# Miaki:
## Company Profile

www.miaki.co

MIAKI

# Company Overview

## Miaki Outline

- Provides software solutions, including application development, product co-development & system integration locally & internationally (more than 10+ countries)
- Miaki has been developing innovative & digital services solutions since 2010
- Our Core Values: **Best in what we do**, **Efficient Team Work**, **Keep Promises**, **Be Respectful**
- Our Vision: "**CREATE HAPPINESS**" with our employees, customers and society.
- Our Mission: To become the **TRUSTED** digital service provider through **QUALITY SERVICES** & **INNOVATION.**

## Miaki Overview

**Company:** Miaki Media Limited
**Industry:** Information Communication Technology
**Founders:** Taro Araya, Taneem Islam
**Year Founded:** 2010
**Headquarter:** Dhaka, Bangladesh
**Employees** (Jun'23)**:** 70
**Website:** www.miaki.co

**Major Offering**

- SOFTWARE DEVELOPMENT
- WEB & APP DEVELOPMENT
- RESOURCE AUGMENTATION
- DEVOPS SERVICES
- TESTING & QA SERVICES
- TELECOM SERVICES

MIAKI

**Facts & Figures**

- **98%** Satisfaction Rate
- **120+** Successful Projects
- **10+** Countries
- **70%** Senior Engineers
- **70+** Team Members
- **13+ Years** on the Market

# Our Journey

## 2023
- Expand footprint in **Middle East** & **North America**

## 2022
- Partnership with **SOSV, MOX** & **SBK Foundation** & initiated **SM2 Accelerate**
- Launched **Hello SB** app

## 2021
**Achievement**
- Bdapps got recognised as the **National App Store** of **Bangladesh**

## 2020
- Set footprint in **Singapore** & Partnered with GoNsave

## 2019
- Partnership with **Razer**

## 2018
**Goama**
- Partnered with **Goama Games**

## 2017
- Partnered with **Zuelligue Pharma & ICDDRB** Bangladesh

## 2016
- Joined hands with **BDapps** as a **Managed Service Partner**
- **CHAMPS** Project with **icddr'b**

## 2015
**Village link**
- Set footprint in **Myanmar** & Established **Village link**

## 2014
**mAgri**
- Started mAgri **GSMA** project

## 2013
- Successfully Started E1 based **IVR Platform**

## 2012
- **GP Lifestyle** Started as an aggregator
- Presence In **Banglalink, Airtel** & **TeleTalk**

## 2011
Presence in 2 Leading Operators in Bangladesh **ROBI** & **GP**

## 2010
**Inception**
- **Incorporated** its operation in Bangladesh

# MIAKI Services

- Mobile app development
- Software engineering
- Digital revitalization
- Empathy-driven design
- Omni-channel solutions
- Adaptive development

SW & MOB APP DEVELOPMENT

BUSINESS INTELLIGENCE MARKET RESEARCH

- Growth hacking strategies
- Data-driven insights
- Market intelligence
- Predictive analytics
- Actionable insights
- Competitive analysis

- Manage Platform
- Cloud management
- DevOps support
- IT service delivery
- Community Empowerm
- Infrastructure optimization

MANAGED SERVICE

RESOURCE AUGMENTATION

DIGITAL TRANSFORM ATION

- Change management
- Process automation

Efficiency Improvement

- Cloud migration
- Digital innovation
- Customer experience optimization

- System Testing
- Test planning & automation
- Quality control
- Defect tracking
- Regression testing

TESTING & QA SERVICES

TELECOM SERVICES

- Network infrastructure
- Call Centre Support
- VAS services
- Network security
- Telecom consulting
- Telecommunication solutions & System Integration

# Software & Mobile App Development

We excel in software and mobile app development for our clients, delivering quality solutions. With expertise in diverse platforms, we drive seamless digital transformations, optimizing operations and enhancing user experiences. Leveraging cutting-edge technology and industry insights, we empower businesses to stay ahead, achieve exponential growth, and fulfill strategic objectives with precision.

