



**আমাদের
একাডেমি**
AMADERACADEMY.COM

An Online Platform of Quality Education



ABOUT US

mader Academy is one of the best e_learning platform in Bangladesh. We offer High Quality Courses for your skill development. All Training programs designed by industry experts. A complete solution for e-learning. We have online courses for BCS examinees, applicants of primary school job, university going students, and different courses for personal development.



Our Mission

We want to prepare skilled workforce for industrial revolution 4.0 by providing quality education for all and reducing gender discrimination.

1

Provide Quality Education

SDG Goal-04

2

Reduce Inequality

SDG Goal-10

3

Ensure Decent work and Economic Growth

SDG Goal-08

66%

National university graduates are unemployed

47%

Unemployment rate of educated people

62%

Unemployed graduates are from non business departments

2m

Youth are being year added to the labor force every

Source: Bangladesh Bureau of Statistics (BBS)



Bangladesh Context



Lack of quality education.



Inequality exists in education system.



Quality education is expensive.



Curriculams are outdated most cases.



Gap between industry requirements and skills among students are increasing.

Solution



-  Flexible
-  Offers wide selection of programs
-  Accessable from anypart of the world
-  Customize learning experince
-  Cost effective

Products



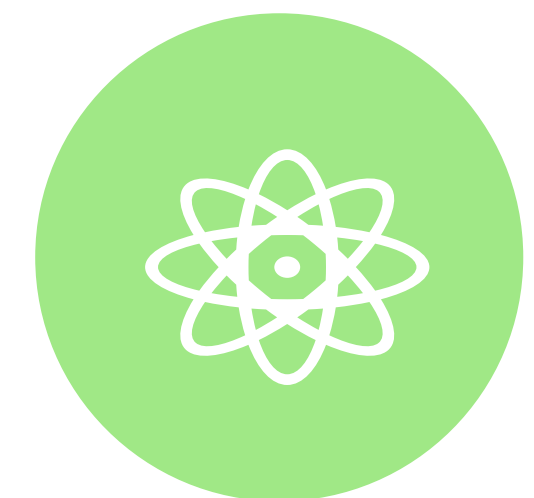
Online Courses



Books/ Notes



Online Classroom



Self Development

Why now?

IR4.0

We need more skilled resources to cope up with industrial revolution 4.0. Government is also keen to develop digitally skilled resources.

