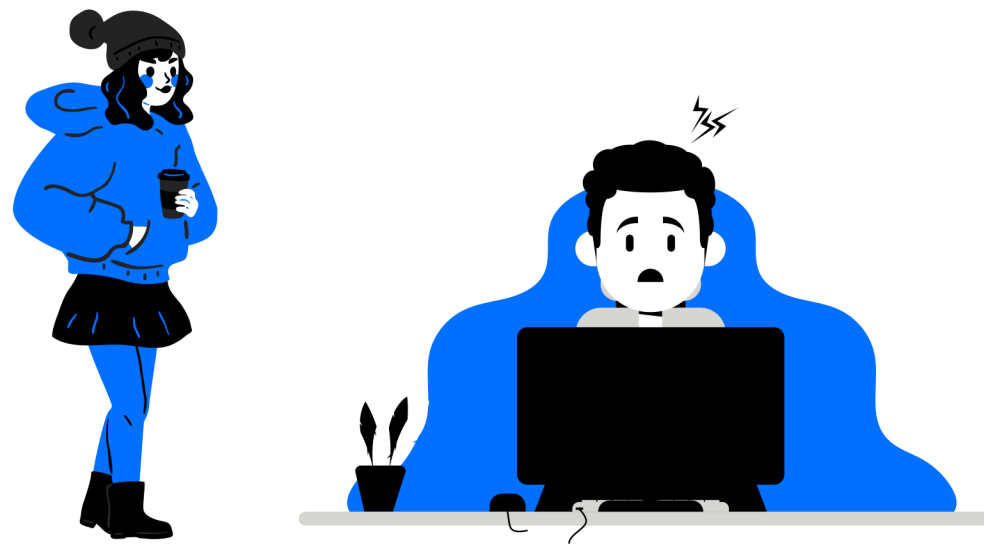




Creating the digital ecosystem of Bangladesh

THE PROBLEM



Emerging Market

Bangladesh is developing, therefore there is a lack of digital services. Only recently companies like UBER and Alibaba have set foot there. There is no advanced digital bank yet.



Lack of Founders

Because there is a lack of people that grew up in a digital environment there is no founder yet that understands how far digitalization can go.