- ❑ Improved Efficiency & Productivity
- ❑ Competitive Advantage
- ❑ Enhanced Customer Experience
- ❑ Data-Driven Insights

## Customized Services



### Software Consultancy

Detailed Software development report from our software experts

### Quality Assurance

Complete application audit for security & quality with resolution services

### UX/UI Design

Designing UI/UX for websites & Mobile app specific to client needs

### Code Audit

Software & application development code review & debugging

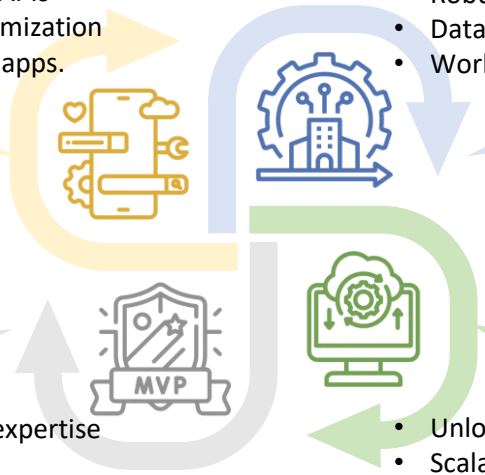
# Software & App Development Expertise

## Mobile App Development.

- Extensive expertise in iOS & Android app development
- Proficient in native and cross-platform frameworks
- Skillful in designing engaging user interfaces
- Strong integration with backend systems and APIs
- Emphasis on app security & performance optimization
- Proven track record of delivering high-quality apps.

## Enterprise Solution.

- Expertise in developing tailored enterprise solutions
- Unleashing the potential of cutting-edge technologies
- Seamless integration with existing systems and APIs
- Robust security measures and regulatory compliance
- Data-driven decision-making with advanced analytics
- Workflow management system




## MVP Development.

- Accelerating market validation through MVP expertise
- Expertly crafting lean and effective MVPs.
- Agile methodologies for iterative development
- Skillful in feature prioritization and user requirements
- Unlocking efficiency & speed with cutting-edge technologies
- Proven track record of delivering high-quality MVPs

## SaaS Development

- Unlocking the power of cutting-edge SaaS solutions.
- Scalable and robust solutions for the digital era
- Deep understanding of cloud-native architecture
- Sleek UI design for seamless user experiences
- Integration of third-party APIs and services
- SaaS product QA/QC
- Support & Development

# Our Technological Capabilities

## Mobile

Flutter, React Native, Kotlin, Android, iOS

## WEB

HTML5/DHTML, CSS3, Javascript, Jquery, React, Laravel, Django, PHP, Python, JSON

## Database

Microsoft SQL Server, PostgreSQL, MySQL, Maria DB, Firebase

## UI Designing

Figma, Adobe XD, Adobe Illustrator, Photoshop

## Project Management

Atlassian Jira, Trello

## Testing

Selenium, Postman

## Analytics

Facebook Pixel, Custom Built tools, Google Analytics

## Cloud Platform

Amazon Web Services, Digital Ocean, Firebase

## LAMP

Linux, Apache, My SQL, PHP

We have extensive expertise in IT methodologies and tools to meet the demands of our customers, including AI, Web3, Mobile App Development, CRM and others.

## Web3

Crypto Transaction, NFT, Gaming, Ethereum, Solana, Metamask

# Client Testimonial

**Icddr,b**

Our encounters with Miaki have been extraordinary. The seamless execution of the CHAMPS project was made possible by their assiduous team. Their provision of round-the-clock TeleHealth Support (24/7 Call Center) and a plethora of web-based solutions ensured the project's seamless management. We extend our heartfelt wishes for their continued triumph and eagerly look forward to future collaborations.

