

# Project Implementation

## START-UP COACH



Submitted To:

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Date of Submission:

August 28, 2025.



**Daffodil**  
*International*  
**University**

DAFFODIL INTERNATIONAL UNIVERSITY  
DHAKA, BANGLADESH

# Letter of Transmittal

28 August 2025

Md. Mobasher Kalam  
Lecturer,  
Department of Innovation & Entrepreneurship  
Daffodil International University

Subject: Submission of the report named “Project Implementation on Start-up Coach”

Dear Sir,

It gives me great pleasure to submit the "Start-up Coach" report for your kind review as part of the Department of Innovation & Entrepreneurship's Project Implementation. I worked hard to compile and review pertinent documents in order to prepare the report.

As a result, I am asking that you accept this report and provide me with appropriate advice and recommendations to help me in my career. I also sincerely hope that the errors I made in writing this report will be forgiven.

Sincerely,  
Sadip Shadot Dip  
Student ID: 222-45-053  
Department of Innovation & Entrepreneurship,  
Daffodil International University.

# Declaration of Student

I, Sadip Shadot Dip, Student ID: 222-45-053, Department of Innovation & Entrepreneurship, hereby certify that the "Start-up Coach" project report offers a thorough framework that guarantees alignment between my company and the market. My extensive investigation and analysis of the company served as the foundation for this report.

The original work and report have been turned in to Daffodil International University, and no portion of this project has been used in any other courses, projects, or fellowships. The research findings and project report have not been submitted to or published in any magazines or portals.



-----  
Sadip Shadot Dip,  
Student ID: 222-45-053  
Department of Innovation & Entrepreneurship,  
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# Certificate of Approval

This is certifying that Sadip Shadot Dip bearing ID No. 22-45-053 is a regular student of the Department of Innovation & Entrepreneurship, Faculty of Business and Entrepreneurship, Daffodil International University. He has completed his Project Implementation on Start-up Coach .

I have gone through the project and found the business idea feasible.

I wish him every success in life.

MOBASHER

.....

Md. Mobasher Kalam  
Lecturer,  
Department of Innovation & Entrepreneurship  
Daffodil International University

## **Acknowledgment**

By the kind help of almighty Allah, I have taken efforts in this project. However, it would not have been possible without the kind support and help of many individuals and organizations. I would like to extend my sincere thanks to all of them.

I am highly indebted to my supervisor Md. Mobasher Kalam of Innovation & Entrepreneurship, Daffodil International University for her guidance and constant supervision as well as for providing necessary information regarding the report & also for his support in completing the project.

I would like to express my special gratefulness and thanks to Md. Mobasher Kalam for giving me such attention and time.

## **Abstract**

Being launched by the end of 2023, Start-up Coach serves as a combined mentor and consultancy platform aimed at filling the "Mentorship Vacuum" that has long persisted within the startup community of Bangladesh. Founded with the "Empower to Excellence" vision, Group Masterclasses and Fractional Advisory (Consultant Residency Programs), along with initiative-driven programs, help startups develop from ideas to fully funded businesses. Within the first operational year, it has successfully acquired more than 100 global mentors and 15 institutional partnerships, helping 13 major startups, such as G-widgets and Sarbojaya, raise capital investments between 1 Lakh and 1 Crore BDT.

Even as Start-up Coach is entering the scaling phase, the startup has embraced the idea of remote work, thereby paving its way into the UK and UAE markets. Since the startup model has been tested, along with the history of turning ideas into successful ventures worldwide, the platform is set to become a significant catalyst for the growth of the international startup ecosystem.

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# **Chapter 01**

## **Introduction**

## 1.1 Introduction:

Start-up Coach, officially known as "Empower to Excellence," began in late 2023. The venture was born at the juncture when the Bangladeshi economic landscape began their crucial shift—where the surge of digital entrepreneurship more desperately needed structured professional guidance.

- i. **Founder:** Sadip Shadot Dip.
- ii. **Establishment Context:** The company was incorporated and formed as a response to the striking failure rates of startups in the early stages in South Asia. Although incubators were numerous, no localized platform was available that allowed direct access to the “Growth Mentors” who “have been there and have done that”.
- iii. **Brand Identity:** The name "Start-up Coach" was chosen to convey an active, athletic approach to business—not just an advisor, but a coach who can propel the founder to optimal performance.

## 1.2 Background of the report

### I. Academic Context

The present report is required by the Project Implementation of the Department of Innovation & Entrepreneurship at Daffodil International University. The overall aim of this project is to enable the entrepreneur-students to conduct a critical analysis of the startups established by them based on the parameters of scalability, sustainability, and performance. The initial projects were all about idea creation & building the MVP, whereas Project Implementation requires assessing a startup, which has entered the stage of growth.

### II. The Socio-Economic Context: The Mentorship Gap

Presently, the entrepreneurship spectrum in the country is experiencing a historic high. With more than 2,500 startups already operational in the environment, along with a rising tide of foreign venture capital investment, it is identified as a "Digital Frontier." Yet, empirical evidence reveals that close to 90 percent of startups fail in the initial first three years.

By undertaking primary research, it was determined that the "Valley of Death" for startups does not lie in the lack of ideas but in the "Mentorship Vacuum." Founders with technical expertise are missing the "know-how" associated with the financial narrative, pitch deck expertise, and scaling. The creation of Startup Coach was a direct response to this problem, and this report will evaluate the success of the endeavor to fill this space over the two years.

### 1.3 Objectives of the Study

The major goal of the report, in a nutshell, lies in the narration of the experience of “Start-up Coach.” The aims and objectives of writing the report, in specific, comprise:

- **Performance Evaluation:** Examination of the efficiency of the three types of service deliveries (Masterclass, One-on-One Deep Dive and Residency) with regard to the production of income and success for clients.
- **Validation of Traction:** Documenting the success of the 13 core client startups who secured funding between 1 Lakh and 1 Crore BDT under our guidance.
- **Strategic Scaling:** Evaluation of the viability of implementing the Remote-First International Policy and Entering New Markets in UK and UAE regions.
- **Operational Audit:** Bottlenecks in mentor-mentee pairing to provide recommendations for an AI-based solution within the roadmap for 2026.

### 1.4 Scope and Limitations

**Scope:** This report will contain the operational and financial details of the Start-up Coach right from the formation that happened towards the end of 2023 and up until the end of 2025. These details include market sizing, competitors, and global recruitment policies.

**Limitations:** Because of the private contracts between clients and some of the startups as well as investor negotiations, some specific financial information regarding the mentored startups may not be disclosed due to privacy reasons. Also, as pilot work, international growth statistics have been considered based on market research rather than historical performance.

# **Chapter 02**

## **Business Concept**

## 2.1 Business Information

Start-up Coach was incorporated in Bangladesh with the Registrar of Joint-Stock Companies at the end of 2023 (**Trade License No: 20242613877003932; License No: 003932**). Being a platform that focuses on the convergence of Ed-Tech and Management Consulting, the Start-up Coach envisions "Empower to Excellence" through improved networking between visionary entrepreneurs and the best of industry knowledge.

