



BINIYOG BRIDDHI

INVESTOR DEALBOOK

NOVEMBER 2022

ABOUT BINIYOG BRIDDHI

B-Briddhi is a multi-year public-private development partnership (PPDP) between the Embassy of Switzerland in Bangladesh, Roots of Impact, LightCastle Partners and other stakeholders, including investors, private sector organizations, incubators, and support organizations for impact enterprises.

Key Pillars of Biniyog Briddhi

CAPACITY BUILDING

Pillar 1: Incubators, accelerators and impact entrepreneurs receive targeted capacity building to increase investment readiness and strengthen impact management.

CATALYTIC FUNDING

Pillar 2: Impact entrepreneurs and investors benefit from suitable and attractive forms of capital by using catalytic finance that monetizes impact.

ADVOCACY

Pillar 3: Policymakers and advocates receive fresh ideas to create a more favorable framework for impact and mobilize more capital for the benefit of impact entrepreneurs.

Program Partners



The Embassy of Switzerland in Bangladesh focuses on its engagement in economic development, more efficient local government and contributing to improving living conditions for poor and disadvantaged sections of the population



Roots of Impact (ROI) is an impact finance advisory firm working with public funders, philanthropists, and investors globally to finance private-sector innovations and enterprises with strong potential for positive impact.



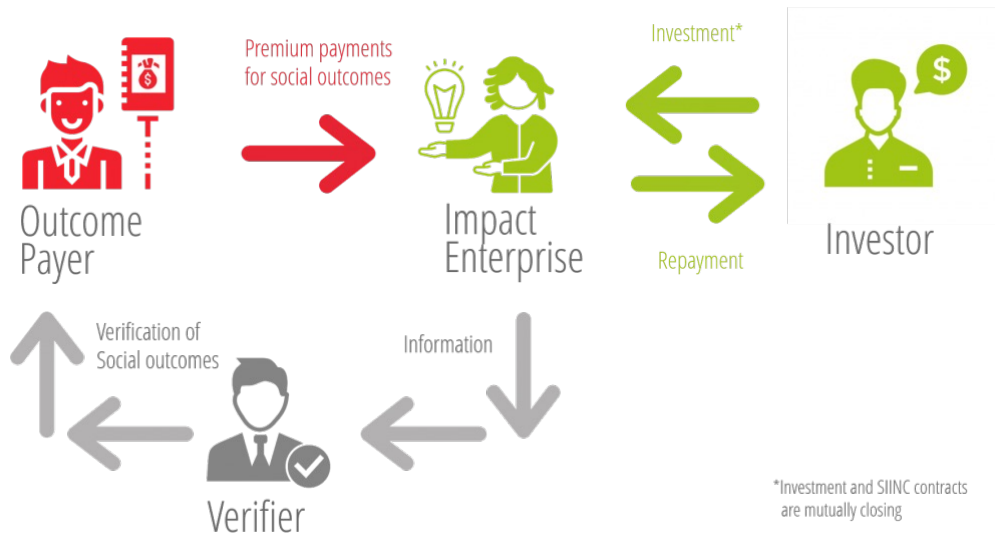
LightCastle Partners creates data-driven opportunities for growth and impact. LCP consults and collaborates with development partners, public sector and private organizations to promote inclusive economic growth.

ABOUT CATALYTIC FUNDING

B-Bridddhi offers a chance to apply for catalytic funding to impact enterprises who are looking to grow and scale their operations. It opens up exciting opportunities for investors to engage with enterprises capable of both creating and measuring their impact. Since 2020, 12 impact enterprises have collaborated with Biniyog Briddhi. B-Bridddhi offers two possible forms of support that impact enterprises can apply for - Social Impact Incentive and Impact Ready Matching Fund.

SOCIAL IMPACT INCENTIVE (SIINC)

The Social Impact Incentives (SIINC) rewards high-impact enterprises with premium payments (up to USD 250K) based on the social outcomes that they generate. The core objective is to incentivize the impact and increase the enterprise's profitability and attractiveness for investors.



THE IMPACT READY MATCHING FUND (IRMF)

The Impact Ready Matching Fund (IRMF) is non-repayable funding (up to USD 100K) that will match seed investment 1:1 for early-stage impact enterprises rewarded for building up their impact management systems.



