Internship Report
On
Empowering Startups through Fundraising Consultancy by Ontik Advisory

Submitted to:

Islamic University of Technology
in partial fulfillment of the requirements for the degree of
BBA in Technology Management (BTM)

Submitted by:
I understand that my final report will become part of the permanent collection of the Islamic University of Technology (IUT) in partial fulfillment of the requirements for the degree of BBA in Technology Management. My signature below authorizes the release of my final report to any reader upon request.

Ramisha Salsabil
ID: 200061102
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Approved by

Md. Abdullah Al Mamun
Assistant Professor

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An Internship Report
On
Empowering Startups through Fundraising Consultancy by Ontik Advisory

This internship report is submitted to the Department of Business and Technology Management (BTM) at the Islamic University of Technology (IUT) as a part of the course BTM 4800

Letter of Transmittal

05 August, 2025
Md. Abdullah Al Mamun
Assistant Professor
Department of Business and Technology Management
Islamic University of Technology (IUT)
Board Bazar, Gazipur

Subject: Submission of Internship Report

Respected Sir,
I hereby submit the Internship Report titled "**Empowering Startups through Fundraising Consultancy by Ontik Advisory**" which is a mandatory part of the internship program of the Business and Technology Management (BTM) department. It was a great privilege for me to work under your guidance and supervision.

I have tried my best to portray the details of the company, my responsibilities as an intern, the scope of the industry etc. with utmost precision. I will be available at any time convenient to you for clarification of any point of this report.

Sincerely yours,
Ramisha Salsabil
ID: 200061102
Department of Business and Technology Management
Islamic University of Technology (IUT)

Declaration

I, Ramisha Salsabil, a student of the Department of Business and Technology Management (BTM) of Islamic University of Technology (IUT) hereby attest to the fact that this report is purely my own work and has been prepared under the supervision of Md. Abdullah Al Mamun, Assistant Professor in the Department of Business and Technology Management. I also ascertain that I have not given this report to any other person or organization in return for any kind of certificate. Furthermore, I take full responsibility for any violations of the university's plagiarism and AI detection policies.

I further undertake to indemnify the University against any loss or damage arising from breach of the foregoing obligation.

Sincerely yours,

Ramisha Salabil

ID: 200061102

Department of Business and Technology Management

Islamic University of Technology (IUT)

Acknowledgement

It is a pleasure to acknowledge the Capital and Fundraising Advisory department of Ontik Advisory that provided me with the opportunity to navigate and contribute to the adventurous and thought-provoking capital raising journey of a startup. My deepest gratitude to my company supervisor, Tanvir Mahmud whose cooperative and inspiring nature towards me made my internship journey at Ontik Advisory much enjoyable and fulfilling. I would also like to thank Ayesha Sobhan, Business Analyst and Ali Azam, Chief Business Officer whose constant support and encouraging words kept me uplifted during my working hours.

Furthermore, I want to thank my family, especially my mother who constantly supported me in balancing my hectic work-life schedule for three months of my internship. At the same time, I acknowledge my gratefulness towards my seniors – Farhan Muhib Dhrubo, Jakia Sultana Jane, and Mahmuda Nayem, and my friends – Tazin Ahamed Khanum, Atika Sultana, Sajnur Islam for their uplifting comments.

Finally, I would like to convey my heartfelt appreciation to my insightful and erudite academic supervisor, Md. Abdullah Al Mamun, Assistant Professor, Department of Business and Technology Management (BTM), Islamic University of Technology (IUT) for inspiring me to transcend my limitations and guiding me with profound knowledge whenever I was in need. With that, my sincere thanks to my academic institution and the faculty members of BTM for providing me the opportunity to undertake the internship.

Executive Summary

This report covers insight from the internship experience at Ontik Advisory in the Capital and Fundraising Advisory Department during the tenure of 25 January, 2025 to 24 April, 2025. The company focuses on the capital raising culture in the form of private equity from investors for the early-stage companies, startups and scaleups that is immensely growing in the competitive market of Bangladesh and abroad. As a Business Analyst Intern, my role was to complete the assigned tasks related to Fundraising Support services for the clients and continue market research on capital raising culture trends. The highlighted projects that I completed were undoubtedly the Financial Model of Ontik Creative and Business Plan for Inovace Technologies.

The key learnings from this internship journey were development of communication and interaction skills, teamwork skills, and compliance with deadlines with a mindset of generosity. Definitely I explored a rapidly growing industry and was struck by the vast untapped opportunities emerging at the intersection of startups and investment. Recommendations for enhancement include the optimization of client management system, enhancement of internal knowledge as well as increasing partnerships with VC firms, accelerators, and investors for expedited growth of the firm. Overall, the internship provided priceless real-world experience and skills related to the capital raising journey of a company.

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Chapter 1: Introduction

1.1 Background

The undergraduates of Bachelor in Business Administration (BBA) in Technology Management program completing their final semester have to undergo a three-month (12 weeks) internship period under a certified company. The internship course (BTM 4800) is 9 credit hours long with the intention of gaining hands-on knowledge from the exposure to industrial experience and market experts' guidance. This report has been prepared as a significant part of my internship at Ontik Consulting Limited under the supervision of Abdullah Al Mamun. I have started my internship at Ontik Consulting Limited as a Business Analyst Intern on 25 January, 2025. After the completion of my three-month internship, I have prepared my report focusing on the different service sectors of Ontik as well as the key areas of my internship activities.

1.2 Objective

1.2.1 Main Objective

The main objective of the report is to discuss the core activities and services of Ontik Advisory under Ontik Consulting Limited and my key responsibilities during the internship period.

1.2.2 Specific Objective

The specific objectives of the report are to learn about the fundraising opportunities for startup ventures in the global, Bangladesh and Australian markets, consultancy and support regarding fundraising and strategy for startups, the industry in which Ontik Advisory is operating in, the materials required for fundraising (financial models, one-pagers, business plans), and the analysis conducted from company level, market level and professional level during the period of my internship.

1.3 Significance

This report provides a concise overview of how the company, Ontik Consulting Limited works, specifically the segment Ontik Advisory. The main service provided to the clients is to support those companies who are seeking capital to grow their businesses and help them with necessary documentation. The existence of startup culture heavily depends on capital that is to be raised from a specific network of high net-worth individuals and groups; the investors. It is crucial to prepare verified documentation to convince the investors to fund the business. Those who want to explore their interest in entrepreneurship or startup ventures can gain insights on fundraising and investment culture from this report.

1.4 Methodology

1.4.1 Primary Sources of Data

The report is based on the primary data extracted from the first-hand observations of myself during the internship period as well as the information gathered from my company supervisor, Tanvir Mahmud, Business Strategist. On top of this, the information gathered from the learning and discussion of my superiors during meetings and events is also used as primary sources of data.

1.4.2 Secondary Sources of Data

The secondary sources of data are the official company website, official company LinkedIn page, reports of the company, and personal notes maintained during the internship period. Google search engine is also utilized as a secondary source of data for explaining the consultancy industry.

1.5 Limitations

The limitations of this report are acknowledged below:

1. The information regarding the international clients is not first-hand based.
2. The fundraising journeys of clients are not observed personally during the internship period.
3. The crucial financial and managerial data are not disclosed here as per the company policies.
4. The three-month internship program is not enough to learn all of the aspects of core services of the company.

Chapter 2: About the Company

2.1 About the Company

2.1.1 Introduction

Ontik Advisory is a consultancy-based company focusing on empowering early-stage and growth-stage ventures, specifically startups and scaleups. It provides consultancy, strategy support, and materials required for companies to raise capital in the form of private equity from high-net worth individuals or firms known as investors.

The company emerged as Ontik Advisory in 2025 whereas previously it was called Ontik Consulting established in 2023 under its mother company ‘Ontik’. The founders of startups being naive are unable to realize the complexities of the highly competitive business world. Thus, they struggle to arrange capital or funds on top of operating their businesses. Furthermore, the investors and VC firms are more interested in investing in proven ventures; which are at growth stages. This eventually resulted in the failure of startups which triggered the inception of Ontik Advisory.

The firm creates a bridge between the investors and the founders seeking capital. On top of this, Ontik Advisory provides feasibility analysis for a business or a product as well as creative services. The firm is committed to mark its steps all over the world with its bold tagline “Empowering Ventures Everywhere” in the entrepreneurship ecosystem.

2.1.2 Company Details

Ontik Advisory is basically a B2B company as its clients are mostly startups, and some scaleups seeking fundraising related consultancy. The main branch of the company is located in House - 11/B, Road - 30, Gulshan Avenue, Dhaka, Bangladesh. It is a service based company operating in the consultancy industry. Figure 2.1 shows the logo of Ontik Advisory. The firm has acquired a number of clients in a short period of time; including Inovace Technologies, Paperless Limited, Bangla Shikhi, Wedding Registry, and Go Go Gorgeous as external domestic clients, LazyChat, Ontik Creative, and Checkbox as internal clients, and Fitmate, BrainWire, and Homerun as Australian clients. The official website of the company is: https://ontikadvisory.com/.

Figure 2.1 Logo of Ontik Advisory

(Source: Ontik Advisory’s Official Website)

2.2 Brief History of the Company

Ontik Advisory’s emergence as an advisory firm has been a product of sustained effort and refinement. Before the inception of Ontik Advisory, it is required to realize the brief history of its mother company, Ontik as well as other companies under Ontik’s wing. The history of the development of the company is described using timestamps:

2013 - 2016: Journey of Ontik Technology

The first company under Ontik that emerged as an officially registered venture is ‘Ontik Technology’. Ontik Technology is a software company that started working with DevOps. Companies from developed countries like the USA, UK, Australia, Germany, Canada and many more are more inclined to hire Asian engineers because of the low cost for same quality development rather than hiring domestic engineers. India is the foremost entity in this domain followed by Pakistan, Vietnam, Bangladesh and so on.

Inspired by Raisul Kabir, the founder of BrainStation 23, the largest software company of Bangladesh, a team from Bangladesh University of Technology (BUET) and Dhaka University attempted to capture the work orders of DevOps from the developed countries and deliver them to the clients in 2013. The team consisted of S.M. Mohiuddin Milton, Ali Azam, Tahmeed Abdullah, and Moshiur Rahman. They furthermore realized the demand for similar type softwares for the Bangladeshi companies as well and they mostly demanded HR-based softwares or ERP softwares. Therefore, the team started to hire more engineers and executives to support these huge demands both in Bangladesh and abroad. In 2016, finally 'Ontik Technology' emerged as a registered software company inside Bangladesh.

2017 - 2022: Inception of the Mother Company and Other Ventures

Ontik Technology flourished specially in the home country and Australia taking large fixed-rate projects from small fixed-rate projects. During the COVID-19 pandemic, the offices of Ontik Technology were closed but the project delivery was ongoing with employees staying at home as it is a service-based company. Later on, Ontik Technology started an omnichannel venture, named LazyChat as well as a B2B e-commerce venture, Checkbox with Mashfik Sarker in 2021 and the mother company Ontik was formed which is registered as 'Ontik Consulting Limited' in Bangladesh

2023 - 2024: Leadership Modification and Acquisition

In 2023, Ontik finally established its office space in Australia, led by country head Hasnain Ibrahim. At the end of 2023, Ontik was also able to establish its another office space in the USA, led by country head Sikder Ahmed. 2024 was another huge stepping stone for Ontik as the leadership positions changed significantly with Farjad Ahmed, the former credit department head of Standard Chartered Bank (SCB) took over the position of Chief Executive Officer (CEO). Moving on, other significant personnel including Mahmuda Islam, Chief Technical Officer (IT country head of Tanzania, LafargeHolcim), and Radin Ahmed (Senior Manager for International Business Development, American Express) as Chief Revenue Officer. During 2024, Ontik acquired 'Adverto Interactive', a digital marketing agency and renamed it 'Ontik Creative'. By the end of 2024, Ontik as a whole has risen from four founding members to 150 members in the family. Figure 2.2 shows Ontik's contributions have expanded gradually from one country to 15 countries in the world with its consistently value-driven solutions.

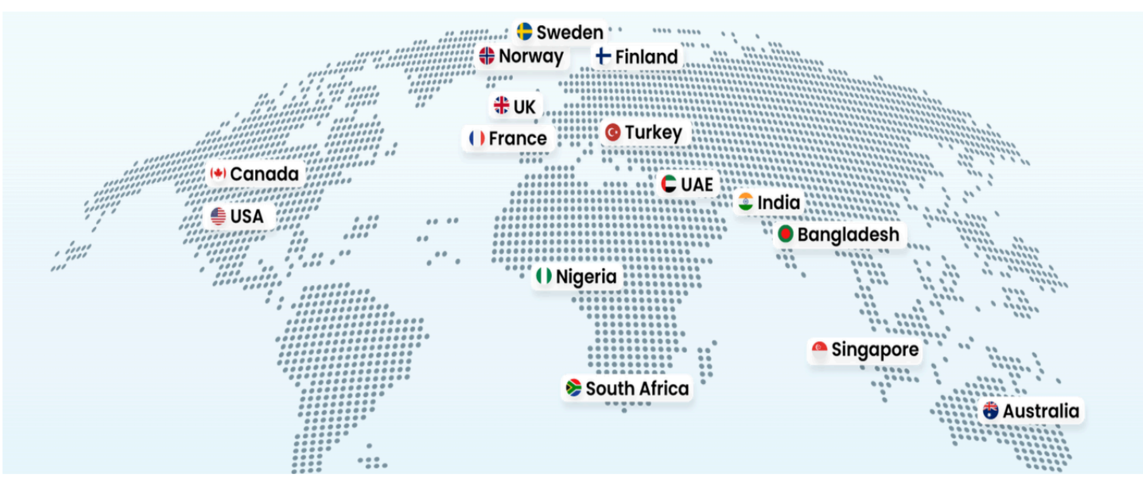

Figure 2.2 Ontik's Presence in the World

(Source: Ontik Technology's Official Website)

2025: Beginning of the Journey of Ontik Advisory

At the beginning of 2025, Ontik launched its advisory firm, Ontik Advisory to support early-stage companies and startup ventures. However, the inception of Ontik Advisory was not achieved overnight. The inspiration behind establishing it has a two year history. In 2023, the management team of Ontik decided to launch 'Ontik Consulting' as a consulting firm for capital raising from VC firms and investors. The main purpose of keeping the firm was to obtain capital raising support from it whenever required. Ontik being a startup itself also looks for investment and capital raising opportunities in terms of private equity from investors, VC firms, and incubators just like BRAC-IT (The IT company under BRAC that solely works for all of the wings of BRAC). Ontik Consulting successfully worked for 'Ontik Technology' for raising significant capital and 'Checkbox' for winning the 'Bangabandhu Innovation Grant 2023'.