Rapid Adoption of Internet

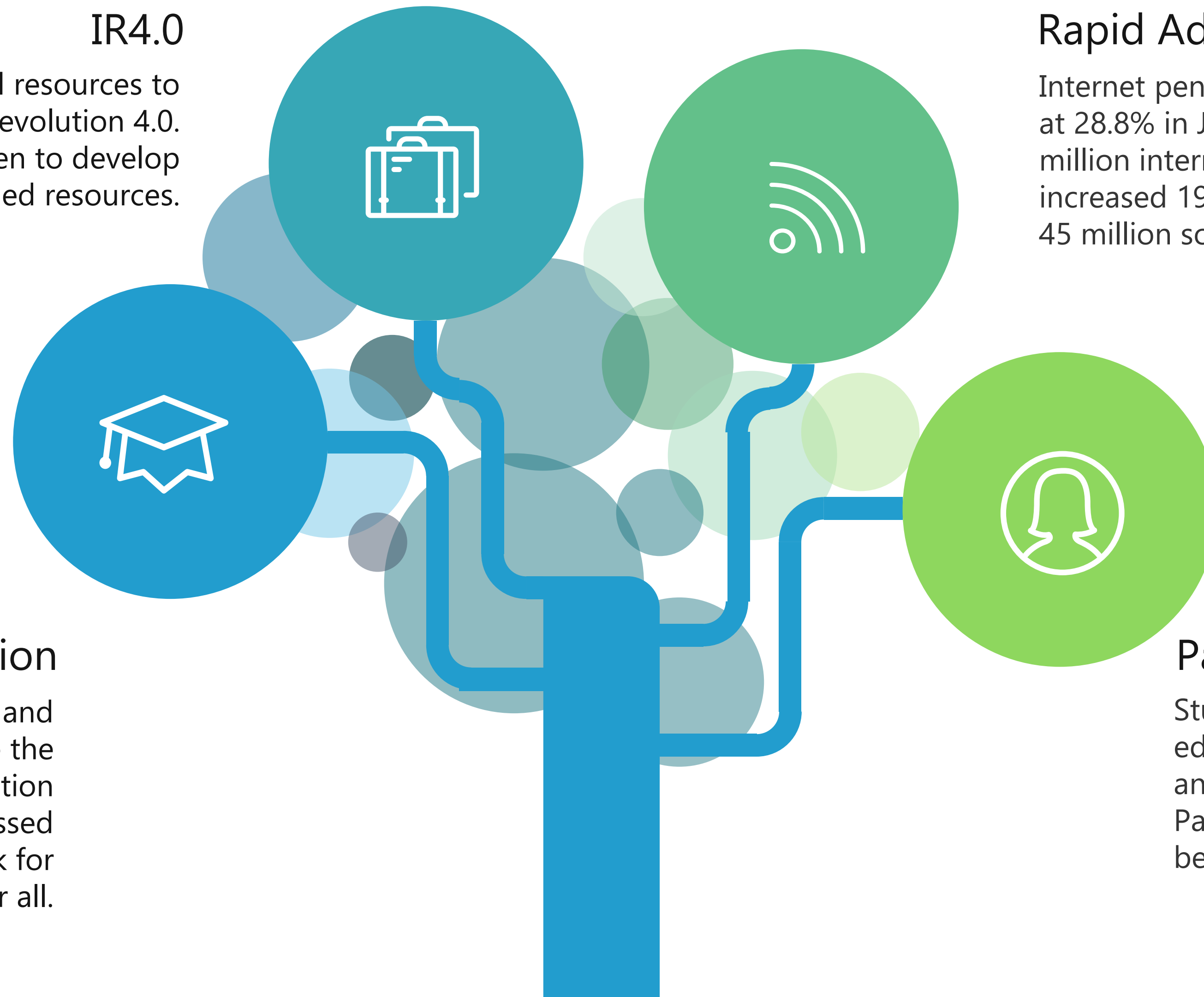
Internet penetration in Bangladesh stood at 28.8% in January 2021. There are 47.61 million internet users in the country. Users increased 19% (7.7m) between 2020-2021. 45 million social media users.

Quality Education

Lack of quality education and inequality in educations are the the prime challenges in our education system now. This has been addressed recent times,. Now it's time to work for quality and equal education for all.

Pandemic & New Normal

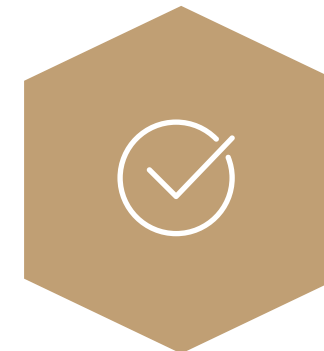
Students are more flexible in online education. They have tools like laptop and smartphones on their hands. Pandemic forces to go digital and this became the new normal.



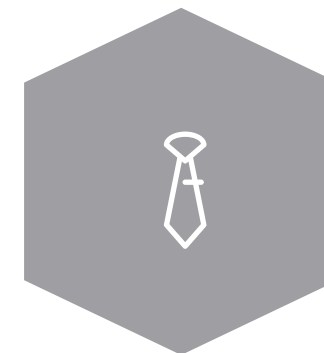
Value Propositions



Get access to quality education easy and more flexible way.



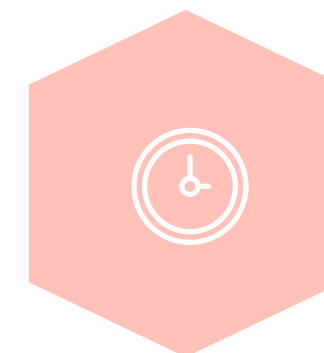
Flexible to get in from anywhere anytime.



Develop market oriented skills and always remain relevant to the market.

