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...for world wide identity

# INNOVATION FOR SUSTAINABLE GROWTH

**BUSINESS PLAN & FUTURE ROADMAP**



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INNOVATION FOR  
SUSTAINABLE GROWTH



## WHO ARE WE



A leading **ICT solutions provider** with a proven track record of success.



### **AREA OF INTEREST:**

Solution Design & Development for Agriculture, meteorology, and Agro-meteorology.



### **AREA OF INTEREST:**

Solution Design & Development for Agriculture, meteorology, and other sectors



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INNOVATION FOR  
SUSTAINABLE GROWTH

# WHO ARE WE

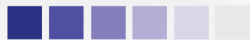
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## AREA OF EXPERTISE:

- AGRO METEOROLOGY SYSTEM
- WEB PORTAL DEVELOPMENT
- APPLICATION & WEB APP DEVELOPMENT
- DOMAIN SOLUTIONS
- DATA CENTER & DATA WAREHOUSE MANAGEMENT
- NETWORKING & SERVER SOLUTIONS
- ERP SOLUTIONS
- MAIL SOLUTION, CORPORATE SOLUTION & MORE.





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## Vision

Our vision as a leading provider of **innovative ICT solutions** for agrometeorology, agriculture, and meteorology is to provide our customers with access to the latest ICT solutions to help them improve their productivity, profitability, and sustainability.

## Mission

Our mission is to weave innovation into the fabric of agro-meteorology, agriculture, and meteorology and other sectors, with a focus on product **quality and customer satisfaction**.

## Goal

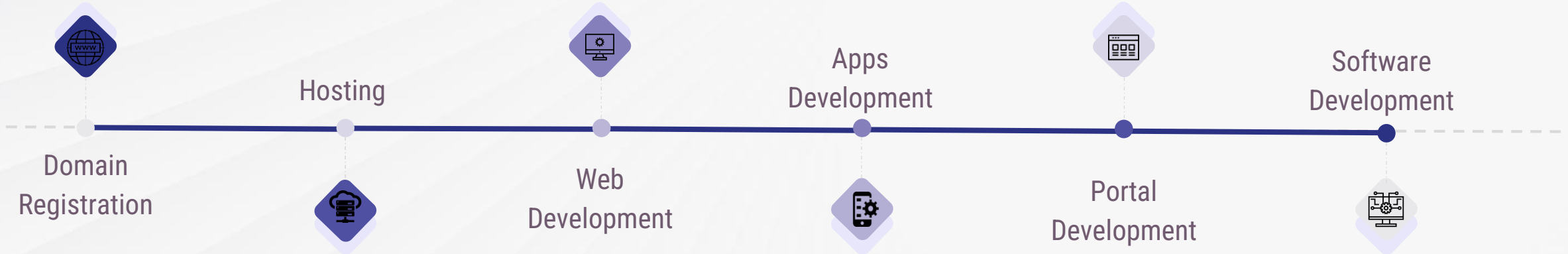
Our goal is to become a **worldwide giant IT company** with branches all over the world, serving over 10,000 clients in the next year, by providing innovative and high-quality IT solutions that meet the needs of our customers and help them achieve their goals.