However, in 2024, a startup focused on fitness coaching and multi-gym membership, named Fitmate which was founded by Daniel Wight from Australia approached Ontik Consulting with a view to obtaining fundraising materials and support. Ontik Consulting accepted the external client's work order and at the end of 2024, Fitmate successfully raised 2 million Australian dollars. Ali Azam, Chief Business Officer of Ontik realized the demand for fundraising among startups exists to a considerable extent inside and outside the home country. Therefore, Ontik Consulting decided to receive work orders from external clients along with internal clients. Following more in-depth discussion with the branding and marketing team, Ontik

Consulting name has been changed to 'Ontik Advisory' in 2025. Finally, the mother company Ontik comprises five companies under her shown in Figure 2.3.

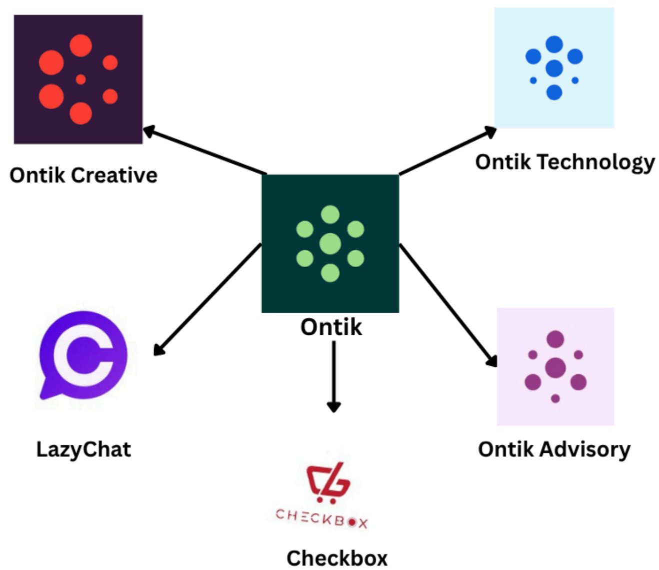

Figure 2.3 All the Companies under the Mother Company: Ontik

2.3 Growth Trajectory

Ontik Advisory has demonstrated promising early-stage growth since its inception. This growth has been driven by Ontik Advisory's differentiated service model - combining strategic clarity, investor alignment, and executional support across four verticals: Fundraising Support, Investor Alliance, Product and Strategy, and Creative Services.

2.3.1 Market Coverage

Being a newcomer in the fundraising advisory or consultancy competition, Ontik Advisory has been a laggard with around 6% market coverage. The requirement for fundraising consultancy is rising but still the portion of the market is in its first stage of growth. Figure 2.4 shows direct competitors like LightCastle Partners and Turtle Venture Studio are the frontrunners with 35% and 22% market coverage respectively and BetterStories Ltd. and BD Venture Limited are standing as market follower with 14% and 12% market coverage respectively. Inspira Advisory holds an equal position like Ontik Advisory. Others indicate freelancers and individual consultants.

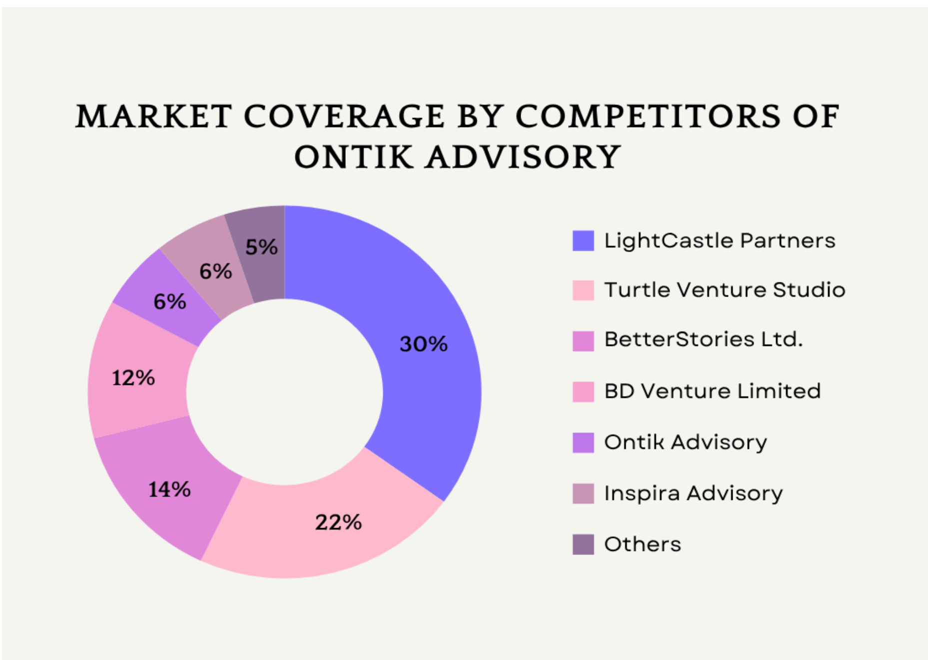

Figure 2.4: Market Coverage by Competitors of Ontik Advisory

(Source: Internal Team of Ontik Advisory)

KPMG Bangladesh, PwC Bangladesh, EY Bangladesh etc. are counted as indirect competitors as they are included in the larger consultancy industry but their main focus is not the niche market of fundraising advisory and support.

2.3.2 Client Acquisition and Retention Rate

The firm has expanded its portfolio across some major startup ecosystems, with inbound interest rising by over 20% quarter-over-quarter as a result of founder referrals and investor networks. Ontik Advisory has also reported a 70% client retention rate including its external clients: Fitmate, BrainWire, Inovace Technologies - a strong indicator of its long-term value and trusted advisory relationships.

Fitmate has approached Ontik Advisory for more financial modeling and business plan support for the Version 2 of their fitness app. After the successful fundraising for Tipsoi, Inovace Technologies has retained Ontik Advisory as its standing advisor for their Sensor Trail product and EDMS service wing. At the inception stage, Ontik Advisory started with two clients rising to eleven, 40% being external clients.

2.3.3 Fundraising Success Stories

Within a short period of time, our clients have started seeing the glorified face of success in capital raising. Beyond that, another client Checkbox received 10,000,000 Bangladeshi taka being the Top 52 Startups in the ‘Bangabandhu Innovation Grant 2023’ which is incredible as well. Fitmate, the fitness app from Australia has been able to secure AUD 2 million at their Pre-Seed stage that highlighted the Version 1 of the app.

However, the most accomplished among all of these will be the selection of Inovace Technologies in Accelerating Asia Venture’ 2025 as the “Top 11 Cohort Startups”. Founded and led by Asif Aminur Rashid, Munirul Alam, and Mohammad

Ikram Shimul, Inovace's product Tipsoi has been selected by the notable VC and accelerator firm for their next capital raising journey.

2.3.4 Partners

To support scalability, Ontik Advisory has started to build partnerships with incubators, accelerators, and venture capital firms or VC firms. The internal team has grown by 40% within the first year, with plans to further expand advisory capacity and service depth. Startup Bangladesh Limited, and Dekkho ISHO Venture Capital joined as advisory partners. Moreover, Sokrio Technologies, and Ontik Technology play as technology partners. LazyChat is Ontik Advisory's omnichannel partner. The potential partners are University of Toronto, McKinsey and Company, Turtle Venture Studio, and Robot Mascot.

2.4 Vision, Mission, and Core Values

2.4.1 Vision

Strategizing next billion dollar ventures today, at home and abroad.

2.4.2 Mission

To act as an empathetic strategic partner to early-stage ventures, startups, and scaleups throughout their capital raising journey.

2.4.3 USP

Ontik Advisory acts as a true partner to the early-stage ventures, startups, and scaleups and provides quality services at a low cost including alliance with investor network to its clients while exploring the financial advisory market.

2.4.5 Core Values

Transparency: Ontik Advisory believes in clear and honest communication that fosters trust in between the firm and its clients. It maintains transparency with the clients by keeping them informed of the service updates and deliverables.

Empathy: Ontik Advisory recognizes the challenges, problems faced by the client company as their own. It attends the clients allowing ample time just for structuring their business concept, and game plan according to their expectations. Ontik Advisory also takes into account the choice of investors a client demands.

Insight: Ontik Advisory remains aware of the current trends and dynamics of the capital raising market under the consultancy industry to align investor expectations with that of client companies. Moreover, it ensures the analysis based on the financial model and business plans are based on market intelligence and current data.

Partnership: Ontik Advisory acts as a dedicated partner to each of its client companies as it contributes to project financial values staying side by side with them, co-create executive summaries, one-pager and pitch decks. Not only that, Ontik Advisory remains vigilant with the support requirements of the client companies during the post-investment period.

2.5 Organogram

2.5.1 Organizational Structure

The organizational structure of Ontik Advisory mainly revolves around the three core departments: Capital and Fundraising Advisory, Strategy and Growth Consulting, and Creative Services. Figure 2.5 shows the organizational structure of Ontik Advisory at the present moment.

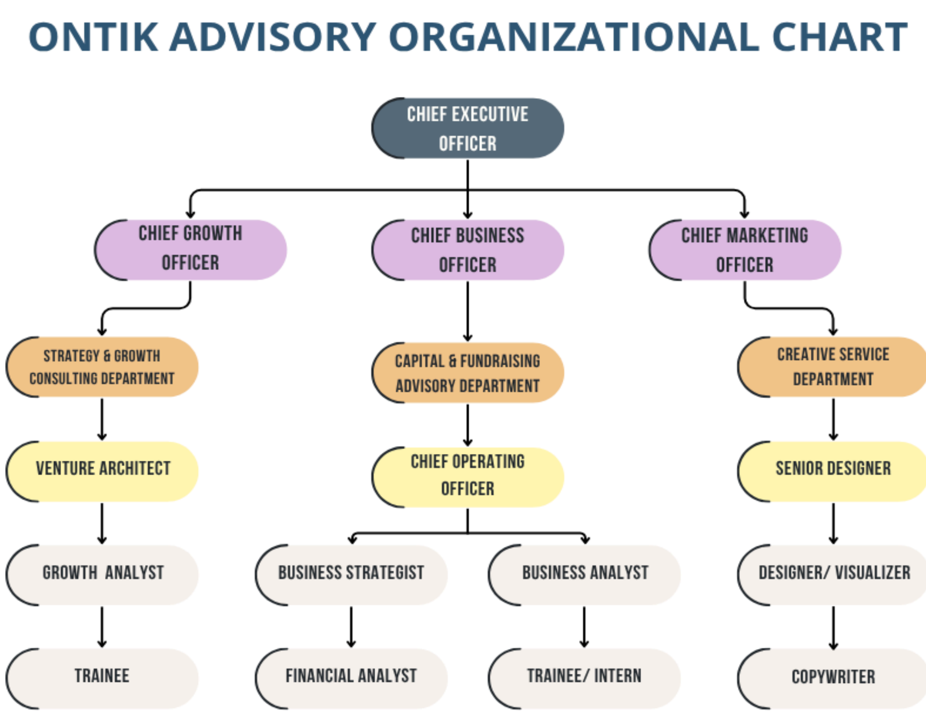

Figure 2.5 Organizational Structure of Ontik Advisory

2.5.2 Functions of Every Department

The functions of the three departments revolve around fundraising and strategy support for the startups and scaleups which are listed down below:

2.5.2.1 Strategy and Growth Consulting Department

Overseen by the Chief Growth Officer, Radin Ahmed, the strategy and growth consulting department is dedicated to provide services; including Product and Strategy Support and MVP Consulting and Development Support.

2.5.2.2 Capital and Fundraising Support Department

Supervised by the Chief Business Officer, Ali Azam, the capital and fundraising support department is dedicated to provide services that includes: Market Research/Market Intelligence, Investor-Ready Materials (business plans, executive summaries), Customized Financial Model/Financial Clarity, Strategic Investment Roadmap, Investor Alliance Support, Post Investment Monitoring and Support.

2.5.2.3 Creative Services Department

Overseen by the Chief Marketing Officer, Tahmeed Abdullah, the creative services department is dedicated to provide services like: Pitch Deck Design, Pitch Advisory, Product Demo Presentation, One-Pager Design, Marketing/Branding Support (if required).

2.5.3 Leadership Team

Ontik Advisory is fortunate enough to have a strong and experienced leadership team. Farjad Ahmed is the Chief Executive Officer (CEO) who governs the Chief Growth Officer, Chief Business Officer, and Chief Marketing Officer. Radin Ahmed acting as Chief Growth Officer (CGO) is responsible for leading the Venture Architect, Growth Analyst, and Trainee under the Strategy and Growth Consulting Department. Furthermore, Ali Azam acting as Chief Business Officer (CBO) is responsible for leading and maintaining Chief Operating Officer, Business Strategist, Business Analyst, Financial Analyst, and Intern of the Capital and Fundraising Support Department. Lastly, Tahmeed Abdullah acting as Chief Marketing Officer (CMO) is responsible for leading Designer, Visualizer, and Copywriter of the Creative Services Department.

2.6 Products/Services

The services offered by Ontik Advisory are as follows:

2.6.1 Fundraising Support

Fundraising Support is defined as the delivery of the investment-ready materials along with the consultancy regarding strategy of approaching investors and funding to the clients. The service ensures the preparation of the required materials to smoothen the fundraising journey of the clients without wasting their time and energy behind these tasks. Any interested startups can take a free 30 minute consultation with the experts before finalizing their requirements. The offerings are:

1. Market research based on secondary data to project the TAM, SAM, and SOM of the industry the client company is working on.