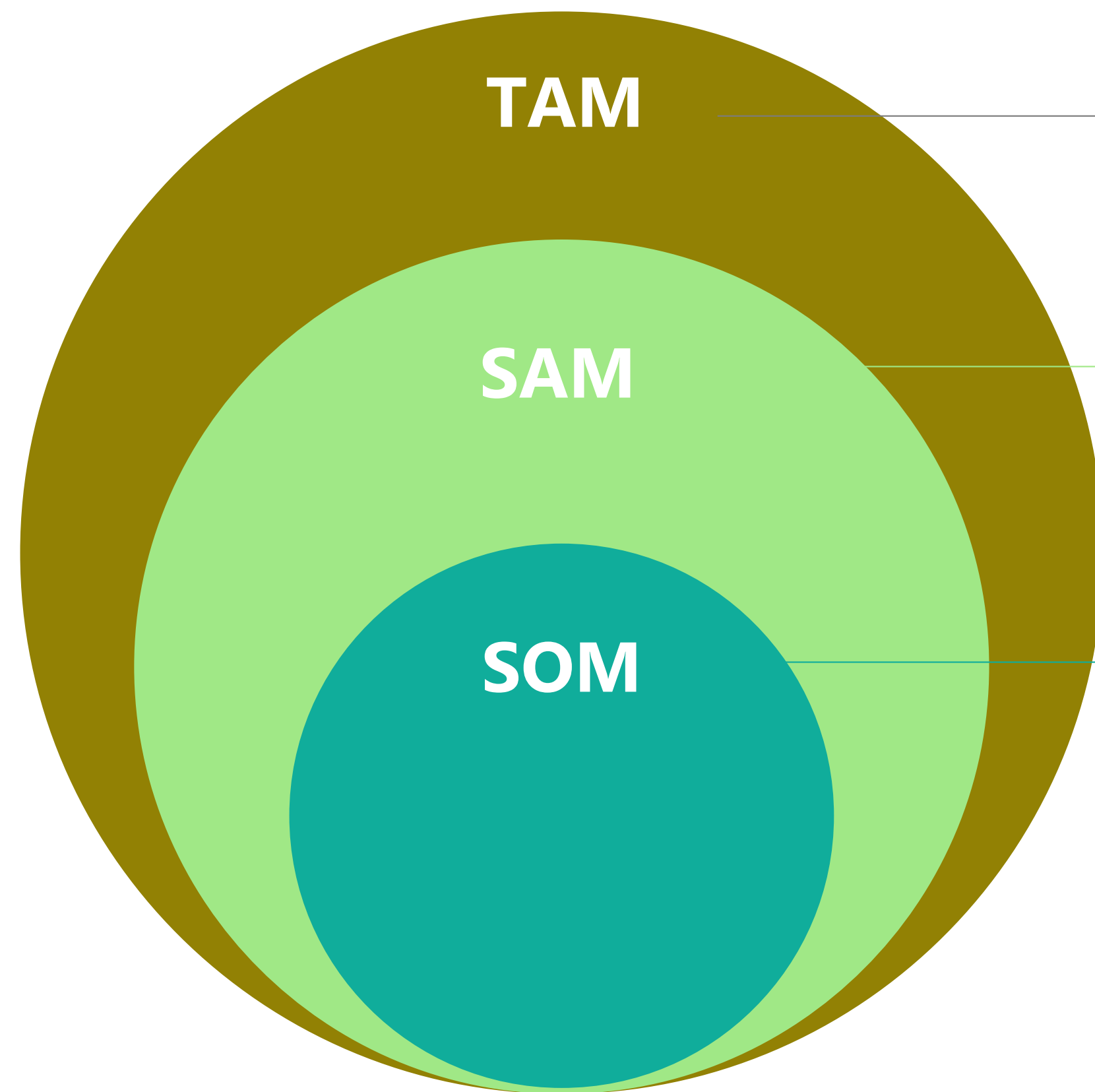


Avoid hassles and physical presence during the pandemic.



Save time and save money.