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# OUR SERVICES

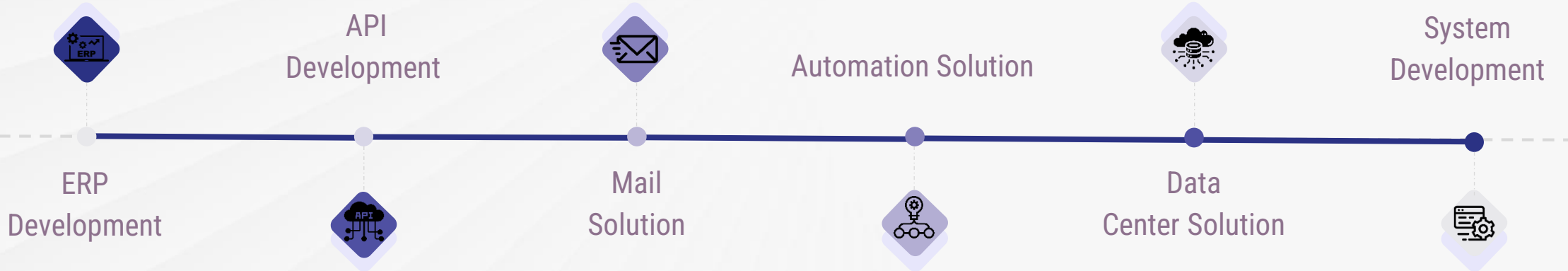




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# OUR SERVICES





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# OUR SERVICES



Meteorological  
System Development



Water  
System Development



GIS  
Development

Agro-Meteorological  
System Development



Agriculture  
System Development



Artificial  
Intelligence (A.I.) Solution

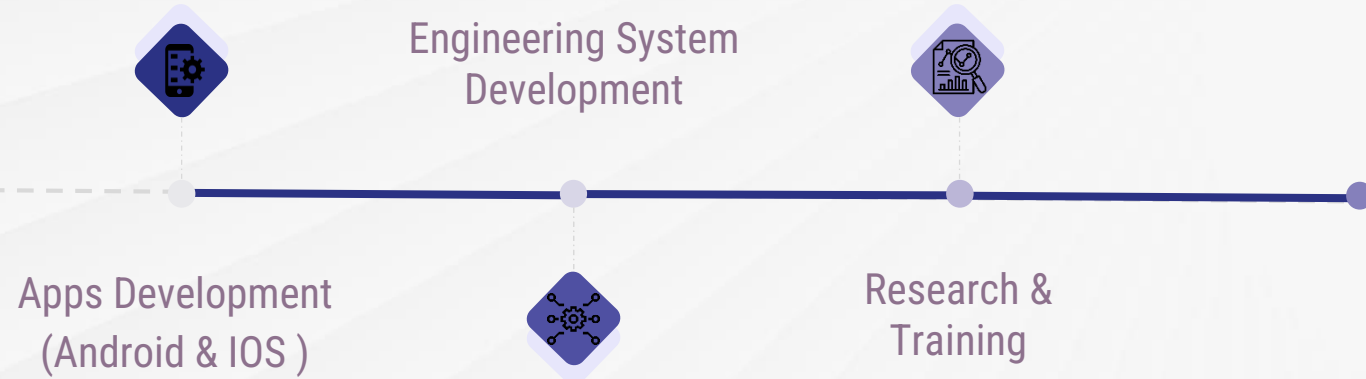




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# OUR SERVICES





# MAJOR PROJECTS

Agro-Meteorological Information Systems Development Project, Component-C of Bangladesh Weather and Climate Services Regional Project in Department of Agricultural Extension (DAE), Ministry of Agriculture(MoA), Bangladesh

Bangladesh Meteorological Department (BMD), Ministry of Defence, Bangladesh

SMRC's (SAARC Meteorological Research Centre) website

Bangladesh Water Development Board (BWDB), Ministry of Water Resources, Bangladesh

# MAJOR PROJECTS

E-Commerce portal & Develop platform; with Mail Server of Sunlife Insurance Company ([www.sunlifeinsbd.com](http://www.sunlifeinsbd.com))

Portal of Bangladesh Olympic Association (BOA) [www.nocban.org](http://www.nocban.org)

Dynamic Web Site & Application of Poly Cables Industries Ltd. [www.polycables.com.bd](http://www.polycables.com.bd)

Various of IT Service in USA, UK, Singapore, Malaysia, Thailand, India & Others



**বাংলাদেশ আবহাওয়া অধিদপ্তর**  
**Bangladesh Meteorological Department**

Home | Service | Observatories | Notice | Observance of National Mourning Day 2022 | About Us | Contact Us | AWS Data | WIS Project | Mobile Apps

