



## **Project Implementation**

# **Tech Innovation Beyond Borders: The International Journey of Robust Research and Development Ltd.**

**Submitted by:**

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Department of Innovation and Entrepreneurship  
Daffodil International University

# Project Implementation

## Tech Innovation Beyond Borders: The International Journey of Robust Research and Development Ltd.

Submitted to:

**Md. Kamruzzaman Didar**

Assistant Professor and Head

Department of Innovation and Entrepreneurship

Daffodil International University

**Submitted by:**

Alid Hasan Akash

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Date of Submission: Jan 05, 2025

## Letter of Transmittal

January 05, 2025

**Md. Kamruzzaman**

Assistant Professor and Head

Department of Innovation and Entrepreneurship

Daffodil International University

**Subject: Submission of the business implementation report named “Tech Innovation Beyond Borders: The International Journey of Robust Research and Development Ltd.”.**

Dear Sir,

I am pleased to submit my business implementation report, “Tech Innovation Beyond Borders: The International Journey of Robust Research and Development Ltd.”, as part of the requirements for the Department of Innovation & Entrepreneurship's final defense.

In preparing this report, I have made sincere efforts to explore and analyze Robust Research and Development Ltd.'s scaling and growth strategies, reviewing relevant records and conducting thorough research to ensure a comprehensive analysis.

Thank you for your guidance and support throughout this endeavor.

Sincerely yours,



**Alid Hasan Akash**

ID: 213-45-014

Department of Innovation & Entrepreneurship

Daffodil International University

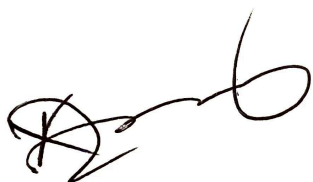
## Certificate of Completion

This is to certify that Alid Hasan Akash, bearing ID No. 213-45-014, is a regular student of the Department of Innovation & Entrepreneurship, Faculty of Business and Entrepreneurship, at Daffodil International University.

He has successfully completed his business implementation report titled **“Tech Innovation Beyond Borders: The International Journey of Robust Research and Development Ltd.”**

Having thoroughly reviewed the project, I find the business idea to be both innovative and feasible.

I extend my best wishes for his continued success in all future endeavors.



**Md. Kamruzzaman Didar**

Assistant Professor and Head

Department of Innovation and Entrepreneurship

Daffodil International University

## Acknowledgment

With the grace of Almighty Allah, I have been able to complete this project. However, this achievement would not have been possible without the invaluable support and encouragement of numerous individuals and organizations. I am deeply grateful to all of them.

First and foremost, I would like to express my heartfelt gratitude to my supervisor, Md. Kamruzzaman, Assistant Professor and Head of the Department of Innovation and Entrepreneurship at Daffodil International University, for his unwavering guidance, insightful supervision, and continuous support throughout the preparation of this report. His valuable feedback and encouragement have been instrumental in the successful completion of this project.

I am especially thankful to Md. Kamruzzaman Sir for his generous attention, time, and dedication, which have greatly motivated me throughout this journey.

To everyone who contributed in any way to the completion of this project, I extend my sincerest thanks and appreciation.

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# Business Summary

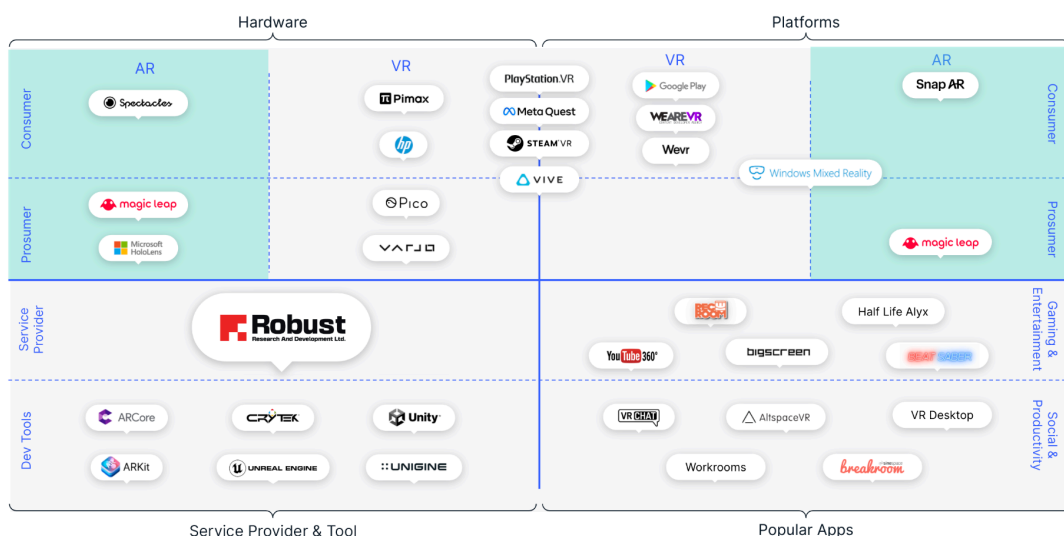
Robust Research and Development Ltd. we are a team driven by innovation and dedicated to staying at the forefront of technological advancements.