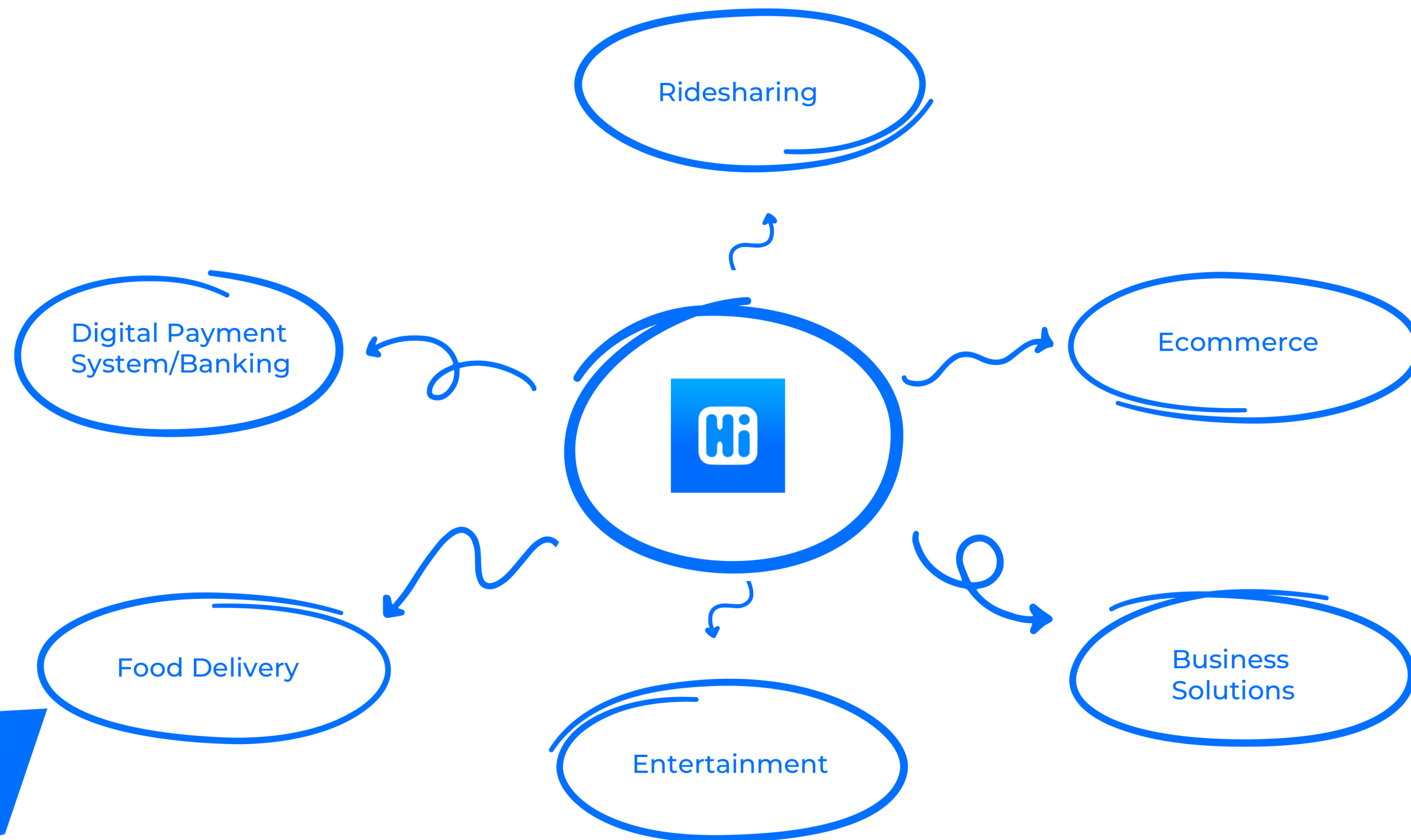


Uneducated Population

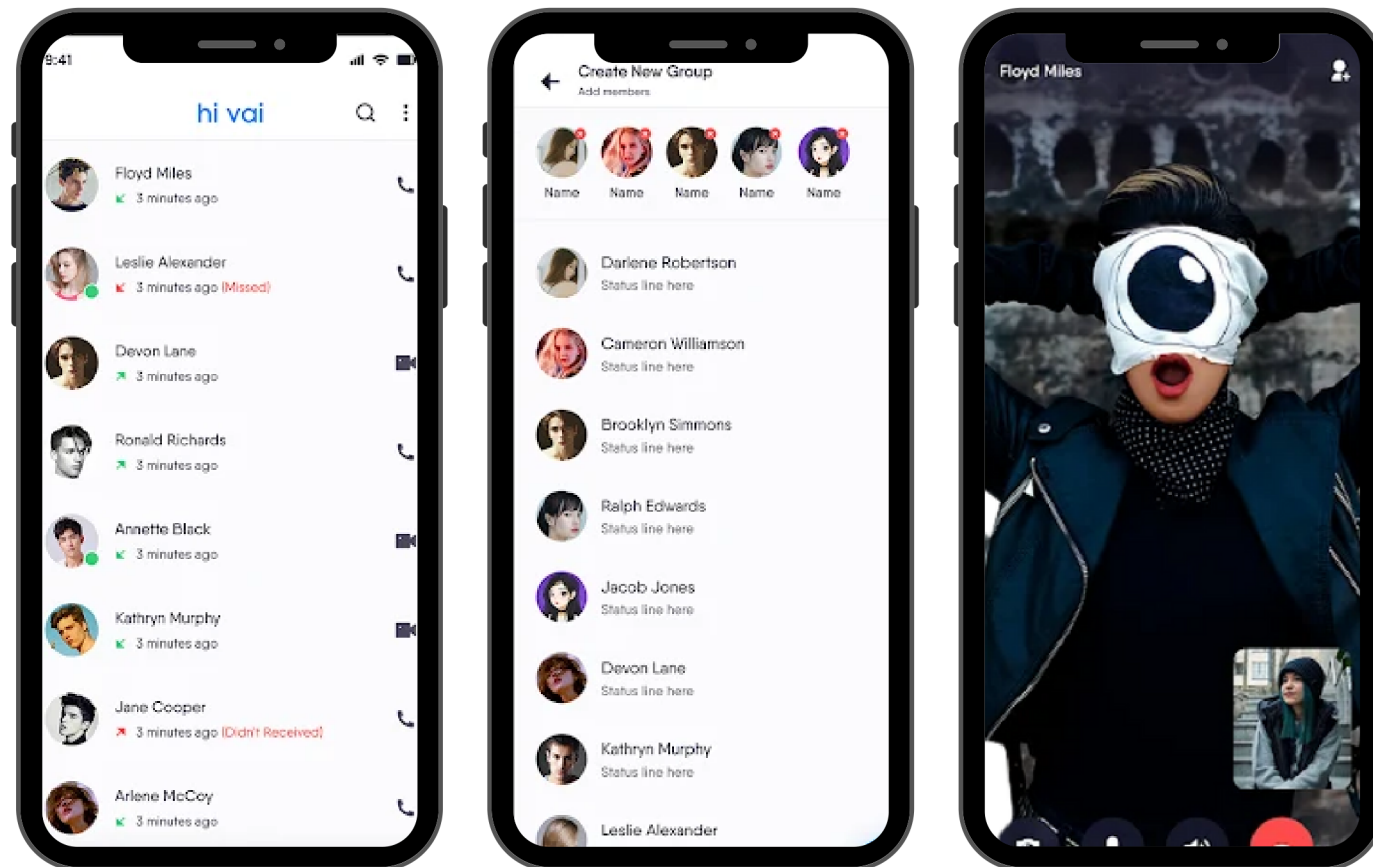
In Bangladesh, the majority of people are not educated and tech-savvy, they need to be educated in a simplified environment. International apps are too advanced.

THE SOLUTION

A local language messaging app that will be extended to offer services for ease of use.



HOW Hi vai WORKS



- Messaging
- Video calling
- Group calls / Group chats
- Local Bengali language version
- Translation function allows users to translate chats instantly
- Storyboard, 24 hour stories

FUTURE FEATURES

- Online banking
- A.I. powered content platform
- Ride hailing service
- Food ordering
- Grocery service



Hi vai



Founder

Akash Dobber

Age : 27

Born : Amsterdam,
The Netherlands

 <https://www.linkedin.com/in/akash-dobber/>

 akashdobber@gmail.com

 +31682708273

A bit about myself. I am Half Dutch and Half Bangladeshi. I was born and bred in the Netherlands and from a young age, my passion was IT. I started my first IT company in The Netherlands at 15 years old, which grew and made me move to Bangladesh at 18 years old. I have worked and lived in Bangladesh for over 6 years, after which I sold my company to a larger IT company.

I was then appointed COO of Genex Digital, which is an IT company of 5000 employees, however, the coronavirus appeared at that time after which I went back to The Netherlands.

Since 2020 I have been living between The Netherlands and Bangladesh and I am heavily involved in the development of Bangladesh. I am a representative of the ICT mission in the Netherlands which aims to develop Bangladesh and I am also an advisor to PUM senior Netherlands Experts in Bangladesh where my role is to identify key market opportunities,

