



Startup Name: **Thriving Skills Limited**

Tagline: Skills-Focused Self-Education

Startup Sector: Education

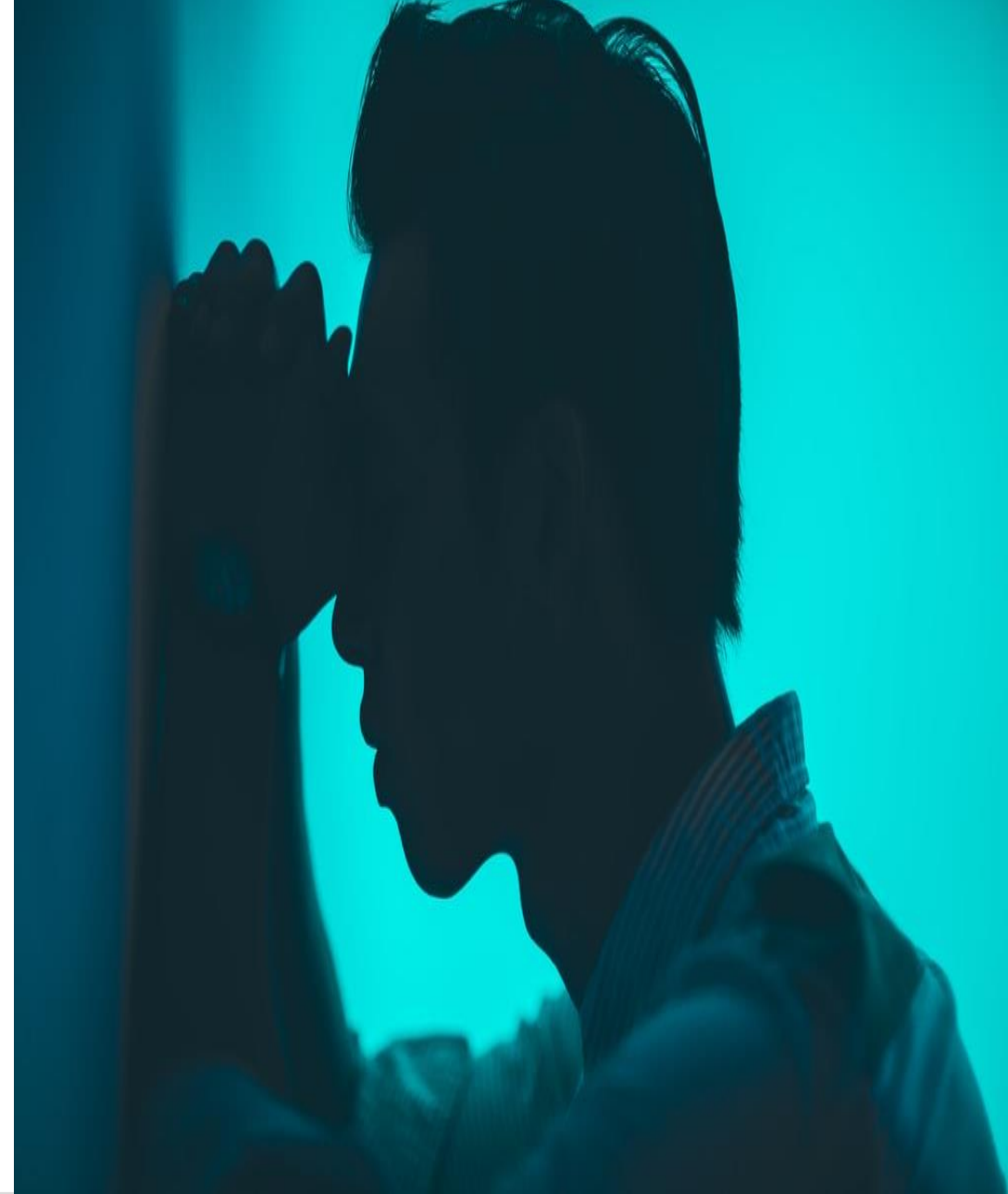
Website link: <https://thrivingskill.com/>

Email address: [info@thrivingskill.com](mailto:info@thrivingskill.com)

Office address: House #2, Road # 119, Gulshan, Dhaka-1212

# PROBLEM STATEMENT

Thriving Skills recognizes a significant gap in practical, skills-focused self-education for professionals, students, and individuals seeking personal and career growth. Traditional learning methods often fail to provide relevant, up-to-date, and role-specific knowledge, which hampers individuals' ability to adapt to industry demands, new technologies, and evolving job roles.



