

COMPANY PROFILE

2021
EDITION

Rank Wizards LLC

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BRAND CONCEPT

Rank Wizards is a youth-led digital asset development and management company. Over 5 years, we've tweaked and fine-tuned our own method of developing digital assets as in they act as a new-generation alternative for personal investment.

Over the course of recent history, the scopes of personal investment had been cluttered, competitive and hard to control. On top of that, young investors have to face a significant entry barrier while stepping into such investment opportunities.

On top of these, the inflation and instability of mainstream investment sectors like share market, mutual funds, etc are acting as discouraging factors for micro, professional, and institutional investors.

We, Rank Wizards have innovated the strategic approach towards building digital assets in form of-

- Content Websites(niche websites)
- Amazon Seller's Store
- Shopify Stores
- Courses(Udemy, Skillshare, etc)
- SaaS(Subscription-based softwares)
- E-commerce Business
- Merch Business
- Job Boards

These assets are highly intangible, scalable and can be optimised with proper strategies and manpower.

For over 5 years, Rank Wizards had been helping over 300+ people worldwide to built sustainable digital assets. In parallel, we are building our own portfolio of digital assets that is worth over \$300,000 USD as of Jan 21, 2022.

In future, Rank Wizards want to-

- Fully Pivot From Service-based to Asset-based Startup,
- Raise Our Total Asset Valuation to \$700k(in two years).
- We'll Diversify Our Portfolio.
- We'll Scale Up to Canada/USA And Start Forming A Media Giant.
- Encourage and involve youth workforce into the industry of digital assets.

MISSION AND VISION

As a young, bootstrapped startup, Rank Wizards is driven by a set of core missions and vision. Below is what they are and how do we hold them as our core value-

Our Mission

To create investment opportunities for micro and large-scale investors into the space of digital assets. Rank Wizards had been investing in digital assets with significant track records for the last 5+ years, and also helped 300+ individuals into doing such.

Popularise this industry of investing in digital investment even further that includes investing/holding in digital assets like content websites, SaaS(software as a service), Courses, e-Commerces, courses, etc.

To contribute to Bangladesh's foreign remittance inflow through the earnings digital assets are able to generate.

To engage the youth workforce into building sustainable skillset that has professional demands into the international marketplace. The range of skillset includes Content Creation, SEO(Search Engine Optimisation), Social Media Marketing, PPC Marketing, Email marketing, Conversion Rate Optimisation, Web Development(front-end), etc.

To create a healthy, vibrant workplace for young, enthusiast and energetic minds that can help themselves as well as help the country to enrich the reserve of foreign remittance.

Our Vision

To become one of the top 5 digital asset holding company in the world and to ensure financial freedom of individuals who are able to learn, adopt and invest in small scales but in need of a secure strategical strength.

CORE COMPETENCE

As a tech-based startup, Rank Wizards has a number of core competences on which the company stands on.

These help Rank Wizards to achieve the competitive advantages both as a digital asset holding company and a workplace as well. Also, these provide security and sophistication as a startup.

Here are the core competencies of Rank Wizards-

A Record-breaking ROI

Over the course of 5+ years, Rank Wizards has developed a combination of strategies of building investable digital assets that stands out from the crowd to many extents.

Starting with the R&D we have seen believable, practical, and fail-proof strategic advantages in our SEO, Monetisation, Website Technology and overall diversification of the risk factors.

The list of factors that led us to achieve over 130% ROI(Return of Investment) through our digital assets are-

- Thorough and deep industry(niche) analysis.
- Domain selection with clean past history.
- Value-driven content strategy.
- Proper On-page SEO with maximum SEO-friendliness.
- White-hat Off-page SEO.
- Multi-method monetisation.
- Top notch web technologies(hosting, server, ad-networks, etc)

Diversified Source of Earnings

The digital assets we build, are not depended on only one source of earnings. To make sure we have alternative sources of earning in case one fails, we always split the revenue sources into-

- Display Advertisement
- Affiliate Programs
- CPA(Cost Per Acquisition) Programs, etc.

Hence, we can minimise the risks of sudden policy changes of any of these earning sources.

Popularity in Young Workforce

About 70% of our team members are within the age bracket of 18-25, which is the youngest and most energetic age bracket when it comes to young professionals.

As a startup, we have been able to spread the concept of digital assets into this young generation, and they have been excited ever since to take part into it. Now, among 7 departments, Rank Wizards have 58 people who are 18-25 years old.

Alongside working in Rank Wizards as employees, many of them also are building their own digital assets, and the company is happily assisting them out in the process. As a result, very soon, they will be earning for themselves in forms of foreign remittance. This would definitely help the country as well, and they are pretty much proud of it.

300+ Happy Clientele

From 2016, we have served over 300 clients from both Bangladesh and Overseas. Majority of our clients are from USA, UK, Canada, Australia and Europe.

Over this course, we have been able to attain a client satisfaction rate of 95%, with about 60% recurring clients. This is one of the leading client satisfaction records among service providers who help people to build and manage digital assets.

Constant Approach to Innovation

We are restless when it comes to stretching our own limits of excellence and innovation. Here are two aspects of how we do it-

Innovating Company Culture

We always try to offer a vibrant, collaborative and casual company culture to the people who work in our team. It never stops at the formal employee-employer relationship. Rather it creates a bonding of love, care, respect and empathy.

The team often involves in fun, games, and outdoor activities and this strengthens up the bonding between themselves, and the work environment boosts up as well.

Innovating Technical Aspects

We constantly work on the set of formula we have developed over time, and try to make it even better and more efficient.

This includes A/B testing different outcomes of different formation of the formulas, fine-tuning the process, improve the efficiency and figure out newer technologies that complies with the industry of digital asset building and management,

An Endless Inflow of Foreign Remittance

The digital assets we build(and help people to build) results in a recurring and increasing monthly income. Almost all the time, the income happens to be from 1st world countries like USA, UK, Canada, and Australia.

As a result, the earning comes into Bangladesh in forms of USD, British Pound, or AUD(Australian Dollar).