ENTERPRISES



Agroshift

IRMF 2022

Agroshift is an agri-marketplace startup that helps farmers directly sell farm produce to businesses and low-income consumers through a tech-enabled supply chain.



WeGro

IRMF 2022

WeGro is an impact focused agri-tech startup working to integrate agriculture resources: capital, skills, input, market access & data through technology integration to empower farmers.

Light of Hope

Light of
Hope

IRMF 2021

Light of Hope Ltd. is a learning company that combines offline and online learning to teach 21st-century skills to children.



Reverse

Resources

IRMF 2021

Reverse Resources is a recycle-tech SaaS platform focused on closing the loop for production leftovers working with global fashion brands, garment suppliers, and recycling partners.



HelloTask

IRMF 2020

HelloTask is an app-based reliable domestic service helper-sourcing platform that instantly connects verified maids to users.



iPage

IRMF 2020

iPAGE is an agri-tech service enterprise aiming to revolutionize the agricultural industry of the global south using precision tech, data, and AI.

ENTERPRISES



Romoni
IRMF 2020

Romoni is a tech-based on-demand platform for connecting women with skills in the boutique service and product industries such as beauty, crafts, to the marketplace directly and boosting their income.



Shuttle
IRMF 2020

Shuttle is a mass-transit startup based in Bangladesh that provides safe transportation at an affordable price by moving more people (and women safely) with fewer vehicles and caters to both B2B & B2C customers.



SOLshare
IRMF 2020

SOLshare is an energy-tech company providing ICT-based services in clean energy, energy efficiency, and e-mobility in rural and urban areas of Bangladesh.



iFarmer
SIINC 2021

iFarmer is a full-stack agri-tech startup enabling small-scale farmers and Agri Businesses to maximize profit through end-to-end supply chain support and a digital financing platform.



Apon
Wellbeing
SIINC 2020

Apon Wellbeing Ltd. is an omnichannel marketplace that primarily operates discount stores inside large factories in Bangladesh, catering low-wage factory workers with instant credit, discounts, and free health insurance.



IRMF

Impact Enterprises



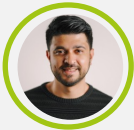
Agroshift



agroshift.com

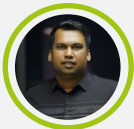
IRMF
2022

FOUNDERS



Qazi Bouland
Co-Founder & CEO

14+ years of global cross-domain experience in Europe and South Asia



Diptha Saha
Co-Founder

4+ years of agri-business experience in RMG and agritech



Rameez Hoque
Co-Founder

11+ years experience in building tech solutions & enterprise software

AWARDS & RECOGNITION



STITCH FOR RMG
GLOBAL INNOVATION CHALLENGE



H&M FOUNDATION



The Asia Foundation

INCEPTION YEAR

2022

SECTOR

**Agri-
marketplace**

FUNDING RAISED

USD 1.8Mn



Scaling Impact Enterprises
of Bangladesh

Agroshift - Re-imagining the agricultural supply

Agroshift helps farmers sell their produce to businesses and consumers by providing a tech-enabled supply chain merging the physical and digital worlds for a “phy-gital” business model which takes care of the demand aggregation, sourcing, and delivery.

CORE PRODUCTS/SERVICES

- Community bulk buying solution for factory workers
- Micro-logistics network for supply chain
- Demand-driven procurement directly from farmers

FUNDING RAISED

- USD 1.8Mn Pre-seed Round in 2022, was co-led by UAE-based Shorooq Partners with Anchorless Bangladesh. The round also had participation from Julian Shapiro (founder of Demand Curve), Ratio Ventures, Sketchnote Partners, and Sabr Capital.