Our specialization lies in several key domains that form the core of our expertise. We are leaders in Augmented Reality, leveraging this technology to create immersive experiences that merge the digital and physical worlds seamlessly.

Virtual Reality is another forte, where we excel in crafting immersive environments that transport users into captivating digital realms. Our proficiency extends to the gaming industry, where we've developed engaging and interactive gaming experiences. Simulation is another area where we've showcased our expertise, utilizing technology to create realistic and valuable training environments.

Lastly, our prowess in Cross-platform Mobile Applications allows us to deliver versatile and user-friendly solutions across multiple devices.

## VR/AR/XR Landscape & Positioning



## Mission

At Robust Research and Development Ltd., we believe that every great idea deserves to see the light of day. Our vision is to empower individuals and organizations by transforming their concepts into robust, scalable products that make a meaningful impact. Through a blend of creativity, technical expertise, and relentless drive, we aim to shape the future of technology and bring about positive change in various industries.

## Vision

Robust Research and Development Ltd., where innovation meets excellence. We are a leading tech company specializing in cutting-edge technologies such as augmented reality, virtual reality, games, and cross-platform mobile applications. Our team of experts is dedicated to transforming ideas into robust, user-friendly products that make a lasting impact. With a dynamic approach, deep expertise, and a commitment to excellence, we are shaping the future of technology. Join us on this visionary journey and let's create a better tomorrow together.

## Solution we offer



Augmented Reality (AR)



Virtual Reality (VR)