Observation Network | Climate Data Library

**Satellite Image**  
 Upazila Specific Forecast

**Radar Image**  
 A low pressure system is moving over the Bay of Bengal.

**Today's Condition Dhaka**  
 MAX 28.8 °C | MIN 19 °C  
 Partly Cloudy  
 Sunrise : 6:19 AM  
 Sunset : 5:12 PM

**Director (Current Charge)**  
 Citizen Charter of BMD  
 Press Release  
 GO/NOG  
 Golden Jubilee of Independence Corner  
 Climate  
 Publications  
 Newsletter  
 Journals  
 Events  
 Sahari War  
 GIS  
 Teler  
 International Tender  
 Office Order  
 Innovation Corner

**Recent Earthquakes**

Sl.	Time	Location	Magnitude
1.	2022-11-17 16:25:10 BST	8km WSW of Idyllwild, CA	0.62 ml
2.	2022-11-17 16:23:56 BST	3km SE of Lake Henshaw, CA	0.7 ml
3.	2022-11-17 16:20:28 BST	6km NW of The Geysers, CA	0.35 md
4.	2022-11-17 16:02:01 BST	65 km ESE of Denali National Park, Alaska	1.3 ml

**M 0.6 - 8km WSW of Idyllwild, CA**

33°43'16.2"N 116°48'03.6"W  
 Hermet Unified School District, CA, USA

View larger map:

Time: 2022-11-17 16:25:10 BST  
 Location: 8km WSW of Idyllwild, CA  
 Distance from Dhaka: 13004km  
 Latitude: 33.7211667  
 Longitude: -116.801  
 Magnitude: 0.62ml

**Radar Image**

**Director (Current Charge)**

Citizen Charter of BMD  
 Press Release  
 GO/NOG  
 Golden Jubilee of Independence Corner  
 Climate  
 Publications  
 Newsletter  
 Journals  
 Events  
 Sahari War  
 GIS  
 Teler  
 International Tender  
 Office Order  
 Innovation Corner  
 MIS  
 Meteorological Act  
 RTI

**Aviation Observed Data Sharing System**  
 Bangladesh Meteorological Department  
 Saidpur Airport

Home | Admin

Observer: [Redacted] Entry Time: 2019-09-02 13:25:47  
 Update By: [Redacted] Last Update: 2019-09-03 01:25:47  
 Date: 20190902 Observed Time: 020700Z  
 Code: CORDER Station: VGSD  
 Wind: [Redacted] Visibility: [Redacted]  
 Weather: [Redacted] Cloud: [Redacted]  
 TT: [Redacted] TD: [Redacted]  
 RH: 90 QNH: [Redacted]  
 End Sign: [Redacted]

RDBX: [Redacted] Warning: [Redacted]

Auto Refresh in 120 Seconds

Planning & Implementation | System Development

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**Aviation Observed Data Sharing System**  
 Saidpur Airport

Username: [Input]  
 Password: [Input]  
 Sign In

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# Bangladesh Meteorology Department Portal

Developed By  
  
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**Message List (Total: 3)**

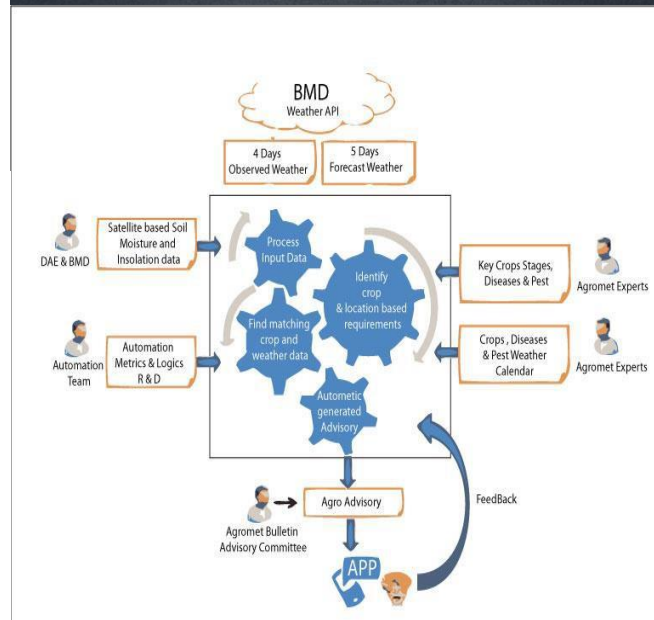
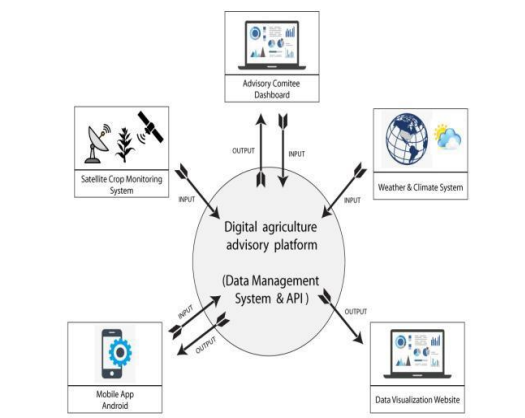
Subject	Date Start	Date End	Priority	Action
User Information	2017-01-31	2017-01-31	2	Edit
Meeting Notice	2022-01-02	2022-01-02	1	Edit
Meeting Notice	2022-11-07	2022-11-07	3	Edit