TRACTION

- Has generated USD 300K+ GMV in October 2022 with an average 30% MoM growth
- Unique consumers served amounts to over 10,000

NOTABLE COMPETITION

- Bhalo – a farm inputs marketplace based social enterprise
- iFarmer - an Agri-fintech startup connecting small holder farmers with retail investors solving the challenge for access to finance.
- Fashol - a B2B supply chain network for fresh resources

COMPETITIVE ADVANTAGE

- Creating own demand channel, in turn, having better control over price and volume
- Micro-logistics network is reducing cost and food wastage
- A massive demand pool enables bulk buying from the farmer

IMPACT

- Consumers (factory workers) get daily commodities at a 15%-20% lower price than the nearby retail market
- Farmers get 5%-15% better price than the market price

WeGro



wegro.global

IRMF
2022

FOUNDERS



Md Mahmudur Rahman
Co-founder & CEO

6 years experience in Trade Marketing and Supply Chain



Md. Alvi Rahman
Co-Founder & COO

5+ years experience in FMCG, retail and e-commerce

AWARDS & RECOGNITION



INCEPTION YEAR

2021

SECTOR

Agri-tech

FUNDING RAISED

USD 25K



WeGro - A platform to invest in agri value chain

WeGro Technologies Ltd is a Bangladeshi agritech startup working towards revolutionizing the archaic agriculture industry by integrating the latest technology in all aspects of the agri supply chain. WeGro facilitates access to finance, quality inputs, market and data for Bangladeshi farmers.

CORE PRODUCTS/SERVICES

- Providing access to finance to farmers by digitally connecting retail and institutional financing opportunities
- Providing access to input by facilitating quality input supplies directly from suppliers
- Connecting smallholder farmers directly to the end market to sell their produce

FUNDING RAISED

- Raised Total USD 25K:
- Pre-seed round in 2022, equity investment of USD 13.9K from angel investors
- Received a further USD 10.7K award grant from the ICT Ministry's IDEA project

TRACTION

- Project Financed: BDT 172.31 Mn
- Farmers Impacted: 1,000+
- Returns Reimbursed: BDT 90.94 Mn
- Financiers Onboarded: 200+
- Agricultural Yield Marketed: 615 Tons

NOTABLE COMPETITION

- iFarmer - an Agri-fintech startup connecting small holder farmers with retail investors solving the challenge for access to finance
- Bhalo – a farm inputs marketplace based social enterprise
- Microfinance institutions with a focus on agri-financing

COMPETITIVE ADVANTAGE

- Facilitating agricultural input to farmers, ensure vaccination, insurance, monitoring, training and eventually access to partner merchants
- Supporting farmers to have access to institutional financing and projects are operated by principles compliant to Shariah guidelines

IMPACT

- Boosting income and wellbeing of smallholder farmers through access to finance, market, data and input
- Guidance and training regarding best usage of the input products, storage facility and logistics solutions for farmers
- Access to merchants to generate higher profitability

LIGHT OF HOPE

Light of Hope

lightofhopebd.com



FOUNDERS



Waliullah Bhuiyan
Co-Founder & CEO

12+ years professional experience in education sector



Fakhrul Alam
CMO

10+ years experience in marketing, event management and branding

AWARDS & RECOGNITION



**UNILEVER
YOUNG
ENTREPRENEURS
AWARDS**

INCEPTION YEAR

2017

SECTOR

Education

FUNDING RAISED

USD 160K+



Light of Hope – a Learning Ecosystem to develop future skills for children

Light of Hope Ltd. is a private limited company with a host of B2C brands to form an ecosystem to cater children from 3-12 years old to develop their creativity, critical thinking, empathy and values to prepare them for future.

CORE PRODUCTS/SERVICES

- Kids Time: After-school brand offering creative courses for children
- Goofi: Developing learning products and contents
- Teachers Time: Online learning platform for teachers and parents

FUNDING RAISED

- Raised Total USD 160K+:
- Pre-seed round in 2021, received IRMF matching grant from B-Briddhi program
- Self-funded and bootstrapped

TRACTION

- Has generated USD 2Mn Revenue with monthly recurring revenue of USD 40K; Currently operationally Break-even
- Has a paid customer base of 30,000+
- 10+ B2B partnerships and clients

NOTABLE COMPETITION

- Aloha - an international afterschool education platform
- Local SMEs and Non-profits are working in early grade education level in certain focus areas

COMPETITIVE ADVANTAGE

- Reputed brands, characters, IPs and Retail Presence
- Highly researched products with good learning outcomes
- Strong local and international partnerships

IMPACT

- Quality education and learning for 250,000+ children, developing their creativity and values from early childhood
- Employment of 300+ female students, teachers and artisan

Reverse Resources



reverseresources.net



FOUNDERS



Ann Runnel
Founder & CEO

10+ years experience with circular economy and eco-innovation textile industry research