Game Development



Training Simulation



Artificial Intelligence



360° Web Experience

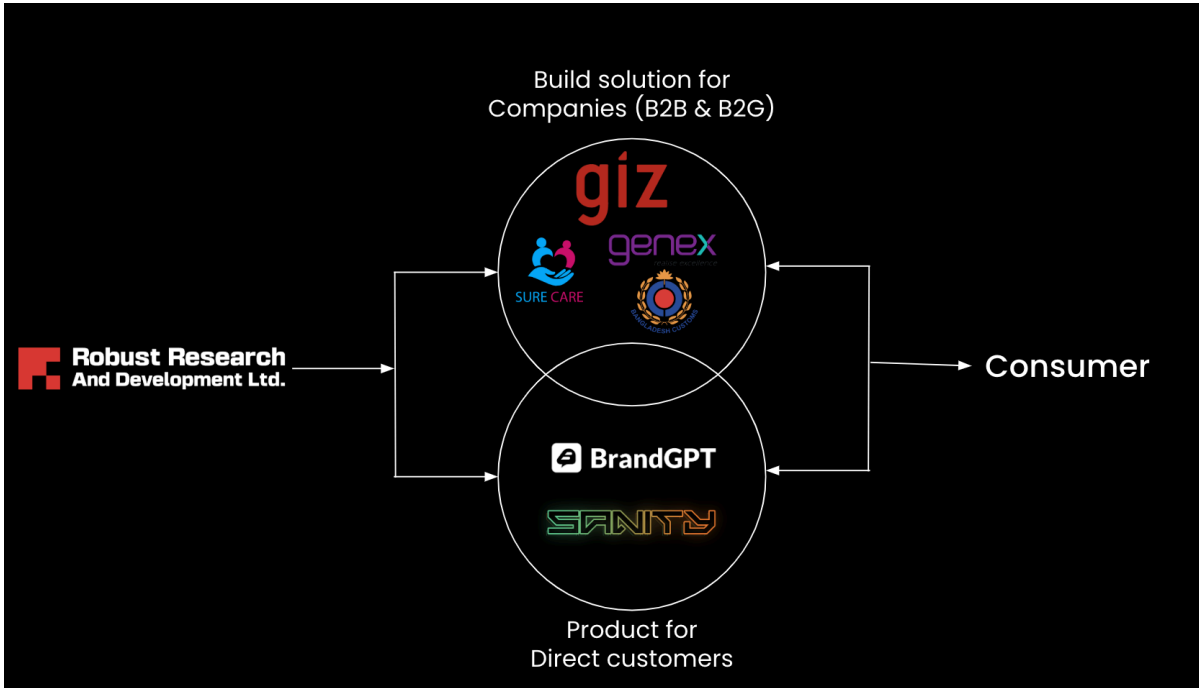


Mobile Application



Business & Cloud Solution

## Business Model



## Team Composition



**Shishir Sarkar**  
Chairman



**Alid Hasan Akash**  
Managing Director



**Mahir Faisal**  
CEO



**Tanvir Ahmed Khan**  
CTO

A team of 16 young and energetic members with experience in Interactive Technology, AI & Branding

## Core Values

- Innovation
- Collaboration
- Customer-centric approach
- Sustainability

## Local Foundation and Initial Growth (2020-2022)

### Business Establishment:

- Founded in 2020 at Dhaka, Bangladesh with a focus on AR, VR, Game, and Software development services.
- Initial investment of BDT 0. We started with our limited personal resources.

### Achievements:

- Developed key projects for local businesses and government agencies.
- Garnered a reputation for delivering innovative and user-friendly solutions.
- Deploy over 40+ projects
- Reached 150k+ users
- National Champion Growth Stage, Entrepreneurship World Cup 2022
- Young Entrepreneur Award 2021, Bangladesh Open Source Network

### Operational Model:

- Started as a service-based company with a paperless operation strategy.
- Focused on niche markets like AR, VR, and game development in the early stages.
- Making partnerships with local agencies

### Challenges:

- Limited access to advanced hardware and technological resources.
- Navigating the competitive landscape of Bangladesh's tech industry.

## Shifting to Global Markets (2023-2024)

### Expansion Strategy:

#### 1. Market Analysis:

- Identified key global markets with high demand for AR/VR, Games and Mobile application development solutions.
- Conducted feasibility studies to understand regulatory and cultural dynamics.

#### 2. Global Outreach:

- Participated in international tech conferences in **China, India, Thailand,** and **Europe.**
- Developed partnerships with global tech giants



#### 3. Innovation Drive:

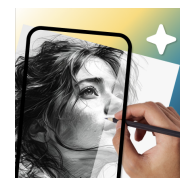
- Introduced cutting-edge technologies such as Extended Reality (XR) and AI-integrated solutions.

#### 4. Operational Adjustments:

- Established remote working policies to manage international projects efficiently.