The payment gateways we use to recieve the earnings are-

- Payoneer.
- Wise(formerly Transferwise).
- Stripe.
- Wire transfer.

As it seems, all of these gateways directly adds remittance balance to the country's foreign currency stocks, and all of these payment methods are 100% legal and recognized by the Government of Bangladesh.

we don't use or encourage to use any illegal payment gateways such as PayPal, Bitcoin, Ethereum or any other cryptocurrencies that are yet to be legal in Bangladesh.

Thus, we have been contributing to the country's foriegn remittance and as we keep scaping up our portfolio of digital assets, this contribution will keep getting bigger over time.

BUSINESS MODEL & TRACTION

The business model of Rank Wizards evolves around creating and managing digital assets such as content websites, SaaS Products, CPA Products, E-commerce businesses, Soft Products, etc.

To understand the business model even further, we have broken it down into a number of core points, including The **Concept of Digital Assets**, **Operational Structure**, **Target Audience**, **Marketing and Monetisation**, and **Valuation Standards**.

The Concept of Investable Digital Assets

According to Forbes Magazine, "Digital assets are digital representations of all kinds of objects and their associated value". And when we use the word 'investable' with digital assets, this conveys an opportunity to grow up the asset class by recurring investments. Obviously, there will be a return of investment and with the right strategic approach, the return of investment is secure and growing.

This definition can be better understood if we use a reference point of an investable physical asset. In the current financial market, **Share Market**, **Mutual Funds**, **Community Funds**, etc are the means of investments into assets like **real estate**, **physical businesses**, etc.

On a similar assets, digital assets in many forms can act as investable asset classes that can be invested for the sake of growth. They are grown from scratch, and nurtured for a certain span of time to make sure they start generating revenue.

The class of digital assets includes-

- Content websites,
- SaaS(software as a service),
- Courses,
- E-commerces businesses.
- Digital Courses,
- CPA-based Businesses.

An important note is, these types of digital assets are online businesses that yields passive earnings upon growth and strategic nurturing. Unlike Cryptocurrencies, these are not volatile and insecure.

Operational Structure

The operational structure of the company contains three major entities- Technical Department, HR Department, Branding Department, and Content Department. Below are the descriptions and functionalities-

The Technical Department

In the technical department of Rank Wizards, the core duties to carry along are-

- Technical Research and Development.
- Performance measurement and reporting.
- Troubleshooting and technical audit.
- Keep a tap on the trends and movements of the industry.
- Operate, improve and optimise the monetisation practices.
- Keep innovating and improving the aforementioned operations.

This team has the following designations in different responsibilities-

Designation	No.	Responsibility
Chief Technology Officer	1	To oversee all of the technicalities and research/development works.
Head of SEO	1	To manage and co-ordinate On-page and Off-page SEO of the assets.
Research Associate	2	To micro-operate SEO and R&D projects.
Product Researcher	2	Research products that will lead to monetisation of digital assets.
Domain Researcher	1	Research domains for content websites.
SEO Executive	2	Act as a helping hand in all of the ongoing SEO projects.
Research Intern	1	Perform micro-level researches and report accordingly.
SEO Intern	2	Perform micro-level SEO tasks and report accordingly.

The HR Department

In the HR department of Rank Wizards, the core duties to carry along are-

- To hire employees as per given requirements.
- To train up hired employees and take through the probation period.
- To develop and convey the training materials to the technical and content team.
- To hone up the skills in assistance with the trainer.
- To synchronise between the in-house and remote employees.
- Create and implement company policies.
- Monitor and approve compensations/remunerations, allowances, vacations, performance bonuses, etc.
- To handle and resolve complains and internal issues within the team.
- To make sure the company is having a positive, healthy and encouraging work environment.

This branding has the following designations in different responsibilities-

Designation	No.	Responsibility
HR Manager	1	To oversee all of the technicalities and research/development works.
HR Co-ordinator	1	To manage and co-ordinate On-page and Off-page SEO of the assets.
Trainer	2	To micro-operate SEO and R&D projects.
Training Assistant	2	Research products that will lead to monetisation of digital assets.
HR Intern	1	Research domains for content websites.
Employee Exp. Designer	2	Act as a helping hand in all of the ongoing SEO projects.

The Branding Department

In the branding department of Rank Wizards, the core duties to carry along are-

- Establish Rank Wizards as a potential workplace among young workforce.
- Popularize the concept of building digital assets as an alternative investment industry.
- Handle, operate and arrange the PR coverage across the conventional media(newspaper, magazines, TV channels) across the country.
- To handle the Social Media Marketing of the digital assets that we own.
- Portray company culture and maintain transparency on behalf of the company across social medias.
- Measure and fine-tune the branding practices over time.

This branding has the following designations in different responsibilities-

Designation	No.	Responsibility
Head of Branding	1	To oversee all of the technicalities and research/development works.
Social Media Executive	1	To manage and co-ordinate On-page and Off-page SEO of the assets.
Branding Associate	2	To micro-operate SEO and R&D projects.
Email Marketing Lead	2	Research products that will lead to monetisation of digital assets.
Head of PR	1	Research domains for content websites.
Branding Intern	2	Act as a helping hand in all of the ongoing SEO projects.
Video Editor	1	Perform micro-level researches and report accordingly.
Graphics Designer	2	Perform micro-level SEO tasks and report accordingly.

The Content Department

In the content department of Rank Wizards, the core duties to carry along are-

- Product approximately 8,00,000-10,00,000 words of contents in every month.
- Make sure the quality requirements are fulfilled throughout the production.
- Implement editorial policies and advanced On-page SEO practices as per the project requirements.
- Onboard new writers and allocate them as per their expertise and interest.
- To determine writer's leaderboard, and payment tiers on a monthly basis.
- Work on the efficiency and time-management of the writers.