Nin Castle
Co-founder, Community Lead

8+ years of experience and currently leading collaboration projects across Europe, Asia and Africa

AWARDS & RECOGNITION



Co-funded by the
European Union



Global Change Award
AN INNOVATION CHALLENGE
BY H&M FOUNDATION

INCEPTION YEAR

2014

SECTOR

Recycle-Tech

FUNDING RAISED

USD 2Mn+



Reverse Resources – Platform for Mapping and Tracking of Textile Waste

Reverse Resources is a tracking and trading platform for textile waste, providing 360-degree transparency of the waste flows. Their mission is to help fashion brands reduce the use of virgin materials with recycled materials reducing fashion waste.

CORE PRODUCTS/SERVICES

- SaaS platform for large global fashion brands, recyclers, and waste suppliers
- Connecting textile waste with textile-to-textile recycling and provide data and insight for efficiency and cost reduction of recycling

FUNDING RAISED

- Raised Total USD 2.3Mn:
- Has raised USD 2.3Mn from angels, Global Change Award, and Estonian Governmental Ministry
- Received IRMF investment from Biniyog Briddhi in 2021

TRACTION

- Partnered with 8 large brands paying subscription fee (including H&M, C&A, Kmart, etc)
- 130 garment factories using the platform on daily basis
- 15,000 tones of waste traced to recycling since January 2021

NOTABLE COMPETITION

- Has indirect competition in the market, the general waste trading marketplaces with no focus on recyclable textiles

COMPETITIVE ADVANTAGE

- Disrupting the business case of textile waste traders, but keeping them interested to collaborate
- Win-win business case to all 4 stakeholders involved on the platform
- Network effect created between largest global brands already, first in the market

IMPACT

- Bringing down the cost of textile-to-textile recycling and support the scale-up of circular economy
- Thereby reducing emission of CO2 and wastage of water
- Social impact by formalizing the waste trading sector, introducing and verifying code of conduct among traders

HELLOTASK



hellotask.app



FOUNDERS



Mehedi Shoron
Co-Founder & CEO

5 years experience in startup R&D, marketing and operations



Mahmudul Hasan Likhon
Co-founder & CIO

6 years experience in development sector and impact management

AWARDS & RECOGNITION



INCEPTION YEAR

2017

SECTOR

**Service
Marketplace**

FUNDING RAISED

USD 420K+



Scaling Impact Enterprises
of Bangladesh

Hello Task – Digitizing the Gig Economy in Bangladesh

HelloTask is a tech platform that connects any mobile phone users to the customers in real-time without internet. In Bangladesh we could successfully connect domestic workers, one of the largest feature phone user group to the customers giving them Uber-like user experience while hiring helping hands.

CORE PRODUCTS/SERVICES

- COMPUTER APA, a tech based solution to connect any mobile phone without internet
- Digital Marketplace platform for connecting domestic helpers to the users in real-time
- Pay-per-use and subscription based helping hand services

FUNDING RAISED

- Raised Total USD 420K+:
- Pre-seed round of USD 420K from Angels, iDEA Project, Accelerating Asia and OXFAM GB
- Received IRMF investment from Biniyog Briddhi in 2020

TRACTION

- 2,500+ registered domestic helpers in platform
- 60K+ registered users through mobile app
- USD 200K+ GMV generated

NOTABLE COMPETITION

- Sheba.xyz – a large service platform urban home and office services
- HandyMama – On-demand cleaning and handymen services platform
- Amar Astha - Trained Nanny, Babysitter, Attendant and Nurse services

COMPETITIVE ADVANTAGE

- Enabled domestic helpers without smartphones through HelloTask platform
- Has partnership with development organizations – BRAC and OXFAM to train and onboard 16,000+ domestic helpers

IMPACT

- Inclusion of labor class workers with feature phones in digital economy
- Financial Inclusion for the people of bottom of the pyramid
- Evolution of income with better job opportunities

iPAGE



ipageglobal.com

IRMF
2020

FOUNDERS



Mashrur H. Shurid
Chief Executive Officer

7+ years of experience in social development



Mohammad Saifullah Mithu
Chief Executive Officer

8+ years of experience in the social development sector



Imtiaz Hossain Nisat
Chief Technology Officer

8+ years of experience in software development

AWARDS & RECOGNITION



INCEPTION YEAR

2018

SECTOR

Logistics &
Mobility

FUNDING RAISED

USD 340K+

Scaling Impact Enterprises
of Bangladesh

iPAGE – Democratizing Agricultural Data in Bangladesh

iPage Bangladesh Ltd is building Bangladesh's first ever artificially intelligent agricultural information system to deliver accurate & actionable information to farmers and consumers through a hardware-software integrated one-stop platform.