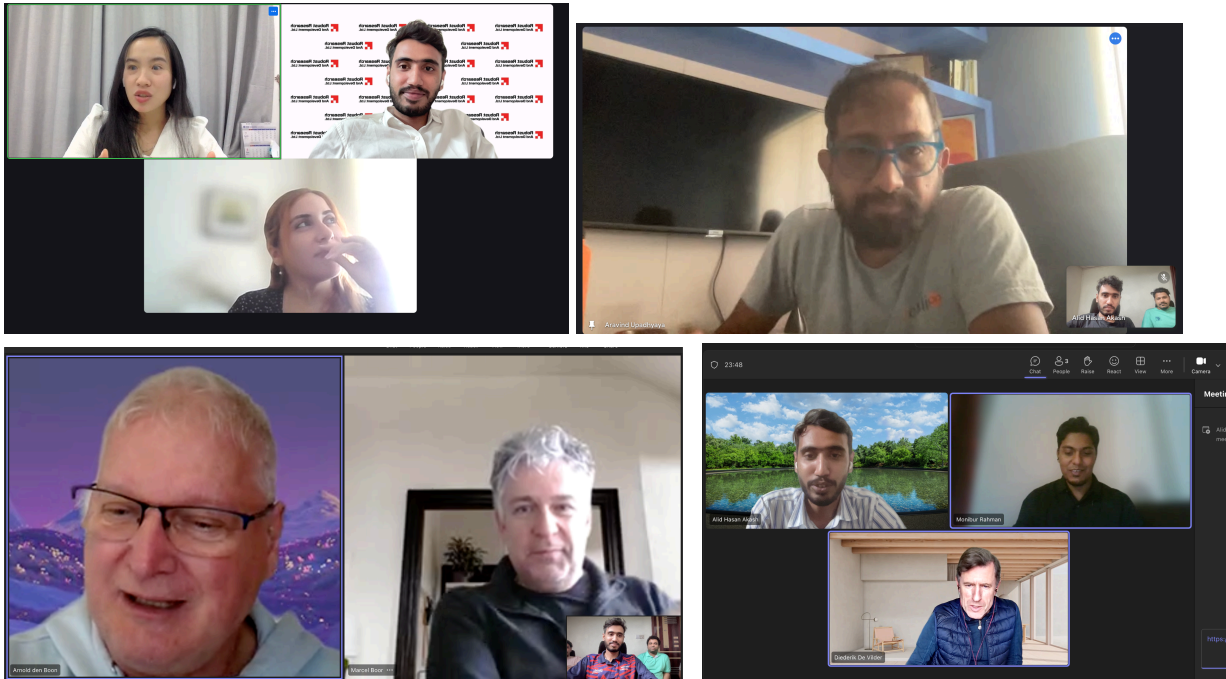
#### 5. Product Development focusing on the International Market:

- Start creating apps like Sanity, BrandGPT ViCut, and AR Drawing for the global market.



**Milestones**

- Successful collaboration with Omoni Portal in the Netherlands for Developing a game on a famous book.
- Secured contracts with Switch company for mobile app development projects.
- Some photos of global outreached



- A global brand with which we have already collaborated.



## Global Serviceable Obtainable Market (SOM)

### Industry

In 2025, we plan to focus on the following industries to deliver our services and engage with customers:

#### Healthcare

- Virtual Reality Meditation Solutions
- Augmented Reality Medical Training Applications

#### Education

- Virtual Reality Science Labs and Historical Experiences
- VR for Educational Content
- AR Interactive Study Material

#### Entertainment

- Immersive Virtual Reality Gaming Experiences
- Augmented Reality Experiences for Entertainment Venues and Events

#### Defense

- Virtual Reality Simulation Training for Military Personnel
- Software for Mission Planning and Situational Awareness

## Global Competitive Analysis

Within our target market(s), we expect to compete with the following companies:

Competitor	Strengths	Weaknesses	Areas to Outperform
Mutual Mobile	Strong VR for mobile devices expertise	Might lack experience in simulation areas	Develop a broader AR/VR simulation solution portfolio beyond mobile.
Bornfight	Proven experience in VR education and training	Focus might be limited to VR, potentially neglecting AR	Expand AR development capabilities to complement VR offerings.
Setapp	Expertise in VR systems creation and software development	Client base might be concentrated in specific regions	Focus on global expansion and marketing to reach new audiences.
Realworld One	Renowned for high-quality, enterprise-focused VR development	Expertise might be limited to specific industries	Diversify AR/VR solutions across a wider range of industries.

## Global Market Strategy

### Product

Robust Research and Development Ltd. is an interactive technology company, offering products and services in all of the following areas:

- Virtual Reality Software Development
- Augmented Reality Software Development
- Game Development
- Simulation Development
- Customize Application Development
- Business Solution

Our services offer a variety of options for businesses and organizations of all sizes and backgrounds. We are pleased to collaborate with for-profit and nonprofit entities, as well as both private and public organizations, including large and medium-sized businesses.

### Price

Our pricing varies based on business type, size, and specific needs. Prices begin at a minimum of 50,000 BDT / \$500, but can increase significantly for ongoing, high-impact projects.

