



COMPANY **PORTFOLIO**

The following document focuses on the journey of the Bangladeshi tech start-up, Programming Hero, which has been educating people on programming since 2018.



Company Overview

"Programming Hero", an initiative taken in 2018, that changed the experience of learning programming completely for future programmers! This revolutionary app has recently crossed 1M+ downloads and has a 4.8-star rating at Play Store. While many people around the world especially in South Asian countries still might not grasp the importance of Programming, it is extremely valuable and almost a necessary thing for everyone to learn for the future and it was important that people find this learning process entertaining enough. Jhankar Mahbub and his extraordinarily talented team came up to execute this concept on an international platform with their app, "Programming Hero" that helps learn programming in the most fun-loving way possible.

Mission Statement

"Where we inspire you to learn, you learn to grow, then grow to create and create to inspire some more!"



Vision Statement

"To create a programmer in every household, where every soul around the world has easy access to learn programming."

Goals to achieve

In the first half of 2021, Bangladeshi EdTech startups raised approximately \$2 million USD. Before the pandemic, EdTech had a 5% market share in the education market, and it is expected to increase to 10% after the pandemic. Experts predict that the EdTech market in Bangladesh will reach 700 million USD by 2025. This rapidly expanding industry is expected to become the torchbearer of the Bangladeshi start-up community soon.



Financial

- We aim to dominate the education market of Bangladesh by being among the top 3 EdTech of Bangladesh and be among the Top 10 EdTech Globally.
- We target a 20% profit rise by the next two years.

Employee Developments

- To double our employees by the next two years.
- Provide them competitive salaries and more incentives to be more productive. To ensure fair employment practices (anti-discriminatory).
- Provide opportunities to show their leadership skills.

Growth of Company

- We want to be more stable and increase our application downloads to 10 million+ by the next three years.
- Work on customer satisfaction.
- Work on our support team more to make it more.

Growth of Company

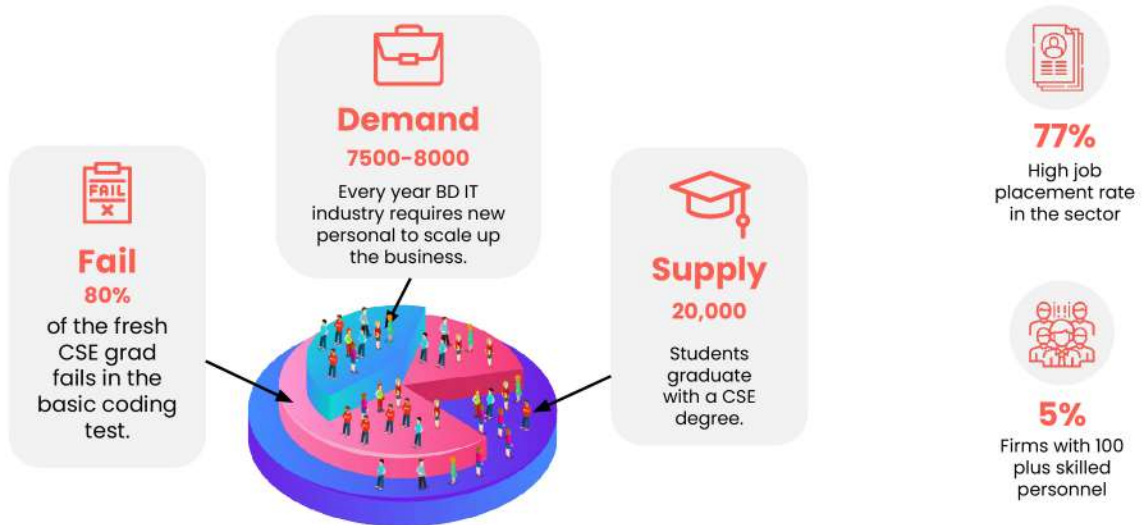
- A steady rise in our sales, keeping a steady inflation rate in mind.
- To grow as a brand where we can leave a strong imprint on people.
- To expand our services to make this as an one stop solution for learning programming.