Market Size



Total Addressable Market
4.1 Million

Serviceable Available Market
1.0 Million

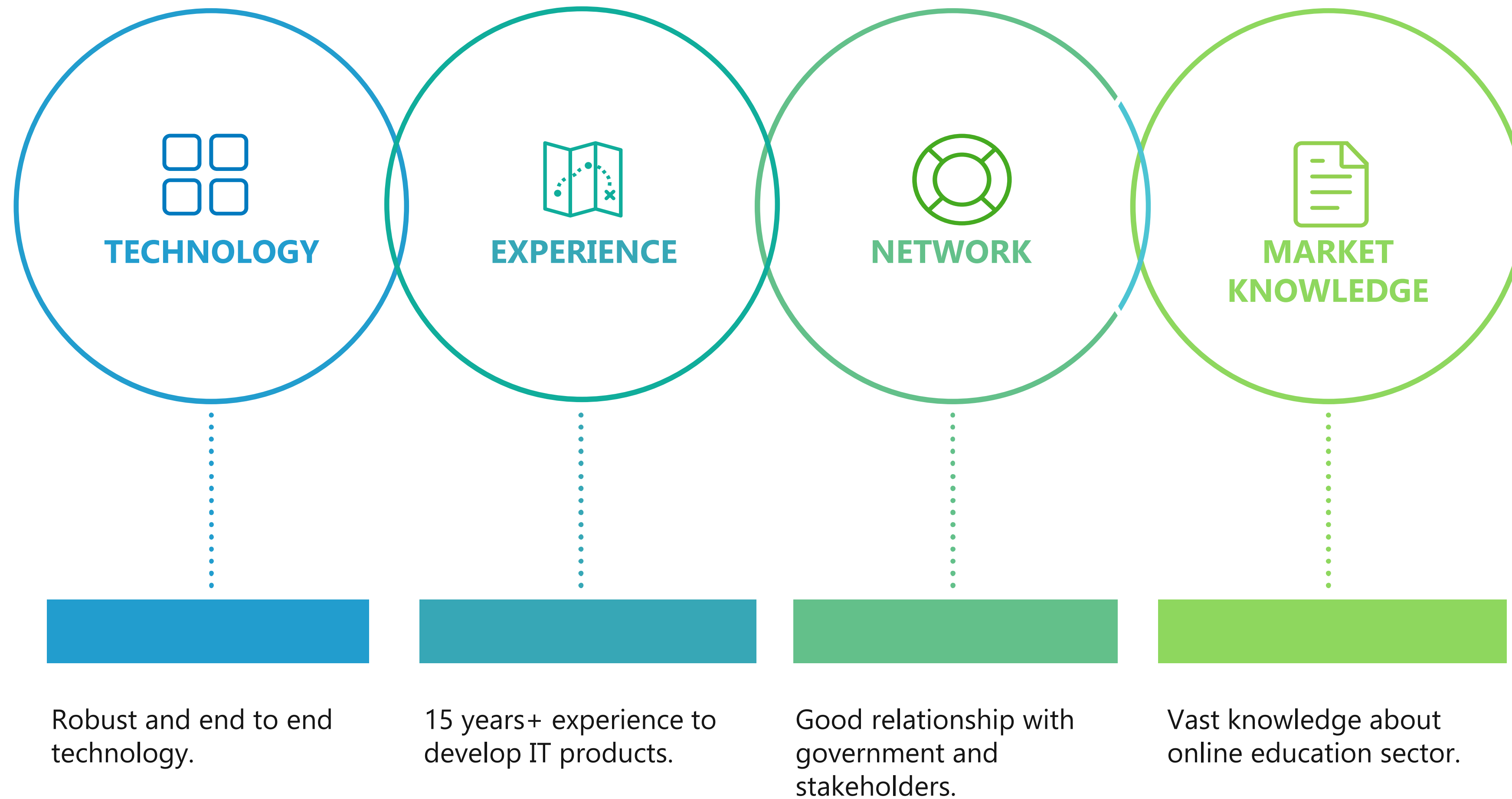
Serviceable Obtainable Market
0.35 Million

Around 100 Cr. Revenue in Year-5

Key Competitors



Our Key Strengths



Business Model Canvas

Key Partners • Course Instructors • Content Creators • Universities • Companies • Government • Developers • Distribution Partners	Key Activities - Content Development - Manage the Platform - Manage Partners - Manage Learning Community Key Resources - Online Platform - Developers - Social Media Contents - YouTube Contents	Value Proposition - Quality education. - Easy access; anywhere anytime. - Develop market oriented skills. - Avoid hassles of physical presence. - Save time & money.	Customer Relationship - Community - Social Media - Blog Channels - Online Platform - Mobile Application? - Social Media - YouTube	Customer Segments 1. Job Seeker: - BCS - Primary School Teacher - Others 2. Students: - University Admission - IT course for University Student 3. Parents 4. Education Institution 5. Coaching Centre
Cost Structure - Platform Development - Business Operations - Partners Management			Revene Streams - Fee - Donation - Subscription – One time Purchase - Revenue from Career service - Earning from Social Media Content Monetization	