Dashboard | Admin | User Information | Meeting Notice

**Aviation Observed Data Sharing System**  
 Bangladesh Meteorological Department  
 Saidpur Airport

Observer: [Redacted] Date Time: [Redacted]  
 Update By: [Redacted] Last Update: [Redacted]  
 Date: [Redacted] Observed Time: [Redacted]  
 Code: [Redacted] Station: [Redacted]  
 Wind: [Redacted] Visibility: [Redacted]  
 Weather: [Redacted] Cloud: [Redacted]  
 TT: [Redacted] TD: [Redacted]  
 RH: [Redacted] QNH: [Redacted]  
 End Sign: [Redacted]

Auto Refresh in 120 Seconds



www.hdfbd.com

**HUMAN DEVELOPMENT FOUNDATION**

HOME ABOUT US PROJECTS PUBLICATIONS PHOTO GALLERY CONTACT US

LET'S HELP BUILD THE FUTURE OF THE UNDERPRIVILEGED.

polycables.com.bd

**POLY CABLES**

HOME ABOUT US PRODUCTS & QUALITY APPROVALS NEWS & EVENT CONTACT WEBMAIL

**Halogen Free Low Smoke (HFLS) Cable**

Absence of non-corrosive gases. Corrosive gases by themselves or when combined with atmospheric moisture or with fire fighting appliances produce highly corrosive acids which damage plant, machine equipment. Emissions of non-corrosive gases help to prevent such extensive damage large savings. It does emit limited toxic and halogen gases.

Profile Mission Vision Approvals News & Event Cable Calculator

**About**

POLY CABLE IND. LTD. started its operation in 1996. It is a Limited Company registered with The Register of Joint Stock Companies of Bangladesh. Since starting operation it has been manufacturing and supplies all kinds of CABLES with a great deal of satisfaction of our customers. Therefore, this company has earned reputation and fame within customers for using CABLES. In recognition of its commitment and best service, POLY CABLES is awarded by ISO 9001:2000 certificate. Back in home, POLY CABLES has been successfully maintaining leading position and its service is unmatched by others to date. Our performance has been scrutinizing as we have grown almost 20% year for year for Domestic and Power Cables for last 12 years. Over the years, our every single customer provided us with the opportunity to prove ourselves time and time again that we are whom they can trust and rely on. We indeed approach every deal with the same customer-driven focus to assist them in achieving their business objectives. We have now a pool of experienced and dedicated employees well

Follow Poly Cables

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**PAN BRIGHT TRAVELS (PVT) LTD**

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Home You are here: Home

**Collect Moments, Not Things**

Welcome to Pan Bright Travels (Pvt) Ltd

Chat offline. Leave a message

sunlifeinsurance.com/smart/

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**PRIVILEGES**

Areas of Privilege

- Hospitals & Diagnostic Center
- Fashion House
- Pharmacy
- Restaurant
- Residential Hotel