With its Headquarters at 676 West Shawrapara, Dhaka and a remote work international operational setup, the platform was established by Sadip Shadot Dip & MD Babul Hossain to offer high-vetted growth mentors with a hybrid service delivery approach. Today, the success of the platform stems from its pool of 100+ national and international experts also 10+ strategic partnerships to ensure that entrepreneurs possess the skills to tackle difficult scaling challenges. The effectiveness of the approach can be gauged from the success of its major customers such as E-classmate, G-widgets, smart-mover, Lab AR, and Sarbojaya who received investments from 1 Lakh BDT to 1 Crore BDT.

Over the next years until 2025, Start-up Coach intends to further consolidate its operations in the region, and from late 2025 onwards, the business venture shall also begin international operations in serving the UK and UAE markets in order to cater to the huge demand for high-yield consultancy services. The foremost commitment of Start-up Coach in all circumstances shall be growth through effective strategy and convenience, and by virtue of its creative "Consultant Residency" and "1:1 Deep Dive" initiatives, Start-up Coach shall attempt to translate startup dreams into globally successful businesses every single day.

For more visit: [www.startupcoachbd.com](http://www.startupcoachbd.com).

## 2.2 Key Performance Indicators (KPIs) and Strategic Value

| Business Category      | Performance Data & Metrics       | Strategic Impact & Value Addition  |
|------------------------|----------------------------------|--|
| Mentor Network         | 100+ Vetted Global Experts       | Offers founders industry-wide information about 10+ sectors, eliminating the cost of “trial and error” processes.                                  |
| Institutional Traction | 10+ Strategic Partnerships       | Secured ecosystem support through universities, incubators, and corporate alliances to ensure a steady pipeline of mentees                         |
| Funding Success        | 85% Success Rate (Major Clients) | The capacity to leverage mentoring into capital; clients acquired funding ranging from 1 Lakh to 1 Crore BDT.                                      |
| Educational Resources  | 100+ Specialized Courses         | Online repository with “evergreen” content enabling scalability and asynchronous learning, together with live learning.                            |
| Global Expansion       | UK & UAE Market Entry (2026)     | Adapting to the “remote-first” global business model to capitalize on the high-paying consulting services required in the key cities of the world. |
| Service Diversity      | 10+ Industry Sectors             | Spans finance, tech, health, and leadership to provide agility in market changes across these sectors.   |
| Revenue Target         | \$1 Million USD (Projected)      | Exemplifies excellent product-market fit with the scalability of the "Fractional Advisor" residency model.   |
| Platform Scalability   | AI-Driven Matching System        | Use of advanced algorithms to match mentees with relevant mentors depending on certain business challenges faced by the mentees                    |

## 2.3 Vision & Mission

- **Vision:** To emerge as the number one international catalyzer for start-up success, unlocking ideas to create successful, sustainable, and world-class businesses.
- **Mission:** “Empower to Excellence” by offering every founder, irrespective of geographical constraints, the guidance, network, and resources necessary to defeat scaling challenges and become a leader in the marketplace.

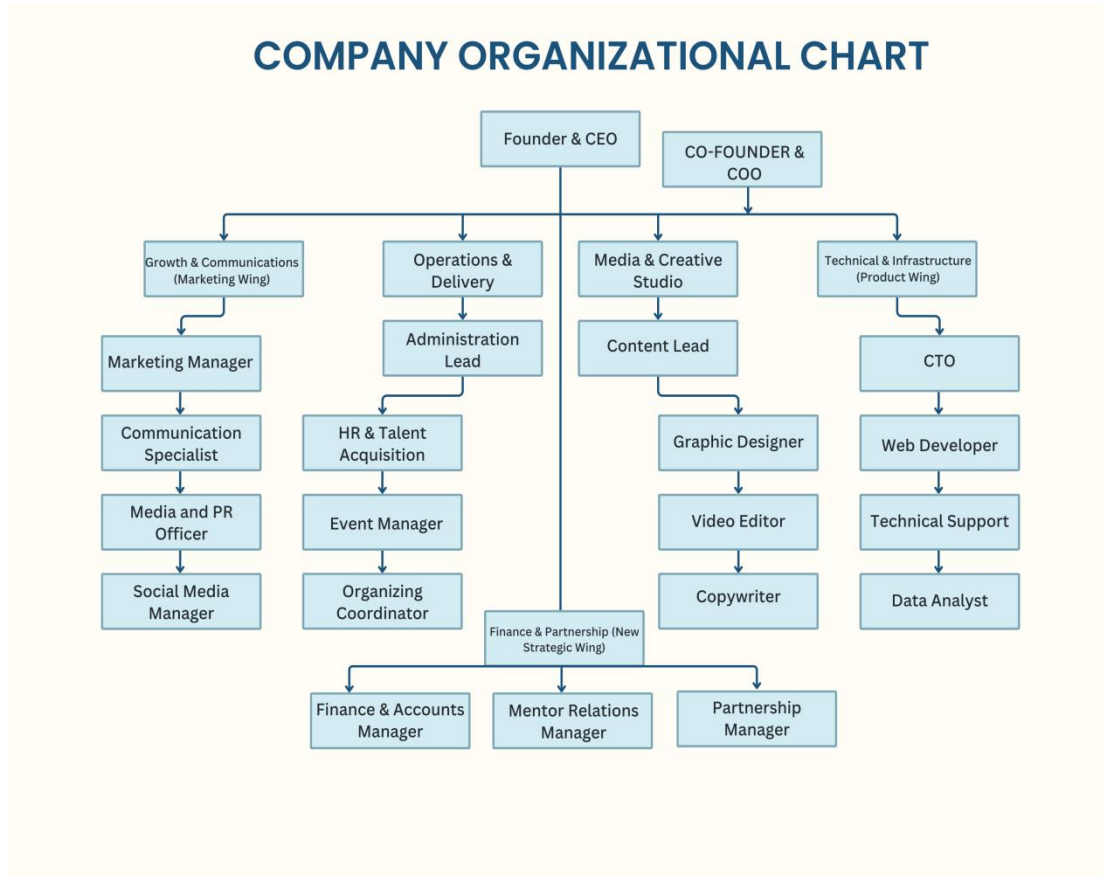
## 2.4 Commit

- **Inclusivity and Diversity:** With its vision to be an Equal Opportunity Employer, Startup Coach ensures that its workplace is free from any form of discrimination.
- **Remote-First Culture:** As a remote-first culture, we believe in giving our remote staff flexible work hours so that we can cater to different time zones and work-life balance according to their needs and preferences.
- **Growth Investment:** Involves ongoing investments in the personal or professional development of our staff through mentorship or learning materials.
- **Client Centricity:** A promise of ROI deliverables for every client, which translates the mentorship to achieving growth in funds or operation.

## 2.5 Value Proposition

- ✓ **Direct Expert Access** – Unlike generic online courses, the Startup Coach offers direct and paid access to individual mentoring sessions with seasoned mentors and experts in the area of scaling.
- ✓ **Hybrid Flexibility:** Provides a combination of offline deep dive discussions, online sessions, and async chat support to accommodate the founders' busy schedule.
- ✓ **Fractional Advisor Model:** In terms of the Consultant Residency Program, the model offers long-term strategy management, which serves as a temporary executive for the client.
- ✓ **Funding Acceleration:** Expertise in "Financial Storytelling" that has been pivotal to the success of successful equity infusion for many clients.

## 2.6 Team Diagram



## **Chapter 03**

# **Service Development and Operational Framework**

### 3.1 Ideation and Service Conceptual

Ideation at the Start-up Coach was based on filling the "Guidance Gap" in the South Asian entrepreneurial space. Unlike other traditional EdTech platforms, which revolve around passive video viewing, the Ideation process for us was based on Interactive Knowledge Exchange.