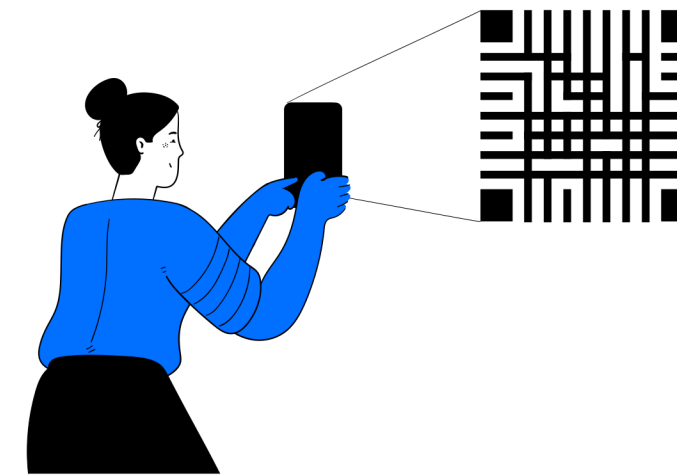
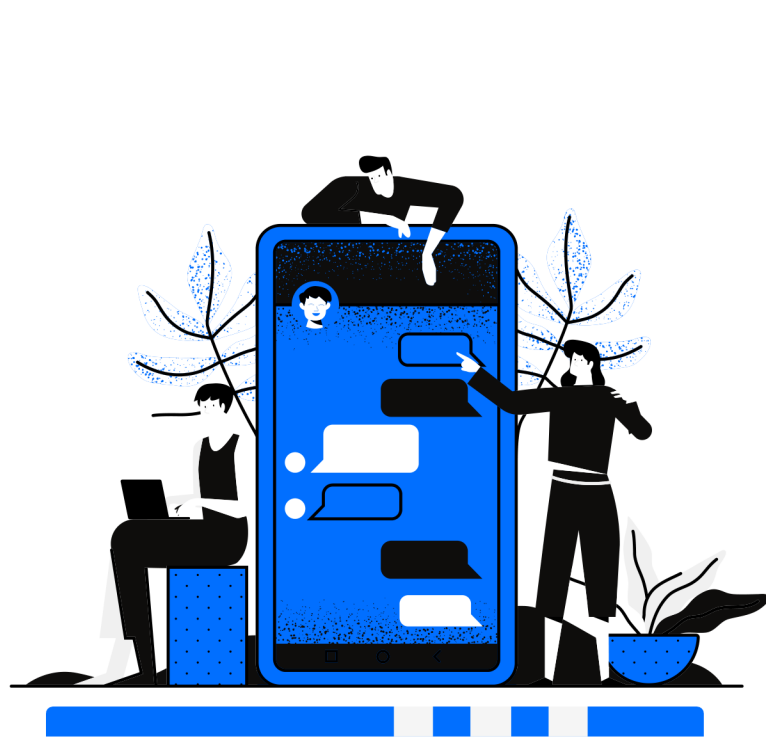
What led to me creating [Hi vai](#) is the development of Bangladesh and recognizing the key opportunity this market has. It is one of the last raw and unexplored countries for startups and there is no competitor on the scale Hi vai will operate.

[I hope you will join me on my journey!](#)

MILESTONES



GOAL FEATURES / FUTURE REVENUE MODEL



Ecommerce
Solutions

Banking
Solutions

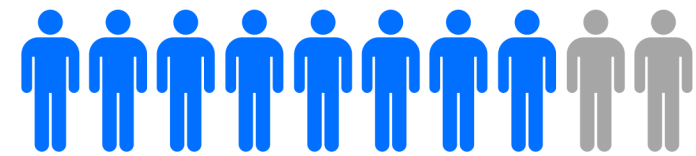
QR Payment
System

Content
Advertisement

DATA ANALYSIS

WHY BANGLADESH?