# Solutions

- **Workplace Skills Gap**
- **Employee Disengagement Problems**
- **Unproductive Employee Problems**
- **Extensive Training Administration Cost**



# We are just getting started



## Country Expansion Plan

Major Countries in Asia and Africa:  
Indonesia, Malaysia, Vietnam,  
Qatar, KSA, UAE, Algeria,  
South Africa, Nigeria



## Product Expansion

Eco-system based solution  
for 4IR  
Blockchain Solution  
  
IOT Solutions  
AI and Big Data Solutions



## Industry Expansion

Redesigning L&D industry  
Redefining Higher Education  
Industry  
Expansion in Data Science  
Financial Services industry

# USP

## **Empowering Careers with Industry-Focused, Practical Learning"**

Thriving Skills stands out as a premier e-learning platform by offering **highly practical, skills-driven education** tailored to meet the demands of modern industries. Unlike traditional learning platforms, it focuses on **real-world applications, hands-on training, and industry-specific knowledge**, ensuring learners gain not just theoretical insights but also **job-ready competencies**.

# USP

## Key Differentiators:

### 1. Industry-Relevant Curriculum:

Courses designed to bridge the skills gap in **Business, Data Science, HR, Finance, Marketing, and more.**

Specialized learning tracks, including **AI-powered tools like ChatGPT for professionals.**

### 2. Live & Interactive Training:

Expert-led masterclasses, workshops, and **real-time Q&A sessions** for hands-on learning.

### 3. Tailored Learning for Individuals & Businesses:

Customized courses for **corporate teams** to enhance productivity and efficiency.

### 4. Affordable & Accessible Education:

Competitive pricing with **exclusive free courses** to make upskilling easier for everyone.

### 5. Summits & Industry Collaboration:

Events like **4IR Skills Summit** and **Blockchain Summit** provide **networking and learning opportunities** from **industry leaders.**



# Our Trainers



**K M Ali**

Lead Consultant, SPACE



**Prof. Dr. Md. Mamun Habib**  
SBE, Independent University,  
Bangladesh



**Abdullah Al Masud**  
GM, Supply Chain,  
Akij Resources Ltd.



**Humaira Sharmeen**  
Lead Consultant,  
Campus to Corporate



**Prof. Dr. Nazrul Islam**  
Management Consultant &  
Former Head, Business  
Administration Discipline,  
Khulna University.