2. Data-driven financial projection or model is developed at least for 5 years to clarify the valuation of the company as well as the required capital to be raised.
3. Investor-ready materials are prepared along with the model which includes: business plans, executive summaries, one-pagers etc.
4. Consultancy on strategy and feasibility check of the ventures formation.

2.6.2 Product and Strategy Support

Ontik Advisory is dedicated to provide product feasibility support along with a clear roadmap in order to secure the success of the new product launch. The offerings are:

1. Delivers a go-to-market strategy that outlines: ideal customer profile, industry analysis, competitor analysis, saturation level of the market, capability matching with the client company, and many more.
2. Provides support for building a Minimum Viable Product (MVP) before market launch at a huge scale ensuring only vital features to be added and tested.

2.6.3 Investor Alliance

An exceptional service provided by Ontik Advisory that focuses on investor matchmaking with the client companies keeping their expectations aligned. Moreover, Ontik Advisory is determined to ensure trustworthy, long-term relationships with the investor and the company throughout their journey of at least two or more years via post-investment monitoring. The offerings are:

1. Investor matchmaking is conducted according to the expectations and fundraising stage of the client company along with the readiness materials review.

2. Pitch advisory is provided before the final presentation in front of the targeted investors along with training and review of the materials.
3. Post-Investment Monitoring is conducted by the firm with a view to ensuring support to new struggles of the client company.

2.6.4 Creative Services

To present the investor-ready materials in one place in front of the investors, the companies need pitch decks. The offerings are:

1. Pitch decks are designed with compelling storylines and strong visualization as well as products/services of the company with many more contents.
2. Product demo presentation facilities are also available with engaging videos and interactive demos before the investors.

2.7 Future Endeavors of the Company

2.7.1 Raising $100,000 Worth of Investment

Ontik Advisory has the same strategy as its clients: to raise capital from investors and utilize the capital for growth and innovation. The team of Ontik Advisory targeted for raising $100,000 of investment from investors who are interested in having private equity. Md. Mubir Mahmud Chowdhury, the founder of Sokrio Technologies, has already shown interest in joining as a consultant of Ontik Advisory with an investment of BDT 2,000,000.

2.7.2 Forming Alliance with University and Consultancy Giants

For the purpose of growing exponentially across the globe, any company's useful strategy can be to establish a strategic alliance or partnership with the giants in the same industry. Through the affiliation with Ontik Technology, University of Toronto' IT department is targeted to become a potential partner of Ontik Advisory as well. Through the referenced link of Radin Ahmed, there exists a likelihood to form an alliance with the consulting giants of the world, McKinsey and Company and BCG Group although the discussion for alliance is still ongoing.

2.7.3 Attending Investment Summits

Ontik Advisory has satisfactory connections with investors and advisors. However, for the long run, this number is not enough. That's why Ontik Advisory is planning to attend investment summits to expand the network of investors, startups, and strategic partners across key markets. Recently, Ontik Advisory had the opportunity to attend "Investment Summit 2025" arranged by BIDA where they were able to pitch about their firm and made connections with significant companies as well as personnels.

2.7.4 Joining Billions for Bangladesh

The founder of the initiative "Billions for Bangladesh" (also known as BfB), Anis Rahman visited Ontik's office at the beginning of 2025. The initiative aims to make a $1 billion investment in Bangladesh's startup ecosystem in order to harness collaborative efforts and make the ecosystem self-sustaining. Impressed by Ontik's progress and future goals, Anis Rahman started to engage Ontik in the initiative to contribute to the socioeconomic and technological growth of Bangladesh. Ontik Advisory has observed this as a golden opportunity to capture required funds from the BfB initiative.

2.8 SWOT Analysis

SWOT analysis is a strategic tool used to assess the internal and external factors affecting an organization by the four elements: Strengths, Weaknesses, Opportunities, and Threats. Strengths and Weaknesses are considered as internal factors whereas Opportunities and Threats are considered as external factors. The SWOT analysis for Ontik Advisory is conducted below:

Strengths

The strengths of Ontik Advisory can be cumulated as it provides personalized, data-driven financial models that represent client-suggested cases and investor-convincing ROI. Moreover, the firm devotes ample time for listening to client's business operations, problem faced, expectations and current firm position and remains honest about the recommended strategy and support. On top of this, the firm has a huge network leveraged from its mother company: Ontik. Lastly, it keeps a low-cost service base compared to international firms for quality services.

Weaknesses

The weaknesses of Ontik Advisory can be defined as it stands as a beginner in the competition with high rivalry-based industry and has limited clients compared to similar advisory firms in Bangladesh; like Turtle Venture, LightCastle Partners etc. Moreover, it does not have a centralized CRM system yet, and still relies on Google Workspace to maintain client relationships. Lastly, its heavy reliance on the internal client base (Ontik) in order to generate a majority share of the revenue of the firm is another problem. Figure 2.6 depicts the notable strengths, weaknesses, opportunities and threats for Ontik Advisory.

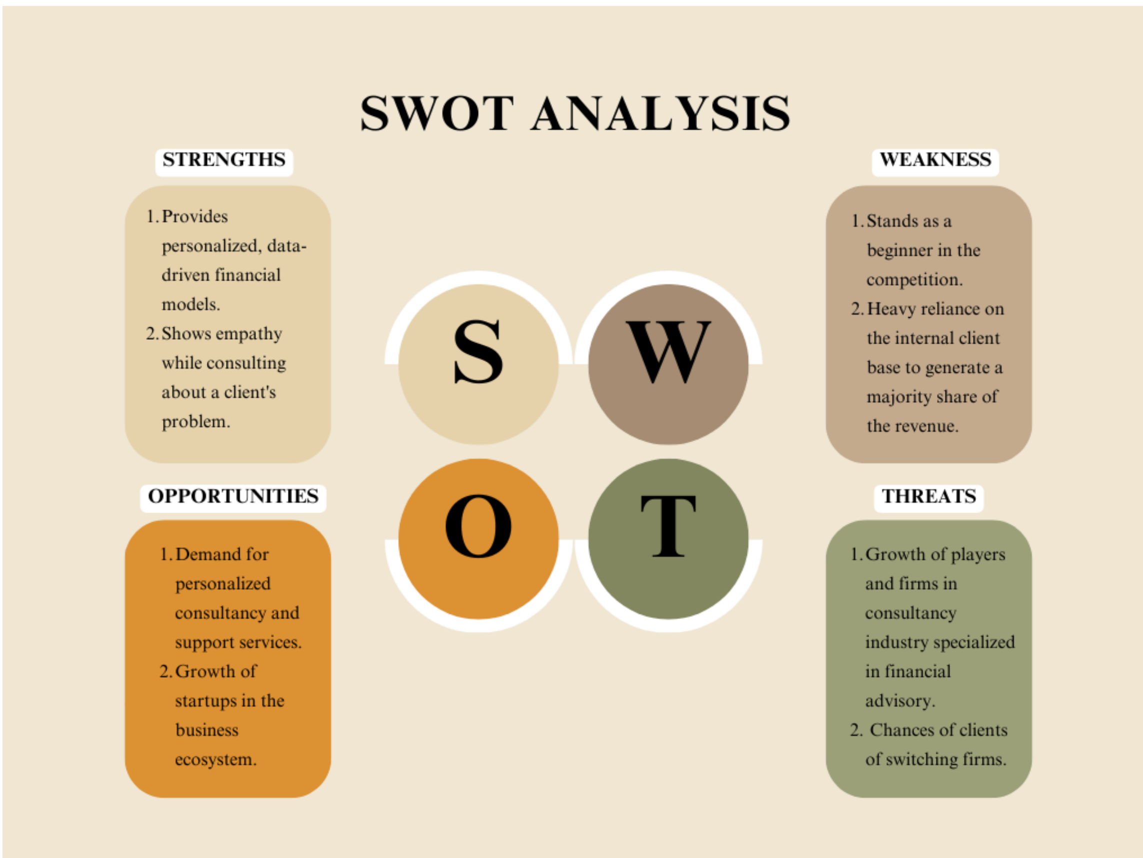

Figure 2.6 SWOT Analysis of Ontik Advisory

Opportunities

There are huge opportunities awaiting for Ontik Advisory including growth of startups in the business ecosystem indicating the client base can be increased and demand for personalized consultancy and support services instead of built-in models by CA firms. There also exists the inclination of the high-net worth individuals toward acquiring private equities of startups and inclination of foreign individuals and VC firms to invest in the promising startups of developing countries. Lastly, the industry has less legal barriers in the case of expanding internationally.

Threats

Multiple threats also await including growth of players in the consultancy industry specialized in financial advisory and existence of many small players; including freelancers, consultants etc. On top of this, no such existence of legal barriers in entering the consultancy industry and ability to access foreign advisory firm's services because of internet facilities can be attributed as threats as well along with opportunities. Lastly, there are chances of switching firms if clients are not satisfied with the services or expenses and chances of employee turnover if they have qualifications and better opportunities.

Chapter 3: Industry Analysis of the Company

3.1 Brief Description of the Industry

Ontik Advisory can be identified as a B2B firm, given the nature of its services and clientele. The services provided by Ontik Advisory are mostly consultancy-based or advisory-based demonstrating itself within the consultancy industry. The consultancy industry comprises firms that offer specialized advisory services to organizations, aiming to enhance performance. The COVID-19 pandemic highly affected the approaches and strategies of businesses, thus pushing them to long term adaptable service strategies like Job-to-be-done strategy and dynamism of consultancy (Kamning, 2023). The consulting industry is said to be huge with the worth of more than $500 billion in 2024 driven by organizational changes and power dynamics (Lagneau -Ymonet, 2024). The consulting service industry mainly operates within six major domains. Figure 3.1 shows the six major domains which are Strategy Consulting, Management Consulting, Operations Consulting, Financial Advisory, HR Consulting, and Technology Consulting.

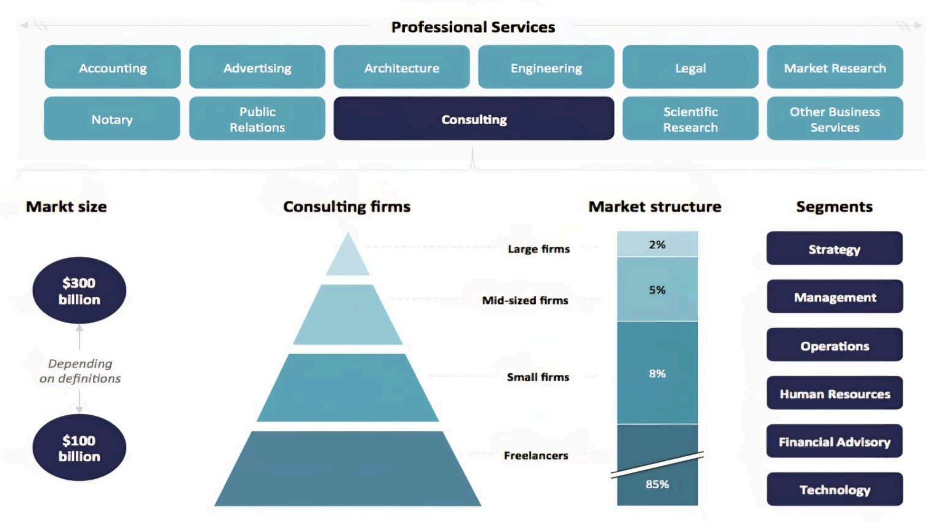

Figure 3.1 Consulting Industry and Its Main Segments

(Source: Consultancy.org's Official Website)

Ontik Advisory's services mainly span around "Capital Raising Advisory" which falls under the umbrella of financial advisory of the consulting industry. It can thus be concluded that Ontik Advisory functions within a focused niche of the considerably large consulting market.

3.2 Size and Growth of the Industry

The consultancy industry is experiencing significant growth in the recent decades positioning itself as one of the leading service industries in the world. Ontik Advisory positions itself at a small segment of the whole industry having a client portfolio from Bangladesh and Australia. Thus, the size and growth of the consultancy industry from global, Bangladesh, and Australia perspectives are discussed below:

3.2.1 Global Market

According to Zion Market Research, the global consulting services market size was \$198.76 billion in 2022 and is predicted to be \$290.86 billion by 2030 with a compound annual growth rate (CAGR) of 4.87%.[1] Figure 3.2 shows the growth rate and size of the consultancy market.

[1] Zion Market Research. (2024). *Consulting Services Market Size, Share, Industry Analysis, Trends, Growth, 2030*.

Figure 3.2 Global Consulting Industry

(Source: Zion Market Research Official Website)

According to Research and Markets, the global market for Financial Advisory was $104.56 billion in 2024 and is estimated to reach $135.3 billion by 2030 exhibiting a CAGR of 4.4%.[2] Figure 3.3 shows the CAGR and the size of the Financial Advisory market.

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[2] Research and Markets. (2025). *The Worldwide Financial Advisory Services Market 2025-2030: Assess Growth Opportunities in Corporate Finance, Tax Advisory, Accounting Advisory, Risk Management, Transaction Services, and Other Services.*

Figure 3.3 Global Financial Advisory Market

(Source: Research and Markets Official Website)

3.2.2 Bangladeshi Market

The consultancy industry has established a strong presence in the Bangladesh market as well. According to Statista, the Bangladeshi consulting market is experiencing a CAGR of 8.15% from 2025-2030, reaching $165.03 million by 2030.[3] However, a broader segment of the consultancy industry in Bangladesh comprises IT and Business Process Outsourcing (BPO) sectors.

The recent surge of the segment is evident now due to the increasing interest of the high-net-worth individuals in private equity investments from domestic and foreign regions. According to LightCastle Partners, the fundraising ecosystem experienced a huge growth of 124% in funding during the third quarter (Q3) of 2024, totaling $19.5

[3] Statista. (2025). *IT Consulting & Implementation - Bangladesh.*

million funds in the startups of Bangladesh alone.[4] However, the international investors contributed 99% of the total investment, highlighting the strong global interest in Bangladesh's venture capitalism and capital raising segments. But the limited presence of local investors in Bangladesh may raise critical challenges going forward.