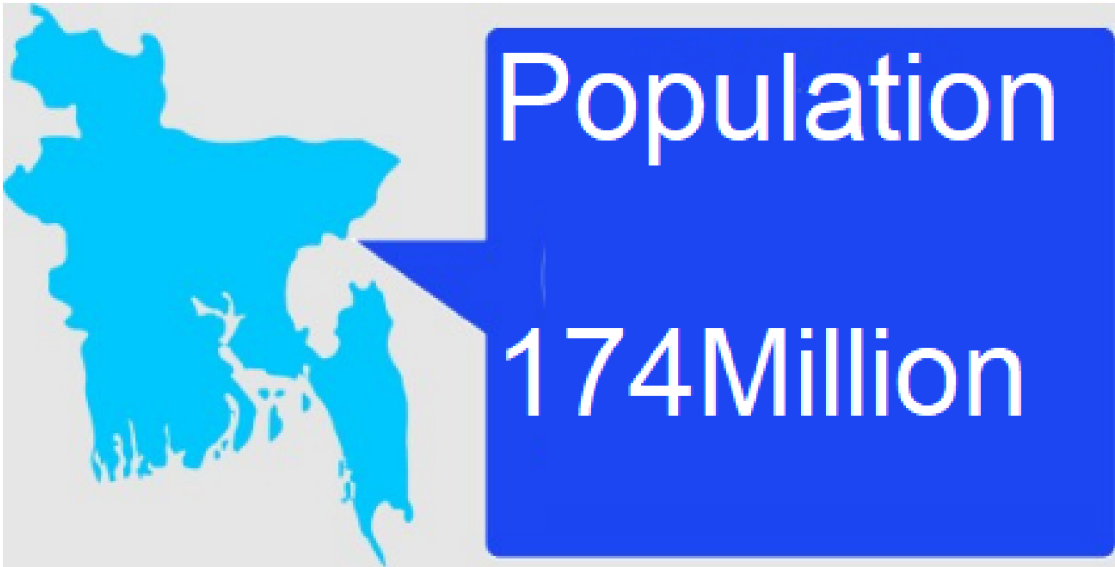
8TH LARGEST
POPULATION
IN THE WORLD



6 Hours Daily
Screentime



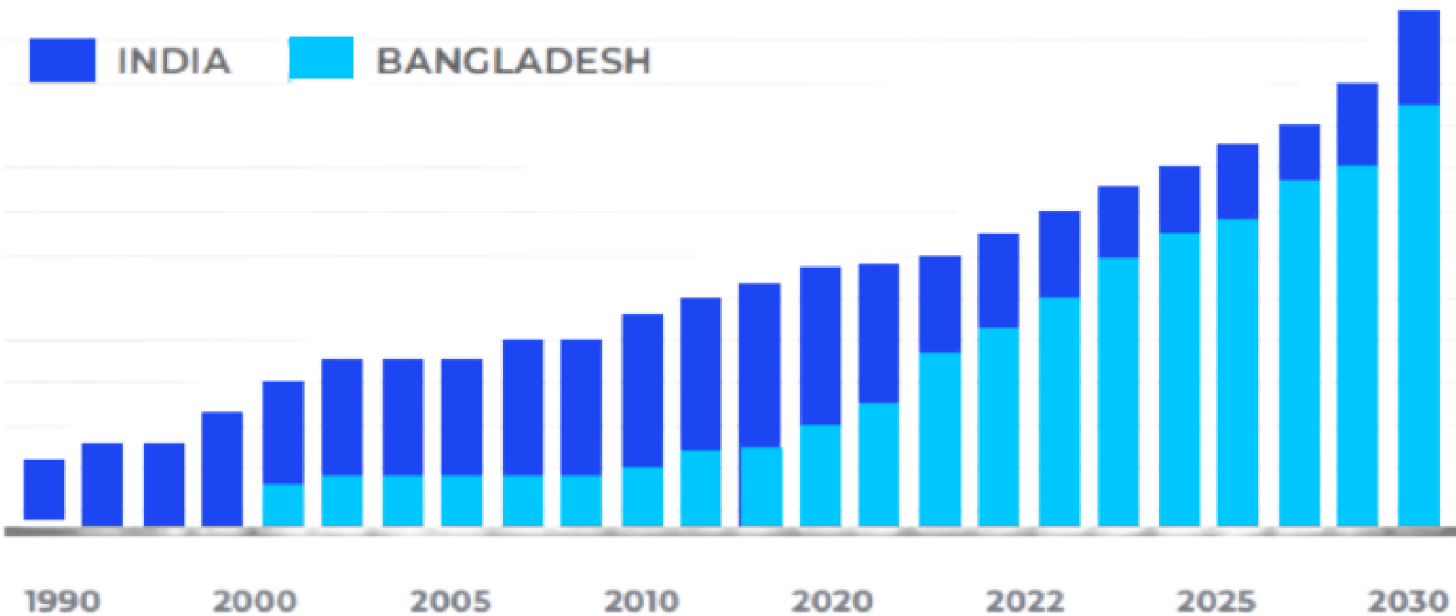
95% Internet
Coverage



EASE OF DOING BUSINESS

Through stability and international cooperation, Bangladesh has become the gateway to Asia for doing business. The ease of doing business is therefore very advanced as almost all countries have ties with the local system.

FOLLOWING SIMILAR LINEAR GROWTH AS INDIA



DIGITAL
BANGLADESH
GOVERNMENT
SUPPORT



HIGH TECH PARK
AND UNIVERSITY
FACILITIES



COMPETITOR ANALYSIS



Facebook

- Not localized
- Facing opposition in Bangladesh