200+ Hospitals & Diagnostic Centers

100+ Fashion Houses

100+ Residential Hotels

100+ Restaurants

Buy Now

**More Completed Projects**

By

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dmgi.com.sg

**DMGI PTE. LTD. Singapore**

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Ensuring Your Profitability

**WITH OUR MISSION**

To excel in providing our expertise to increase the shelf-life, to preserve and/or improve the quality and taste of our customers' products, giving them time to convert these products into cash at a premium mutual benefit.

softebd.com

**SOFTEL**

HOME ABOUT US PRODUCTS CLIENT LIST CONTACT US

WELCOME TO **SOFTEL**

SOFTEL is a company in Bangladesh engaged in Telecom & IT sector business. The company was established in 2004 and had since been involved in import & export of telecom hardware & software along with other activities.

winrock.org

**WINROCK INTERNATIONAL**

ABOUT OUR WORK JOIN US MEDIA CONTACT

LANGUAGE EMAIL SUBSCRIBE

**A RIVER RUNS THROUGH IT**

How the Mara River Basin Water Project is building a more water-secure world.

WORLD

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Bangladesh Olympic Association

Home About BOA Affiliated Organizations Activities Games & Results Sports Awards BOA Athletes Commission

BOA Anti-Doping National Olympic Academy (NOA) 19th Asian Games BOA Election Esports-Road to Asian Games 2022

শেখ কামাল ২য় বাংলাদেশ খুব গেমস-২০২৩

# KEY CLIENTS AND PARTNERS



# Business Model



## Project fees



Project fee for developing and implementing custom ICT solutions. The project fee is typically based on the scope of work, the complexity of the solution, and the timeline.

## Subscription fees



Subscription-based services for some of its products and solutions, such as the BAMIS portal and the BMD website. Subscription fees provide clients with access to the product or solution on a monthly or annual basis.

## Support fees

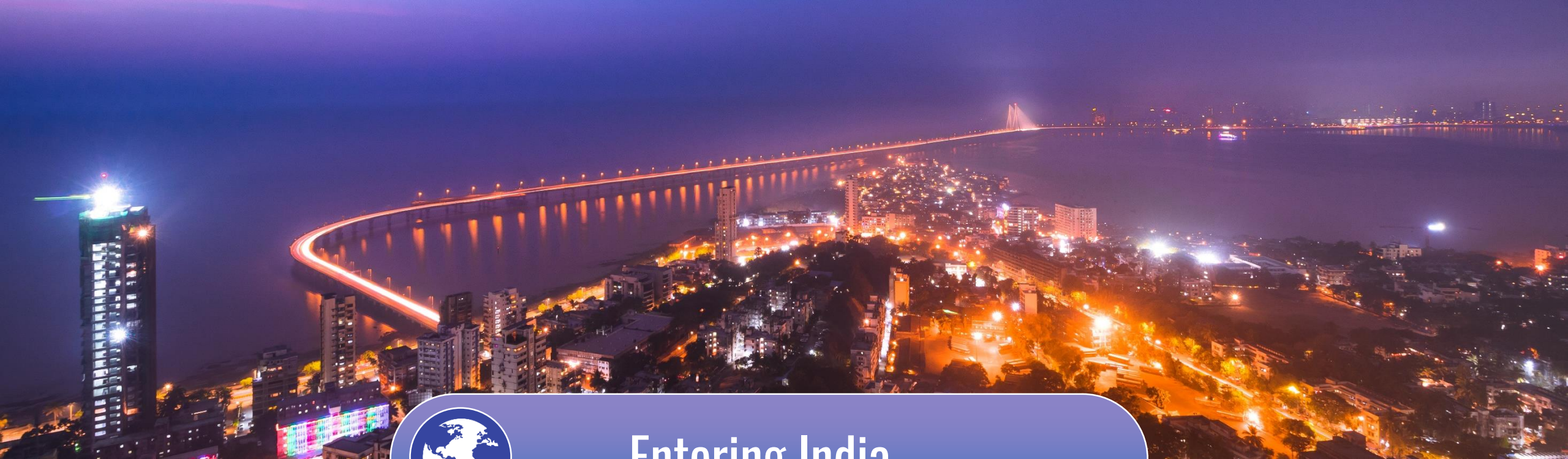


Support and maintenance services for its products and solutions. Support fees are typically charged on an hourly or monthly basis.

