

Company Profile

Sheba Fintech Limited



Sheba Fintech Limited

Corporate Office

House 57, Road 25, Block A

Banani, Dhaka 1212

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1. Background

As a technology first company, **Sheba Fintech Limited**, incorporated under the law of Bangladesh, registration no: C-175582/2021, would like to expand its horizons by offering Payment Services that will enable online & offline businesses and also individual users to make payments from their registered merchants.

Sheba Fintech Limited aspires to provide the most simplified payment experience for customers from touchpoints within reach. To achieve this objective Sheba Fintech Limited is service focused and built around that formula where existing infrastructure is best utilized to enable enterprises with round the clock payment services. SPL has already established an organized merchant network under its service brand named “sManager”. SFL intends to deliver payments and services through a uniquely strong combination of local shops, internet and mobile distribution channels. It aggregates multiple services in a single platform and connects thousands of merchants who sell these services to end consumers. Key features of ShebaPay platform are as follows:

- First-of-its-kind retail network in Bangladesh using cutting-edge technology and very advanced telecommunication applications.
- Full back office platform, developed, hosted and managed in-house
- Applications used by all users are developed in-house
- Standard Distribution Architecture is followed, where Service Delivery Agents (SDA) are appointed to manage merchants in a defined territory.

As Sheba Fintech Limited has necessary expertise in managing a large merchant network, aggregating numbers of digital product & services, and developing right fit FinTech solutions for all relevant stakeholders, it would like to launch an e-wallet to address payments related pain points especially in business to business payment segment in Bangladesh market.

2. Corporate Information

Corporation Name:	Sheba Fintech Limited
Registered Address:	C-175582/2021
Registration No. & Date:	October 28, 2021
Trade License:	145307
TIN Number:	871738526661

3. Major services to be offered

As per the vision of the JV is outlined below

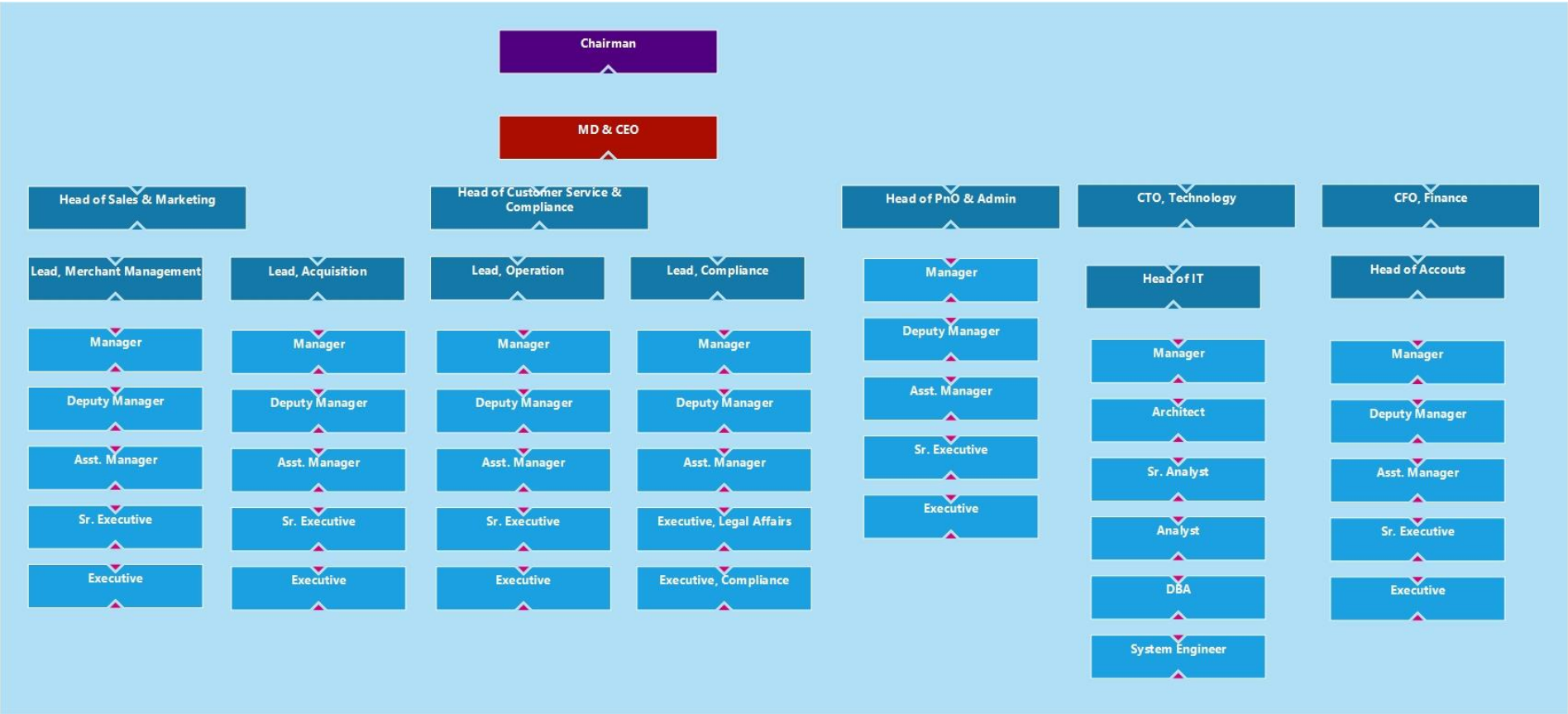
- Provide global standard payment services for Bangladesh market
- Be focused on new payment behaviours of youths, millennials and unbaked with cross-border cashless payments.
- Implement a robust payment infrastructure as a platform to drive adoption of digital payment under vision of Digital Bangladesh and Financial inclusion.