Meet Our Co-founder & CEO

ABOUT FARHANA

Farhana A Rahman is the First Woman to be elected as Director of Bangladesh Association of Software & Information Services (BASIS), securing the highest number of votes and served since 2008. At present, she is the Senior Vice president of BASIS; she is the General Body Member (2017-2019) of The Federation of Bangladesh Chambers of Commerce and Industry.

She is also Vice president of Bangladesh Federation of Women Entrepreneurs (BFWE). She has also been Vice president of Bangladesh Women in Technology, a forum promoting girls to study and pursue careers in technology. She has been trying her best to achieve the necessary tools to shape the IT framework into ICT for women, thus creating their expertise for contribution to the members of the society.



Farhana A Rahman

Co-founder & CEO

15 Years+ Experience to run an IT Company in Dhaka

Our CXOs



Md. Shahdat Hossain

Co-founder & COO

He has professional track record on Management and Training industry. Md shahadat Hossain is specialized in Manage IT training, BCS Training, Primary Training and others Trainings .



Md. Shirajul Islam Mamun

Chief Technology Officer

He has professional track record on software and software related technology implementation. Specialized in software design and architecture, product and business fit, technology and business alignment, software solution development.



Talukder Md. Sabbir

Chief Product Officer

Over 11 Years of Experience in Project and Program Management ; Proven Ability to work with government and donor agencies like World Bank, ADB for the skill manpower development in ICT sector.

Our Experienced Advisors



Parveen S. Huda

Advisor

She has worked in senior positions in Asia Indigenous Peoples' Pact (AIPP), International Enquiry Committee, ActionAid International, Bangladesh Youth Leadership Center (BYLC), a2i, WFP, GIZ, TFO Canada, and Plan International Bangladesh.



Syed Mushfequr Rahman

Advisor

Commissioner Customs, Excise & VAT Commissioner Dhaka (West) Postgraduate in Financial Management, University of Ulster, United Kingdom. 2019-2020: Director General, VAT Audit, Intelligence & Investigations Directorate, Dhaka, National Board of Revenue (NBR). Conducted many sensational audit & investigations in financial & manufacturing sectors and detected hundreds of cores of taka in revenue fraud/evasions.