**GonSave**

I highly recommend Miaki for their exceptional services in building my tech product. Their team was attentive and professional, and their attention to detail was impressive. They turned my vision into a fully-functional product that exceeded my expectations. Thank you, Miaki, for all your hard work!

**MobMerchant**

Miaki as a team is efficient, honest & skilful. We've been working with them for a while, & since the beginning, there's been no dissatisfaction or complaints from us. Given the kind of work we do together, Miaki is certainly among the top 3 in Bangladesh. Hope to keep working together with Miaki for as long as possible.

**Pharma Solutions Bangladesh Ltd**

MIAKI have an OUTSTANDING, passionate & energetic team. Pharma Solutions Bangladesh Ltd (Zuellig Pharma Bangladesh Ltd) achieved a major milestone during the Customer Support & Online order Processing so quickly due to the undying dedication that they maintained throughout the project cycle

# Case Study - 01

## Challenge

Robi BDapps faced the challenge of effectively managing service including managing regional operations, community engagement, stakeholder management, operational technical support, and customer support for their local app store and API hub. They required a comprehensive managed service solution to foster community participation, drive app monetization, and ensure smooth operations.

## Solution

End-to-End Managed Service for Community Empowerment & Operational Excellence & overall service including regional operations, ensuring efficient coordination & execution of tasks across different geographical areas.

Our team drove community engagement for Robi BDapps by organizing events, conducting promotional campaigns, and facilitating interactive platforms to encourage content submissions active user participation.

We built strong relationships with content providers, developers, industry partners, driving app monetization through collaboration. Our effective stakeholder engagement strategies and communication channels facilitated successful outcomes

Our team offered technical expertise and support to manage Robi BDapps' operational technology infrastructure, ensuring uninterrupted services, optimal performance, and efficient issue resolution

## Result

"Empowered Community, Monetization Success, and Operational Excellence"

- **1.25 Billion Revenue:** Disbursed to the developers. The platform has demonstrating its financial success and viability.
- **50,000+ developers**: A large community of developers actively contributing to the platform's app ecosystem.
- **75,000+ apps**: A vast selection of diverse applications available on the platform for users to explore.
- **120+ Campus Ambassadors**: Dedicated representatives promoting the platform's benefits within educational institutions.
- **20% Female Developers**: Significant female representation among the platform's developer community, fostering gender diversity and inclusivity.

# Case Study - 02

## Challenge

icddr,b looking for the partners for CHAMPS Project in efficiently providing telehealth services 24/7 and collecting accurate, timely, and reliable data on the causes of death for children under the age of five. They required a comprehensive software solution to facilitate data collection, reporting, and secure document sharing while maintaining high-grade security and integrating the overall operations.

## Solution

We established a dedicated24*7 telehealth service through a call center. Trained professionals were available round the clock to provide medical assistance, guidance, support to patients and caregivers. Along with keeping all the necessary data

We designed and installed a tailored software platform that facilitated data collection from the operational areas. This platform streamlined data acquisition, query handling, & document sharing, ensuring high-grade security

To provide multi-layered security, we deployed multiple sub-modules for data encryption. This ensured the confidentiality and integrity of sensitive information while being shared or stored within the system.

An emergency notification system allowed for immediate notification of child mortality cases in the operational area to the concern team, ensuring timely response, coordination, and appropriate interventions.

## Result

"Enhanced health Services, Efficient Data Collection, & Improved Emergency Response"

- **235,000 population served:** Tele Health for a community (50000 households, appx).
- **10,000+ Tele health service**: more than 10,000+ DSS population received medical advice .
- **335 Death Notification**: Reported 335 death notifications of under 5 children.
- **3,660 number of calls**: for under 5 children health related queries and advised accordingly.
- **575 under 5 children referral**: Due to emergency health issue more that 575 under 5 children has been referred to nearest health centers.