CORE PRODUCTS/SERVICES

Precision Hardware & Software integrated Agrarian AI named aeEquilibrium. Core Product Derived Services:

- Site & Crop Specific Farm Advisory Service Aunkur for smallholder farmers
- Trading Service Krishan for B2B consumers

FUNDING RAISED

- Raised Total USD 342K:
- Angel Round, USD 102K in 2019, from iDEA Project, Amazon AWS & Angels
- Pre-seed and FnF Bridge Round, USD 239K in 2020-21, from Biniyog Briddhi, GPA, UN & Angels

TRACTION

- Has generated USD 162K in revenue, since inception
- Has generated USD 1.56Mn in GMV in 2021
- Has 7,845 registered farmers
- Has mobilized 250 Ton product in last three months

NOTABLE COMPETITION

- ACI - one of the largest conglomerates in Bangladesh with a focus in agribusiness
- iFarmer - an Agri-fintech startup connecting small holder farmers with retail investors solving the challenge for access to finance
- Corporate Foundations

COMPETITIVE ADVANTAGE

- Data-driven smart support engine
- Experience and know-how in providing precision agriculture to large farmer base
- Software-hardware integrated system interoperability in any region within existing infrastructure

IMPACT

- Educating and enabling rural farmers through technology for boosting agricultural knowledge

ROMONI



romoni.com.bd

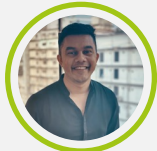


FOUNDERS



Armin Zaman Khan
Founder & CEO

8 years+ experience in banking and e-commerce



Tarique Ibn Haider
COO

8 years+ experience in sales and service sector

AWARDS & RECOGNITION



INCEPTION YEAR

2017

SECTOR

**Service
Marketplace**

FUNDING RAISED

USD 330K+



Scaling Impact Enterprises
of Bangladesh

Romoni – The top brand for on-demand beauty service

Romoni comprises of a complete customer facing service marketplace that enables customers to search, compare, book and review services available from its verified network of professionals and micro-entrepreneurs, who, in turn, can reach out to three times as many customers and double their revenues.

CORE PRODUCTS/SERVICES

- Provides door-step beauty services across Bangladesh
- Provides end-to-end logistics and financing access to the entrepreneurs
- Testing financial products for entrepreneurs' business growth through digital platform

FUNDING RAISED

- Raised Total USD 330K:
- Pre-seed round, raised USD 110K fund from UNCDF in form of equity, grant and impact investment
- Received IRMF investment from Biniyog Briddhi in 2020

TRACTION

- 700+ female entrepreneurs using the platform
- Has served 75,000+ orders until now
- Customer retention rate is over 60%

NOTABLE COMPETITION

- Sheba.xyz - a large service platform urban home and office services
- ShopUp – a leading full-stack B2B commerce platform for small businesses (online and offline)
- Shajgoj – a beauty & personal care e-commerce

COMPETITIVE ADVANTAGE

- Trusted brand with loyal customers
- Standardized doorstep service in Dhaka city
- Facilitating growth for the female MSME entrepreneurs/beauticians

IMPACT

- Improving income equality of female entrepreneurs in beauty sector

SHUTTLE



shuttlebd.com

IRMF
2020

FOUNDERS



Reyasat Chowdhury
Co-Founder and CEO

6+ years of experience in telco and logistics; Forbes 30 Under 30



Jawwad Jahangir
Co-Founder and COO

6+ years of previous experience as a Marketing entrepreneur; Forbes 30 Under 30



Shah Sufian
Co-Founder and CTO

8+ years of previous experience as an IT entrepreneur

AWARDS & RECOGNITION

Forbes



**BASIS NATIONAL
ICT
AWARDS 2019**

INCEPTION YEAR

2018

SECTOR

**Logistics &
Mobility**

FUNDING RAISED

USD 2.5Mn



Scaling Impact Enterprises
of Bangladesh

Shuttle – Offering Safe and Affordable Transportation

Shuttle is a mass-transit startup based in Bangladesh that provides safe transportation at an affordable price by moving more people with fewer vehicles and caters to both B2B & B2C customers.