This branding has the following designations in different responsibilities-

Designation	No.	Responsibility
Head of Content	1	To oversee and nurture the entire content department.
Project Manager	1	To manage the day-to-day operations in this department.
Editorial Project Manager	3	To manage the writers, distribute and receive contents as required.
Content Editor	5	To edit the contents as per the editorial policies of the company.
SEO Editor	1	Implement on-page SEO and optimize for it for better ranking.
Writer(Informative)	45	Write informative articles for our content websites.
Writer(Reviews)	10	Write review articles for our content websites.
Interns(Content)	15	Learn the work of SEO-friendly content writing.

Target Audience

Throughout our digital assets, we target three kinds of audiences, with different approach and purposes for each of them. Have a look-

Retail Users

in English
Speaking
Countries

Brands

That want to
promote
product/services

Micro Investors

Looking for
secure
investment
channels

Target Audience 1: Retail Users

These are the readers of our content websites(digital assets) who happen to land on one of our websites when they were looking purchase information, product reviews or simple information regarding the problems they are trying to solve.

The demographics of this audience is mostly from English Speaking countries i.e. USA, UK, Canada, Australia, etc. And the channel that they land through is SEO 95% of the time.

Hence, whenever the search a particular query on google, the are most likely to land on our content websites. And within the contents, we add value for them in terms of honest product recommendations, product reviews, product comparision etc.

Whenever they make a purchase using one of the affiliate links we provide, we earn a small commision(3-30%) out of the purchase.

Similarly, if the audience interact with the display ads we put out on our websites, we also earn a certain amount of money from there as well.

Target Audience 2: Brands

Our next target audience is brands or companies who need to market their products/services across the Tier-1 countries.

Most of the time, these brands collaborate with us with either display advertisements or affiliate programs. Among other methods of collaboration, Private offers, Sponsored Contents, Sponsored Placements, etc are noteworthy.

to make sure these brands get to have an exposure in front of the right audience, we make sure we offer the best selection of audience demographics for the brands. In other terms, we make sure that a garden supply manufacturer gets to advertise/promote in front of an audience that is highly interested in gardening activities.

Target Audience 3: Micro-Investors

The third target audience that we offer to serve is the micro investors who are likely to invest into digital assets. They are often offered with-

- Ready-made digital assets with a running traction, or-
- A partial service, done as per the necessity of the investors.
- Consultancy on growing and managing digital assets.
- Complete, 360-degree digital asset management service.

As we grow our own portfolio of digital assets, we also help micro-investors to grow their own ones. On that occasion, we often offer services like Content Creation, Research Assistance, SEO, Publishing in Web CMS, and so on.

If we find someone capable, we also offer on-demand content website creation as a one-time service charge.

Another form of help we are able to do is, we offer ready-to-buy turnkey digital assets that would help an investors to jump-start his/her portfolio.

Among these micro investors, these digital assets are slowly becoming a popular choice. Considering the entry barrier and logistical hassle mainstream investment industries offer digital assets are a far better choice in all aspects.

In our lifetime, Rank Wizards is happy to serve over 300(three hundred) individual investors and companies and the success rate from this is remarkable.

Rank Wizards has a company mission to popularize the concept of digital asset investment into the local micro-investors of Bangladesh. The company also expects to create the infrastructure and logistical support to make this investment gateway easy and understandable for them,

Marketing and Monetisation

Marketing and monetisation of our digital assets happen to be the gateway towards revenue for Rank Wizards. To diversify and secure both marketing and monetisation, we have penetrated several verticals of our marketing and monetisation practices.

Have a detailed look at how they work, and what are the outcomes like-

Marketing

By marketing, we mean the way to generating traffic for the content we create and develop as digital assets. As mentioned before, the traffic our content websites generate are from tier-1 english-speaking countries such as USA, UK, Canada, Australia, etc.

SEO(Search Engine Optimisation)

Search Engine Optimisation is our go-to marketing challenge and is responsible for 80% of the audience we are able to generate for our digital assets.

SEO has two parts-

- On-page SEO
- Off-page SEO

Both on page and off page SEO work together to ensure that our contents are visible in search engine results for the targeted search terms.

SMM(Social Media Marketing)

Social Media Marketing means to generate traffic, traction and popularity through social medias. The list of social media includes-

- Facebook.
- Pinterest.
- Instagram.
- Reddit.

The marketing takes place in forms of content creation as per social media demands, trend analysis, user-community interaction, interest-driven audience creation, etc.

PPC Marketing

PPC or Pay Per Click marketing works as another gateway to promote/sell the products that our digital assets are affiliated with. This takes place in forms of organic ranking, press release, social media promotion, etc.

Monetisation

Once we grow our digital assets through marketing, we need to monetise the audience and generate revenue for the company.

Among our monetisation methods, we have Affiliate Marketing, Display Advertisement, Sponsored Placements, Link Placements, and finally, flipping websites.

Here is a detailed break-down of all of the major monetisation methods we implement-

Affiliate Programs

As per Wikipedia, "Affiliate marketing is a type of performance-based marketing in which a business rewards one or more affiliates for each visitor or customer brought by the affiliate's own marketing efforts".

On a similar note, we are participants in several affiliate marketing programs including **Amazon Associate Program, eBay Affiliate, Ali Express Affiliate, etc.**

Apart from these, we also are participants in a number of affiliate marketplaces such as **Commission Junction, Rakuten, Impact Radius, Awin, PepperJam, Offer Vault, Flexoffers, etc.**

In both of the aforementioned kinds, we get a certain commission(3%-60%) for every valid purchase. Hence, we can monetise our audience this way.

Display Advertisement

On our websites, we do display different advertisement campaigns on behalf of international brands. As long as we have a handful of audience from tier-1 countries, this exposure is always lucrative to those brands and they come into a pact with publishers like Rank Wizards to display advertisements on our successful content websites.

The technology of display advertisement is hosted, operated and maintained by companies like **Ezoic, Adsense, Media.net, Media Vine, AdChoise, etc.**

We are members of all of these Ad Networks. Upon research and several A/B testing, we determine the best Ad Network and Ad types for each of our digital assets and display the ads right away.

Valuation Standards

This part of our business model will describe how the valuation of the digital assets are taken place on a global scale and how growing this valuation metrics are.