### Promotion

We promote our services in the following ways:

- **Organic channels**, including our website and our blog.
- **Paid campaigns** on LinkedIn and search engines targeting business owners and CXOs..
- **Community integration** through collaboration with local institutions for volunteering and sponsorship opportunities.

This strategy integrates paid, personal, and organic approaches to attract new customers and engage with existing ones.

### Process

Thanks to our sprint approach, our process will vary for each customer. Clients will receive the services they are interested in, and we will collaborate with them to establish a timeline that aligns with their needs and budget.

## Marketing Path for Global Marketing

Throughout the year, we will implement the following channels to educate our customers, generate leads, and enhance brand awareness:

Website (rrad.ltd)	
Purpose	Brand awareness, customer acquisition, and lead generation.
Metrics to measure success	Website visitors, retention, visit time, location, device, and more

Webinar & Expo	
Purpose of channel	Brand awareness, customer acquisition, and client engagement.
Metrics to measure success	Webinar Data, engagement, Number of Visitors

Linkedin	
Purpose of channel	Brand awareness, Lead generation, Employee branding, company brand awareness, visual engagement.
Metrics to measure success	Followers, likes, Comments, Shares, reposts.

## Marketing Technology

We will leverage the following technologies and software to achieve our goals.

### **Marketing CRM**

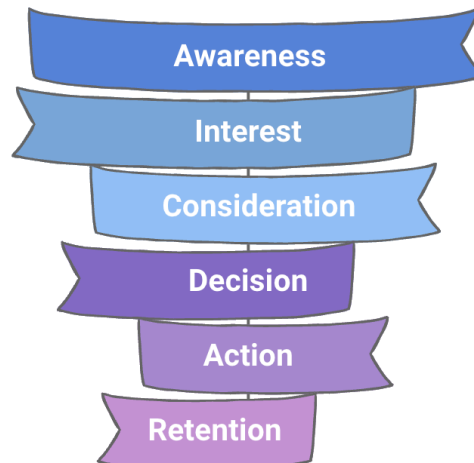
We will utilize HubSpot CRM, or another suitable CRM, as it integrates our marketing, sales, and customer service software into a single, central platform.

### **Email Marketing Software**

HubSpot email marketing software, Sendgrid or sandblaster

# Sales Plan

## Sales Funnel



### 1. Awareness Stage:

- Attract attention through informative blog posts, social media content, and industry events.
- LinkedIn inMail campaign
- Google search ads campaign
- Influencer Marketing
- Events and Expo

### 2. Interest Stage:

- Engage prospects with interactive demos, and personalized call and email campaigns highlighting successful implementations in similar organizations.

### 3. Consideration Stage:

- Provide in-depth physical or online consultations and demonstrations tailored to the specific needs and challenges of the prospect's organization.
- Offer trials with similar services.
- Provide references and testimonials from satisfied clients within the same industry.

### 4. Decision Stage:

- Present competitive pricing options and flexible packages to address the prospect's budget and requirements.

### 5. Action Stage:

- Close the deal by providing seamless onboarding and implementation support.
- Offer ongoing training and technical assistance to ensure a smooth transition and maximize customer satisfaction.

## 6. Retention Stage:

Maintain regular communication with customers. Gather feedback and testimonials to showcase success stories and encourage referrals.

## Expansion Plans

Robust Research and Development Ltd. recognizes the importance of expanding its sales team to accommodate its growth trajectory and meet evolving market demands. To this end, the company is looking to add two new members to its sales team:

- 1. Sales & Marketing Manager:** This role will be responsible for the sales and marketing efforts, developing strategic plans to drive revenue growth, and managing client relationships. The Sales & Marketing Manager will work closely with the leadership team to execute sales strategies and achieve business objectives effectively.
- 2. Digital Marketer for Overseas Customers:** With a focus on expanding its reach to overseas markets, Robust Research and Development Ltd. seeks a Digital Marketer specialized in targeting international clients. This individual will be responsible for implementing digital marketing campaigns, optimizing online channels, and generating leads from overseas markets to support the company's global expansion efforts.

