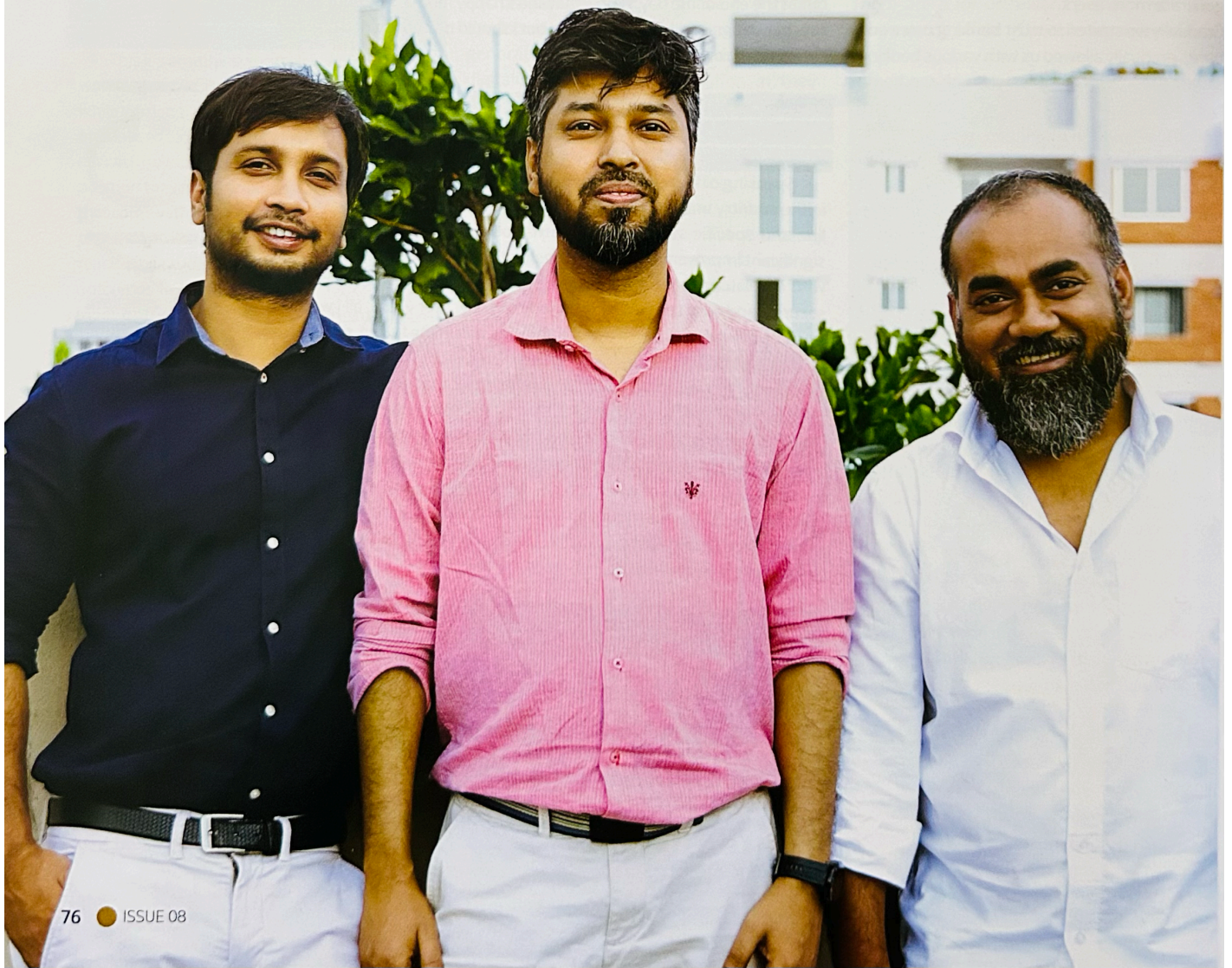


STARTUP MONTH



Togu Mogu
Parenting App



WE ARE THE ONLY PARENTING APP IN BANGLADESH THAT PROVIDES A 360-DEGREE SOLUTION WHERE THERE ARE 25 MILLION PARENTS REQUIRING THESE SERVICES.

considered with importance while mental health and wellbeing is completely ignored in most cases. We are developing an ICT based tool to address these issues where parents will get access to authentic information regarding their pregnancy and children's development, ensure proper vaccination with continuous monitoring and ensure mental wellbeing by connecting them with experts. The interactive app will increase awareness and it will be more effective than other traditional activities.