4. Organizational Structure

4.1 Board of Directors

SL	Name	Nationality	Designation	Address
1	Mr Maiaz M. Rahman Director	Bangladeshi	Director	House 13, Road 109 Gulshan, Dhaka 1212
2	Mr. Adnan Imtiaz Halim, Director	Bangladeshi	Director	45, Siddheswari Lane, Shantinagar, Ramna Dhaka 1217
3	Mohammad Ilmul Haque Managing Director	Bangladeshi	Managing Director	17 Mayakanan, Sabujbagh, Dhaka- 1214

4.2 Organogram of Sheba Fintech Limited



Note: Vacant possessions to be hired once we get license to start business.

5. Information of Sheba Platform Limited

Sheba plays the role of a catalyst for micro-entrepreneurs and ignites the spark in them to dream bigger. By bringing access to information and financial literacy in the palm of their hands, we are bridging the digital divide and creating access to affordable and timely financial services. We design technological solutions to make urban life easier while addressing the major pain points of small businesses. Our first product **sheba.xyz** is the country's largest online service marketplace. **sBusiness** on the other hand is serving emerging corporates and **sManager** is providing full-stack financial solutions for SMEs and digitizing all flows of their business.

Sheba.xyz is Bangladesh's first and biggest online service marketplace with 15,000+ service providers catering to the needs of 1M+ customers. We started in 2016 and gradually grew to 80+ services being offered on our platform. Be it cleaning, plumbing, electronic repair, chauffeur services, car rental, air-con, home and office shifting or at home salon services, Sheba.xyz is connecting the growing number of urban households to professional services providers at the click of a button. We provide training, certification, business management assistance and quality assurance to keep generating demand for our service providers. We also have dedicated teams who work relentlessly to ensure high customer satisfaction, keeping this at the centre of our focus.

sManager is an ERP solution for SMEs which acts as a tool to grow their business. It's an user-friendly app, carefully designed to automate all processes. Currently, 1M+ SMEs can get access to credit through formal banking channels in just 1 click. Other features help them generate extra income, manage cash flow, inventory and customers, collect payments online and create online stores. Our customer service and field representatives are training them to use sManager to improve their business activities. We are here to empower SMEs across Asia, change how they operate in their entirety and bring them towards financial inclusion.

sBusiness is providing a SaaS-driven corporate solution which automates mundane administrative and HR hassles. From bidding to billing for software to services, sBusiness acts as the smart assistant for businesses. We save work hours from being spent on low value tasks and we cut administrative costs by 95%. In just a year we are serving the needs of 780+ corporate clients and connecting a pool of verified service providers to them. Our sales representatives, called 'Silver Bullets' are trained to identify and solve any office management issues. During COVID-19 we helped many businesses ensure the safe return of their employees to a disinfected space with a touchless system and similarly, we will keep adapting as per the needs of our clients.

6. SFL Team

Aspiring Repeat Founders & Experienced Management



Ilmul Haque Sajib

Sajib is the **deal maker** at Sheba coming from a decade of extensive experience in the telecom industry. During his tenure at Summit Communications as a Head of Gateway Operations, he developed **three new businesses** and revenue streams from scratch.

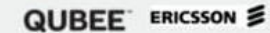
EXPERIENCE



Adnan Imtiaz Halim

Adnan is a **transformative leader**. He has **built businesses from scratch** in his tenure at Ericsson and Nokia. Was responsible for delivering **\$800M USD** projects in his career. In every company he worked at, he **built, developed and nurtured resources and groomed leaders** out of them.

EXPERIENCE



Md. Abdur Rahman Tonmoy
SVP

Tonmoy worked in the telecom industry as Product Marketing Manager and grew B2B portfolio in his last **role by 41%**. He scaled up investment portfolio in **3 countries by 1.2X in 18 months** at . His specialty is also developing **CLM strategy** for Rides, Food and Bus Business at leading startups in the country.

EXPERIENCE



**Abu Naser
Mohammad Shoeb**
CTO

Serial entrepreneur Shoeb has **co-founded Startern at the age of only 25**. His experience in technology - combined with his business acumen led him to succeed at a very early age in his life.

EXPERIENCE