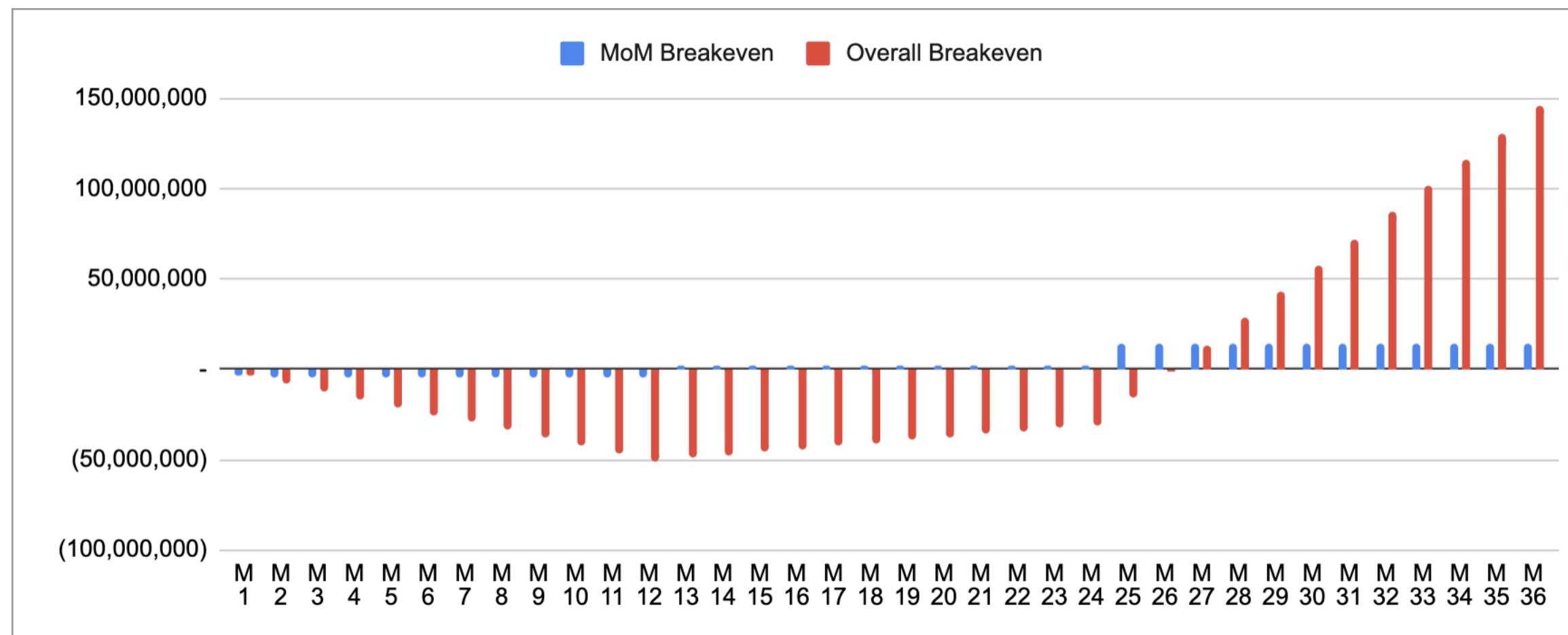
Md. M. Mahbub Chowdhury

Advisor

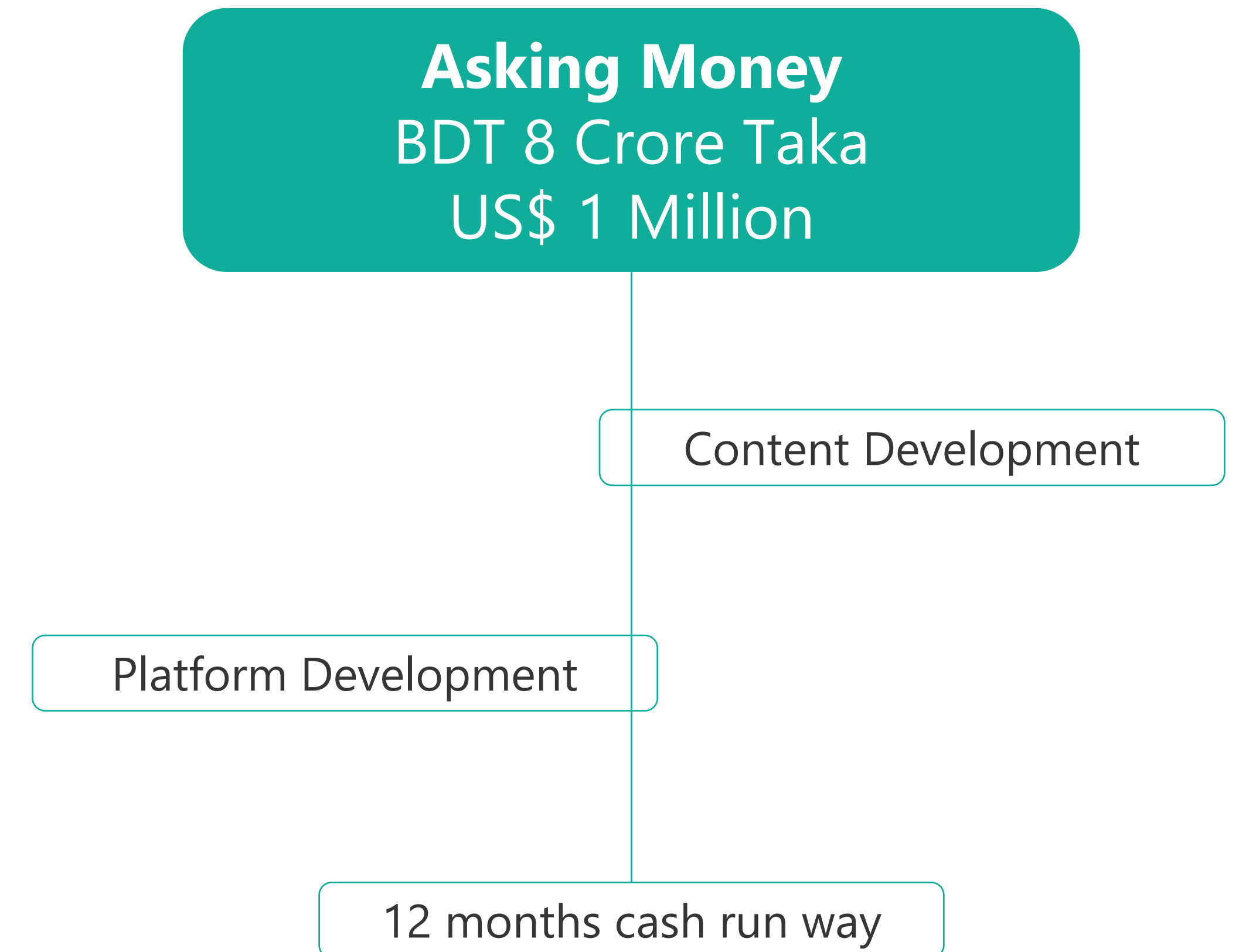
Mr. Chowdhury is an expert in Customer Experience Mgt and Direct Sales with over 17 years of professional experience.