Market Place Valuations

There are several digital marketplaces across the globe where online businesses/digital assets are bought and sold.

Here is a list of top 5 marketplaces for digital asset flipping-



The standard valuation standard of digital assets in these marketplaces is **35-40x** average(last 6 months or 12 months) profit.

As example-

If a digital asset is making average \$500 USD/month for 6 months, and if the cost of the asset is \$200 USD/month, then it can be sold for 35 x Profit.

Hence,

$$\begin{aligned}\text{Average Monthly Revenue} &= \$500 \text{ USD} \\ \text{Average Monthly Cost} &= \$200 \text{ USD} \\ \text{Average Monthly Profit} &= \$300 \text{ USD} \\ \text{Valuation} &= 35 \times \$300 \text{ USD} = \$10,500 \text{ USD}\end{aligned}$$

These valuation is pretty generic, and might depend on the following factors-

- The age, brandability, history and TLD of the domain name.
- Content quality and user experience.
- Website design, security, user interface.
- Niche seasonality, trends, product prices, product volatility, etc.

PRODUCT LINEUP

This chapter of this document will enlist our current lineup of digital assets that we own, along with the valuation metrics of them.

This will provide a firm idea on how securely we have been able to grow our assets and also highlight how effective our asset development/management strategies are.

Asset Class: Content Websites

HomeArise.com

Type: Content Website(home improvement)

Asset Age: 3+ years

Approximate Worth: \$80,000

Earning/month: \$3000



SpicySaltySweet.com

Type: Content Website(Kitchen)

Asset Age: 5+ years

Approximate Worth: \$35,000

Earning/month: \$1500



WoodHungry.com

Type: Content Website(Woodworking/carpentry)

Asset Age: 2+ years

Approximate Worth: \$36,000

Earning/month: \$1200



TheKitchenTablebyWhite.com

Type: Content Website

Asset Age: 2+ years

Approximate Worth: \$24000

Earning/month: \$800



SurviveWild.com

Type: Content Website(outdoor and survival)

Asset Age: 3+ years

Approximate Worth: \$32,000

Earning/month: \$1500



HomeForestry.com

Type: Content Website(Aqua-phonics and indoor gardening)

Asset Age: 5+ years

Approximate Worth: \$26,000

Earning/month: \$800



UntrueSounds.com

Type: Content Website(Music)

Asset Age: 2+ years

Approximate Worth: \$26,000 Worth

Earning/month: \$800

Untrue Sounds

HowtoAir.com

Type: Content Website(HVAC)

Asset Age: 5+ years

Approximate Worth: \$36,000

Earning/month: \$1200



TECHNOLOGIES WE USE

To develop and manage the digital asset portfolio, Rank Wizards have to utilize a number of digital technologies. This saves us a lot of time and effort that we might have needed if we had to build these from scratch.

Here is a list of technologies we use-

Web Development Technologies

Content Websites being the most part of our digital assets, require a number of web development technologies as follows-

WordPress(CMS)

WordPress is a free and open-source content management system written in PHP and paired with a MySQL or MariaDB database. Features include a plugin architecture and a template system, referred to within WordPress as Themes.



WordPress was originally created as a blog-publishing system but has evolved to support other web content types including more traditional mailing lists and forums, media galleries, membership sites, learning management systems (LMS) and online stores.

Elementor(CMS)

Elementor Ltd. is an Israeli software company, providing web development services. The Elementor website builder allows WordPress



users to create and edit websites by employing the drag and drop technique, with a built-in responsive mode.

Google Analytics(Tracker)

Google Analytics is a web analytics service offered by Google that tracks and reports website traffic, currently as a platform inside the Google Marketing Platform brand.[1] Google launched the service in November 2005 after acquiring Urchin.



Google Search Console(Tracker)

Google Search Console is a web service by Google which allows webmasters to check indexing status and optimize visibility of their websites.[1]



Until 20 May 2015, the service was called Google Webmaster Tools.[2] In January 2018,

Google introduced a new version of the search console, with changes to the user interface. In September of 2019, old Search Console reports, including the home and dashboard pages, were removed.

Monetisation Technologies

We use a number of monetisation technologies to bring revenue to our digital assets. Here are they-

Ezoic(AI-based Display Ad Network)

Ezoic Inc. designs and develops multivariate testing platforms. The Company offers a testing platform that automatically improves a site's layout based on users' actions on



mobile, tablet, and desktop. Ezoic offers informational publishers a must-have tool that makes scientific testing effortless.

Ezoic is an automated website testing company that enables publishers to evaluate and optimize ad placements and website layouts. Utilizing AdSense and DoubleClick Ad Exchange, Ezoic helps publishers maximize revenue and improve user experience across desktop, mobile and tablet.

Amazon Associate Program

The Amazon Affiliate program, or Amazon Associates, is an affiliate marketing program. It's free for website owners and bloggers to become Amazon Associates. They advertise products from Amazon.com



on their sites by creating links. When customers click the links and buy products from Amazon, they earn referral fees.

In the Amazon Affiliate program, associates earn commission by creating unique product links, promoting the links on their website, and driving referral traffic back to Amazon.

R&D/SEO Technologies

For SEO, Research and development, we have to use several technologies as follows-

Ahrefs(Competition Analysis)

Ahrefs is a software company that develops online SEO tools and free educational materials for marketing professionals.



Ahrefs.com is an all-in-one SEO toolset, with free learning materials and a passionate community & support.

At the moment we stand out from the herd of other similar services by having the largest base of Live links, a huge Index, and the best Speed of index updates.

We constantly improve all our algorithms to provide our customers with the freshest and most actual backlinks data.

Namecheap(Domain Register)

Namecheap is an ICANN-accredited domain name registrar[1] providing domain name registration and web hosting based in Phoenix, Arizona, US. Namecheap is a budget hosting provider with 11 million registered users and 10 million domains.



Keyword Chef(Keyword Research Tool)

Keyword Chef is a keyword tool that helps you find profitable keywords that are easier to rank for than other search terms in the same niche.