CORE PRODUCTS/SERVICES

- An app-based transportation solution for B2B and B2C customers, with special focus on women's transportation
- Provides the service in mini-vans and one-stop reliable vehicle rental solution for businesses and individuals
- Has dedicated service for women

TRACTION

- Over 2 million rides booked and 1,500+ rides/day
- Generated USD 1.5 Mn revenue with monthly recurring revenue of USD 70K
- 30K+ registered B2C customers & 50+ B2B clients

COMPETITIVE ADVANTAGE

- Competitive prices in comparison to other ride-sharing platforms
- Hybrid business model combining B2B and B2C
- Maintains safety, punctuality and comfort for riders

FUNDING RAISED

- Raised Total USD 2.5Mn:
- Pre-seed round in 2018, USD 120K from R-Ventures
- Raised further USD 2.3 Mn from VCs, institutional investors and angels
- Received IRMF investment from Biniyog Briddhi in 2020

NOTABLE COMPETITION

- Uber – an international ride-hailing company operating in Bangladesh
- Pathao - a Bangladeshi on-demand digital platform including ride-sharing, courier, food delivery
- Shohoz – online ticketing platform

IMPACT

- Facilitating safe ridesharing with lower expense, especially for women

SOLSHARE

solshare

Solshare.com

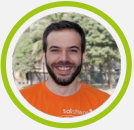
IRMF
2020

FOUNDERS



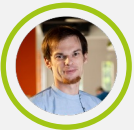
Sebastian Groh
Co-Founder & CEO

2013 Stanford Ignite Fellow and holds a PhD from Aalborg University



Daniel Ciganovic
Co-Founder & CFO

10+ years of experience in financial management



Hannes Kirchhoff
Co-Founder & CTO

German National Academic Foundation Awardee

AWARDS & RECOGNITION



InnoEnergy



Sustainable solutions, better lives



INCEPTION YEAR

2014

SECTOR

Energy/ IOT

FUNDING RAISED

USD 7.6Mn



Scaling Impact Enterprises
of Bangladesh

SOLshare - E-Mobilizing Livelihoods and Creating a Greener World

SOLshare is an energy-tech company operating in Bangladesh that provide ICT-based services in clean energy, energy efficiency, and e-mobility in rural and urban areas

CORE PRODUCTS/SERVICES

- SOLbazaar- The marketplace for future proof energy infrastructures
- SOLgrid-solar peer-to-peer microgrids
- SOLmobility-Smart leasing of battery technology for electric three wheelers

TRACTION

- SOLclock: 5,125 sold and SOLmobility: 5 charging stations in operation
- SOLgrids: 114 grids in every division; 1.25MW in roof-top solar contracts

COMPETITIVE ADVANTAGE

- Accessible and affordable electricity
- Massive scalable opportunity
- Targeting off-grid markets for social inclusion
- Tech- enabled services for the off-grid markets
- Pioneer of renewable energy-based P2P trading platform

FUNDING RAISED

- Series B Round in 2021 (ongoing), USD 1.50Mn from FEV
- Pre-Series B Round in 2020, USD 1.28Mn from Future Energy Ventures and EDP Ventures
- Series A in 2018, USD 1.25Mn from Innogy, EDP and IIX Global

NOTABLE COMPETITION

- Okra Solar - an IoT technology solution that enables solar generating communities to share, store and utilise
- SolarWorx - smart solar solutions for rural off-grid households and businesses
- BBOX - design, distribute plug and play solar systems

IMPACT

- Boosting income and wellbeing of disadvantaged rural people through solar energy business models



SIINC

Impact Enterprises



iFARMER



ifarmer.asia

SIINC
2021

INCEPTION YEAR

2019

SECTOR

FinTech/
AgriTech

FUNDING RAISED

USD 3Mn+



FOUNDERS



Fahad Ifaz
CEO

10 years of experience in working for agriculture and financial inclusion in South Asia



Jamil Akbar
COO

8 years of experience in managing large scale and complex tech projects

AWARDS & RECOGNITION



iFarmer - Democratizing Agriculture Financing and Supply Chain

iFarmer is a tech-based company that enables small scale farmers and agribusinesses to maximize their profits by providing access to finance, technology and input supplies. The company uses its tech-enabled supply chain network to aggregate fresh produce from farming communities and provides a better market access.