He established and drove the Net Promoter System in Grameenphone (GP).

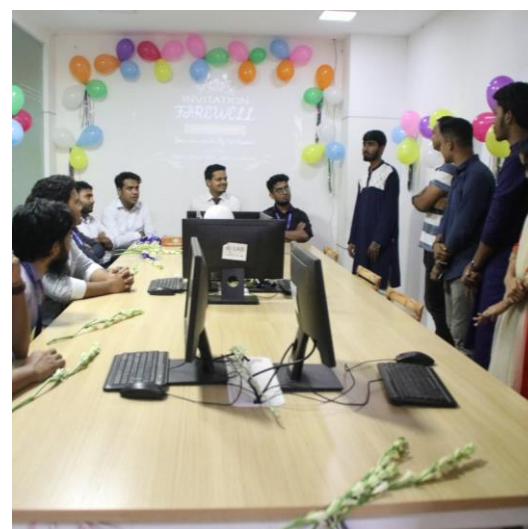
Key Highlights from Financials



- Operating Breakeven at Month-13.
- Cumulative Breakeven at Month-27.
- Revenue at Year-5 is BDT 88Cr (US\$ 1m) Taka.
- EBITDA Positive from Month-13.
- Required BDT 8 Cr Taka Investment to run the Company till MoM Operating Breakeven.



Summary



- Bangladesh needs quality education for all.
- We need to reduce the inequality in this sector.
- Market needs skilled resources but, here is a huge gap between demand and supply.
- A flexible and cost effective online platform can provide quality education to all and prepare youth for IR0.4
- Amader Academy has a business potential to make around 100cr taka yearly revenue from year 5.

Thank You.

Farhana A Rahman

Co-founder & CEO

Email: farhana@amaderacademy.com

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Pragati Sarani Main Road Baridhara, Dhaka
1212

Appendix

Our Platform



কোর্স অনুসন্ধান করুন



ক্যাটাগরি



પ્રાઈન ઈન

સાઈન આપ

দক্ষতাই যোগ্যতা

প্রস্তুতি হোক ঘরে বসেই

ভিডিও, কুইজ, ইন্টারেক্টিভ বই সমৃদ্ধ একাডেমিক লাইব্রেরি, প্রফেশনাল এবং স্কিল ডেভেলপমেন্ট কোর্সসমূহ পাবে সবসময়, সম্পূর্ণ বিনামূল্যে!

জয়েন করুন

ফ্রি কোর্স



তথ্য প্রযুক্তি



বিসিএস প্রস্তুতি



ভর্তি প্রস্তুতি



আইইএলটিএস



প্রাইমারি নিয়োগ



ইংলিশ



Key Activities