3.2.3 Australian Market

The Australian Consulting Service Market encompasses a broad range of professional services offered by experts. According to IMARC, the Australian Consulting industry was valued at $5.4 billion in 2024 reaching $10.1 billion by 2033 with a CAGR of 6.7% during the forecast period.[5] Figure 3.4 shows the market forecast of the Australian consulting service industry.

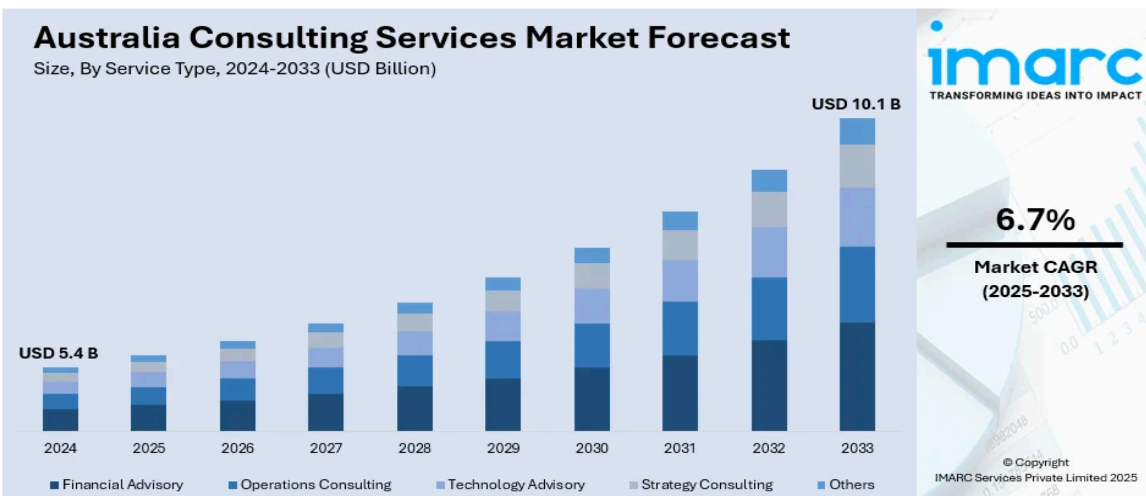

Figure 3.4 Australian Consulting Services Market Forecast

(Source: IMARC's official website)

[4] LightCastle Analytics Wing. (2024, December 11). *Bangladesh Startup Investments Report Q3 2024: Road to Recovery.* LightCastle Partners.

[5] IMARC. (2025). *Australia Consulting Services Market Report by Service Type.*

3.3 Maturity of the Industry

Analogous to a product or business entity, industry has stages of life cycle as well that includes introduction, growth, maturity, and decline. The maturity level is categorized into five progressive levels that can be evaluated by a framework called 'Maturity Model'. The framework is used to evaluate a business or an industry's growth, capabilities, and strategic sophistication over time. The five distinct categories of maturity model are Level 1 (Ad Hoc/Beginner), Level 2 (Defined/Emerging), Level 3 (Managed/Professional), Level 4 (Integrated/Strategic), and Level 5 (Transformational). The maturity levels of the consulting service industry are observed at different levels in different regions.

3.3.1 Global Market

The maturity level of the global market is currently in between Level 4 (Integrated) and Level 5 (Transformational). The market is trusted by clients for insights, strong regulatory frameworks, wide adoption of analytics and strategic consulting and has high impact on economy and client industries, digital-first, AI/ESG-integrated.

3.3.2 Bangladeshi Market

The maturity level of the Bangladeshi market falls in between Level 1 (Ad Hoc) and Level 2 (Defined/Emerging) as it has fragmented industry, mostly unregulated with low trust and offers basic services, low specialization that lacks scalable frameworks.

3.3.3 Australian Market

The maturity level of the Australian market falls in between Level 3 (Professional) and Level 4 (Integrated). The market is growing along with process standardization, and emerging domestic mid-sized firms. It also has strong regulatory frameworks, along with wide adoption of ESG and strategic consulting. The maturity levels of global, Bangladesh, and Australian markets are depicted in figure 3.5.

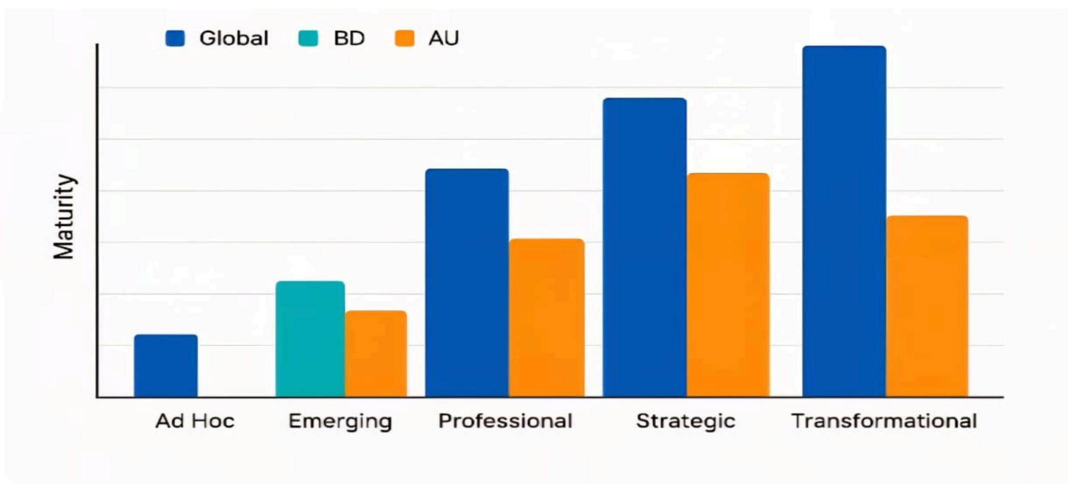

Figure 3.5 Maturity Levels of the Consulting Industry Across Regions

3.4 Seasonality of the Industry

3.4.1 Peak Seasons and Slow Seasons

The consultancy industry experiences seasonality, with demand for services fluctuating throughout the year. Generally the busiest periods for consultancies are late fall or early winter (September onwards) and early spring (February - May). From the global perspective, many companies finalize their budgets for the upcoming year in the late fall or early winter season.. The busy period continues in the early spring season, with companies implementing newly established plans and potentially requiring future consulting services.

January, August, and December are considered as slow seasons because of holidays (e.g., Thanksgiving, Christmas, New Year's Eve) in December, and January and summer vacations during August. Being a western country, Australia also experiences the same seasonality in their consulting industries which is consistent with the international scenario.

In Bangladesh, the scenario is different compared to the global ones. The consultancy industry experiences seasonality in Bangladesh influenced by project timelines, particularly those tied to government budgets and fiscal years followed in this country, which often has peak periods and slower months. The peak periods are from January to June when companies require consulting services for budgeting, audits, strategic planning while the slow seasons are mainly July - August, Ramadan and Eid months.

Thus, the seasonality nature of the global and Australian consulting industry is:

- **Peak Season:** Late Fall or Early Winter (September onwards)
- **Slow Season:** December, January, and August
- **Moderate Season:** Early Spring (February - May)

The seasonality nature of the Bangladeshi consulting industry is:

- **Peak Season:** Fiscal periods (January - June)

- **Slow Season:** July - August, Ramadan month, Eid months
- **Moderate Season:** September - December

3.4.2 Trends

The consulting industry is evolving with rising demand for tech-driven solutions, ESG guidance, and agile business strategies. Radov (2022) discusses the consulting industry's role in promoting collaboration, flexibility, and inclusion to clients to help a better future for everyone. The trends that have been escalating in every segment of consulting industry are as follows:

Digital Transformation: Focused on tech integration, mostly cloud computing, Robotic Process Automation (RPA), data analytics etc.

Workforce Strategy: Shifting toward organizational agility, remote work models, Diversity, Equity, and Inclusion (DEI), change management etc.

Artificial Intelligence: Focused on reshaping consulting through predictive analytics, generative tools, and smarter decision-making support.

Cybersecurity: Focused on risk audits, resilience strategy, and compliance solutions.

ESG and Sustainability: Rising pressure from regulators and investors forcing startups to seek help with carbon accounting, net-zero strategies, and ESG reporting.

3.5 PESTEL Analysis of the Industry

A PESTEL analysis is a strategic management framework used to assess macro-environmental factors that can impact an organization or an industry. The six key areas that revolve around the analysis are: Political, Economic, Social, Technological, Environmental and Legal factors. The analysis is to be carried out for the consulting service industry considering the six key factors at the Global, Bangladesh and Australian industry.

3.5.1 Political Factor

Political factors are mainly governed by the decisions made by and actions taken by the government. The global market has 23.5% statutory (average) corporate taxation[6] (*Enache*, 2024) and is dominated by Big 3 or MBB - McKinsey, Boston Consulting Group and Bain. The Bangladeshi market has 22.5% corporate taxation for listed companies[7] (*PwC*). Not much dominance exists in the market, LightCastle Partners, Turtle Ventures are standing out in the field gradually. The Australian market has corporate taxation of 25% for base rate entities, otherwise 30%[8] (*Australian Taxation Office)*. The market is dominated by Deloitte, PwC and McKinsey and Company.

3.5.2 Economic Factor

The global service industry has a moderate inflation rate of 4.90%[9] (*Steil and Harding,* 2025) and a low unemployment rate of below 5%[10] (*Reuters*). The Bangladeshi consulting service industry has a high inflation rate of 8.48%[11] (*Bangladesh Bank*) with decreasing unemployment of 4.7%[12] rate (*World Bank Group*). The Australian consulting

[6] Christina Enache. (2024, December 17). *Corporate Tax Rates Around the World, 2024.* Tax Foundation.
[7] PwC. (2025, July 14). *Bangladesh Corporate - Taxes on corporate income.*
[8] Australian Taxation Office. (2025, May 16). *Tax Rates 2024-25.*
[9] Benn Steil, and Elisabeth Harding. (2025, March 25). *Global Inflation Tracker.* Greenberg Center for Geoeconomic Studies. Council on Foreign Relations.
[10] Reuters. (2025, January 16). *Global unemployment is set to hold near historical low of 5%, ILO says.*
[11] Bangladesh Bank. (June, 2025). *Current Inflation.*
[12] World Bank Group. (2024). *Unemployment, total (% of total labor force) (modeled ILO estimate).*

service industry has a stable economy with a low inflation rate of 2.40%[13] (*Trading Economics*) along with a low unemployment rate of 4.1%[14] (*World Bank Group*).

3.5.3 Social Factor

The global consulting service industry is diverse and digitally adaptive with their workplaces ensuring DEI (Diversity, Equity and Inclusion). The literacy rate is said to be 86.81% (world average)[15] (*Frey,* 2024). The Bangladeshi consulting service industry is still nascent in DEI along with moderate inclusion of female labor and improving literacy of 78.81%[16] in 2023 (*Bangladesh Bureau of Statistics*). The Australian consulting service industry is composed of a highly educated having a literacy rate - 99%[17] (*Frey,* 2024).

3.5.4 Technological Factor

The global consulting service industry has a rapid adoption of AI, automation with huge R&D including corporate R&D was around $1.2 trillion in 2023[18] (*WIPO*). The Bangladeshi consulting service industry is developing its tech landscape with moderate R&D with corporate R&D accounts for 62%[19] (*Gupta, Hossain and Ullah,* 2024) and expanded 5G. The Australian consulting service industry is highly advanced in R&D investments and globally ranked for cybersecurity preparedness.

3.5.5 Environmental Factor

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[13] Trading Economics. (2025). *Australian Inflation Rate.*
[14] See footnote [12]
[15] Jordin Frey. (February, 2024). *Which Countries Have the Highest (and Lowest) Literacy Rates in the World?.* US Career Institute.
[16] Bangladesh Bureau of Statistics. (2023). *Statistical Highlights on Education of Bangladesh, 2023.* Statistics and Informatics Division. Ministry of Planning.
[17] See footnote[15]
[18] WIPO. (2024). *Global Innovation Tracker.* Global Innovation Index 2024.
[19] Titu Datta Gupta, Reyad Hossain, and Mahfuz Ullah. (2024, June 01). *R&D: Businesses in Bangladesh investing in the future.* The Business Standard.

The global consulting industry has a history of increasing adoption of ESG. Bangladesh has evolving environmental policies being ranked as developing in ESG ranking (45-54)[20] (*Statista Research Department*). The Australian market is a top-tier ESG practitioner despite significant carbon emissions. Australia ranked as top performer in ESG scoring more than 85[21] (*Statista Research Department*).

3.5.6 Legal Factor

The Global consulting service industry's legal laws and acts vary across regions. The Bangladeshi consulting service industry is governed by labor laws (Bangladesh Labor Act 2006), and IP laws (Copyright Act 2000) with minimal licensing barriers. However, Bangladesh's industry is highly prone to cybersecurity threats based on previous attacks (Zawad, 2022). The Australian consulting service industry is a well-defined legal environment (Work Act 2009) with strong IP protections (Patents Act 1990, Trade Marks Act 1995) with zero licensing barriers. To secure itself from cyber attacks, Australia underwent the Cyber Cooperation Program with Indonesia to facilitate cyber diplomacy (Gerald, 2023).

3.6 Porter's Five Forces Analysis Compliance with Ontik Advisory

Porter's Five Forces model is a competitive strategic framework that is used to determine an industry's or a company's market attractiveness and competition level. The model consists of five dynamics: bargaining power of buyers, bargaining power of suppliers, threat of new entrants, threat of substitutes, threat of rivalry. The framework is

[20] Statista Research Department. (2025, June 25). *Leading countries by Environmental, Social, and Governance (ESG) ranking worldwide in 2024, by overall ESG score.* Statista.
[21] See footnote [20]

applied to assess the competitive dynamics of the consulting service industry of Bangladesh (as Ontik Advisory originated in Bangladesh).

3.6.1 Bargaining Power of Buyers

The bargaining power of buyers is moderate to high as startups, and early-stage firms can shift between advisors, even approach international advisory firms or even use online templates for pitch preparation. Founders today have free access to templates, funding playbooks from platforms like Seedrs, AngelList, Y Combinator. Startups, early-stage ventures.