- Does not do any marketing in Bangladesh
- Does not offer local services



Instagram

- Complicated for local users
- Not localized
- Does not offer any additional services



IMO

- Only messaging
- Not localized
- Faces opposition in Bangladesh
- Too many ads
- Used for illegal activities

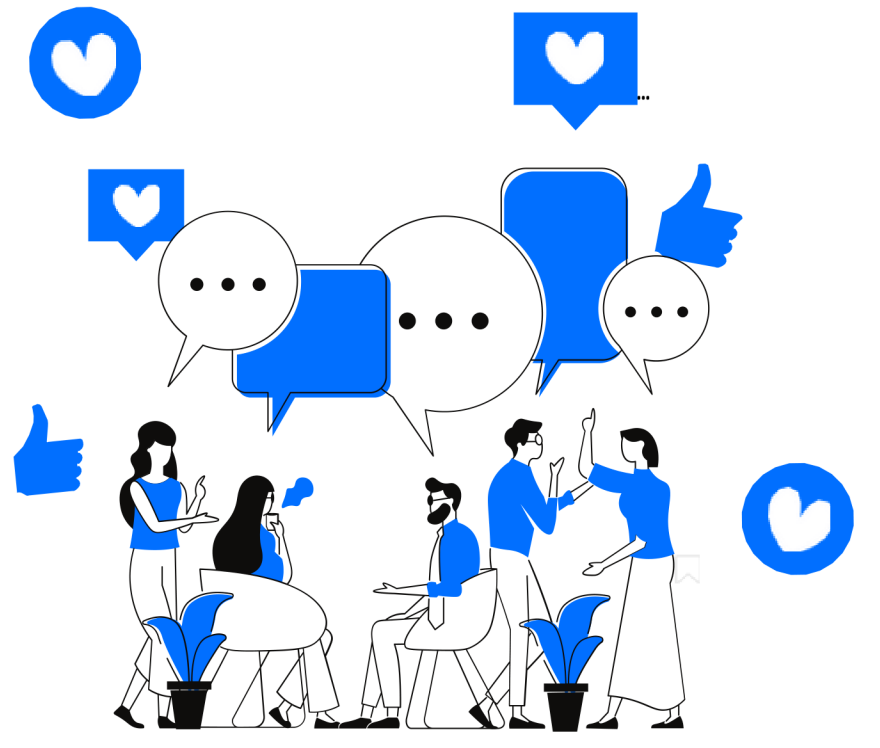


WHAT DIFFERS US FROM THE COMPETITION?



Localized App

- Bengali and English
- Simplified interface
- Local founders



Local services

- Pure focus on developing local ecosystem



Long in-app time

- Users will be browsing daily
- Development of the content system

WHAT IS Hi vai LOOKING FOR?