**Naijur Rahman**  
CI, OPEX Consultant &  
Trainer



**Ziaul Hasan Sarneabat**  
Safety, Health &  
Environment Professional



**Shahid Reza**  
PMP, PRINCE2  
Certified Professional



**Abdul Wadud**  
Mgt. Consultant



**HM Tarikul Kamrul**  
COO, US Bangla Group  
E-commerce Business



**Foysal Mehdi**  
MD & CEO,  
ITC International Ltd.



**Wahiduzzaman**  
Leadership & Sales-  
Marketing Professional



# Our Trainers



**Maniza Tabassum**  
Seasoned CX Professional



**A A Kais**  
Co-Founder, Big Influencers



**Md. Abdullah Al Mahmud**  
Founder & CEO,  
Thriving Skills Ltd.



**Md. Mehanazuddin Rupom**  
Microsoft Certified Trainer  
& Certified MS Excel Expert



**Faisal Mahmud**  
Manager, Digital & Self-care  
Management, Robi



**Salehin Chowdhury**  
Brand Consultant &  
Marketing Strategist



**Yousuf Ifti**  
Sales Leadership Trainer



**Insan Evan**  
Seasoned Brand Professional



**Khaled Haider**  
Experienced HR  
Professional



**Amzad Hossain**  
Finance Director,  
Amann Bangladesh Ltd.



**Hasan Taiab Imam**  
Head of Group HR  
Bengal Group of Industries



**Ghulam Sumdany Don**  
Chief Inspirational Officer,  
Don Sumdany Facilitation



# Our Trainers



**Sharier Mahumud Tushar**  
Independent HR Consultant



**Saikat Barua**  
Group Head of HR & Admin,  
Padma Group of Converters



**M A Wahab**  
HR & Financial Consultant



**Jahid Hussain**  
International Business  
Developer



**Md. Arif Khan**  
Chief Consultant, Sullivan  
Consulting & Learning Services



**Fahim A Khan**  
Head of SCM & Corporate  
Affairs, Rancon Electronics Ltd.



**Imrul Kayas**  
Chartered Accountant &  
Professional Trainer



**Md. Sajib Hossain, CFA**  
Asst. Prof. of Finance,  
University of Dhaka



**Anisul Islam Sajib**  
Stock Market Analyst



**AKM Mizanur Rahman**  
EVP & Head of Islamic  
Banking, EBL



**Rony Saha**  
Financial Analysis & Business  
Intelligence Professional



**Nazmul Muneer**  
Microsoft MCT &  
Professional Trainer



# Our Trainers



**Monotosh Roy**  
SAVP, BRAC Bank Ltd.



**Ahmed Yahya Khaled**  
Project Manager,  
Robi Axiata Limited



**M A Wahab**  
HR & Financial Consultant



**Abdullah Al Noman**  
Quran Learning Instructor



**Dr. Rafiuddin Ahmed**  
Associate Profesor of Marketing,  
University of Dhaka



**Jishu Tarafder**  
Chief Consultant,  
Corporate Coach



**Md. Mubir Mahmud Chowdhury**  
Management Consultant



**Moinuddin Chowdhury**  
Predsident & CEO,  
SLSD



**Karimul Arafat**  
Motivator, Councillor &  
Trainer



**Mamun Morshed**  
CEL Expert &  
Corporate Coach



**Dr. Mohammad Nurul Alam**  
Research Director, Institute of  
Research & Skills Development



**Dr. Shafiqur Rahman**  
Vice President, Australian  
Academy of Business  
Leadership

## Our Achievements



**330+**  
Courses



**130+**  
Trainers



**250K+**  
Users



**10 +**  
Projects

# Sample Courses

## LEADERSHIP & MANAGEMENT

[VIEW ALL](#)

Negotiation and  
Contract...

₹ 3,000 **₹ 500**



Management Skills  
for Administrative ...

₹ 3,000 **₹ 750**



Introduction to  
Cotton Management

**₹ 1,000**



Context of  
Procurement

₹ 3,000 **₹ 750**



Day to Day  
Leadership

₹ 3,000 **₹ 750**

## BUSINESS ESSENTIALS

[VIEW ALL](#)

Techniques of  
Supervision

**₹ 419**



Incident  
Investigation

₹ 3,000 **₹ 1,000**



OSHA Scaffold  
Safety

₹ 3,000 **₹ 1,000**



Introduction to PMP

₹ 2,000 **₹ 500**



Behavioural Event  
Interview

₹ 2,000 **₹ 500**



# Sample Courses

## BUSINESS TECHNOLOGY

[VIEW ALL](#)

Business Analytics:  
The Golden Circle

₹ 1,000 **₹ 500**

ERP Implementation  
– Order to Cash...

₹ 1,500 **₹ 500**

Microsoft Project  
2019 Essentials

₹ 1,500 **₹ 500**

How to Manage  
Work from Home...

₹ 2,900 **₹ 750**

Performance  
Management...

₹ 2,000 **₹ 1,000**

## DATA SCIENCE

[VIEW ALL](#)

Microsoft Excel –  
Advanced Level

₹ 6,000 **₹ 900**

Microsoft Excel –  
VBA & Macro

₹ 5,000 **₹ 1,000**

Certification  
Training on...

₹ 2,000 **₹ 500**

Machine Learning  
with R

₹ 3,000 **₹ 750**

Business Reporting  
with PivotTables

₹ 5,000 **₹ 1,000**



SKILLS FOCUSED  
SELF-EDUCATION

www.thrivingskill.com

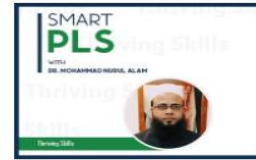
# Sample Courses

## RESEARCH/ACADEMIC

[VIEW ALL](#)


How To Select A Thesis Topic For...

₹ 500



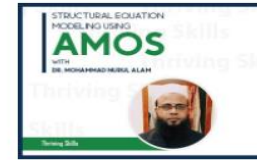
Smart-PLS

₹ 2,000



SPSS

₹ 1,000



Structural Equation Modeling Using...

₹ 2,000



Research Methods for Professionals

₹ 3,000 ₹ 1,000

## SALES & MARKETING

[VIEW ALL](#)

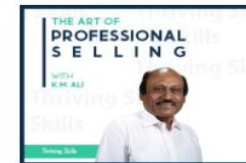

Introduction to Facebook Marketing

₹ 2,000 ₹ 1,000



Applied Marketing

₹ 2,000 ₹ 500



The Art of Professional Selling

₹ 5,500 ₹ 1,000



Advanced Pharma Selling Techniques

₹ 3,000 ₹ 750



Bringing Brand To Life

₹ 3,000 ₹ 750

## MEET THE TEAM



**Md. Abdullah  
Al Mahmud**  
Founder & CEO,  
Thriving Skills Ltd.

Mr. Mahmud obtained his BBA(MGT) & MBA(MIS) from the University of Dhaka.

He also served as Assistant Professor of MIS at the Manarat International University, Dhaka. He led as Coordinator of the MBA Program, Department of Business Administration, MIU.