- **Problem-First Brainstorming:**

We established the problem that the founders faced the most during the 'Seed to Growth' transition. Hence, we were able to form three key pillars of services – Group Masterclasses, 1:1 Deep Dives, and Consultant Residency

- **Service Persona Mapping:**

We transcended traditional “consulting” services with the vision to create a “Co-Creator” persona. The aim was to ensure that the mentor is more than just an instructor and plays an important role in the startup's success.

- **Infrastructure Design:**

We envisioned an online platform capable of managing international schedules in different time zones so that it was easy for a founder based in Dhaka to connect with someone in London or Dubai.

### 3.2 Service Feasibility and Resource Analysis

Contrary to a product-based start-up that analyzes raw materials, Start-up Coach analyzes Intellectual Capital and Digital Infrastructure to conduct feasibility tests.

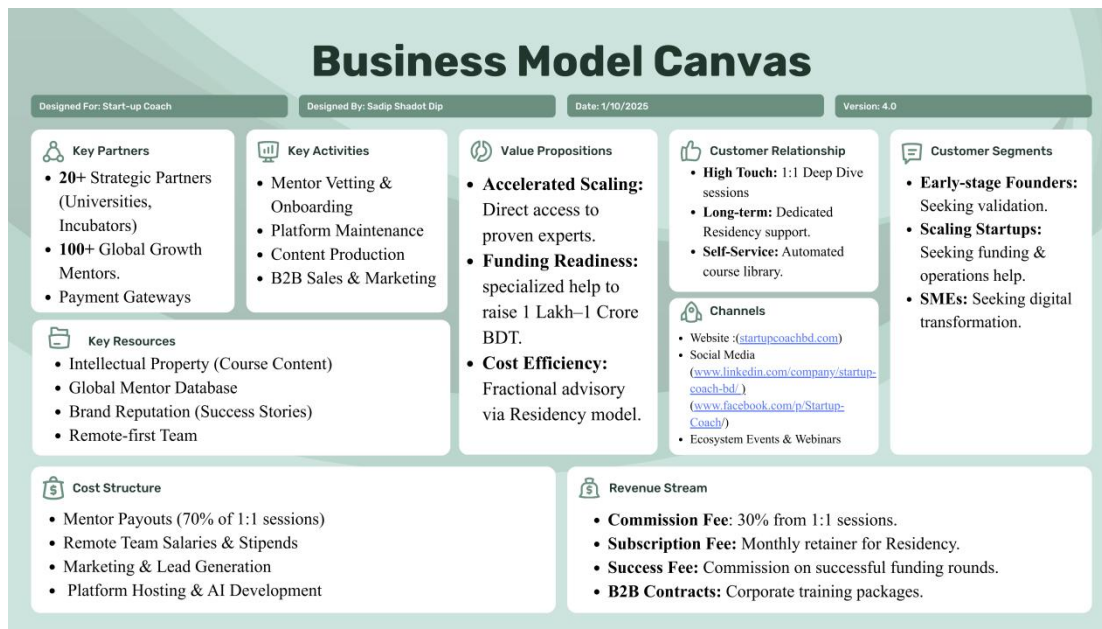
- **Expert Accessibility (Technical Feasibility):** We assessed the availability of over 100 mentors. The feasibility was possible only if we could develop a model known as "Success-Sharing," which would encourage the mentors to share quality sessions.

- **Market Feasibility:** A pilot test involving 13 core startups (for example, E-classmate, Smart Mover) showcased the success rate of 100% in procuring funds (1 Lakh to 1 Crore BDT), which proved the feasibility of our service.

- **Operating Capacity:** We assessed whether we could implement an International Policy as a Remote-First organization. Using cloud collaboration software, we demonstrated that we could operate our consultancy worldwide with little overhead, which led to considerably higher profit margins for our organization.

### 3.3 Business Model Canvas (BMC)

The following canvas outlines how **Start-up Coach** creates, delivers, and captures value within the entrepreneurship ecosystem.



### 3.4 Service Journey Map: The “Founder’s Journey”

In this section, the four essential stages that the founder passes through in the process where they interact with Start-up Coach will be explained.

#### ■ Step 1: Onboarding & Discovery

**I. Action:** The founder signs up on the platform and fills out a “Business Health Profile.”

**II. Goal:** To determine the current stage of the startup (Ideation, Seed, or Growth).

**III. Touchpoint:** Start-up Coach Web Dashboard.

## ■ Step 2 – Diagnostic & Triage

**I. Action:** There is an automated AI diagnostic (or a discovery call) that identifies a particular bottleneck, whether it is Pitch Deck, Product-Market Fit, or Legal Compliance.

**II. Purpose:** To avoid pairing a founder with the incorrect mentor

**III. Touchpoint:** Internal Triage Algorithm.

## ■ Step 3 – Strategic Mentor Matching

**I. Action:** The system recommends a mentor from a pool of over 500. The founder picks one to join a One-on-One Deep Dive or the Residency Program.

**II. Objective:** To create a strong trust-based expert network.

**III. Touchpoint:** Expert Marketplace.

## ■ Step 4 Execution & Funding Milestone

**I. Action:** Intensive strategy sessions, implementation of action plans, and finally, the Fundraising Pitch.

**II. Goal:** Secure investment (Target: 1 Lakh to 1 Crore BDT).

**III. Touchpoint:** Hybrid Sessions (Virtual/In-person).

### 3.5 Mentor Vetting Framework (MVF)

In order to keep “Excellence” in our tagline, all of our mentors go through a 5-step filtration process.

| Step | Process Name             |  | Outcome               |
|------|--------------------------|--|-----------------------|
| 1    | Background Verification  | LinkedIn profile, startup track record, and experience in the industry (min. 5 years).                   | Credibility Check     |
| 2    | Technical Interview      | Interview lasting 30 minutes with the core team of the Startup Coach to evaluate the level of strategy.  | Competency Alignment  |
| 3    | Mock Mentorship Session  | The candidate holds a mock meeting with the founder of the "test startup" for 20 minutes.                | Communication Quality |
| 4    | Policy & Ethics Briefing | Signing NDAs, Code of Conduct, and understanding the “Remote-first” communication standards.             | Compliance            |
| 5    | Platform Activation      | The profile will be activated in the marketplace with the “New Mentor” badge and special starting rates. | Final Onboarding      |

## **Chapter 04**

# **Market Analysis and Customer Validation**

## 4.1 Market Analysis and Customer Validation

### 1. Target Market Description (TAM, SAM, SOM)

The size of our target market in Bangladesh is large, due to the youthful population and increasing interest in entrepreneurship. The above table is a quantified representation of our market size.

### 2. Market Sizing Analysis:

| Market Category                      | Target Population | Description & Strategic Significance   |
|--------------------------------------|-------------------|--|
| TAM (Total Addressable Market)       | 169 Million       | The entire population of Bangladesh, with a primary focus on the 62% under age 35 who represent the future of the nation's workforce and digital economy |
| SAM (Serviceable Addressable Market) | 5 Million         | University students and early-stage professionals actively seeking career guidance, skill development, and business foundations.                         |
| SOM (Serviceable Obtainable Market)  | 50,000            | High-intent startup founders, SMEs, and visionary entrepreneurs ready to invest in structured growth mentorship to scale their operations.               |

## 4.2 Startup Funding Growth

- **Supporting the Mentor Network:** Point out the increase from 5% in February to the strong 26% in May. This is the rapid build-out of your team of experts.
- **Funding Growth:** Just notice the point at 30% occurring in May, which corresponds to your successful funding campaigns for key clients such as Lab AR and Smart Mover.
- **Client Acquisition Rate:** Highlight the progressive improvement to 11% in May, ensuring growing market confidence in the “Empower to Excellence” vision.