## Investors



Initially runs by won fund of WEB SOFT BD



Entering India



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# OUR TARGET

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**50%**

Target market



**1.4 billion**

Service available market



**2.6 billion**

Target available market



# Competitive analysis



**Tata Consultancy Services**

\$146.35 Billion



**Infosys**

\$ 68.82 Billion



**HCL Technologies**

\$40.79 Billion



**Wipro**

\$24.90 Billion



**Accenture**

\$197.36 Billion



**Web soft BD**

In addition to these large domestic players, we are also expecting competition from a number of smaller, regional companies

# STRENGTHENING OUR POSITION IN MARKET

- A leading **ICT solutions provider** with a proven track record of success.
- International Footprints:**  
We have done Government projects in Bangladesh, World Bank-funded projects, and more projects internationally.
- Agro-Meteorological System Development :**  
Solution Design & Development for Agriculture, meteorology, and other sectors
- Artificial Intelligence (A.I.) Solution :**  
Our AI solutions are helping farmers to improve their yields and reduce their costs.



# MARKET ACTIVATION PLAN

---

B2B

B2C

# B2B EXECUTION

IN-TERMS OF MARKET ACTIVATION, OUR PROJECTED GROWTH IS TO REACH 2X WITHIN 2025

## EVENT PARTICIPATION

Our vision as a leading provider of **innovative ICT solutions** for agrometeorology, agriculture, and meteorology is to provide our customers with access to the latest ICT solutions to help them improve.

**PLANNED TIMELINE: DD/MM/YY**

AGENDA 1:

AGENDA 2:

AGENDA 3:



The banner for the 2nd Annual Agritech Conference 2023 features a dark green background with a network diagram. It includes the Pakistan Fintech Network logo, the conference title, dates (Thursday, 15 June, 2023), and location (Roomy Signature Hotel, Islamabad). A list of sponsors is displayed at the bottom, including ABACUS, AlliedBank, agrilift, BOP, Bank Alfalah, boadmay, CreditBook, Digitt+, DTC, digitify, easypaisa, euronet, FARMAR, genro, HypeFin, INVESTORS LOUNGE, JUMQ, KailPay, mawazna, NAYAPAY, PMIC, Pay, Pignce, PAR, ricult, Shaamilkar, sarmaya, syngenta, and VISA YPay. The hashtag #AAC2023 is on the right.

Pakistan Fintech Network 2<sup>nd</sup> ANNUAL AGRITECH CONFERENCE 2023

**2<sup>nd</sup> ANNUAL AGRITECH CONFERENCE 2023**  
SEEKING FINTECH SOLUTIONS TO REVITALIZE AGRICULTURE IN PAKISTAN

THURSDAY  
15 JUNE, 2023

ROOMY SIGNATURE HOTEL, ISLAMABAD

www.pfn.org.pk

#AAC2023

ABACUS AlliedBank agrilift BOP Bank Alfalah boadmay CreditBook Digitt+ DTC digitify easypaisa euronet FARMAR genro HypeFin INVESTORS LOUNGE JUMQ KailPay mawazna NAYAPAY PMIC Pay Pignce PAR ricult Shaamilkar sarmaya syngenta VISA YPay

# B2B EXECUTION

IN-TERMS OF MARKET ACTIVATION, OUR PROJECTED GROWTH IS TO REACH 2X WITHIN 2025

## ORGANIZING

Our vision as a leading provider of **innovative ICT solutions** for agrometeorology, agriculture, and meteorology is to provide our customers with access to the latest ICT solutions to help them improve.