This software automatically finds these phrases based on your input, filtering any junk keywords. It can even analyze the SERPs to give you an idea of how obtainable each relevant keyword is.

Google AdWords(Keyword Research Tool)

Google Ads is an online advertising platform developed by Google, where advertisers bid to display brief advertisements, service offerings, product listings, or videos to web users. It can place ads both in the results of search engines like Google Search.



FINANCIAL STATEMENT

Here are the income and expense statements for the years of 2017, 2018, 2019, 2020 and 2021-

Income Statement: 2017

MAIN SOURCES OF REVENUE

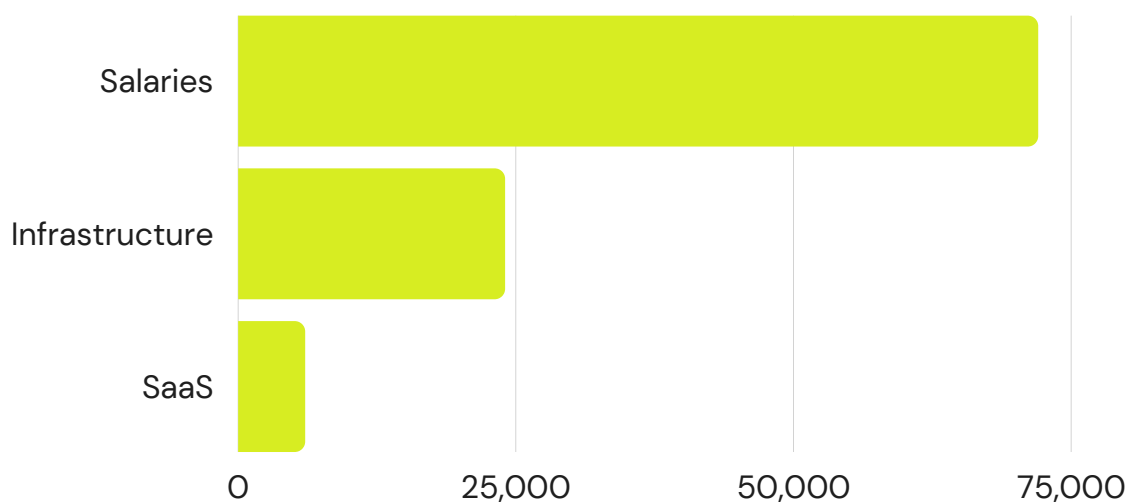
\$96,000

NEW CLIENTS

\$36,000

RECURRING REVENUE
FROM CLIENT SERVICE

COMPANY EXPENSES



SALARIES
\$72,000

INFRASTRUCTURES
\$24,000

SAAS
\$6000

Income Statement: 2018

MAIN SOURCES OF REVENUE

\$96,000

NEW CLIENTS

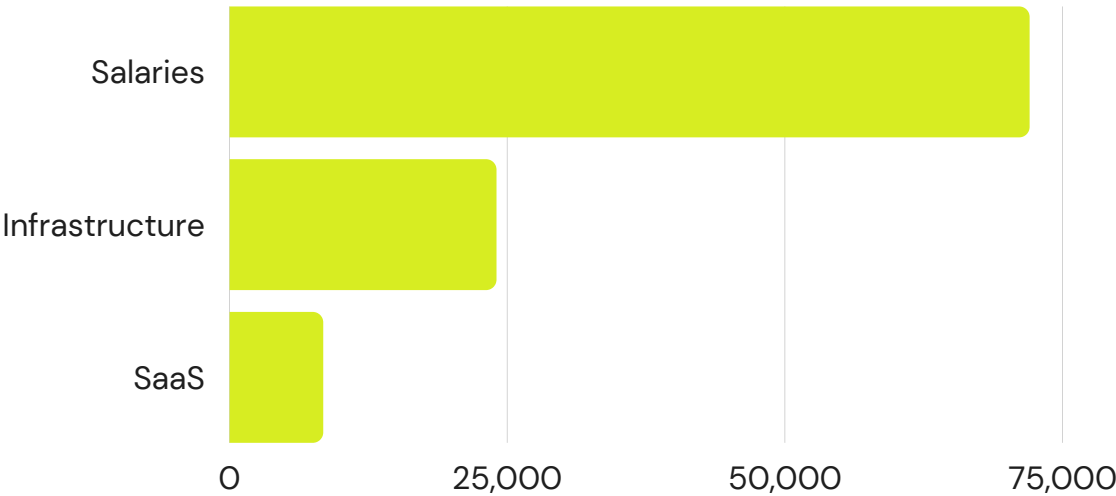
\$36,000

RECURRING REVENUE
FROM CLIENT SERVICE

\$12,000

REVENUE
FROM DIGITAL ASSETS

COMPANY EXPENSES



SALARIES
\$72,000

INFRASTRUCTURE
\$24,000

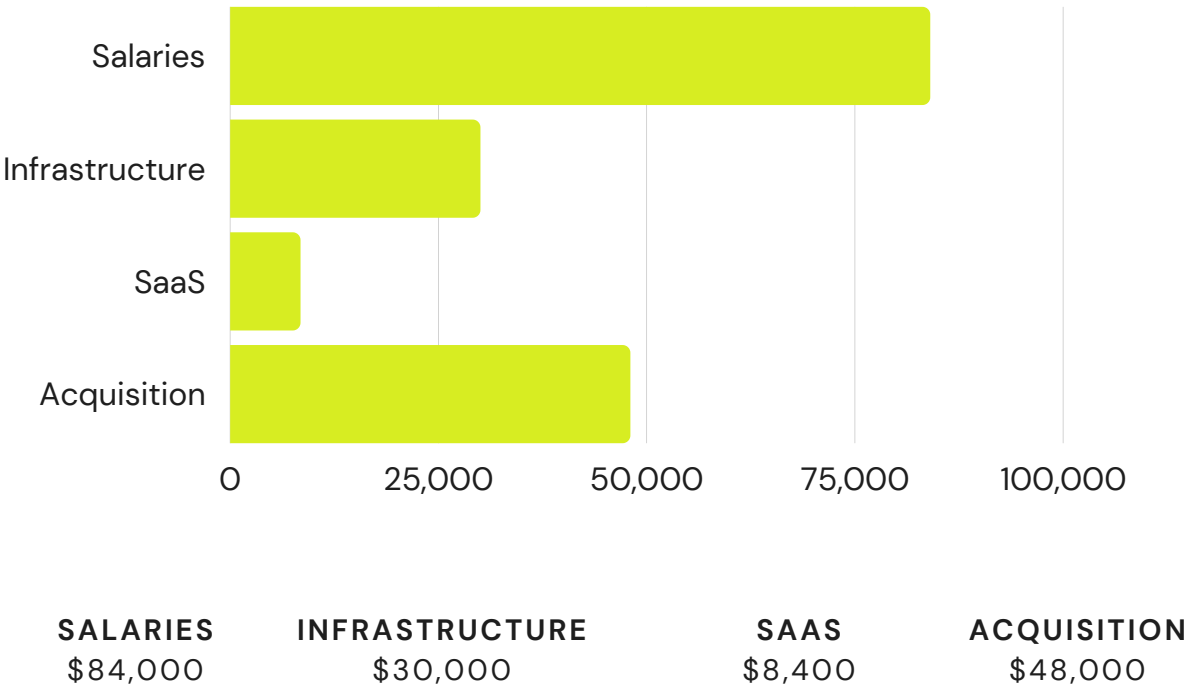
SAAS
\$8400

Income Statement: 2019