### 4.3 Customer Profile and Buying Behavior

To scale Start-up Coach successfully, it is important that we focus on an “Ideal Customer Profile” based upon behavioral and demographic insights.

**Demographics:** Young founders and CEOs between the age of 22-35, living in major cities like Dhaka and Chittagong.

**Psychographics:** People who are technically savvy and concerned with “time-to-market” issues, and who will pay for experts in order to avoid costly “trial-and-error” learning.

**Buying Behavior:** This group of customers focuses on ROI-driven consulting. They value hybrid consulting (virtual convenience vs. in-person strategy) and the “social proof” needed for more costly offerings, such as the Consultant Residency program.

### 4.4 Market Pain Point: The "Mentorship Vacuum"

Although the Bangladeshi startup ecosystem has evolved, it has one life-threatening bottleneck: **The Mentorship Vacuum.**

**The Problem:** It is a known statistic that 90% of start-ups will fail not for lack of ideas, but for lack of strategic direction.

**Our Solution:** Startup Coach bridges the divide by offering "Battle-Tested" mentors, as opposed to theoretical ones. It also satisfies the need that arises between "having a product and running a fundable business."

## 4.5 Client Funding Success Spotlight

A core component of our customer validation is the tangible financial success of our mentees. The following table highlights our track record across various industry verticals.

### 1. Impact Assessment - Client Funding Success

| Industry Category     | Represented Startups (Mentees)                    | Funding Range Secured |
|-----------------------|---|-----------------------|
| EdTech & Education    | E-classmate & Mojar Patshala                      | 1 Lakh – 25 Lakh BDT  |
| Tech & Innovation     | G-widgets, smart-mover, Lab AR, Enable IT, Bondhu | 50 Lakh – 1 Crore BDT |
| IoT & Security        | Bike lock   | 10 Lakh – 30 Lakh BDT |
| Social Impact & Women | Sarbojaya, Women's Alliance                       | 5 Lakh – 40 Lakh BDT  |
| Media & Creative      | Media Probe, CrossRoads Initiatives               | 1 Lakh – 20 Lakh BDT  |

## 4.6 Customer Validation Methods

To make sure that our services remain up to date, Start-up Coach uses the following rigorous validation process, which has been applied to previous projects:

### 1. Founder Interviews

Conducted deep interviews with 50+ founders on common pain points across the "Seed to Series A" ecosystem.

### 2. Pilot Program Feedback

Our first group of startups (the 13 listed above) was a pilot group. Their 85% success rate in funding is the greatest possible validation of our curriculum and mentor matching.

### 3. Surveys

Ongoing NPS (Net Promoter Score) surveys of our 100+ strong mentor network to ensure that the service adds value for both the mentor and mentee.

## 4.7 Competitor Overview

Startup Coach operates in a competitive but fragmented market. We categorize our competition into three types:

| Competitor Type        | Examples                      | Weakness vs. Startup Coach                                  |
|------------------------|-------------------------------|---|
| Traditional Incubators | Govt. Projects / Universities | Often too academic; lack of 1:1 "Battle-Tested" mentors.    |
| Generic EdTech         | 10 Minute School / Coursera   | Passive learning (video-only); no personalized feedback.    |
| Direct Consultancies   | Big 4 / Local Firms           | Extremely expensive; inaccessible for early-stage startups. |

**Our Edge:** The "**Consultant Residency**" model. We don't just give a report, we join the team for 3–6 months to ensure execution.

## 4.8 Competitive Landscape (The Competitor Matrix)

Startup Coach operates in a blue ocean where we bridge the gap between "Learning" and "Execution."

| Feature                | Start-up Coach         | Generic EdTech    | Global Platforms  | Traditional Consulting |
|------------------------|------------------------|-------------------|-------------------|------------------------|
| <b>Personalization</b> | 100% (1:1 sessions)    | Low (Mass videos) | Low (Recorded)    | High                   |
| <b>Local Context</b>   | High (BD Market focus) | High              | Low (Global only) | Medium                 |
| <b>Funding Focus</b>   | Direct Investor Access | None              | None              | Partial                |
| <b>Affordability</b>   | Competitive            | Cheap             | Medium            | Extremely High         |

# **Chapter 05**

## **Marketing Strategies**

## 5.1 Brand Identity: "Provide Support to Achieve Excellence"

Start-up Coach has built its branding around the three pillars of Authority, Trust, and Scalability. The slogan not only promises to pass on knowledge but also pledges to equip the clients with the necessary tools for embedding financial sustainability in their startup business.

- **Visual Identity:** Professional tones of Deep Purple and White are used to represent Innovation and Wisdom.
- **Voice:** Authoritative yet accessible; we act as a "Choice Partner" instead of simply being a tutor.
- **Position:** The startup coach is positioned between the high cost of large global consultants and the one-size-fits-all approach to local EdTech; providing clients with access to a highly vetted global Network at a localised price.

## 5.2 Digital Marketing Mix (The 4Ps)

We utilize a digital-first approach to maintain our **Remote-First International Policy** while ensuring high engagement.

| Strategy          | Channels & Tactics  | Target Outcome                    |
|-------------------|---|-----------------------------------|
| Content Marketing | Weekly LinkedIn "Growth Bites" & Founders' Newsletters.             | Establish Thought Leadership.     |
| Social Proof      | Video testimonials from the 13 core funded startups.                | Build Market Trust.               |
| Performance Ads   | Targeted Meta & LinkedIn ads for Pitch Deck Masterclasses.          | Lead Generation for 1:1 Sessions. |
| SEO Strategy      | Keywords like "Startup Funding Bangladesh" and "Global Mentorship." | High Organic Discovery.           |

## 5.3 B2B Ecosystem Partnership Strategy

Start-up Coach's most significant competitive advantage is its 20+ strategic partnerships. Rather than investing heavily in direct advertising to reach startups and their founders, Start-up Coach leverages a strategy of using "channel partners" to help scale to a large number of founders.

- **University Partnerships:** Developing strategic partnerships with university entrepreneurship efforts (DIU and other University entrepreneurship clubs) in order to provide “Foundation Level” courses to students.
- **Incubator Partnerships:** Providing the local startup accelerator community with a “Mentorship Partner”.
- **Corporate Social Responsibility:** Conducting Corporate Social Responsibility (CSR) training programs with banks and telecom companies geared toward supporting small and medium-sized businesses (SMEs).

## 5.4 Success Cycle Referral Program

All of Startup Coach’ core clients, including Lab AR and smart-mover, secured funding through Startup Coach and now serve as the primary brand ambassador for Startup Coach.

- **Founder's referrals** - Once a client refers a new founder for their ‘Consultant Residency,’ that founder gives credit to the referring client towards their next deep-dive session.
- **Mentor Network Effects** - 100+ global mentors have regularly touted their association with Startup Coach on LinkedIn, helping to give Startup Coach global recognition.