### PLANNED MEDIA EXECUTION

(It will be live in following meta/X groups)

(The objectives of the events)

(Target Achievements)



# B2B EXECUTION

IN-TERMS OF MARKET ACTIVATION, OUR PROJECTED GROWTH IS TO REACH 2X WITHIN 2025



VISUAL REPRESENTATION OF CONSULTANTS

## ONBOARDING CONSULTANTS

Our vision as a leading provider of **innovative ICT solutions** for agrometeorology, agriculture, and meteorology is to provide our customers with access to the latest ICT solutions to help them improve their productivity, profitability.

### PLANNED CONSULTANT POOLS

Option A

Option B

Option C

# B2B EXECUTION

IN-TERMS OF MARKET ACTIVATION, OUR PROJECTED GROWTH IS TO REACH 2X WITHIN 2025



VISUAL REPRESENTATION OF PROJECTS

## COLLABORATIVE WORKS

Our vision as a leading provider of **innovative ICT solutions** for agrometeorology, agriculture, and meteorology is to provide our customers with access to the latest ICT solutions to help them improve their productivity, profitability.

### PROJECTS THAT WE PLAN TO ADD VALUE TO

Option A

Option B

Option C



# B2C EXECUTION

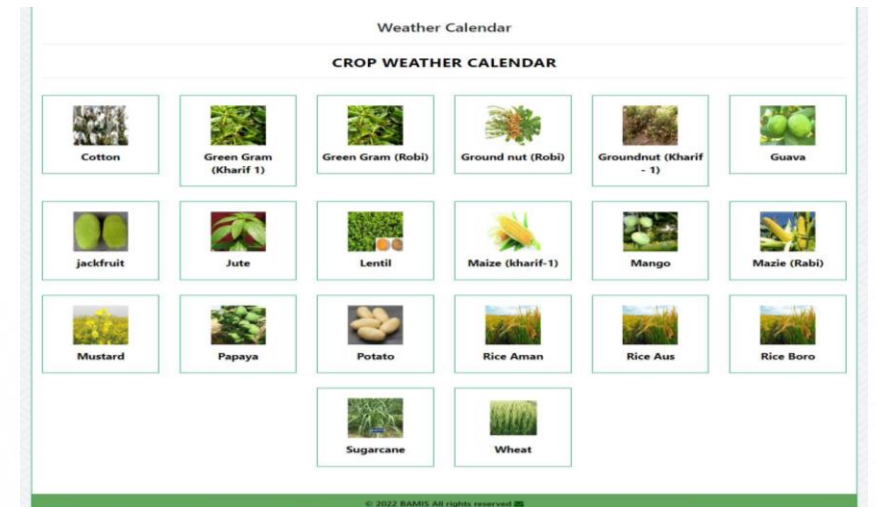
IN-TERMS OF MARKET ACTIVATION, OUR PROJECTED GROWTH IS TO REACH 2X WITHIN 2025

## PRODUCT SHOWCASING

Our vision as a leading provider of **innovative ICT solutions** for agrometeorology, agriculture, and meteorology is to provide our customers with access to the latest ICT solutions to help them improve their productivity, profitability.

## DIGITAL FOOTPRINT

Our vision as a leading provider of **innovative ICT solutions** for agrometeorology, agriculture, and meteorology is to provide our customers with access to the latest ICT solutions to help them improve their productivity, profitability.