## Sales Goals and Milestones

Goal	Metrics (KPIs)	Timeline
Increase revenue to 20M BDT by the end of 2025	Total revenue generated	Entire year of 2025
Expand market reach in overseas markets	Number of leads generated from overseas markets, conversion rate of overseas leads	Quarterly tracking
Hire and onboard two new sales team members	Completion of recruitment process, successful onboarding of new hires	Within Q1 of 2025
Increase client engagement through personalized interactions	Number of one-on-one meetings with leads, customer satisfaction scores	Monthly tracking
Develop strategic partnerships with key industry players	Number of strategic partnerships formed, revenue generated from partnership initiatives	Quarterly tracking
Implement digital marketing campaigns targeting overseas customers	Performance of digital marketing campaigns	Monthly tracking

Goal	Metrics (KPIs)	Timeline
	(click-through rates, conversion rates), lead generation metrics	
Achieve sales targets for each customer segment	Revenue generated from each customer segment, number of projects secured	Monthly tracking
Enhance sales team productivity and efficiency	Number of leads contacted, conversion rate of leads, average time to close deals	Monthly tracking
Provide ongoing training and support for sales team members	Participation in training sessions, feedback from sales team on effectiveness of training programs	Quarterly tracking

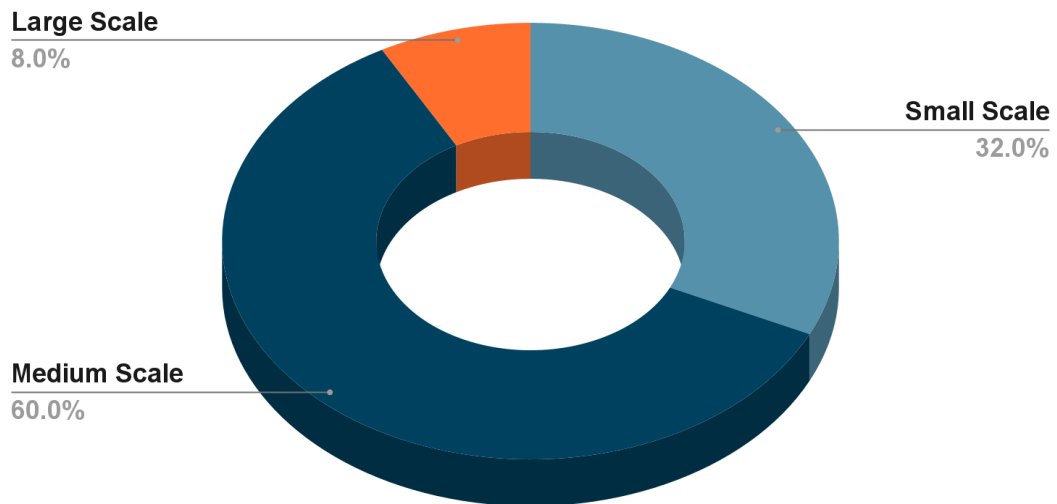
## Plan of Action

Objective	Plan of Action	Next Steps
<p>Increase lead generation across all customer segments</p>	<ol style="list-style-type: none"> <li>1. Implement targeted digital marketing campaigns to attract leads from different industries and regions.</li> <li>2. Enhance networking efforts through participation in industry events and conferences.</li> </ol>	<ol style="list-style-type: none"> <li>1. Conduct a thorough review of current lead generation strategies and identify</li> <li>2. Allocate resources and budget for digital marketing campaigns and event participation.</li> </ol>
<p>Improve client engagement and relationship management</p>	<ol style="list-style-type: none"> <li>1. Establish regular communication channels with clients through personalized emails, phone calls, and meetings.</li> <li>2. Provide timely responses to client inquiries and address their concerns promptly.</li> </ol>	<ol style="list-style-type: none"> <li>1. Compile a list of existing clients and categorize them based on their engagement level and communication preferences.</li> <li>2. Schedule introductory meetings with key clients to strengthen relationships and gather feedback.</li> </ol>
<p>Expand market reach in overseas markets</p>	<ol style="list-style-type: none"> <li>1. Research and identify target markets with high potential for technology adoption and demand.</li> <li>2. Develop tailored marketing strategies to target overseas customers through digital channels and partnerships.</li> </ol>	<ol style="list-style-type: none"> <li>1. Conduct market research to understand cultural nuances, market trends, and competitor landscape in target overseas markets.</li> <li>2. Initiate discussions with potential overseas partners or distributors to explore collaboration opportunities.</li> </ol>