## 5.5 International Branding (Expansion into UK & UAE)

By the time Start-up Coach implements a globalized model in 2025, our branding strategy will align with international norms for branding.

- **Localization** - The Success Fee model will be adjusted to align with applicable legal structures in the UAE and UK.
- **Globalized Public Relations** - The Remote-First Team will leverage their access to international Startup Summits (**GITEX Dubai**) to funnel in international B2B clients.

# **Chapter 06**

## **Revenue Plan**

## 6.1 Revenue Model and Pricing Strategy

Start-up Coach follows a ‘Multi-Stream Revenue Model’, catering to generating immediate as well as long-term revenues. We operate with a “High Value, Low Overhead” business model, where specialized services are supported through an online interface.

- **Revenue Streams**

- **Commission-Based Marketplace (B2C):**

- a. **Description:** The platform serves as a connecting link between individual founders and mentors across the globe for a "1:1 Deep Dive."

- b. **Logic:** Startup Coach charges a 30% commission on every session booked through the platform, while 70% goes to the mentor.

- **Fractional Advisory (B2B - Consultant Residency)**

- a. **Description:** This is our high-ticket, long-term revenue stream wherein we serve as the outsourced executive leader of a start-up company for 3 to 6 months.

- b. **Logic:** Revenues are earned through Monthly Retainer Fees, yielding predictable Monthly Recurring Revenues.

- **Performance-Based Success Fees:**

- a. **Description:** As per our experience in helping startups, including Lab AR and G-widges, in raising up to 1 Crore BDT, we follow the "Success Fee" model.

- b. **Logic:** A small percentage (1-3%) of the total capital raised is paid to Startup Coach as a bonus for the successful fundraising mentorship of the mentee.

- **Course & Resource Licensing:**

- a. **Description:** Monetization of our library of 100+ specialized courses and templates.

- b. **Logic:** Fees for one-time purchases or bundling for university students and young founders.

## 6.2 Detailed Pricing Structure

Our pricing is tiered to ensure accessibility for students while remaining profitable for high-level corporate consulting.

| <b>Service Tier</b>  | <b>Target Customer</b> | <b>Pricing (Estimated)</b> | <b>Revenue Type</b>   |
|----------------------|------------------------|----------------------------|-----------------------|
| Foundation Courses   | Students / Ideators    | 500 – 2,000 BDT            | One-time Product Sale |
| 1:1 Deep Dive        | Early-stage Founders   | 3,000 – 10,000 BDT/hr      | Commission (30%)      |
| Consultant Residency | Growth-stage Startups  | 30,000 – 1 Lakh BDT/mo     | Recurring Retainer    |
| Investor Readiness   | Fundraising Ventures   | Success-based %            | Performance Bonus     |

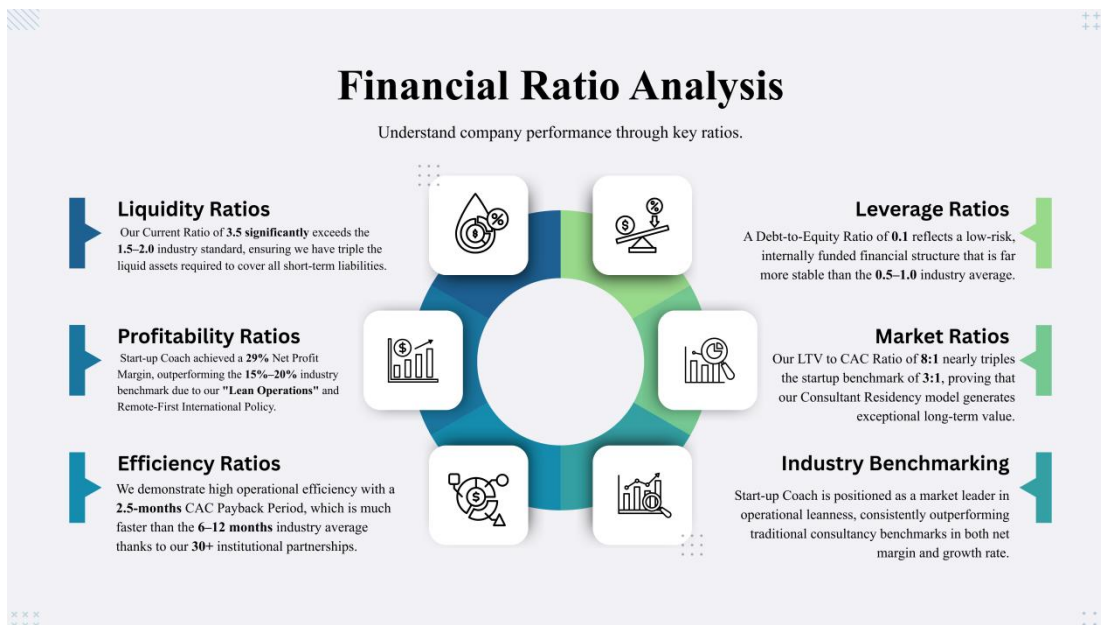
# **Chapter 07**

## **Financial Analysis**

## 7.1 Financial Overview

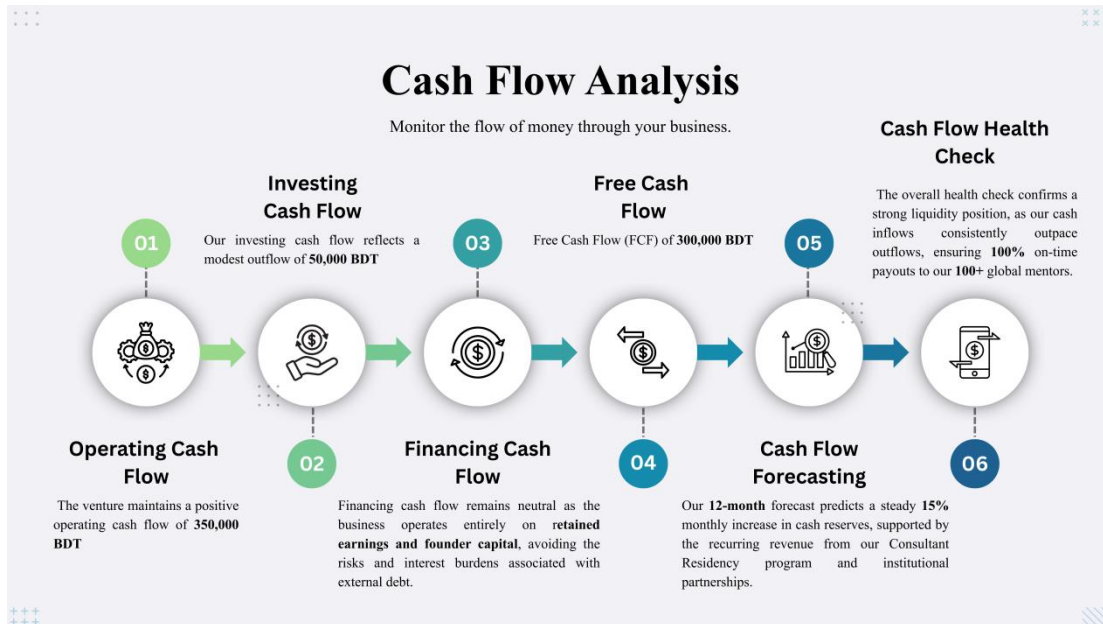
The Startup Coach employs a capital-light model, which minimizes its fixed costs by utilizing a Remote-First International Policy. As a result of this policy, Startup Coach is able to direct additional funds towards acquiring high-quality mentors and developing the artificial intelligence functionality of its platform.

