Company Profile

Impact Runway Bangladesh Limited provides IT-enabled Business Services and Business Consultancy Services in the domain of innovation and venture capital to SMEs and corporations as well as public sector actors and international organisations. Founded in 2022, it is already serving international clients with a highly skilled team of professionals.

IT-enabled Business Services offered to clients:

CRM Outsourcing

We optimise the effectiveness and efficiency of our client's CRM system to maximise customer satisfaction and loyalty, as well as to increase sales and profits.
There are several ways in which we do this, including:

- Data management: One of the most critical factors in optimising a CRM system is ensuring that customer data is accurate, complete, and up-to-date. This involves cleaning and organising the data, as well as ensuring that it is being entered and updated correctly.
- Automation: Automating routine tasks, such as data entry, email marketing campaigns, and lead nurturing, can help reduce the workload on employees and improve the speed and accuracy of the CRM system.
- Personalisation: Personalising interactions with customers based on their preferences, needs, and behaviours can help build stronger relationships and increase customer loyalty.
- Integration: Integrating the CRM system with other business systems, such as marketing automation, sales automation, and customer service, can help streamline operations and provide a more unified customer experience.
- Analytics: Using data analytics tools to analyse customer data can help identify trends, preferences, and areas for improvement, enabling companies to make data-driven decisions and optimize their CRM strategies accordingly.

Sales & Marketing Outsourcing

We help our clients by handling certain aspects of their sales and marketing efforts. This includes lead generation, market research, advertising, email marketing, social media marketing, telemarketing, and other related services.

Business Process Outsourcing

Under BPO we offer a wide range of services such as customer service, technical support, back-office operations, finance and accounting, human resources, and more.

Online Project Management

We manage projects for our clients using online tools and software. This adds value to our clients in terms of increased productivity, better communication, improved collaboration, and greater transparency. We help their teams work more efficiently, stay on track with deadlines, and reduce errors and miscommunications.

Business Development Support

Under this, we offer a range of services and resources that help clients' businesses grow and expand. Some examples of business development support include:

- Market research: Conducting research on the target market to identify potential customers, competitors, and trends.
- Sales and marketing support: Developing marketing strategies and materials, creating sales plans and pitches, and providing guidance on lead generation.
- Funding and investment: Assisting businesses in securing funding or investment to support growth and expansion.
- Networking and partnerships: Facilitating connections with potential partners, suppliers, and customers to expand the business network.
- Product development: Providing guidance on product or service development, testing, and launch strategies.
- Legal and regulatory support: Advising businesses on legal and regulatory compliance, intellectual property protection, and other relevant issues.

Business Consultancy Services offered to clients:

Market Assessment

With this consulting service we help our clients by conducting market assessment studies so that they can make informed decisions about market entry, product development, and investment opportunities. This includes:

- Industry analysis: Evaluating the size, growth rate, and competitive landscape of the target market, including market trends and future growth potential.
- Customer analysis: Identifying and profiling the target customer segments, including their preferences, buying behaviour, and purchase patterns.
- Competitive analysis: Assessing the strengths, weaknesses, opportunities, and threats of existing and potential competitors in the target market.
- Market segmentation: Dividing the market into distinct customer groups based on common characteristics and needs.
- Market entry strategy: Developing a plan for entering the target market, including pricing, distribution, and promotion strategies.

- Investment analysis: Evaluating the potential return on investment for a new product, service, or market entry strategy.

Go-to-market Strategy

We provide go-to-market strategy (GTM strategy) encompassing all aspects of our client's product or service launch, including product positioning, target customers, pricing, sales and distribution channels, and promotional activities.

Here are some key elements that are typically included in a GTM strategy:

- Market research: Conducting market research to identify customer needs, preferences, and behaviours, as well as competitive landscape, and market trends.
- Product positioning: Defining the unique value proposition of the product or service, and how it differentiates from the competition.
- Target customers: Identifying the target audience for the product or service, including demographic and psychographic profiles.
- Pricing strategy: Determining the optimal pricing strategy based on the target market, competitive pricing, and the product's value proposition.
- Sales and distribution channels: Determining the most effective sales and distribution channels, such as online sales, direct sales, or through partnerships with distributors or resellers.
- Promotion strategy: Developing a promotional plan, which may include advertising, public relations, content marketing, social media, and events.
- Performance metrics: Establishing key performance indicators (KPIs) to measure the effectiveness of the GTM strategy, such as sales, customer acquisition cost, and customer lifetime value.

Commercialisation

Under this service, we help our clients bring a product or service to Bangladeshi market.

Here are some key steps involved in the commercialisation process:

- Market analysis: Conducting market research to identify the target market niche, potential customers, and competitors.
- Proof of concept: Piloting the product in Bangladeshi setting to test the feasibility of the product.
- Business planning: Developing a business plan that outlines the strategy, goals, and resources required for the commercialisation process.
- Intellectual property protection: Obtaining patents, trademarks, and copyrights to protect the intellectual property associated with the product or service.

- Marketing and sales: Developing a marketing plan that includes pricing, promotion, and distribution strategies to reach the target market and generate sales.
- Launch and distribution: Launching the product or service and establishing distribution channels to ensure that the product or service reaches customers efficiently and effectively.

Current clients are:

1. Tech Tour Europe SA. Website: techtour.com Address: Avenue des Arts 56, BE - 1050 Brussels, Belgium
2. Stygen Gift Platform Limited. Website: www.stygen.gift Address: House: 65, Level-2, Road: 03, Block: B, Niketon, Gulshan-1, Dhaka
3. SMEVai Technologies Limited. Website: smevai.com Address: Corporate Office - Plot# 592, Road# 08, Avenue# 05, Dhaka 1216 | Head Office - 6/D, Masjid Market Mirpur
4. Spowdi AB. Website: spowdi.com Address: Augustendalsvägen 7, SE-131 28 Nacka Strand, Sweden