- ✓ He contributed 13 Academic Research Articles published in National and International Journals.
- ✓ He played a role as Convener of the Digital Transformation Committee of MIU.
- ✓ Mr. Mahmud demonstrated his research contribution in distinguished National Conferences in divergent Universities; and International Conferences in India, Nepal, Bhutan, Malaysia and, the Kingdom of Saudi Arabia.
- ✓ He is skilled in Analytical Skills, Lecturing, Decision-Making, Organizational Leadership, OD, Instructional Design, Data Science, Blockchain Technology, Digital Marketing, and Public Speaking.

## MEET THE TEAM



### **Sayed Sirajul Islam**

**Senior Executive, Administration and Accounts, Thriving Skills Ltd.**

Takes care of the accounts and administration of Thriving Skills Ltd. He has several years of experience in accounts and administration function. Core member of Thriving Skills team.

### **Md. Tareq Siddiqui**

**Senior Executive Video Editor & Content Developer, Thriving Skills Ltd.**

Directly involved in production. Specialized in video editing and digital content development. Core member of Thriving Skills production team.



### **Md. Abdullah Al Noman**

**Executive, Web Development, Thriving Skills Ltd.**

Directly involved in website development and maintenance. He has several years of experience in website development. Core member of Thriving Skills web development team.





# Market Value of Thriving Skills

- The Business valuation (Future Estimates for next 5 Years)
- Price to Market Participants multiple:

Number of courses	Average price of each course	Number of estimated Professionals	Estimated user per course	Price to Market Participants Multiple
2000	500	5000000	5000	$2000 * 500 * 5000$ =BDT 5000000000

## Customer Attraction Plan

### Target Audience:

- **Professionals:** Mid-career professionals seeking skill enhancement (e.g., HR, Marketing, Finance, Data Science).
- **Students & Fresh Graduates:** Individuals looking to build job-ready skills.
- **Businesses & Corporates:** Companies aiming to upskill teams with practical, industry-relevant knowledge.
- **Homemakers & Freelancers:** People seeking new skills for personal growth or freelance opportunities.

# Distribution Channels

- **Website Platform (Primary Channel):**

- Central hub for course offerings, registrations, and payments.

- **Social Media Channels:**

- **LinkedIn:** For B2B connections and corporate training promotions.
- **Facebook & Instagram:** For engaging younger audiences with success stories and interactive content.
- **YouTube:** Sharing educational snippets, webinars, and testimonials to showcase course value.

- **Partnerships & Collaborations:**

- Collaborate with universities and industry associations for joint programs and certifications.
- Partner with businesses to provide customized training programs.

- **Email Marketing:**

- Personalized course recommendations based on user activity.
- Newsletters with industry insights and upcoming training sessions.

## Sales Method

- **Direct Sales (B2B):**

- A dedicated team to approach companies for corporate training packages.
- Tailored presentations highlighting ROI of upskilling employees.

- **Online Sales (B2C):**

- Easy-to-navigate website for course enrollment.
- Discounts and early-bird pricing to incentivize enrollments.

- **Affiliate Marketing:**

- Partner with influencers, bloggers, and professionals in relevant industries.
- Offer commissions for successful course sign-ups.



## Promotional Strategies

- Content Marketing:**

- Blog articles on skill development trends and success stories.
- Video tutorials and free resources to build credibility and attract organic traffic.

- Social Proof & Testimonials:**

- Highlight testimonials from successful learners on the website and social media.
- Showcase partnerships with leading companies to build trust.

- Free Workshops & Webinars:**

- Offer free introductory sessions to showcase the platform's value.
- Follow-up with exclusive course discounts to convert participants into customers.

- Referral Program:**

- Offer discounts or free courses for customers who refer others.

- Paid Advertising:**

- Google Ads for search intent traffic.
- Social media ads targeting specific demographics and job roles.

# Customer Retention Plan

## **Customer Support & Engagement:**

- Dedicated Support Team:** Prompt resolution of learner queries.
- Interactive Learning Experience:** Live Q&A sessions and peer discussion forums.

## **Loyalty Programs:**

- Tiered Memberships:** Discounts for returning customers and loyal learners.
- Course Bundling:** Package multiple courses at a reduced price.

## **Continuous Innovation:**

- Regularly update courses to reflect the latest industry trends.
- Introduce new topics based on learner feedback and market research.

## **Community Building:**

- Create online communities where learners can network and share experiences.
- Host annual summits like the **4IR Skills Summit** to engage alumni and attract new learners.

## USE OF FUNDS

**Product Development**

**30%**

**Marketing and Sales**

**20%**

**Infrastructure and Operations**

**30%**

**Expansion and Growth Initiatives**

**20%**

**THANK YOU**