## WEB PRESENCE

# B2C EXECUTION

IN-TERMS OF MARKET ACTIVATION, OUR PROJECTED GROWTH IS TO REACH 2X WITHIN 2025



PROMOTIONAL PRESENCE IN TARGET AREA

## COLLABORATION PLAN

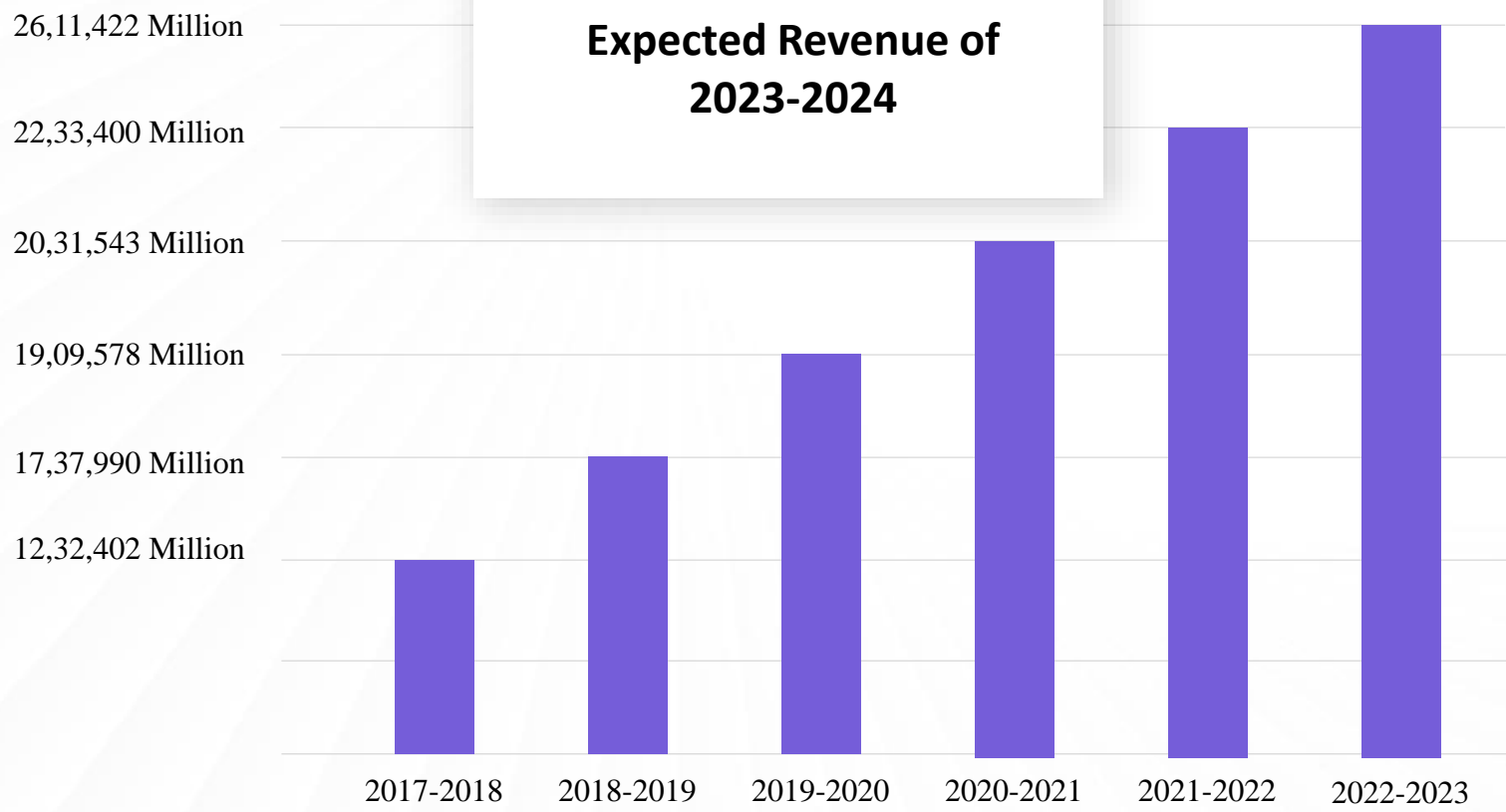
Our vision as a leading provider of **innovative ICT solutions** for agrometeorology, agriculture, and meteorology is to provide our customers with access to the latest ICT solutions to help them improve their productivity, profitability.

## OFFLINE ACTIVATION

Our vision as a leading provider of **innovative ICT solutions** for agrometeorology, agriculture, and meteorology is to provide our customers with access to the latest ICT solutions to help them improve their productivity, profitability.

# REVENUE STREAM AND TARGET

**1 Billion**  
**Expected Revenue of**  
**2023-2024**



**Kazi Fakrul Latif**

CEO, WEB SOFT BD

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Web Site: [www.websoftbd.net](http://www.websoftbd.net)

# Leadership



# Thank you!



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[websoftbd.net](http://websoftbd.net)