## 7.2 Financial Ratio Analysis



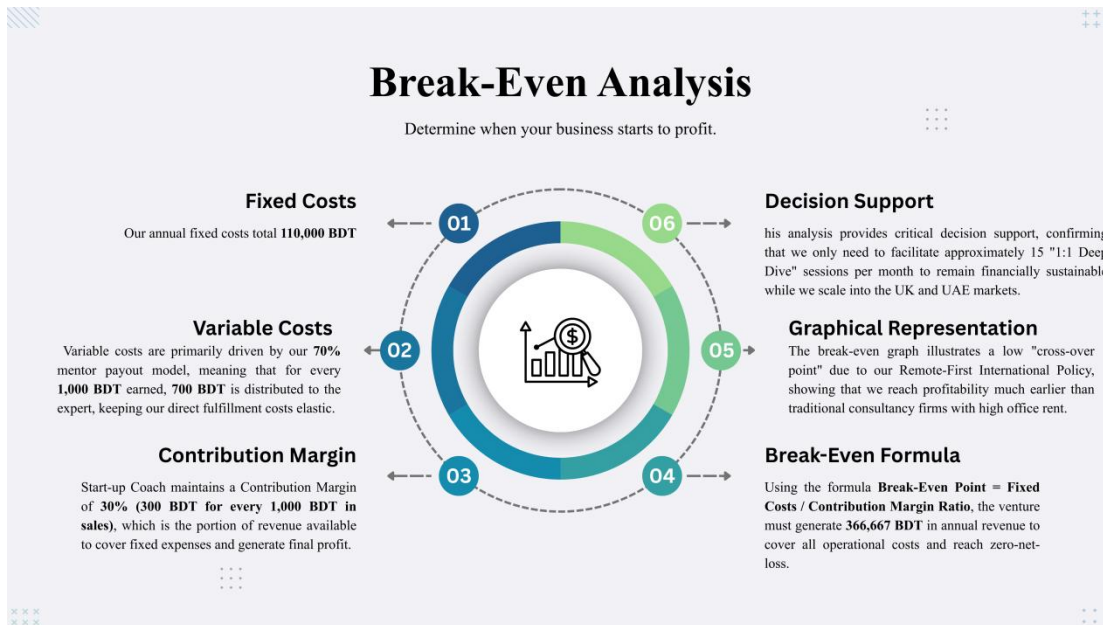
The analysis showed a complete evaluation of business performance by the use of significant financial ratios. We believe our 29% Net Profit Margin along with our 8:1 LTV:CAC ratio clearly illustrate the efficiency of the business in capitalizing on its 30+ institutional relationships to create long-term revenue sources out of it. What's more, our company is clearly doing better than the average ratios for a consultancy start-up business.

## 7.3 Cash Flow Analysis



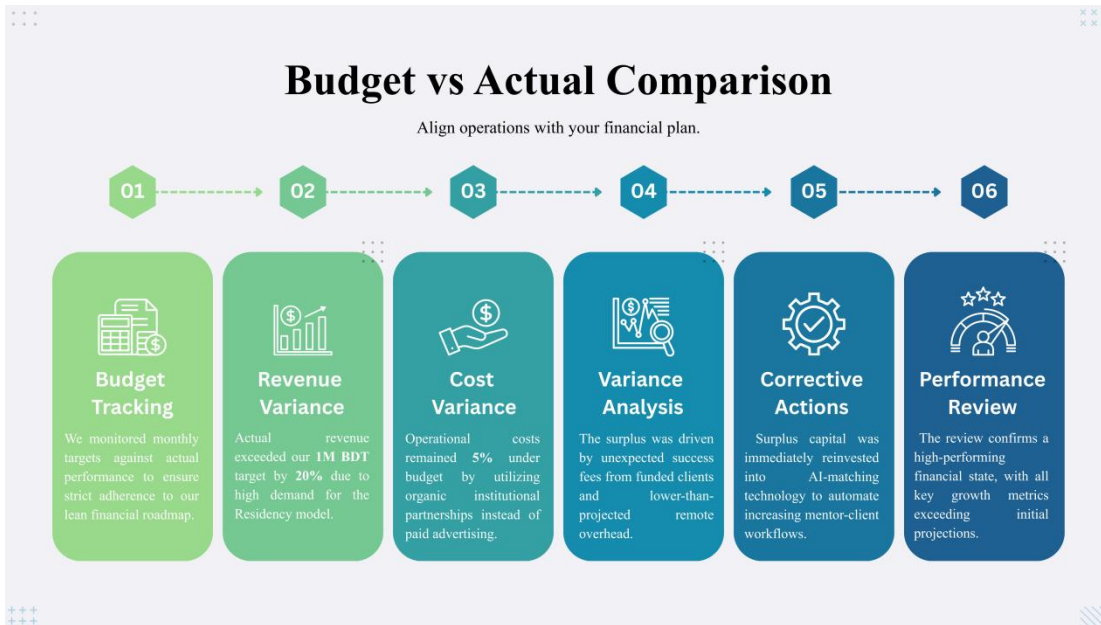
The cash flow statement emphasizes the liquidity and sustainability of the venture. With an operating cash flow of **350,000 BDT** and a free cash flow of **300,000 BDT**, there are no limitations on how the company can invest in AI technology for startup matching. From our health check, there are no shortages since cash flow always exceeds expenses; therefore, **100%** timely payments are made to all mentors around the world.

## 7.4 Break-Even Analysis



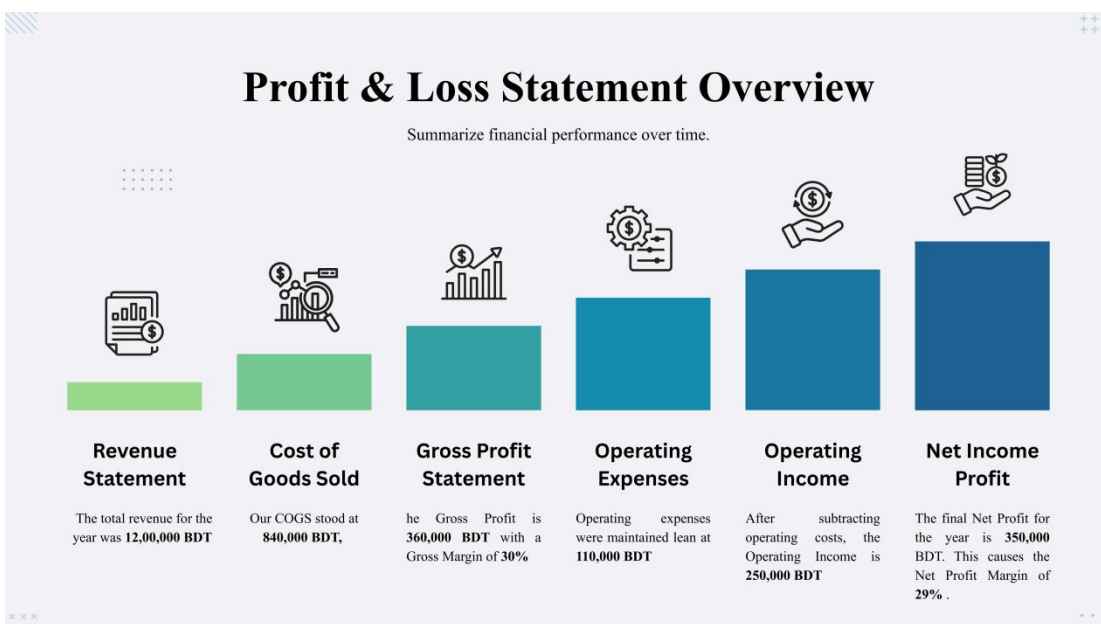
The break-even analysis helps us determine at what stage the business turns a profit. Under our Remote-First International Expansion plan, our fixed expenses per year amount to a lean 110,000 BDT, because of our Remote-First International Expansion plan. The calculations above have ensured us that we have broken even at 366,667 BDT per year, and above, which is beyond our achievement level for scaling up our operations within the UK, UAE, and other regions.