CORE PRODUCTS/SERVICES

- Creating access to finance for farmers and Agri MSMEs, by connecting with retail investors/ FIs
- Providing access to high-quality agriculture input, smart technology and advisory services
- Providing better access to markets for farmers

TRACTION

- Onboarded 80000+ farmers and financed 21000+ farmers
- Provided over USD 24Mn in farm financing
- 2022 YTD revenue is over USD 35Mn, more than 3.6x of 2021's revenue

COMPETITIVE ADVANTAGE

- Provides Full-stack agri services (Finance, inputs, Market access, insurance, advisory)
- The management team has in-depth experience in the South Asia market from technology to execution

FUNDING RAISED

- Raised USD 3.3Mn+ in form of equity, safe and grants from IDLC, Millville Opportunities Management, angel investors, Asia Accelerator, Zayn Capital, UNCDF, Falcon Nominees, and iDEA Project
- Received SIINC investment from Biniyog Briddhi in 2021

NOTABLE COMPETITION

- Fashol – a B2B supply chain network for fresh resources
- WeGro - a tech-based agri and fin-tech startup improving the agri supply chain with access to finance to farmers
- Agroshift - a Bangladeshi agri-tech startup connecting farmers through the tech-enabled supply chain

IMPACT

- Making smallholder farmers prosperous
- Providing farmers with quality inputs and market access
- Improving the productivity of the agriculture sector

APON WELLBEING



SIINC
2020

www.apon-wellbeing.com

FOUNDERS



Sarfaraz Ali
Chairperson

CEO & Ex Director, Khulshi mart & K Bakery. Retail store creation and management, product sourcing, Business liaison



Saif Rashid
Founder & Managing Director

Former CEO of Jita; Ashoka and world economic forum fellow

AWARDS & RECOGNITION



INCEPTION YEAR

2017

SECTOR

Technology

FUNDING RAISED

USD 916K



Apon wellbeing ltd.- The world's first retail network for industrial workers

Apon Wellbeing Ltd. is an Omnichannel marketplace that primarily operates discount stores inside large factories in Bangladesh. Workers get instant credit, discount and free health insurance for their purchase from personalized or by visiting factory based outlets.

CORE PRODUCTS/SERVICES

Digital and physical retail platform for industrial workers

- Instant digital credit access and discounted products
- Free Health and Life Insurance
- Digital savings and loan products

FUNDING RAISED

- Raised Total USD 916K:
- Raised USD 800K+ non-equity investments from Ashoka, Expo 2020 Dubai, Metlife Foundation, YGap, and Tommy Hilfiger
- Raised USD 300K after SIINC and USD 100K from ROI

TRACTION

- Has launched 28 shops till Jun 2022
- Served 80,000+ unique customers
- USD 4.71Mn GMV (FY 2022 USD 1.3 Mn) generated

NOTABLE COMPETITION

- Shulov Bazar - *grocery shop for daily necessities for factory workers at a lower price*
- Agroshift - *a Bangladeshi agri-tech startup connecting farmers through the tech-enabled supply chain*
- Direct Fresh - *e-commerce platform for groceries*

COMPETITIVE ADVANTAGE

- Pioneer in risk free retail credit model and only company connecting producers to consumers (for workers) in Retailtech
- Has the one of the best damage and wastage control system and inventory utilization ratio in Bangladesh

IMPACT

- Improving wellbeing of industrial workers (largely women) with access to credit and insurance
 - 50.2k customer got access to credit
 - 4.5k customers got health insurance
 - USD 310k savings generated

www.sie-b.org



-BRIDDDHI

Know more @www.sie-b.org

For any queries, please contact Bijon Islam, Co-Founder and CEO at LightCastle Partners at bijon.islam@lightcastlebd.com



A programme by