Objective	Plan of Action	Next Steps
Achieve sales targets for each customer segment	<ol style="list-style-type: none"> <li>1. Analyze past sales data to set realistic and achievable sales targets for each customer segment.</li> <li>2. Develop sales strategies and action plans tailored to the unique needs and preferences of each segment.</li> </ol>	<ol style="list-style-type: none"> <li>1. Hold a sales team meeting to discuss and finalize sales targets for the upcoming quarter.</li> <li>2. Create sales playbooks and training materials to guide sales representatives in implementing the sales strategies effectively.</li> </ol>
Strengthen the sales team through recruitment and training	<ol style="list-style-type: none"> <li>1. Identify and recruit qualified candidates for the Sales &amp; Marketing Manager and Digital Marketer positions.</li> <li>2. Provide comprehensive training and onboarding for new hires to ensure they are equipped with the necessary skills and knowledge.</li> </ol>	<ol style="list-style-type: none"> <li>1. Update job descriptions and post job openings on relevant job portals and social media platforms.</li> <li>2. Develop training modules and schedules for new hires, covering product knowledge, sales techniques, and company policies.</li> </ol>

Finance	
<p>Expected Completion of Projects</p> <p><b>30</b> in the next 12 months</p>	<p>Customer Segment Ranges</p> <ul style="list-style-type: none"> <li>● <b>Small Scale (Around 100K BDT)</b></li> <li>● <b>Medium Scale (100K to 1M BDT)</b></li> <li>● <b>Large Scale (1M+ BDT)</b></li> </ul>

### Scale Distribution



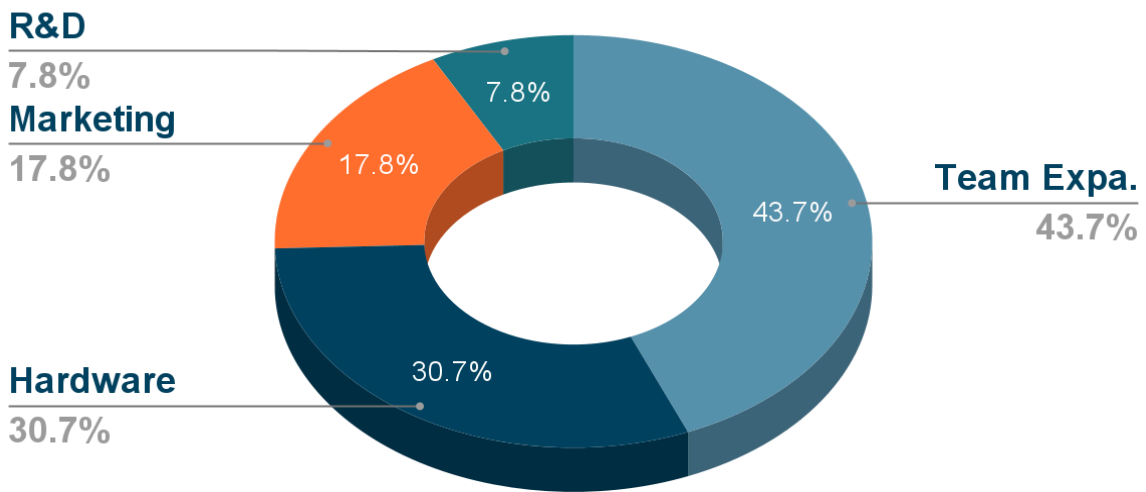
### Expected Revenue

From Small-Scale	From Medium-Scale	From Large-Scale
<b>1.5M BDT</b>	<b>11M BDT</b>	<b>7.5M BDT</b>

Total Expected Revenue

**20M BDT**

## Fund Utilization



## Conclusion

The globalization of Robust Research and Development Ltd. reflects the synergy between visionary leadership, innovative technologies, and strategic collaborations. This journey serves as a model for Bangladeshi tech companies aiming to compete globally.

## Reference

*Tech Innovation for Everyone - RRAD*, <https://rrad.ltd/>. Accessed January 2025.

*Course Hero | Own the study hour*, <https://www.coursehero.com/>. Accessed January 2025.

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