Our team of Co-founders includes real parents with Engineering backgrounds who understand the struggling point of our users, having Ph.D. in Data Science and Engineering, 10+ years of experience in different businesses, and 15+ years of friendship.

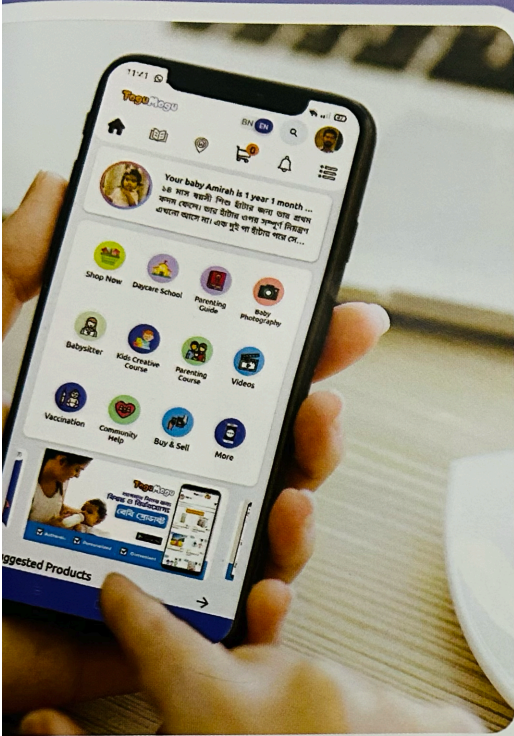
Q. What's the story behind naming 'ToguMogu'?

Thank you for asking this question. I love to share this when I get a chance. While searching for a charming name for the company, we have done a lot of brainstorming. Finally, we came up with the idea of Togu – a tiger cub and Mogu – a human kid. They are good friends. Through their childhood, they will help other kids to learn about their surroundings and help them grow. Togu and Mogu will also help young parents to raise their children in a fun and enjoyable way.

Q. What makes ToguMogu different from other similar service providers?

We are creating an all-in -one service platform for expected and new parents for the first time in Bangladesh. We have our own service and product (e-commerce, photography, parenting, educational and healthcare contents). In the case of any baby products, we are not just selling any product, but rather selling a product with a value-added service like consultation to choose products of trusted brand and suitable for their baby. In the case of children's books, we are not just selling any books rather guiding parents to get a set of age specific for child development. Similarly, in every aspect of our business, we are mainly focusing on the services that every concerned parent of Bangladesh has asked for so long.

As we are already working with parents for more than 3 years, we have a strong data repository to analyze parenting needs according to their needs, our inhouse data scientist and experts are developing an AI based tool for parents which can



ToguMogu is a platform especially made for mothers to make parenting easy and convenient. Let's know more about this initiative as the founders of this startup share their journey with us.

Q. Tell us about ToguMogu and what it's all about.

ToguMogu is a platform to provide parenting services from Pregnancy to Kindergarten. Our one stop Family Health and wellbeing App utilizes the increase of internet and smartphone uses to improve the health and wellbeing of families in Bangladesh by providing the right tool for access to authentic information and continuous monitoring. We guide parents to make better decisions for their children using data, machine learning, and AI. Our services include parenting content for pregnancy to kindergarten, reliable shopping, finding nearby daycare and schools, among others. We are the only parenting app in Bangladesh that provides a 360-degree solution where there are 25 million parents requiring these services. Bangladeshi healthcare system, especially maternity and childcare systems, is still very manual with the unavailability of expert resources around the country. Pre- and Post-natal follow ups, children vaccination follow ups are not



WE SOURCE OUR PRODUCTS DIRECTLY FROM MANUFACTURERS OR AUTHENTIC SUPPLIERS, OUR CUSTOMERS HAVE GOOD TRUST ON OUR PLATFORM.

guide parents from pregnancy to kindergarten directly via our app. Our 360-degree experience with parenting behaviour is keeping us ahead of all other individual service providers in this field.

Q. Give us an insight into the day-to-day operations at ToguMogu.

Currently our team is focusing on three key aspects, improving our app so users can avail services and knowledge with ease. Our tech team is continuously taking user feedback and improving our algorithm and overall UI/UX of the platform. Our content team is producing age appropriate contents vetted by experts so Bangladeshi parents can track their children's development from pregnancy, while our ecommerce team is dedicated to support customers who buy products and services.