3.6.2 Bargaining Power of Suppliers

In the context of the Ontik Advisory, the investors who are willing to invest in the startups seeking capital are the suppliers. The bargaining power of suppliers is moderate as there are a limited number of domestic investors interested in funding startups but there remains huge opportunities for Bangladesh as international investors, venture capitalists, and accelerators are showing interests in the consulting ecosystem.

3.6.3 Threat of New Entrants

Threat of new entrants being moderate to high as anyone with financial knowledge and a network can claim to offer fundraising support. No strict licensing or legal barrier to emerge as a fundraising advisor in Bangladesh. Despite ease of entry, building trust, reputation, and investor networks takes an enormous amount of time that protects established players.

3.6.4 Threat of Substitutes

The threat of substitutes is low to moderate as the number of fundraising consultancy firms are few for this niche market and they are mostly Dhaka-centric, partnerships can be established to reduce competition. Most of the advisory firms often follow build-up templates of low to moderate quality that are not appealing to international investors. Certified professionals are less in number existing in Bangladesh who are specialized in structuring customized financial models and drafting fundraising journeys.

3.6.5 Industry Rivalry

Industry rivalry is high as the advisory space is fragmented in Bangladesh, with many freelance consultants, small firms, and a few serious players. Price wars and outcome-based compensation models are common, reducing margins. Figure 3.6 shows the Porters Five Forces analysis for the consulting service industry in compliance with Ontik Advisory.

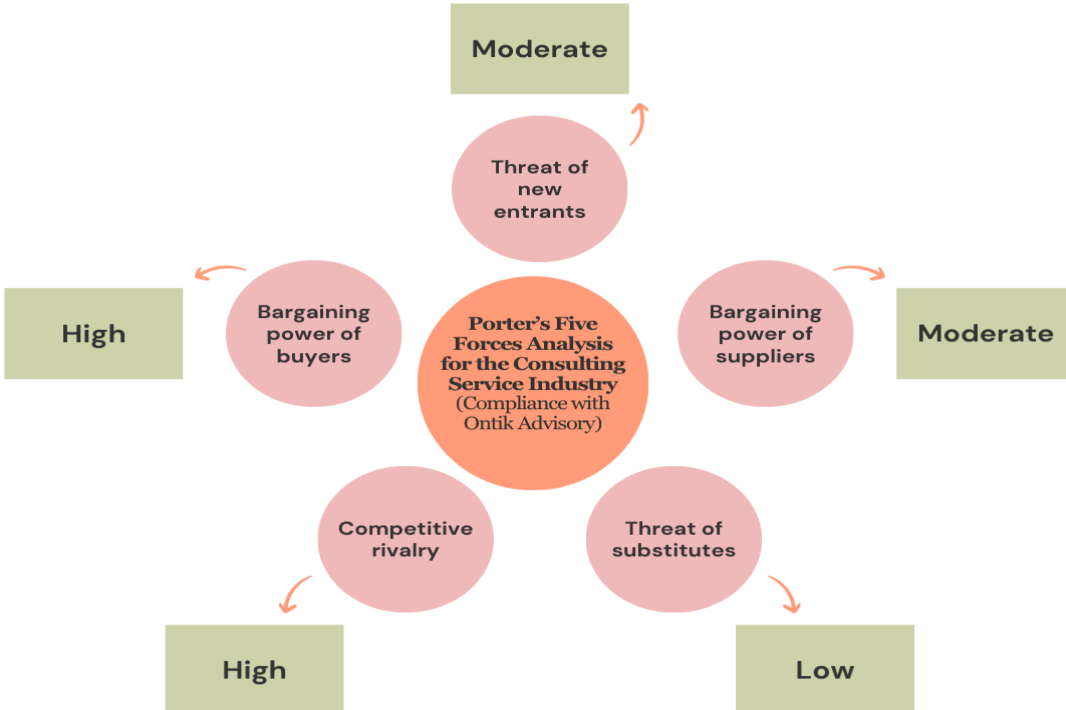

Figure 3.6 Porter's Five Forces Analysis for the Consulting Service Industry

Chapter 4: Description of Main Duties

4.1 Recurring Tasks/Responsibilities

During my internship at Ontik Advisory, I was assigned with the tasks mainly related to the projects that demanded the 'Investment Readiness' service which has been renamed later as 'Fundraising Support'. 'Fundraising Support'' is the best-performing of all services currently offered by Ontik Advisory that encircles just about the fundamental requirements for the startups that are proactively seeking investments for further scale-ups. My daily or recurring tasks included:

- Preparation of the five year financial projection of Ontik Creative and continuous improvement of the projection.
- Market research on trends of the consulting industry.
- Preparation of business plans for clients; mostly notables are Inovace Technologies, and BrainWire.
- Collecting and compiling competitors' resources.
- Outlining the requirements for executive summary/one-pager, pitch deck, and other documents.
- Writing meeting minutes and preparing a monthly compilation of those.
- Drafting emails for different individuals; including clients and other departments.
- Communication with my team and other departments regarding various information.
- Helping in other document preparation.

4.2 Working Conditions and Functions

4.2.1 Office Hours

My office hours started at 8:00 AM and ended at 5:00 PM. With eight hour-working hours, there was one hour break for lunch and prayer that started at 1:00 PM. Ontik is highly strict about late attendance. Anyone entering the office after 8:15 AM was considered late for that day. That's why, I had to leave for my office from my residence at 7:00 AM in order to avoid any sort of traffic jam on the road. However, the office hours changed from 8:00 AM - 5:00 PM to 8:00 AM - 3:00 PM during the holy month of Ramadan. During the course of my internship, I was never late for my office and I was appreciated for that by the HR team.

4.2.2 Unusual Hours/Overtime

I did not have any unusual hours or overwork during my internship. My manager, Tanvir Mahmud, was always considerate and refrained from delaying my departure from the office.

4.2.3 Workstation and Functions

The first half of my internship, I was stationed on the second floor of the office along with other Ontik Advisory team members as the top floors were under renovation. After the renovation, my workspace was transferred to the third floor of the building. My workstation faced the window side of the office room along with a nice desk, water bottle, notepad, pen and pencil. I worked in a peaceful, supportive, courteous and considerate environment.

4.2.4 Meetings and Training

There were separate meeting rooms and training rooms for employees. During the Ramadan month, there had been a huge number of leads arriving from different networks that resulted in frequent meetings of our team. Thus, we had to book the meeting rooms beforehand. I visited the training room during my training and learning period for a short period of time. The training or learning sessions were mostly conducted by our Business Strategist, Tanvir Mahmud.

4.3 Difficulties and Challenges

The main challenge for me was to work for eight hours at a stretch as I had not worked that long for many years. Fortunately, my manager and my coworkers were supportive and friendly. They allowed me to take breaks in between my work, and even sometimes play table tennis in the game room. My manager always assured me to work at my own pace given the constraint to meet the deadline of the projects. Another difficulty I faced when I was stationed on the second floor. The floor was crowded and so my concentration on my tasks easily got interrupted. As soon as I shifted to the third floor, the concentration problem was resolved. Lastly, I experienced difficulties in meeting my deadlines because of the internet issue that frequently happened during the renovation period which was eventually fixed.

4.4 Assigned Internship Tasks

My internship responsibilities mainly revolved around three significant projects on which I collaborated under the guidance of Ontik Advisory’s Business Strategist, Tanvir Mahmud. I was able to contribute a significant value to these projects while simultaneously expanding my own expertise in investment management.

4.4.1 Inovace Technologies and Tipsoi

Inovace Technologies, the market leader of biometric devices, Tipsoi in Bangladesh is one of our top-tier clients. They are planning to expand their biometric businesses in Dubai. To finance this large-scale expansion, they are seeking investments. I was responsible for conducting market research on biometric devices demanded in Bangladesh to determine the Total Addressable Market (TAM), Serviceable Available Market (SAM), Serviceable Obtainable Market (SOM) of Tipsoi. On top of this, I was required to review the present status of the competitors of Tipsoi; including ZKTeco, Suprema, Virdi, and Deputy. The financial projection for Tipsoi was completed by Robiul Islam. After finalization of the projection, I was assigned with writing the business plan for Tipsoi which I completed in the final phase of my internship.

4.4.2 Financial Projection of Ontik Creative

Ontik Creative's CEO, Atif Ahamed Akkhor approached Ontik Advisory for fundraising consultancy and a dynamic, personalized five-year projection for his company. I was assigned to complete the whole projection within my internship period. I had to prepare every part of the projection sequentially that included, Sales, Revenue, Operating Expenses, Marketing and Branding Expenses, Salaries and Employees, and Valuation of the company.

4.4.3 Business Plan of BrainWire

BrainWire is an EdTech venture from Australia that focuses on the skill development and remote job allocation and placement for the students from developing countries. The business plan of this Australian client was completed by a separate team of Ontik Advisory. I was asked by my manager to review the quality of the content prior to the project handover. While checking the business plan, I updated some of the data related to the EdTech industry and refined the plan making it more professionally presentable.

4.4.4 Experiences Gained

My training period was quite short as I had the required knowledge of the working tools and a basic understanding of the startup fundraising and investment industry. Nevertheless, I learned about one of the most interesting industries that is trending upward in the present era. Moreover, I was stunned realizing the huge dormant opportunities that are revolving round the joint alliance of the startup and investment industry. What's more, I gained an understanding of effective and adaptive teamwork as well as adhere to my commitment. Time and again, I found myself thinking I would not be able to complete the project, I was not good enough to carry out this responsibility etc. But I was proven wrong by the unwavering support of my teammates and other members of Ontik.

4.5 Work Interactions

All of the members of Ontik are friendly and maintain a respectful manner in the workplace. As per culture of Ontik, every male member has to be addressed as ‘Vaiya’ and every female member as ‘Apu’. This practice was really helpful in reducing the addressing dilemmas at the workplace. Most of them are senior to me and so everyone welcomed me like a younger sibling of their own. Senior Executive of HR, Sharmin Shejunti introduced me to all of the members of Ontik in the first place. As a result, the initial formality was over, and I became more acquainted with my colleagues. My coworkers always helped me with a warm smile whenever I faced difficulty in the application of any tool or understanding a task. A special note of appreciation goes to Ayesha Sobhan, Business Analyst of Ontik Advisory who remained a reliable source of my support.

For communication, like other employees, I used to communicate directly if the person was available. For updates of the projects to employees and clients, we used to maintain email communication. Whatsapp and Discord were operated for team communication and any updates on Admin and HR matters. Regarding the frequency of the communication, my frequent communicating members were mostly my team, Ontik Advisory. On top of that, I had to communicate occasionally with the Marketing and Branding department, Finance department, and Business Strategy department. Every day, our CEO, Farjad Ahmed checked on me along with other employees with a warm greeting.

4.6 Working Tools

The main working tools for me were Google Workspace and Canva. Google Drive was used to compile every document that was segregated by client and Google Docs was used to prepare meeting minutes, agreement preparation, business plan, requirements documentation etc. Moreover, Google Sheet was used to keep track of the project and to carry out five year financial projection preparation. Often, Google Calendar was used to remind significant events and meetings. Occasionally, Whenever required, Google Meet was used for online meetings with either clients or team members. For Canva, Ontik Advisory has its own paid version of Canva. I had to use the tool while helping Ayesha Sobhan prepare some slides for a pitch deck presentation.

4.7 Comparison Between Theoretical Knowledge and Practical Experience

Based on my practical experience, I have come to understand that the real-world does not always follow theoretical processes or methods, especially in the case of service-based projects although theoretical knowledge is the foundational level for understanding and conceptualization of the real world. The comparisons in between theory (academic knowledge) and practice (practical experience at Ontik Advisory) are discussed below:

4.7.1 Market Research and Competitor Analysis

According to university knowledge, market research and competitor analysis are conducted via tools like SWOT, PESTLE, Porter's Five Forces etc. But in practical applications, SWOT and Porter's Five Forces analysis are done for competitor analysis. For market research, Crunchbase, LinkedIn, Statista etc. are relied on.

4.7.2 Maintenance of Business Communication

Theoretical knowledge implies that business communication to be maintained strictly by formal emails, and documentations. However, in real life, arrangements of business meetings and discussions are conducted via quick phone calls or Whatsapp messages.

4.7.3 Pitch Deck Preparation

In university, pitch decks are designed with informative texts, and details covering every single topic. But in the practical field, clients and potential investors prefer short, simple, and easy to understand types of pitch decks composed of less texts and more visuals.

4.7.4 Fundraising Rounds

Theoretically it is learnt that the fundraising round goes from early stage to pre-seed, seed round, Series A, Series B and so on. However, in practical life, a startup does not necessarily have to follow such funding rounds and can start their fundraising journey from any stage. For instance: Inovace does not have an explicit pre-seed or seed round of funding. They started their journey with Series A round.

4.7.5 Approach of the Startups

Theoretically, a startup approaches a venture capitalist at the Series B, C stage and an angel investor at an early stage or pre-seed stage to invest in the company. But in reality, a startup gathers investment from a combination of sources including VC firms, incubators like Y Combinator, Techstars etc. at any stage.

Chapter 5: Analysis

5.1 Key Learning Outcomes

Every working individual contributes to expatiating his or her workplace like a second home. As the stepping stone of my career started with Ontik, I learned to value collaboration, integrity, and growth, shaping both my professional skills and passion. The key learnings from my working at Ontik Advisory team are as follows:

5.1.1 Key Concepts and Tools

Being an investment management and consulting company, Ontik Advisory's main essence are valuation measurement, fundraising support, and investor network. Therefore, I had to learn how to assess company performance, and evaluate key financial metrics for fundraising purposes. At the completion of my internship, I was able to gain hands-on experience in using Google Sheet for financial modeling, ROI calculation, and valuation work.

5.1.2 The Fundraising Journey

Fundraising journey is not a one-time process for any startup that includes Early-stage, Pre-seed, Seed round, Series A, Series B, and so on. Based on the empirical evidence of how startups raise capital, including pitch preparation, presentation, investor profiling, and deal structuring, I have realized the complexities of real-world business challenges especially during early-stage fundraising rounds.