Social

- To develop sustainable strategic goals to encourage environmental benefits.
- To ensure better quality services for customers.
- To ensure fair prices for customers.
- To ensure fair trade practices.

Challenges

we always want to see the problem in layman's eye so that it helps us to solve it faster and scale it up very quickly.



Reference

tbsnews.net/bangladesh/education/it-graduates-galore-few-qualify-job

Services Provided



Complete Web Development Course by Jhankar Mahbub

We offer a web development course that is interactive and enjoyable, allowing individuals to learn quickly. The course's main goal is to produce mid-level expert web developers who can work as a 'junior web developer' for a company.



How the Complete Web Development Course by Jhankar Mahbub Works

1

Start

All our students go through 4 months of intensive training with special assignments similar to industry work to get adapted and learn the process.

4

ACC (Advanced Course)

Once the main course curriculum is over, we have a team of industry expert trainers who teaches about more in-depth concepts to our students.

2

Assessment

We have a team of 11 instructors who continuously checks all our student's assignments and code quality to provide individual tailor-made feedback.

3

SCIC

We have a 6-monthly intensive-training for all our students which we strictly follow at the end of our main course to find the best students for our special batch called SCIC to then train them further for the actual industry battlefield.

ACC Mentors

We have some of the industry's top mentors with us to help the students reach the next level easily.



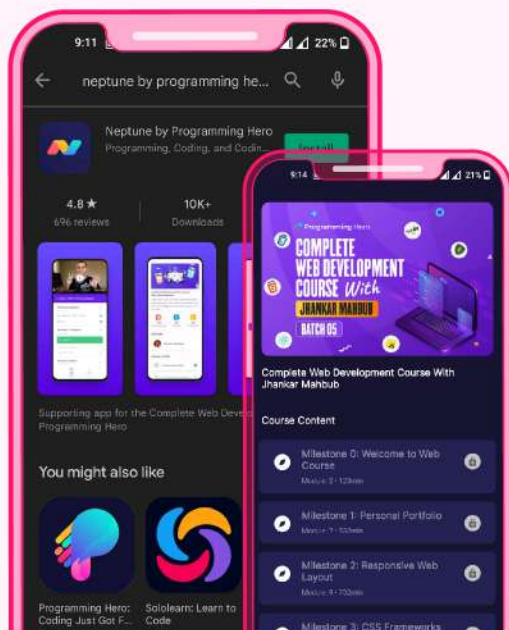
Tanvir Islam

ACC Mentor
Senior Software Engineer
at Cramstack



Faisal Ahmed

Senior Software
Developer
at Quantanite



Neptune Course Mobile Application

We offer a dedicated mobile app called 'Neptune by Programming Hero' which helps enrolled learners to watch videos as well as save videos to watch offline later on.



Job Placements of students

We help enrolled students get their dream job, starting from preparing them to make interviews, clearing all their queries and finally getting them get a job in a reputable company our team takes all the responsibility. Some of the companies that hired our students and loved their decision.