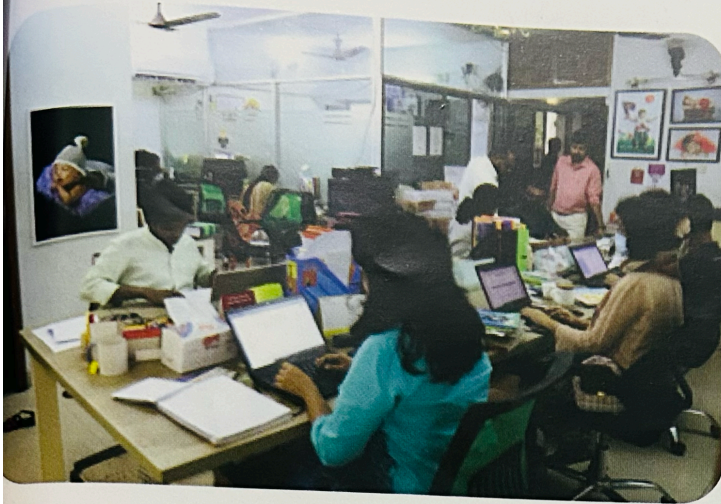
Our daily goal is to support parents via all channels including our own app, social media and through our call centre. While our top management is working on achieving long term goals including exponential growth in terms of users, expanding services and improving the quality of customer experiences with the platform. Currently we are raising

investment to become a growth stage company to seed stage company.

Q. Did you have to face any challenges regarding funding?

In our initial years, we have focused on experience building and preparing our startup to create an industry standard service platform. Recently we are working on raising investment to achieve our short term and long term goals. As we are working on an interesting market with enormous opportunity, we are getting a good response from the investors. Recently we have taken part in an Accelerator Program - "Accelerate Bangladesh", an initiative from Bangladesh Angels Network (BAN), Better Stories Ltd and Bridge For Billions. We have already raised our angel round last January and are now working on seed stage investment.

Due to covid, it has been very challenging while we are still in the seed round, specially to keep the team focused on specific goals, not deviating to generate quick revenue, which was a challenge for



us to overcome for funding. We are happy that we have survived the hard part of the struggle and are now more focused and stronger to attract new investors.

Q. Which product or services are currently in high demand?

Currently we have three services that generate revenue, ecommerce, mental health consultancy through third party service providers and baby photography service. While we have our free continents and day-care discovery services. Recently we did a survey among our users where we find users are looking for day-care solutions, preschool and kindergarten selection tools, expert consultancy services among others.

In our ecommerce section Baby products, Books and Toys are in high demand. As we source our products directly from manufacturers or authentic suppliers, our customers have good trust on our platform.

Q. How do you ensure the quality and authenticity of the services or products you provide?

As I was saying, we always source products directly from manufacturers or authentic

suppliers. We do a quality check, especially double check expiry date of any baby products before sending it to the customer. We also sell products that are safe for kids. A lot of toys use plastic and other materials that are not safe for children. We avoid those types of products. We sell age specific books for children, we are the largest online bookseller for children from 2 to 12 years old where we literally read all the books before onboarding them in our platform. Parents can choose any of the book packages for their children without worrying whether it will be appropriate for them or not. While partnering with service providers, we have collaboration with well reputed organizations and also working on more partnerships.

Q. Are there any organizations that are collaborating with you? How are you facilitating each other?

Well, as we are building a service platform for parents and for providing different services we are collaborating with different organizations rather than recreating their services. In this we can facilitate our users with the best services. From the very beginning

WE DO A QUALITY CHECK, ESPECIALLY DOUBLE CHECK EXPIRY DATE OF ANY BABY PRODUCTS BEFORE SENDING IT TO THE CUSTOMER. WE ALSO SELL PRODUCTS THAT ARE SAFE FOR KIDS.

we had partnership with Lifespring, Doctorola, Amar Astha. We also have partnerships with several children book publishers where we facilitate them with orders or sales.

We will continue our partnerships and collaborate with new partners to provide the best quality services to our users so that they can get the best for their children.

Q. Tell us about the vision and where you want to see this venture in the next few years?

Currently we have 30 thousands parents registered on our platform. These parents will have easy access to information and tools that will help them to ensure the health and wellbeing of their children and themselves. Recently we have launched our Pregnancy and Child growth tracking features, and a vaccination tracker will be released soon. Our expert team is continuously working on improving the existing services, while unlocking new features for millennial parents. We are also working to help the government achieve SDG 3 targets through our work, which is ensuring Good Health and Wellbeing. Initially we are targeting to serve 200 thousand parents by the next 12 months. We are aiming to reach 5 million parents locally and gradually expand to other countries by 2025. Within the next 10 years we will be able to impact 50 million parents and their children globally.