5.1.3 Complying with Deadlines

Fundraising and investment management being a continuous process, clients requirements are extensive, and deadlines are demanding. Hence, I cultivated the ability to collaborate within a team-oriented environment, ensuring that all deliverables were completed accurately on-schedule.

5.1.4 Mindset of Generosity

Ontik, as the mother company has a credo for the employees, "Before you ask what Ontik has done for you, ask first what I have given to Ontik". The statement depicts every member of Ontik as a family of their own, urging contribution driven from intrinsic motivation and providing assistance to team members when needed. Hence, a mindset of generosity of mine has been developed.

5.1.5 Realities in the Business World

There has been a traditional mindset existed among the generations the same as us is to obtain profit from the very beginning of the inception of a business. However, reality is far from the expectation, especially if someone wants to build their own startup company. I have realized the main reasons for the failure level of the startups is so high in Bangladesh: the lack of capital, lack of patience, and misconceptualization of the reality. Nonetheless to say, if a company stops growing, sooner or later, it will be outcast from the market.

5.2 Work Environment Conditions

5.2.1 Type of Work Environment

The office setup is on-site based for the employees of Ontik Advisory, Ontik Creative, LazyChat, and Checkbox. For Ontik Technology, the developers have the flexibility to work from home along with on-site jobs as per their convenience.

5.2.2 Physical Setting

The head office of Ontik Advisory is settled in structured offices in the Gulshan's commercial hubs of Dhaka City. The mother company Ontik has its physical office spaces in the business complexes of Australia, USA, and Canada.

5.2.3 Work Structure

Ontik Advisory mostly follows a flat structure in terms of interaction. Each of the team is responsible to finish their own project, however it is Ontik's requirement that every single member of Ontik will be aware of the growth phases and major projects that are running in the offices so that every employee remains at the same pace. In order to maintain that, at the end of every quarter, Ontik holds an internal meeting to discuss the progress and achieved milestones of every company of Ontik.

5.2.4 Work Culture and Atmosphere

Ontik prefers to maintain a flexible, approachable and casual work culture keeping the essence of professionalism. The work culture has been outlined taking inspiration from Google. That's why employees have the flexibility to play their favorite sports, exercise, and watch recreational stuff in between their office activities. Apart from that, it is a routine for the C-Panel members to meet and greet employees daily.

5.3 Company Level Analysis

The company level analysis is based on Ontik Advisory mainly as this has been my core working team. Additionally, it is difficult to capture every efficient and not so efficient activity of Ontik as a whole within a three-month internship. Although new to the game, Ontik Advisory has quickly positioned itself as a proactive advisory firm. While still building its track record, it still has some major failings and a long way ahead to become a market leader in the industry. Based on my working at Ontik Advisory, the analysis of efficient methods and not so efficient methods that I have retrieved are as follows:

5.3.1 Efficient Methods:

- As a company under Ontik Group, Ontik Advisory leverages the advantage of tapping into the established network to acquire clients spreading from Laughers Shurma, Macy’s, University of Toronto, and DEKKHO-ISHO Group.

- The inclusion of the Water-Scrum-Fall method in the project management of Ontik Advisory which is the combination of Waterfall Method and Agile Method.

- The selection and hiring criteria for Ontik, including Ontik Advisory has emphasized on the skill and interest of the applicant and matches with the requirements of the teams of Ontik for suitability of both sides.

- After the completion of one month of every new employee, the CEO of Ontik invites the new joiners in a coffee meeting popularly known as "One Cup Stories with Farjad Ahmed". The CEO himself gets acquainted with the newcomers and inquires about their experiences at Ontik.

5.3.2 Not so Efficient Methods:

- A single team for accounting, finance and HR is not an efficient way to handle every single employee as well as customers of every department. The current team gets overwhelmed easily with the work pressure.

- While Ontik Advisory maintains high expectations from its employees, there has been limited structured investment in continuous training. As a result, employees often rely on self-learning and ad-hoc knowledge sharing.

- The applicants who are not selected for a specific position are not informed after the selection process is finished. This has raised the issue of the inefficiency and incompetence of the HR team.

- The on-site model of working setting might not be the most efficient one for every department of Ontik. The hybrid model of work structure is more of a flexible one for better collaboration with international partners and clients.

5.4 Market Level Analysis

The startup ecosystem is booming in the competitive landscape of Bangladesh along with the considerable prospect of fundraising culture. However, being new to the culture, these startups often require professional advisory services and are unable to gather necessary support from existing consulting firms who are unaware of the fundraising game. At this juncture, Ontik Advisory is establishing itself as a key player by offering these companies tailored solutions, particularly corporate advisory, startup financial consulting, and fundraising support. Here is an overview of Ontik Advisory's strategic positioning in the market due to the following strengths:

- The main focus of Ontik Advisory is to reduce the rate of failing startups in Bangladesh which is around one out of five startups fail in the first year.

- Ontik Advisory avoids generic templates and develops tailored fundraising models, pitch decks, executive summaries, business plans based on the client's unique requirements.

- Ontik Advisory emphasizes to consider each client's businesses as its own venture as one of the personality phrases of Ontik Advisory is "We Are Empathetic". Figure 5.1 is evidence of Ontik Advisory's empathetic nature.

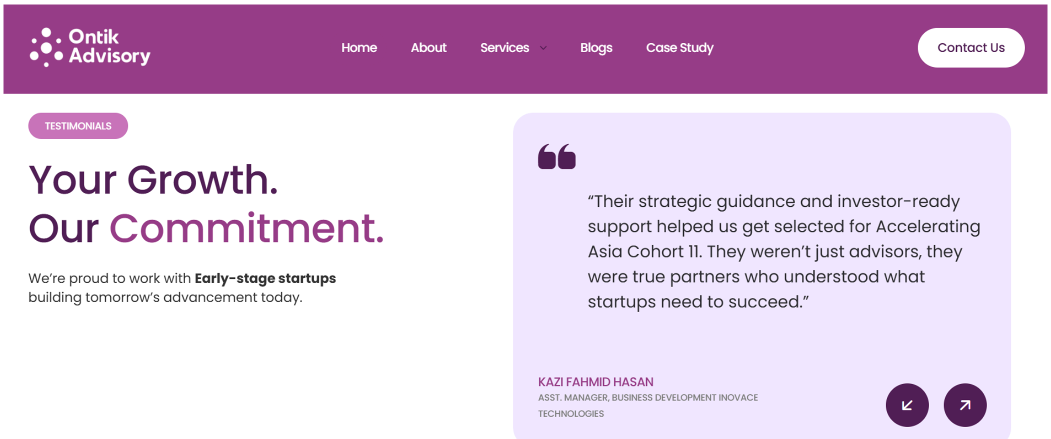

Figure 5.1 Review from Ontik Advisory's Client, Inovace Technologies

(Source: Ontik Advisory's Official Website)

- Ontik Advisory has a cash cow already which is "Ontik" itself. The mother company, Ontik has other companies under it and all of these are categorized as startups and they also require capital raising consultancy.

Although Ontik advisory possesses several significant advantages, it is not without its share of challenges just like any other firm:

- Despite increasing interest in startup investments, the local investor base is still relatively small. As a result, Ontik Advisory needs to reach out to regional or international investors.

- Many entrepreneurs lack proper financial literacy or awareness about the importance of structured services sequences leading to misaligned expectations to professional guidance.

- As a growing advisory firm, Ontik Advisory operates with a lean team that limits capacity to handle a high volume of clients or very large mandates simultaneously.

- Many startups do not always maintain organized financial data or records required for projections. For this reason, Ontik Advisory often has to spend significant time on more tasks before moving into deeper financial modeling.

5.5 Professional Level Analysis

5.5.1 Influence on my Future Career

I will always be grateful to Ontik Advisory for providing me with this internship opportunity, which has enriched my understanding of real-world business practices and strengthened my professional aptitude. Beyond technical knowledge, I have gained valuable insights into the dynamics of a fast-pacing industry like investment management, including:

- In the corporate field, the communication ability in a big community is one of the biggest challenges. Ontik, as a community has provided me the floor to flourish and present myself beyond my expectations during my internship journey.

- The concept of teamwork has been shaped through my journey as I understood the inherent meaning of collaboration, team coherence, and communication.

- From meeting the deadlines according to clients requirements, I have learned the ways of working under immense pressure and strict time management.

- I have come up with some of the best leaders in my workspace whose humbleness and generosity amazed me.

- From my manager and my coworkers, I have learned the crucial ability to avoid conflict at any phase, and keep calm during any critical situation.
- Ontik has taught me to respect the office hours and prioritize my responsibilities leading to a routine-based work life of mine.

- Ontik's managers always emphasize on the recreation and mental rest for every employee, setting up game rooms, group lunch and many more.

5.5.2 Correlation with University Knowledge

The theoretical foundations gained from the courses Business Communication, Project Management, Financial Management have been the basis of application while conducting market research and preparing reports. The explicit correlation of university knowledge gained from various courses with the practical application are as follows:

Business Communication and Document Preparation: In this university course, I learnt how to write formal emails, reports, and other documents which helped in preparing business reports, one-pager, and PowerPoints from the results of the financial projection and exchanging formal emails with Inovace Technologies, and BrainWire.

Corporate Finance and Financial Calculation: In this university course, I learnt the basics of financial and other statements of a company, ROI and NPV calculation which were required to retrieve data from the financial statements of the client companies to produce the forecasting.

Operations Management and Google Sheet: In this course, I had to learn the use of Google Sheet extensively for our group assignment that helped in preparing the financial projection of Ontik Creative.

Entrepreneurship and Fundraising: In this course, I learnt the concepts of fundraising, venture capital, angel investors and more that helped me in realizing the clients requirements for the fundraising process readily.

Organizational Behavior and Devil's Advocacy: The course was effective for learning concepts like active listening and devil's advocacy that helped in listening with the intent to understanding managers' and executives' directions, critical thinking and better decision making during meetings.

Project Management and Water-Scrum Method: The course was effective in learning the concepts of Agile Process and Waterfall Process that helped me in realizing the working process of Ontik Advisory easily.

5.5.3 Challenges

A number of challenges I faced during the internship which are discussed below:

- Adapting to a fast-paced, dynamic nature of the consulting environment has been one of the biggest challenges.

- Multitasking while working on multiple projects simultaneously, with tight deadlines and varying client expectations.

- Navigating through a larger amount of financial data whereas all of the necessary information is not always available making estimations difficult.

- Coordinating schedules for meetings and feedback with Atif Ahamed Akkhor because of his extremely busy schedule was another difficulty I faced.

Chapter 6: Recommendations and Conclusion

6.1 Recommendations

It is not abnormal to assume that a company will have its own issues that are to be resolved in high time. Ontik is no exception to it. Based on my experiences at Ontik Advisory and Ontik Group as a whole, here are some of my recommendations:

- Establish a customer support team for every separate department with professional and resilient members.
- Smooth relationship management with the shareholders of Ontik should be cared more just like the client base of Ontik.
- Invest in a centralized CRM system to streamline client communication, lead tracking, and service coordination.
- Initiate a structured feedback system mechanism from clients and stakeholders instead of taking reviews manually to identify improvement areas.
- Promote continuous learning by taking the subscription of globally recognized journals such as: Harvard Business Review, MIT Sloan Management Review etc.

6.2 Conclusion

The report summarizes insights drawn from the internship journey of three months in the Capital and Fundraising Support department of Ontik Advisory. Ontik Advisory, as a key division within the broader Ontik's ecosystem, has positioned itself as a strategic growth partner for startups, and scaleups across multiple sectors. While it originated from the entrepreneurial vision of the small founding team, Ontik Advisory now has started to operate with a focused mission – to empower businesses through tailored investment strategies, structured financial planning and investor alliance support.

My role as a Business Analyst Intern at Ontik Advisory circled around preparing necessary documents related to fundraising support for the clients, following orders from the Business Strategist, Tanvir Mahmud and Business Analyst, Ayesha Sobhan, and proceeding with market research on fundraising trends and news. My major contributions to the company would be the Financial Modelling project for Ontik Creative as well as Business Plan writing for Inovace Technologies. Through this experience, I improved my communication, teamwork, and time management skills, while gaining valuable exposure to the dynamic intersection of startups and investment. In a nutshell, the internship provided practical experiences regarding the real-life business world and application of theoretical and technical knowledge along with enjoyable moments.