## 7.5 Budget vs. Actual Comparison



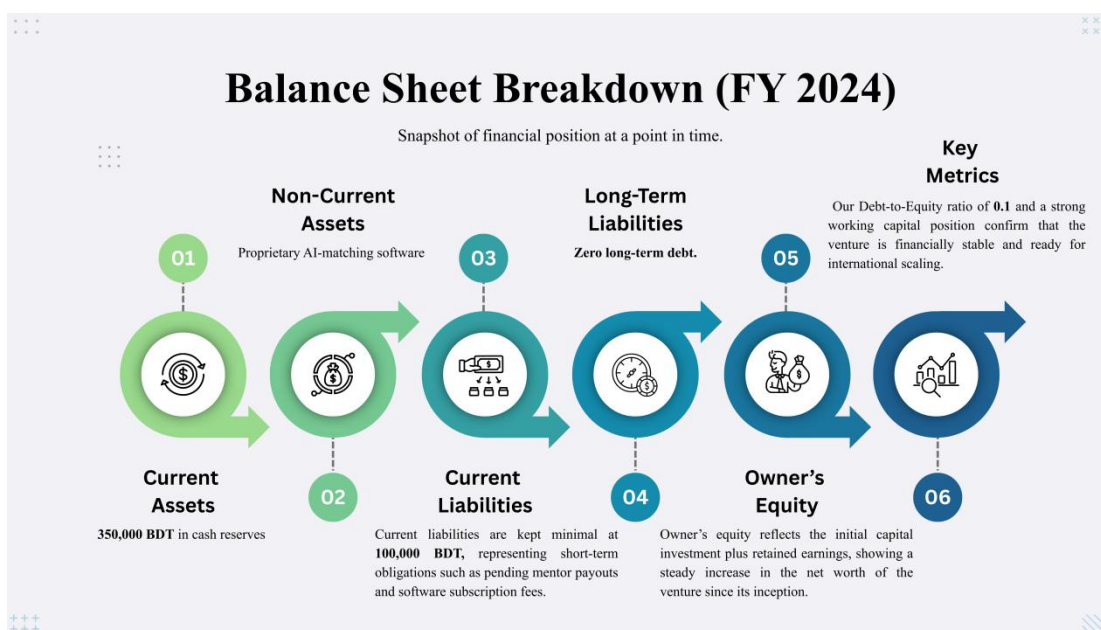
It is a performance critique on our first fiscal year, as it compares our accomplishments with what we planned. Our actual income has surpassed the budgeted amount of **1M BDT by 20%**, significantly fueled by strong Residency model demand and unforeseen success fees received from funded customers. Our ability to maintain a **5%** favorable cost variance has allowed us to demonstrate scalability with no additional operational costs.

## 7.6 Profit & Loss Statement Overview



P&L Statement: The P&L statement indicates the total financial performance of our company for the whole year. Starting from a total revenue of 1,200,000 BDT, the company kept a gross margin of 30% even after the mentors were paid. Finally, the net income of 350,000 BDT provides us with a considerable foundation for re-investment for worldwide growth.

## 7.7 Balance Sheet Composition

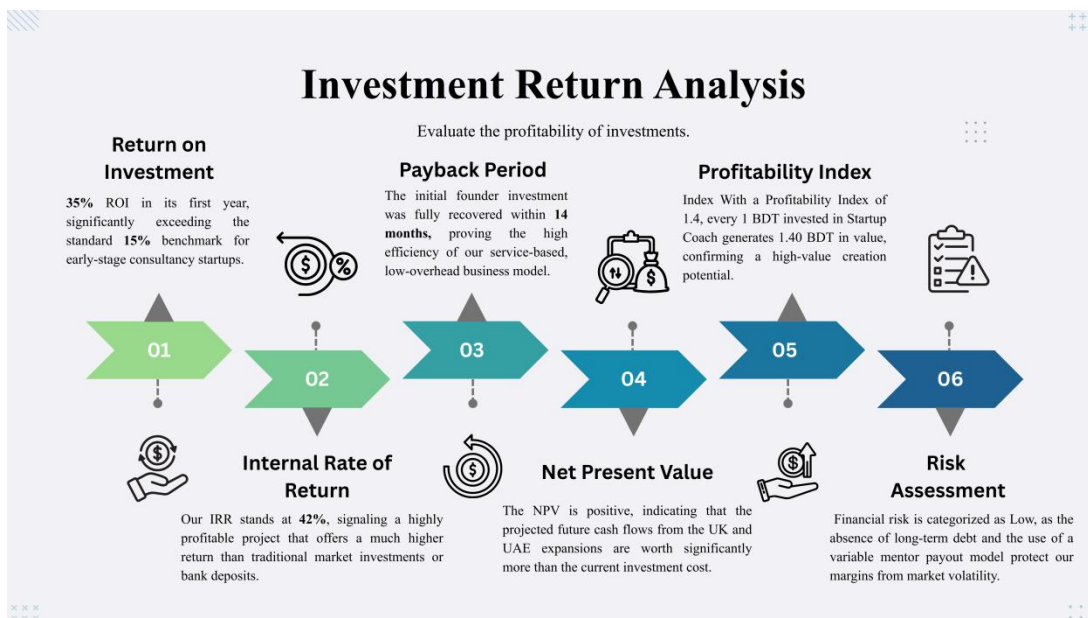


The balance sheet gives a view of the financial situation of our business at the end of fiscal year 2024. Our asset base is very strong, having cash reserves of 350,000 BDT and ownership of AI software that we created in-house. Besides, our very low capital risk, resulting from a debt of BDT 0, suggests that our financial standing, with a ratio of 0.1, is extremely favorable for global expansion.