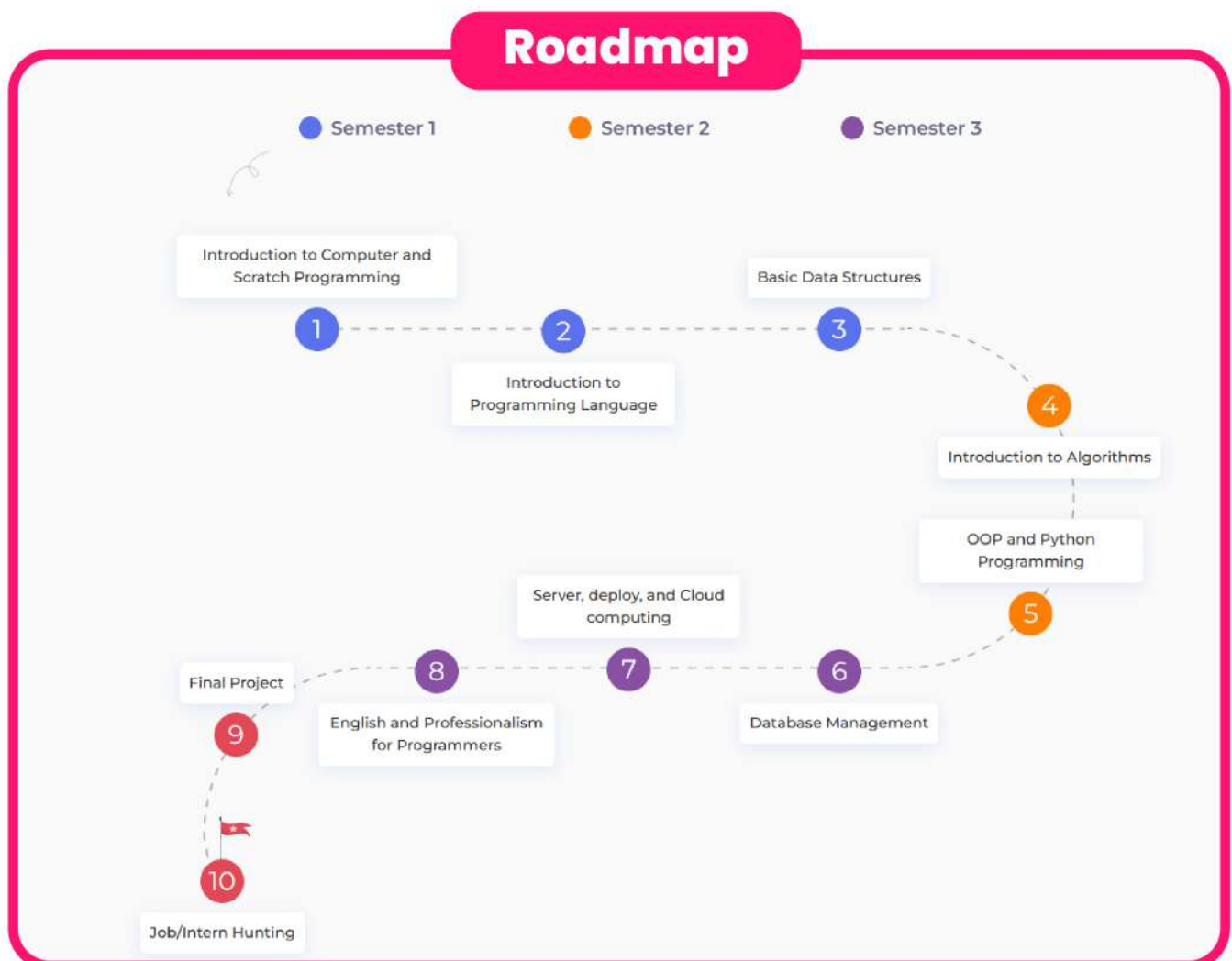




Phitron

CSE Fundamentals

We offer a CSE course that is interactive and enjoyable, allowing individuals to learn quickly. The course's main goal is to produce mid-level expert web developers who can work as a 'junior web developer' for a company.



Programming Hero Coding Just Got Fun! Mobile Application

We have a mobile application to help learn coding in an easier way. It has a large global audience



We primarily offer free game-based courses to learn python, mobile app development, C programming, C++, cyber security, and many other topics.



Video
Course 3



Total course
Regular 6

Regular Course



Python Programming:
Beginners To Advanced



Complete Web
Development Course



C Programming



C++ Programming



Ethical Hacking course



Mobile App Course:
Start to publish

Company growth information



4 years
of experience



1 million+
App downloads



137 countries
Reach



80k+
FB group
community
members

Enrolled students in Web course:

Batch 1
973

Batch 2
1740

Batch 3
3100

Batch 4
5150

Running Batch 5
4800+



Full-Fledged Support
24 hours 7 days



Job placement worldwide
1000+

Company Contact Info



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