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Appendix A: Samples of My Internship Works

A.1 Financial Model:

A.1.1 Revenue Projection:

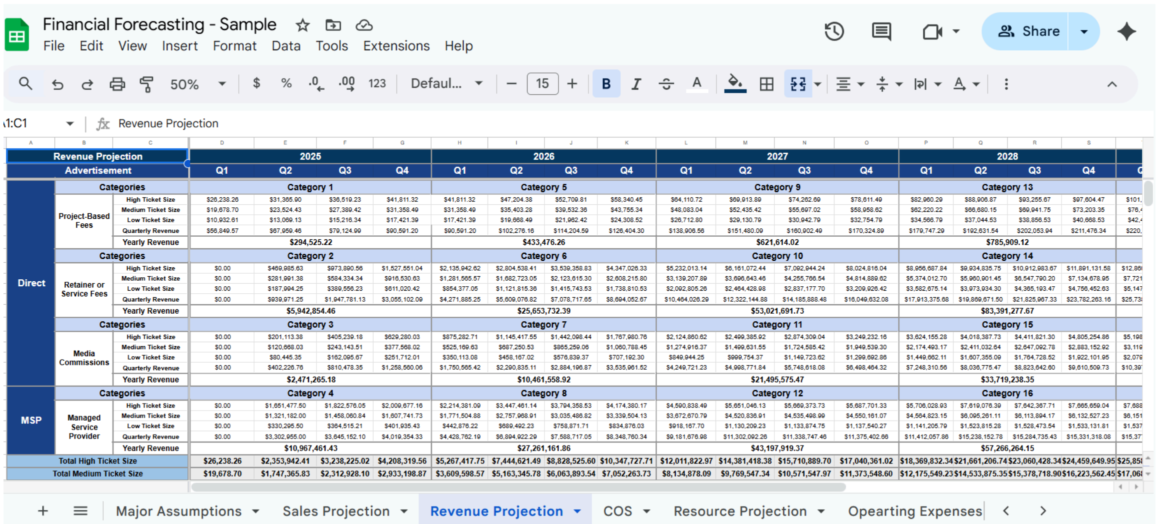

Figure A.1 Revenue Projection Sample

A.1.2 Operating Expenses:

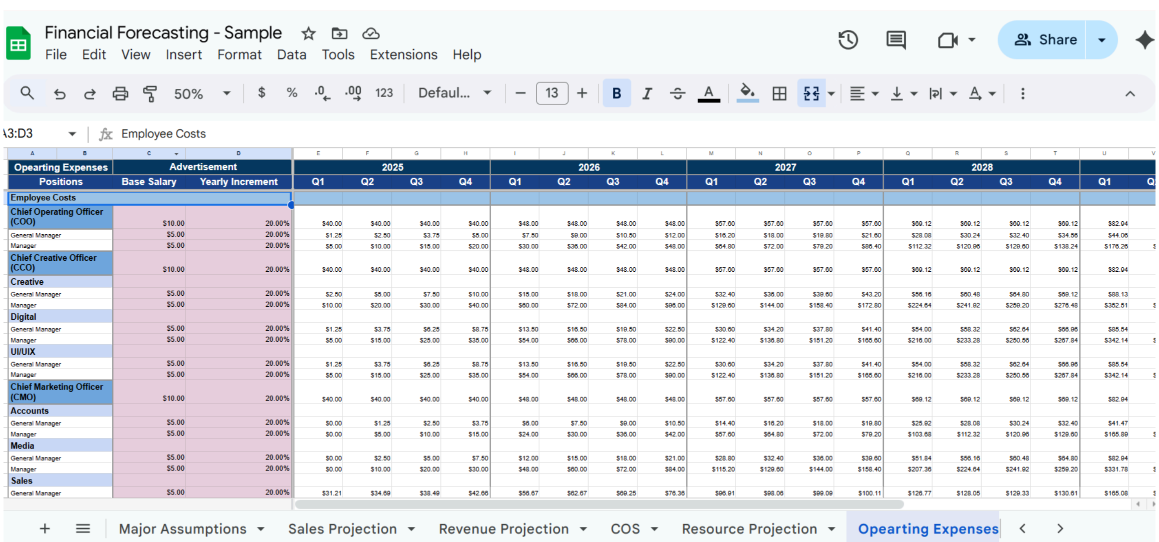

Figure A.2 Operating Expenses Sample

A.1.3 Marketing Expenses:

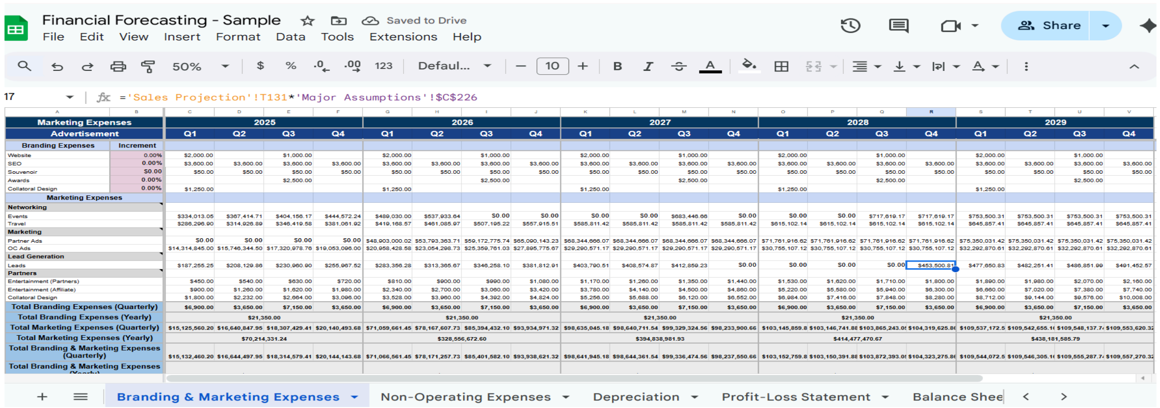

Figure A.3 Marketing Expenses Sample

A.1.4 Profit-Loss Projection:

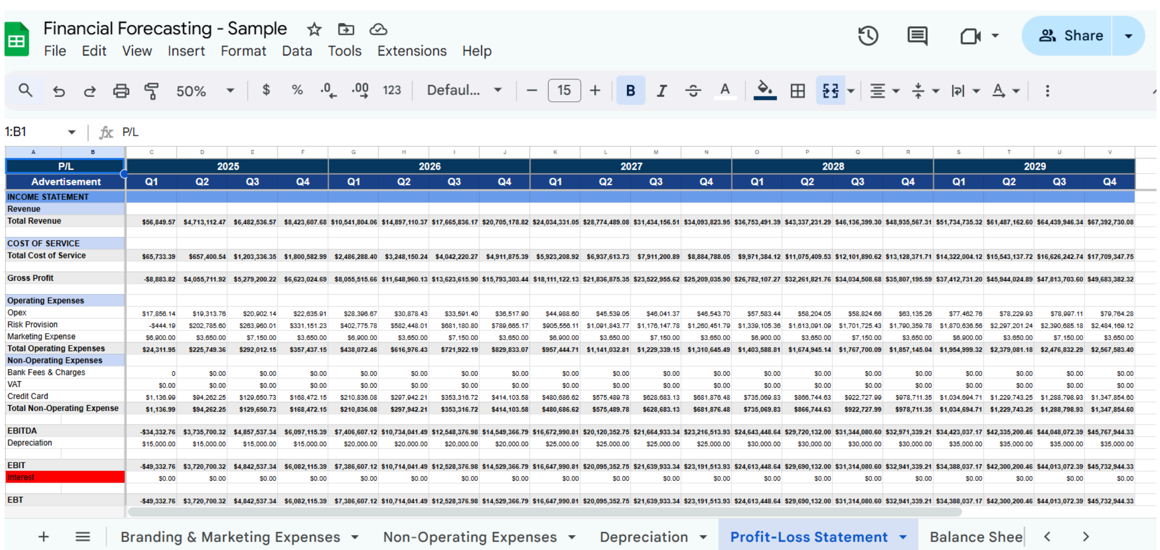

Figure A.4 Profit-Loss Projection Sample

Appendix B: Weekly Internship Reports

WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 1st week Date: From 26th January 2025 to 30th January 2025

List of activities with brief description:

1. **Market Research for Service Wing of Inovace Technologies:** Inovace Technologies is specialized in manufacturing biometric devices, IoT solutions, and Electronics Design and Manufacturing Services (EDMS). I was assigned to prepare a report on the market research for the service wing (EDMS services) for Inovace Technologies. The report contained an overview of the EDMS market, target market analysis, competitor analysis from Bangladesh, India, and Dubai, conclusions and recommendations for Inovace Technologies.

2. **Business Plan Structure for Inovace Technologies:** Inovace Technologies were interested to receive our investment readiness service, which includes market assessment, financial forecasting and simulation, a business plan, an one pager, a self explanatory pitch deck, and an investment pitch deck for their three segments of business including, biometric devices (Tipsoi), IoT solutions (Sensor Trail), and service wing (EDMS). I was entrusted with the responsibility of preparing the document structure for the business plan for Inovace Technologies, specifically to be said it was for their biometric devices, Tipsoi.

3. **Self Explanatory Pitch Deck Structure for Inovace Technologies:** A well-structured pitch deck serves as the foundation for effective communication of ideas. To ensure the design aligns seamlessly with the content, it is beneficial for the designer to review the pitch deck structure before starting the designing process. I was given the responsibility of preparing the self explanatory pitch deck structure for Inovace Technologies.

4. **One Pager for Inovace Technologies:** A one pager is a concise, single page document used to summarize the essential information of a business, a product or a service. I was assigned to prepare a one pager for Inovace Technologies for their biometric device, Tipsoi. The one pager included the advantages of using a biometric device in offices, remote sites and other areas, a brief overview of Tipsoi, the differentiation point of Tipsoi, the market opportunity of biometric devices in the world, the Compound Annual Growth Rate (CAGR) of biometric devices in the market, revenue projection from the year 2025 to 2029, equity proposition to potential investors with a representation of the projected Return on Investment (ROI), planned utilization of funds, about the team of Inovace Technologies, and their contact information.

5. **Case Study of FitMate:** Fitmate, an Australian application, offers a flexible subscription to gym membership that provides access to a nationwide network of partnered gyms, allowing members to easily visit any gym with a QR code system. Ontik Consulting delivered them a five year financial forecast as well as a business plan. I was tasked with writing a case study on Fitmate and their journey with us as our client. This case study is required for the "Case Study" section of our website to attract more clients in future.

6. **Case Study of Paperless Limited:** Paperless Limited, founded in 2020, offers a dual-solution platform with a secure payment gateway and a multifunctional mobile app, addressing the challenges of managing multiple cards and promoting cashless transactions in Bangladesh. Ontik Consulting delivered them with the investment readiness service, including market assessment, financial forecasting and simulation, a business plan, an one pager, a self explanatory pitch deck, and an investment pitch deck for their Paperless Payment Gateway and mobile application. I was tasked with writing a case study on Paperless and their journey with us as our client. This case study is required for the "Case Study" section of our website to attract more clients in future.

Company Supervisor

14-02-2025

Academic Supervisor

WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 2nd week
Date: From 2nd February 2025 to 6th February 2025

List of activities with brief description:

1. **Project Proposal for Ontik Creative:** I was tasked with preparing a detailed project proposal for Ontik Creative, outlining the objectives, deliverables, and the approach to be taken for the digital marketing services they provide. The deliverables included financial modeling, business plan, one pager, investment pitch deck, and self-explanatory pitch deck.

2. **Meeting on Internal Process Optimization:** I attended a meeting focused on optimizing internal processes within Ontik Consulting. This involved discussing improvements to streamline operations, enhance efficiency, and strengthen overall team collaboration to boost productivity.

3. **Writing Meeting Minutes on Internal Process Optimization:** Following the meeting, I was assigned to write the minutes of the meeting, capturing key decisions, action items, and deadlines. The document serves as a reference for ensuring that all points discussed are acted upon effectively.

4. **Detailed Analysis of the Market for Investment Readiness:** I conducted a thorough analysis of the market for investment readiness services, identifying the current demand, potential growth opportunities, and the target audience. This analysis is crucial for positioning Ontik Consulting's services in the market.

5. **Competitor Analysis of Similar Companies on a Global Scale:** I completed a competitor analysis of global firms offering investment readiness services, evaluating their strengths, weaknesses, and market positioning. This also included a review of their client lists to understand their market reach and the types of businesses they serve.

14-02-2025

Company Supervisor | **Academic Supervisor**

WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 3rd week Date: From 9th February 2025 to 13th February 2025

List of activities with brief description:

1. **Financial Projection for Ontik Creative:** I was assigned to complete the financial projection of Ontik Creative. In this week, the followings have been completed:

- **Sales Projection for 5 Years:** I developed a sales projection for the next five years (2025-2029) for the advertisement segment of Ontik Creative. The advertisement segment has four sales channels, including fixed rate project, subscription or retainer based services, media buying method, and managed service provider (MSP). Each of the channels follows both an awareness funnel and a partnership funnel for lead generation. In the sales projection, the potential number of leads, clients, partners, and final sales have been projected.

- **Revenue Projection for 5 Years:** I designed the revenue projection for the advertisement segment of Ontik Creative that involves fixed rate projects, subscription or retainer based services, media buying method, and managed service provider (MSP). For each of the sales channels, three kinds of revenue streams were defined, that included high price, medium price, and low price work orders. The percentage for high price work orders has been assumed to be 30%, medium price work orders to be 40% and low price work orders to be 30% of the total work orders. Thus, the total revenue has been calculated for each stream on a quarterly as well as yearly basis.

- **Cost of Service (COS) Projection:** I projected the Cost of Service of the advertisement segment for the next five years. This part included the costs associated (both direct and indirect costs) with tools and softwares, third party production costs, media buying costs, contractor costs and other overhead costs. I also calculated the total COS on a quarterly as well as yearly basis.

2. **Meeting on Future Plans and Global Expansion:** I attended a strategic meeting with the Chief Business Officer (CBO), Business Strategist, Business Analyst and Executives. The discussion revolved around the future expansion of Ontik Group that involved setting offices in UAE, UK and Singapore. Moreover, the representatives of Ontik will also visit their already established offices in the USA, Canada and Australia to boost up more sales and improve the lead generation funnels. For these specific reasons, the Ontik Group is required to raise investment. Now, this has been a golden opportunity for Ontik Consulting to support Ontik Group with our services. Besides, our CBO

discussed the fact Ontik Consulting's services have to be benchmarked with the international standard as well.

3. **One Pager for Ontik Consulting:** I prepared the contents for Ontik Consulting highlighting its core services - foundation building, investment readiness, investor alliance, and Growth Journey Plan (Strategy for Profit). The document outlined our brand color, tagline, traction, market opportunities, whom do we serve, competitive edges, our team, and contact information. The One Pager is mainly being prepared for the convenience of our current and potential clients.

14-02-2025

Company Supervisor **Academic Supervisor**

WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 4th week   Date: From 16th February 2025 to 20th February 2025

List of activities with brief description:

1. **Financial Projection for Ontik Creative:** I finalized the resource projection, operating expenses, marketing expenses, and other non-operating expenses for Ontik Creative, which included breaking down the projections into specific components as follows:

- **Resource Projection:** The resource projection focused on determining the number of resources required according to the projection for five years. Here, resources means employees or workers. For the advertisement section, the resources are divided into three departments, including administration, marketing, and creative department. The total number of resources have also been calculated on a quarterly and yearly basis.

- **Operating Expenses (OpEx):** I identified and projected all ongoing operational costs for Ontik Creative, including salaries, yearly increments, bonuses, rent, utilities, software subscriptions, office supplies, repair and maintenance, professional services like legal and compliance fees, and other recurring expenses. The projections were made for five years and the total operating expenses on a quarterly and yearly basis.

- **Marketing Expenses:** Marketing expenses for Ontik Creative includes SEO & SEM, social media advertising, content marketing, influencer and affiliate marketing, website development and maintenance, email marketing (CRM and automation tools), brand partnerships and collaborations, community engagement and networking.