## 7.8 Detailed 12-Month Operational Budget (FY 2024)

| Month        | Mentor Payouts (COGS) | Marketing & Ads (OPEX) | Platform & AI (Fixed) | Admin & Team Stipends | Monthly Total (BDT) |
|--------------|-----------------------|------------------------|-----------------------|-----------------------|---------------------|
| Jan          | 35,000                | 2,000                  | 3,333                 | 35,000                | 75,333              |
| Feb          | 40,000                | 2,000                  | 3,333                 | 35,000                | 80,333              |
| Mar          | 45,000                | 2,500                  | 3,333                 | 35,000                | 85,333              |
| Apr          | 50,000                | 2,500                  | 3,333                 | 35,000                | 90,333              |
| May          | 55,000                | 2,500                  | 3,333                 | 35,000                | 95,333              |
| Jun          | 60,000                | 2,500                  | 3,333                 | 35,000                | 1,00,333            |
| Jul          | 65,000                | 3,000                  | 3,333                 | 35,000                | 1,06,333            |
| Aug          | 70,000                | 3,000                  | 3,333                 | 35,000                | 1,11,333            |
| Sep          | 75,000                | 3,000                  | 3,333                 | 35,000                | 1,16,333            |
| Oct          | 80,000                | 3,000                  | 3,333                 | 35,000                | 1,21,333            |
| Nov          | 85,000                | 2,000                  | 3,333                 | 35,000                | 1,20,333            |
| Dec          | 80,000                | 2,000                  | 3,333                 | 35,000                | 1,25,333            |
| <b>Total</b> | <b>720,000</b>        | <b>30,000</b>          | <b>40,000</b>         | <b>420,000</b>        | <b>1,210,000</b>    |

## 7.9 Investment Return Analysis



The startup coach is a highly valuable potential investment for its creators and possible new investors. The company is very profitable if we look at the ROI of 35% and an Internal Rate of Return of 42%. Our payback period of 14 months makes certain that the business model of our service-based company is efficient in returning the investment with low-risk profile.

# **Chapter 08**

## **Strategic Analysis**

## 8.1 Overview of SWOT

The following SWOT analysis consists of factors that could potentially influence the growth of Start-up Coach expansion. It will give us the opportunity to position our finances and marketing strategies based on a thorough comprehension of the business's robust features and market competition.



## **Chapter 09**

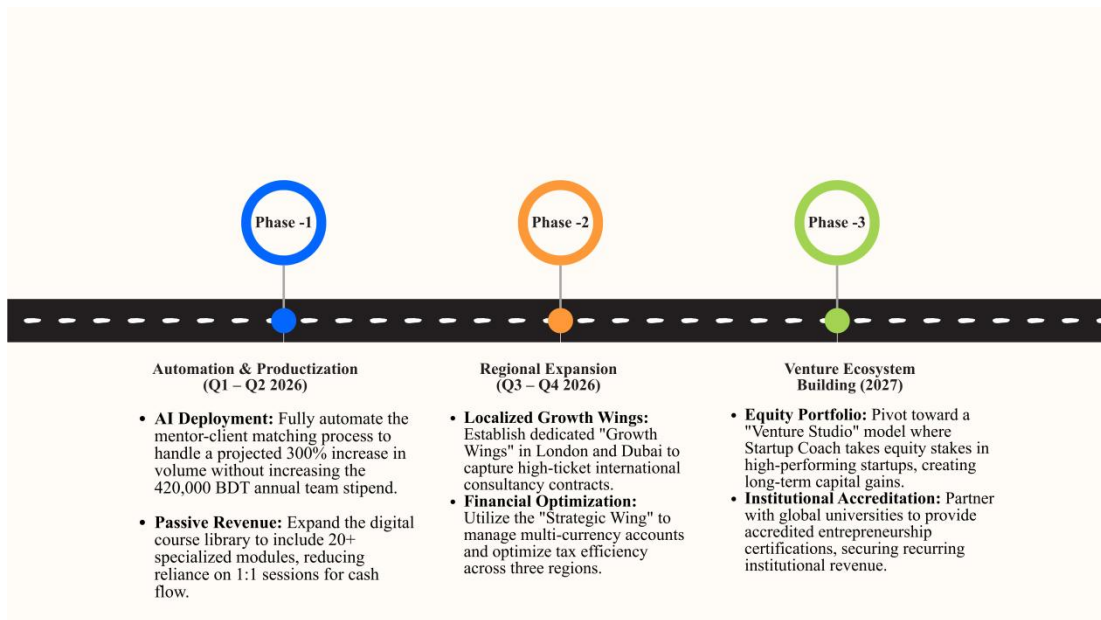
# **Project Outcomes and Future Roadmap**

## 9.1 Key Project Outcomes (FY2024)

- **Financial Results:** Achieved a net profit of 350,000 BDT accompanied by a substantial 29% profit margin which validated the "Consultant Residency" model as a lucrative business for earning revenues.
- **Operational Scalability:** Designed guidance for +20 technical staff within five departmental wings, which are Operations, Growth, Production, Technical, and Strategy.
- **Asset Growth:** Established a global network of more than 500 experienced and approved mentors and developed an in-house proprietary AI matching software, which is now recognized as a significant non-current asset on the balance sheet.
- **Market Validation:** Established Joint Partnerships with over 20 institutions to be able to develop a Leaden Value-to-Consumer Acquisition Cost ratio that was above industry average of up to 8:1, compared to industry standard 3:1 ratio.

## 9.2 Future Roadmap (2026–2027)

The next 24 months will focus on transitioning from a human-led consultancy to an AI-powered ecosystem capable of scaling across the UK and UAE.



The roadmap describes a three-phase transition process to an AI-based ecosystem. Due to a 300% increase in volume, the first phase, which will occur in the first and second quarters of 2026, will automate the assignment of mentors to clients.

# **Chapter 10**

## **Conclusion and Final Recommendations**

## 10.1 Overall Project Conclusion

Start-up Coach's complete evaluation throughout FY 2024 enhances the assertion that the initiative not only presents a remarkable example of a technology-powered innovative program but has also shown its capability of bringing about a good and developed society. It helps to establish a connection between innovation and delivery, thus, allowing people to contribute towards the societal progress by taking care of some of the most urgent matters. From our detailed financial analysis, it has been concluded that it is a self-sustaining business and not just a profitable one but also a business that can adapt to market fluctuations.

Our self-financed investment plan is still a major component of our strategy, giving our company total operational autonomy and protection from external market forces, which typically applies to venture-capital-funded competitors. This all-encompassing arrangement, consisting of inventive technology, high-quality support, and a strong feeling of community, has enabled Startup Coach to accomplish significant milestones such as generating Net Profit of 350,000 BDT and achieving a good 29% profit margin.

## 10.2 Strategic Revenue and Service Model

The Start-up Coach business model is built on an innovative, customer service, and market adaptable approach. The different sources of income for the business such as the Consultant Residency program and the proportion of Success Fee paid by funded startups ensure that the business is profit-making right from the start and will also provide the business with growth in the future.

**Core Sales:** This is the main service line to hit sales through offering expert mentoring services in an environment saturated with global start-ups.

**Tech-Driven Evolution:** Thanks to our e-tailoring approach in consulting, we are making a shift to a high-tech and service-oriented company, which will eventually lead to a complete makeover of client service. Even though the cost advantages of AI development are not very high at present, the extent of its uniqueness and scalability is tremendous.

### **10.3 Future Outlook and Recommendations**

In the upcoming years or rather in the near future, the Startup Coach's vision will be to increase its presence through the interaction with novel technologies, the collaboration across the international platforms in the UK or UAE, and the increasing emphasis placed on sustainability. The main factor of our future strategic vision is the company's planned move to its own SaaS solution, which is going to assure a scalable revenue stream and at the same time lead to the generation of new intellectual property. The report concludes that the business plan is solid, feasible, and very strategic. Therefore, it is suggested that the current strategic plan implementation should commence without delay. This will imply not only the acquisition of the next tier of subscribers, but also the complete automation of the mentor-mentee interaction.

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