MAIN SOURCES OF REVENUE

\$96,000	NEW CLIENTS
\$60,000	RECURRING REVENUE FROM CLIENT SERVICE
\$24,000	REVENUE FROM DIGITAL ASSETS

COMPANY EXPENSES



Income Statement: 2020

MAIN SOURCES OF REVENUE

\$78,000

NEW CLIENTS

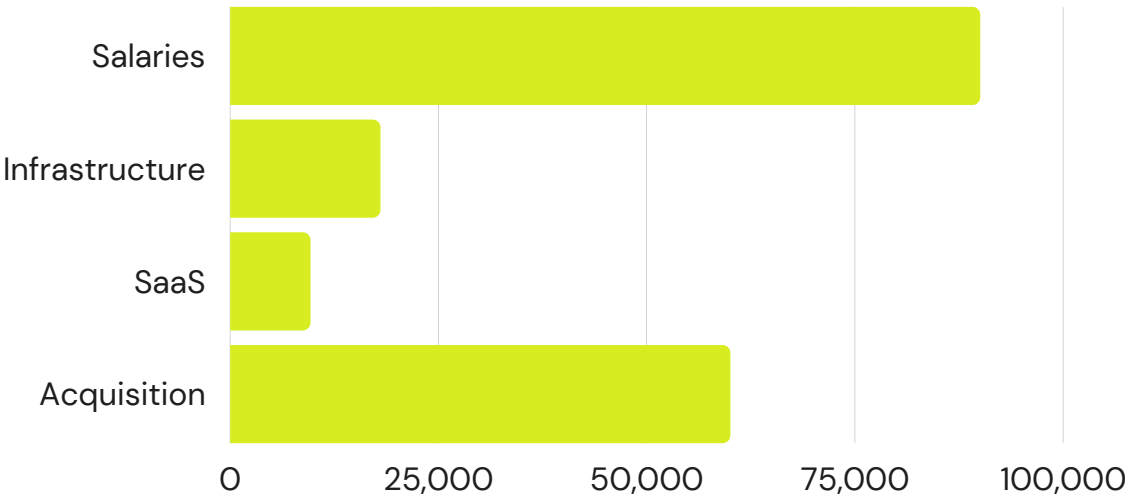
\$72,000

RECURRING REVENUE
FROM CLIENT SERVICE

\$36,000

REVENUE
FROM DIGITAL ASSETS

COMPANY EXPENSES



SALARIES
\$90,000

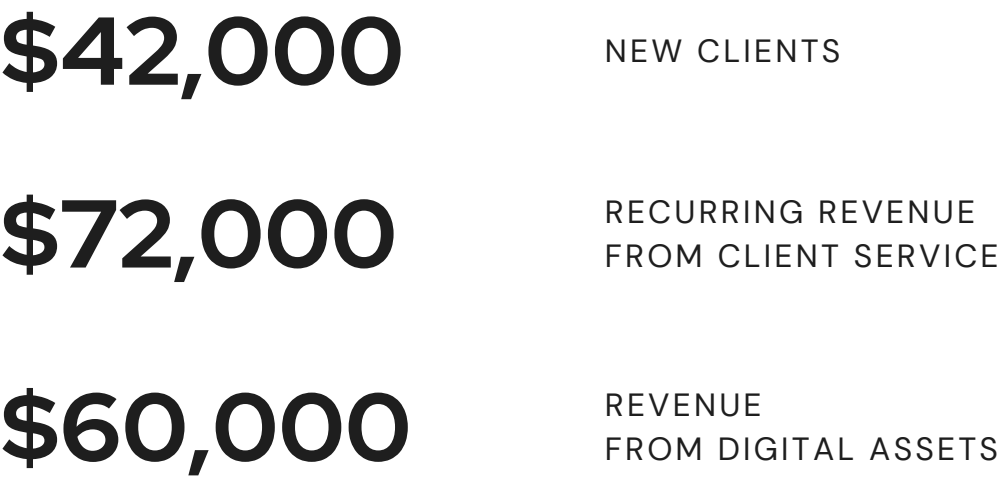
INFRASTRUCTURE
\$18,000

SAAS
\$9,600

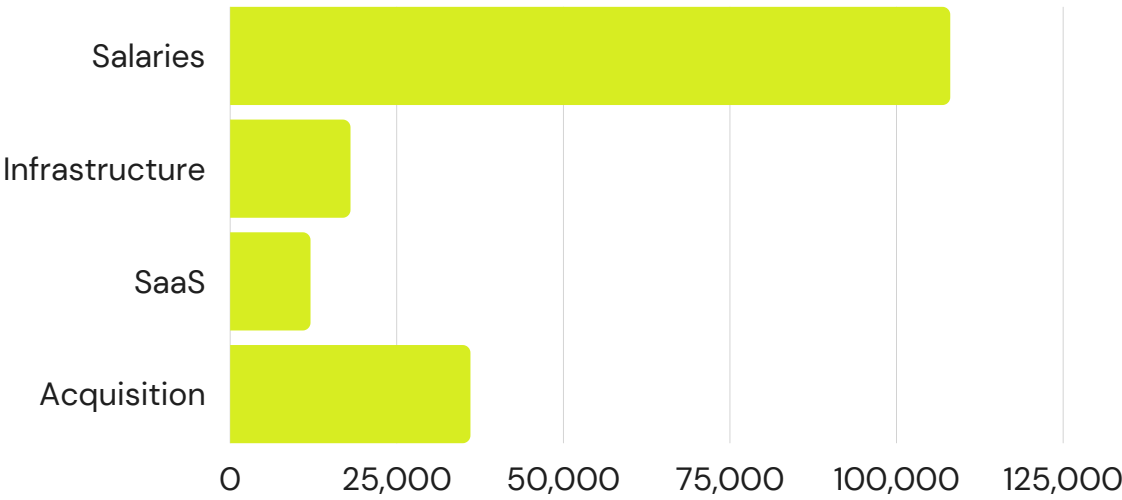
ACQUISITION
\$60,000

Income Statement: 2021

MAIN SOURCES OF REVENUE



COMPANY EXPENSES

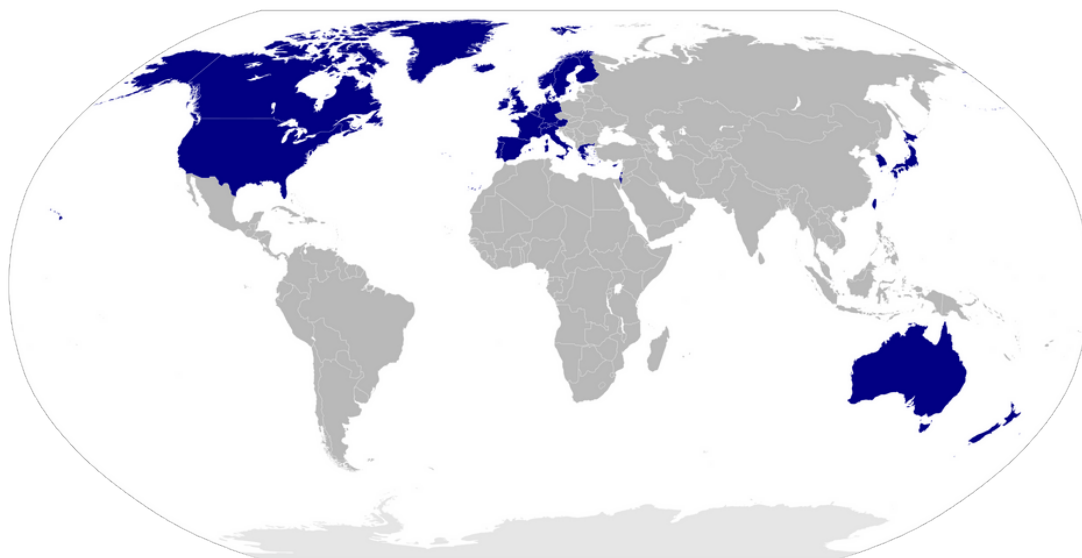


SALARIES	INFRASTRUCTURE	SAAS	ACQUISITION
\$1,08000	\$18,000	\$12,000	\$36,000

OVERSEAS NETWORK

The target audience of our portfolio of digital assets are spread all across the world.

Global Map of Our Digital Asset Target Audience



Our audience are mostly from english speaking, first world countries such as-

- United States (Population: 331,002,651)
- United Kingdom (Population: 64,000,000)
- Canada (Population: 37,138,500)
- Australia (Population: 23,401,892)
- Thailand (Population: 63,038,247)