- **Non-Operating Expenses:** Non-Operating Expenses for Ontik Creative includes bank fees and charges, VAT, Bkash, credit card expenses, interest expenses, taxes, legal & settlement costs, asset write-downs and impairments, donations and charitable contributions.

2. **Analyzing Competitors for Productizing Investment Readiness Service:** Ontik Consulting is planning to productize its investment readiness service and rebrand it with a more appealing name. I was tasked with analyzing competitors' service names and offerings to identify a suitable name for Ontik Consulting's productized service. I researched how other firms positioned similar services, focusing on their branding and naming conventions, to ensure that Ontik Consulting could create a distinct and appealing identity for its service offering.

3. **TAM and SAM Analysis for Inovace Technologies:** Inovace Technologies requested a detailed analysis of the Total Addressable Market (TAM) and Serviceable Available Market (SAM) for their biometric device, Tipsoi. I conducted a comprehensive market research on determining the TAM for different segments of industries where biometric devices are appealing. This included the RMG sector, pharmaceuticals, food chains, retail services, factories, remote places, service firms, educational institutions, hospitals, and healthcare service places. The SAM is determined based on the percentage of the market that Tipsoi has the ability to serve. The market research has been done based on secondary data and sources have also been provided.

07-03-2025

Company Supervisor | **Academic Supervisor**

WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 5th week Date: From 23rd February 2025 to 27th February 2025

List of activities with brief description:

1. **Restructuring Resource Projection for Ontik Creative:** The standard format of our resource projection was not suitable for Ontik Creative's resource organization. That's why I had to restructure the format so that it aligns better with their expectations. Additionally, I had a meeting along with my line manager with the CEO of Ontik Creative to discuss these changes and ensure alignment with the company's vision.

2. **Company Organogram for Ontik Creative:** I developed an organizational structure for Ontik Creative using Excel. The organogram is designed into four parts, including the top management, the admin panel, the creative panel, and the marketing panel.

3. **First Face-to-Face Client Meeting & Meeting Minutes:** I had my first face-to-face meeting with Audra, our potential client. Our Chief Technology Officer (CTO), Business Strategist as well as Business Analyst were also present. I was mainly responsible for observing how a client meeting is conducted and to take key takeaways from the meeting. I also asked a few questions to Audra's representative on their market demand and strategy. After the meeting, I compiled the takeaways into meeting minutes.

4. **Documenting Advisor Journey:** To onboard new advisors, it is required to sketch the journey of the advisor on how he or she will be connected with us and what will be his or her responsibilities. I was assigned to document this journey for the convenience of the new advisors and new employees. I drew a diagram to showcase the journey in a single page as well as wrote down the key responsibilities of key personnels and descriptions of each stage.

5. **Documenting Consultant Journey:** Ontik Consulting requires more professional consultants in their team as the company is growing. To onboard new consultants, documentation of their journey is required. I was tasked with documenting this journey for the convenience of the new consultants and new employees. I drew a diagram to showcase the journey in a single page as well as wrote down the key responsibilities of key personnels and descriptions of each stage.

6. **Potential Client – Go Go Gorgeous:** A new potential client, Go Go Gorgeous approached us in search of consultancy and legal advisory. They are one of the leading brands in the beauty industry of Bangladesh. They are interested in opening franchises of their own in the foreign lands. I was responsible for listing the contacts of legal firms specialized in franchising from within and outside of our partner contacts to ensure Go Go Gorgeous received top-tier counsel.

7. **Ontik Consulting – InvestMate Productization:** Ontik Consulting has decided to productize its four main services: Idea Scope Analysis, Investment Readiness, Growth Journey Plan (Strategy for Profit), and Investor Alliance. The productized service will be named as InvestMate. The InvestMate team will consist of a portion of the Ontik Consulting team.

07-03-2025

Company Supervisor

Academic Supervisor

WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 6th week Date: From 2nd March 2025 to 6th March 2025

List of activities with brief description:

1. **Ontik Creative Financial Forecasting:** The financial projection of Ontik Creative is an ongoing project. I completed the following sections in this week:

- **Depreciation:** The depreciation has been calculated based on the assets of the Ontik Creative. For the simplicity of the calculation, the straight line method has been adopted. The projection has been for five years. After depreciation, the remaining asset value has also been calculated.

- **The Financial Statements:** The financial statements, including balance sheet, income statement, and cash flow statement have also been completed. This part of the projection is also termed as a summary sheet as any potential investor can understand the whole condition of the business at a glance of this sheet. The in-detail breakdown of these statements have also been shown.

- **Valuation:** Finally, the valuation of the Ontik Creative has been calculated. For calculation, the Discounted Cash Flow (DCF) method has been applied. In order to calculate the implied share price, Internal Rate of Return (IRR), and enterprise value, Weighted Average Cost of Capital WACC, market return, beta value, Free Cash Flow (FCF), number of years of projection and other requirements have been collected and calculated beforehand.

2. **Compilation of Free Business Resources and Samples:** During my research, I discovered numerous free samples of business plans, financial forecasting models, executive summaries, and pitch decks from competitor websites and other online sources. I compiled these resources and stored them in our common drive for future reference.

3. **Research on Virtual CFO Service Providers:** InvestMate plans to expand its service offerings to include Virtual CFO services in the near future. To support this initiative, I was assigned to research companies that currently provide Virtual CFO and similar financial advisory services. The goal was to analyze their business models, pricing strategies, and client retention approaches to determine best practices for integrating such services into our portfolio.

4. **Financial Projection Summary for Paperless Limited:** Paperless Limited requested a summarized financial projection for their convenience in presenting to potential investors. Based on their special request, Ontik Consulting agreed to provide the summary report simplifying the facts on how the financial projection was prepared. I was assigned to write the report which included the brief description on the sales projection, revenue projection, Cost of Sales (COS), resource projection, operating expenses, non-operating expenses, the financial statements, as well as the valuation process of the company. The important numbers, tables, figures have also been included in the report.

07-05-2025

Company Supervisor | **Academic Supervisor**

200061102

WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 7th week
Date: From 9th March 2025 to 13th March 2025

List of activities with brief description:

1. **Reviewing Ontik Creative Financial Projections Major Assumptions and Some Calculations:** My line manager reviewed Ontik Creative's financial projections model and directed me to make some changes in the major assumptions section, as well as in the non-operating expenses section. I made some mistakes in the Cost of Service (COS) section which I had to correct as per my line manager's direction.

2. **Documenting the Market Research and Foundation Package Service:** It has come into our concern that it is necessary to convey to our clients what are the contents and the deliverables of the market research and foundation package. For these reasons, I was assigned to prepare a document on these particular services, focusing on the list of contents, detailed description of the deliverables, and the scope of our research.

3. **Calculating ROI for Paperless Limited:** The summary report of the financial forecasting of Paperless Limited was prepared in the past weeks. To convince the investor, a specific Return on Investment (ROI) is required to demonstrate. Compiling the necessary information from the financial projection of Paperless Limited, I calculated the ROI in a comprehensive way.

14-03-2025

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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 8th week   Date: From 16th March 2025 to 20th March 2025

List of activities with brief description:

1. **Meetings with the Branding and Marketing Team:** An internal meeting was held in the beginning of the week with the Branding and Marketing team. The meeting's main purpose was to discuss the brand materials and channels for branding of InvestMate in the coming days. Branding team led by Mohammed Tahmeed Abdullah discussed with us about our client base and our offered services in order to align their targets with ours. Tahmeed Abdullah also suggested attending events and summits for organizing our investor pool.

2. **Market Research on Thought Leadership:** During the branding team meeting, the context of thought leadership was brought into discussion. I was responsible for gathering information on the same topic. I started my hunt from Google search as well as YouTube. Most of the thought leaders belong to the digital marketing segment. I followed their contents and posts on LinkedIn and how they influence their huge follower bases.

3. **Market Research on Competitors:** To understand the market trends as well as to keep up with the competitors, I have to research the industry as well as competitors on a regular basis. This time I had to research the success metrics of InvestMate's competitors. During my research, I found out that the competitors not only update their website with the case studies of successful fundraising events of their clients, but also post the events on their official LinkedIn page. Moreover, they celebrate the success of their clients as their own success. For example, Robot Mascot, a direct competitor of ours, celebrated hugely on the successful fund raising of $40M of one of their clients, Plend.

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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 9th week Date: From 23th March 2025 to 27th March 2025

List of activities with brief description:

1. **Rewriting BrainWire's Business Plan:** The business plan of BrainWire, an Australian initiative in the Bangladeshi EdTech industry was previously written by a different team. The financial modeling required some changes and so the numbers and figures in the sales estimation, revenue projection and others changed significantly. Thus, the business plan was also required to change. I was assigned to rewrite the projections and financials section of BrainWire's business plan.

2. **Preparing Questionnaire for Tipsoi:** I have been tasked to write the business plan of Tipsoi, a biometric product of Inovace Technologies. To write the business plan, some crucial information is required from the internal team of Inovace Technologies. The questions I wrote mainly focused on Tipsoi's operational framework, its inception and journey, evidence of product-market fit, strategic positioning in the Bangladesh market, potential risks and contingency plan.

3. **Researching on Lead Generation from LinkedIn:** Based on the suggestions of Branding Team and Ontik Creative Team, Ontik Consulting has been rebranded to "Ontik Advisory". Previously, Ontik Consulting did not include the LinkedIn platform for lead generation. But now, it has been decided to include the platform for Ontik Advisory for searching potential leads that can be turned into clients. I was assigned to research on what kind of posts are relevant for lead generation and what should be the approach method while pitching to a potential lead through LikedIn. I searched through many Thought Leaders posts, as well as our competitors' posts and sales pitch templates.

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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 10th week

Date: From 6th April 2025 to 10th April 2025

List of activities with brief description:

1. **Different Approach of TAM, SAM and SOM of Tipsoi:** The previous structure of TAM (Total Addressable Market) and SAM (Serviceable Available Market) was appreciated by the Tipsoi team. However, they asked for such a TAM and SAM that does not include extreme detailing as well as comparable to ZKTeco, Tipsoi's biggest competitor. I compiled the TAM, SAM of biometric devices for Tipsoi with a different approach that is easily comparable to ZKTeco. I also had to include SOM (Serviceable Obtainable Market) in the new approach. Moreover, I had to link the TAM, SAM and SOM calculation with the financial modeling of Tipsoi.

2. **Revisions in Financial Modeling of Ontik Creative:** Ontik Creative's CEO, Atif Ahmed Akkhor is quite satisfied with the outcome of the financial model. However, he pointed out some lackings in the model that needs to be addressed. After receiving feedback from him, I corrected the model as per his discretion. I separated the branding expenses from the marketing expenses for the convenience of the client. I made three separate sheets for the key financial statements: profit-loss statement, balance sheet, and cash flow statement. I corrected the non-operating expenses part as well. Two more sheets were included in the model, namely Index page, and Instruction page. The Index page is the table of content of the financial model. The Instruction page contains the color codes, directing which cells can be changed and which cells should not be changed at all.

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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 11th week　　　　　　　　　Date: From 13th April 2025 to 17th April 2025

List of activities with brief description:

1. **Tipsoi's Business Plan Writing:** I started to write the business plan of Tipsoi after receiving the answers of the questionnaire from Inovace Technologies. At first, I outlined the table of contents. Then, I completed writing the company introduction, vision, and mission of the company. The background, inception as well as journey of Tipsoi were completed. Based on the answers from Inovace Technologies, I was able to complete the traction and product-market fit of Tipsoi. The traction part included the current performance of Tipsoi in terms of sales and revenue, the number of clients they acquired until now, key milestones achieved, and the testimonials and feedback from their significant clients. The product-market fit mainly discussed how Inovace understands there is a demand for Tipsoi in the market, how Tipsoi acquired 1200+ clients, as well as their user adoption rate over the years. After finishing the product-market fit part, I decided to complete the rest next week.

2. **Dashboard of Ontik Creative's Financial Model:** A separate sheet named "Dashboard" was added in the financial model of Ontik Creative. The Dashboard page includes the necessary graphs and charts of every projection (sales, revenue, COS, operating expenses etc.) of the model. I made five separate charts in the dashboard. First one represented the revenue, EBITDA, and net profit. The second chart shows the comparison of EBITDA margin and net profit margin. The third and fourth ones are about the breakdown of operating expenses and breakdown of COS respectively. Lastly, a pie chart illustrates the allocation of Ontik Creative's usage of funds.

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Company: Ontik Consulting Limited

Name of Internship Supervisor:
Md. Abdullah Al Mamun
Designation: Assistant Professor
Department:
Business and Technology Management
Islamic University of Technology

200061102

WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 12th week Date: From 20th April 2025 to 24th April 2025

List of activities with brief description:

1. **Tipsoi Business Plan Completed:** The business plan is a huge document and usually takes at least two weeks to finish. This week, I continued to write the plan from the market overview section. In this section, the global and Bangladesh market overview, competitor profiles, SWOT analysis, barriers to entry, detailed explanation of TAM, SAM, and SOM were written. The product and service description of Tipsoi came in the next section. This was a huge one as Tipsoi has eight different versions of their product. Later, marketing channels, and sales tactics were discussed. The discussion on the management and leadership team of Tipsoi came next. After all these sections, I started to write the details of financial projections as well as funding requirements. Graphs and charts were added for ease of visualization in this section. Lastly, the Return on Investment (ROI), exit plan, and contingency plans to potential risks were discussed.

2. **Revision of Business Plan of Tipsoi:** I had to revise the business plan after the completion of writing as our team promised the client to deliver the plan in the same week. Ontik Advisory's business analyst, Aysha Sobhan helped me revise the whole plan. She pointed out some mistakes and also provided suggestions where I can improve the writing. After the revision, the letterheads of Tipsoi and a suitable table of content were added. Finally, I added a suitable cover page and an ending page to the business plan. As soon as the plan was completed, it was delivered to Inovace Technologies.

25-04-2025

Name of Company Supervisor:
Tanvir Mahmud
Designation: Business Strategist
Department: Ontik Advisory
Company: Ontik Consulting Limited

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Ramisha