As an example, here is a couple of audience demographics for two of our content websites-

Users ▾ by Country



Users ▾ by Country



FUTURE GOALS

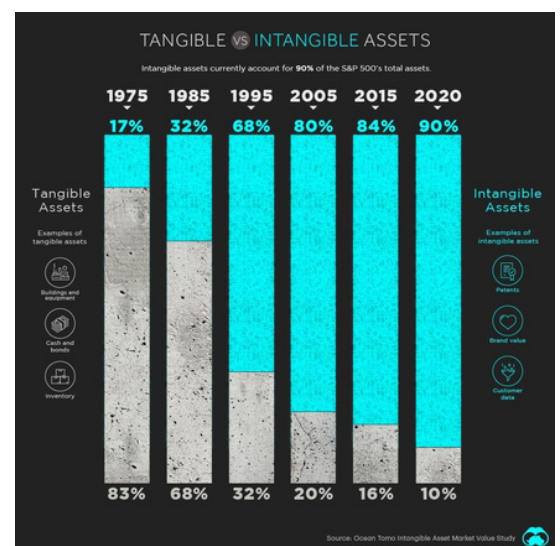
The future goal of Rank Wizards is to establish the industry of investable digital assets as one of the most reliant investment scopes to micro, professional, or institutional investors.

Here goes the specific goals regarding this-

Establish Credibility of Digital Assets

As per recent statistics, the appeal and popularity of intangible assets had significantly raised higher compared to tangible assets.

Rank Wizards aims at creating a trend among investors to invest after digital assets like content websites. Hence, Rank Wizards will secure the risk factors and return of investment while making sure it's higher than typical physical assets. This might take in forms of crowdfunding, fund raising, fixed dividend offering, etc.



Reduce Entry Barrier for Micro-investors

Digital asset classes requires a good level of understanding of SEO, Research, Marketing, Web technologies and such. This is the core reason why not just any random investor can opt into acquiring and nurturing these assets.

Rank Wizards aim to put all of these technicalities into bite-sized, understandable schemes so that the micro-investors can educate themselves. therefore, getting into the world of digital marketing won't be that tough for them anymore,

Promote Bangladeshi Brands

Our digital assets are able to fetch audience and prospects from tier-1 countries of the world. As a mean of monetisation, we promote foreign brands to this audience and generate revenue for our digital assets.

In future, we aim to offer this opportunity to Bangladeshi brands, SME's, local startups, etc to promote themselves in front of this audience.

Hence, it can create a collective wave of generating foreign remittance and also to reduce the entry barrier of entering 1st World market for these local brands.

Pivot to A Digital Media Company

It's an era of digital media, where mainstream print or TV medias are losing traction and popularity among new generation.

Hence, Rank Wizards aims to create a number of niche-based verticals where each of these verticals will act as a media channel for both audience and the brands.

As the entity behind these media verticals, Rank Wizards will try to form a collaboration scopes for brands while serving value-packed, highly intuitive contents for the global audience.

Strengthen Rank Wizards with SDG

Last but not the least, our future goal is to enhance our connection with Sustainable Development Goal no. 4 and 8.

SDG 4

To ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

As per SDG 4, we want to connect the youth to educational and economic opportunities regarding digital asset development and management.

SDG 8

To promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

As per SDG 8, we want to create employment opportunities for young professionals, especially women. As Rank Wizards provides a scope to work on a hybrid model(a combination of 'work from home' and 'work in office'), this will be very possible to participate and be employees even from a remote area.

COMPANY OVERVIEW

Headquarters:

House 103, Avenue 1, Mirpur DOHS, Dhaka 1216, Bangladesh

Founder and CEO: A. S. M. Saleh Ahmed

Established: April 1, 2017

Employees: 82 (consolidated, as of January 31, 2022)

Email: Saleh.ahmed2012@gmail.com

Cell: +880 1730 269 847

URL: www.rankwizards.co

Company Trade License

ঢাকা উত্তর সিটি কর্পোরেশন
www.dncc.gov.bd
(রাজস্ব বিভাগ)

জরুরি-৪ (মিরপুর)

লাইসেন্স ইস্যুর বিবরণ

ওয়ার্ড নম্বর	ইস্যুর ক্রমিক নম্বর	ইস্যুর তারিখ
২৩	১২২৫৬	২০/১২/২১

ট্রেড লাইসেন্স
(TRADE LICENCE)
No: 318353

স্থানীয় সরকার (সিটি কর্পোরেশন) আইন ২০০৯-এর ধারা ৮৪-এর প্রদত্ত ক্ষমতাবলে সরকার প্রণীত আদর্শ কর তফসিল ২০১৬ এর ১০ নং অনুচ্ছেদ অনুযায়ী ব্যবসা, বৃত্তি, পেশা বা শিল্প প্রতিষ্ঠানের উপর আরোপিত কর আদায়ের লক্ষ্যে নিম্ন বর্ণিত ব্যক্তি/প্রতিষ্ঠানের অনুকূলে এ ট্রেড লাইসেন্স ইস্যু করা হলো। যার কার্যকরিতার মেয়াদ ১১/১০/২১ হইতে ১০/১০/২৩ পর্যন্ত নবায়ন সাপেক্ষে।

১। মালিকের নাম : এ.এম.এস. সালেহ আহমেদ
২। পিতার নাম : মোঃ মোস্তাফিজ মতিয়া
৩। মাতার নাম : মোনাঃ ইমতিয়াজ জাহান
৪। স্বামী / জীর নাম :
৫। মালিকের ঠিকানা
বর্তমান বসবাসের ঠিকানা : হোভিং নং : ৭০-৮০ পশ্চিম জামিয়াতুল ইসলাম, রোড নং : ১, থানা : মিরপুর-৪, ঢাকা ১২০৭ (পোস্ট কোড)
স্থায়ী/রেজিস্টার্ড ঠিকানা : হোভিং নং : গ্রাম : রোড নং : পোস্ট অফিস : ৮, থানা : জেলা :
৬। ব্যবসা প্রতিষ্ঠানের নাম : "রাজস্ব উন্নয়ন"
৭। পরিশোধিত মূলধন (লিঃ কোম্পানীর ক্ষেত্রে) : ২৫৭৭০.০০ টাকা
৮। ব্যবসা প্রতিষ্ঠানের ঠিকানা : ফোন : ই-মেইল : মোবাইল নম্বর :
৯। ব্যবসার ধরণ : অন্যান্য
১০। আদর্শ কর তফসিল ২০১৬ এর ক্রমিক নং : ২৫৬
১১। ট্রেড লাইসেন্স/নবায়ন ফি (বার্ষিক) : ৬০০০০ টাকা (অংকে) ষট্টি হাজার টাকা।
১২। সাইনবোর্ড কর (বার্ষিক) : ৮০০ টাকা (অংকে) আশুটো টাকা।
১৩। ইস্যুকৃত চালান : ৩৯৬৬৬
লাইসেন্সপ্রাপ্তির নিকট হতে সকল বকেয়া পাওনা বিবিস্থ রশিদ নম্বর _____, তাং _____ এর মাধ্যমে আদায় করা হয়েছে।
লাইসেন্সটি ০৬ নম্বর ডি.সি.আর. ২২৩ নং পৃষ্ঠায় ভূমিভুক্ত করা হয়েছে।

সকল প্রকার সাইনবোর্ড
বাংলায় লিখা বাধ্যতামূলক

মোঃ মাহমুদ হাসান রোমান
লাইসেন্স ও বিক্রয়পত্র সুপারভাইজার
অফিস-৪, (মিরপুর-১০)
ঢাকা উত্তর সিটি কর্পোরেশন, ঢাকা।

কর কর্মকর্তা
(নাম ও পদবীসহ সীল)
২৪/১২/২১
অফিস-৪, (মিরপুর)
রাজস্ব বিভাগ, ঢাকা উত্তর সিটি কর্পোরেশন, ঢাকা।