# Case Study - 03

## Challenge

A prominent Medical Supply Distributor encountered challenges in delivering efficient customer support and tele order processing services. As their customer base grew, they struggled to manage the increasing volume of inquiries, order processing, order tracking, and call center support. A solution to streamline their operations, enhance customer satisfaction, and improve overall efficiency in the critical healthcare industry.

## Solution

Tailor-made software platform integrating with customer inquiries, order processing, order tracking, and call center support. The platform is Streamlined communication and fostered collaboration across departments

Implemented stringent data security measures with robust encryption protocols & access control. Safeguarded sensitive patient information & ensured strict compliance with healthcare regulations

Automated order processing workflows & integrated with inventory management system. Enabled real-time stock availability & order tracking for enhanced transparency & improved ordering experience

We introduced a call center support system with knowledge base of frequently asked questions (FAQs). Empowered call center agents with quick access to information for faster query resolution and enhanced customer support

## Result

"Enhanced Efficiency, Customer Satisfaction, and Business Growth"

- **Revenue Growth Rate 20%**: Fueling success, achieved an impressive 20% revenue growth rate, paving the way for continued expansion and prosperity in the.
- **Sales Increased 3x times**: exponential growth of the sales, witnessing a remarkable threefold increase through our reliable and tailored solutions.
- **90% Repeat Purchase Rate**: commitment to excellence has fostered an unwavering loyalty among our customers, resulting in an outstanding 90% repeat purchase rate.
- **Increased Operational Efficiency**: Automation and optimized workflows reduced errors and improved productivity.

# Differentiator – What set us apart

## Secure

Through our client-centric ethos, we cultivate robust and enduring relationships, fortified by our unwavering commitment to technological excellence and innovation.

## Approach

We prioritize business outcomes in our affiliate product development, tailoring strategies that align with customer expectations and drive sustainable growth.

## Experience

Experience is the bedrock of mastery, and our specialized approach has afforded us the opportunity to build lasting relationships backed by a deep well of domain knowledge

## Technology

The art of making technology thrive lies in our ability to decode precise problem statements, seamlessly integrating the right technology solutions for superior results.

## Innovations

From concept to fruition, our comprehensive end-to-end solution consolidates ideation execution, & exponential growth, delivering a practical, efficient, & future-proof outcome

## Value-driven

Leveraging a lean and efficient approach, we offer affordable solutions tailored to meet the needs of startups and enterprises, regardless of their scale.

## Collaboration

Our systematic communication framework facilitates regular project status, precise technical elucidation, unwavering client support, & strategic guidance for business development

## Truly Global

Having executed business solutions in multiple countries, our deep-rooted knowledge of the global affiliate industry enables us to anticipate trends and devise strategies for international success.

# Achievements

bdapps

National App Store

**In 2021, State Minister for ICT** declared BD Apps as the country's official **national mobile application store**

bdapps

*Ignite the power within*

- 50,000+ developers
- 75,000+ apps
- 120+ Campus Ambassadors
- 20% Female Developers

CONNECTED WORLD AWARD

'Mobile Health Tips' service, provided to grameenphone, won Connected World Award in 'Innovation in Mobile VAS' category at Connected Forum 2012.

GSMA mAgri

GSMA Grant Awardee 2014: Miaki is the co-grantee with GrameenPhone for the mAgri project in BB. Miaki is supporting Ooredoo for the project in Myanmar..

mBillionth award south asia 2010

mBillionth Award South Asia 2010; Nominated as the Finalist 'Jiggysha 7676', an agro-based call-center.

ICT DIVISION

WORLD SUMMIT AWARDS

CriticaLink was selected by the Bangladesh ICT ministry as the winner of the National App Award & wins The World Summit Award.

PORTUGAL WIZI, MIT

Wizi, our venture partner based in Portugal, was selected as semi finalist of Building Global Innovation Venture Competition. a MIT Portugal initiative.

The manthan Award South Asia

Manthan Award South Asia 2009; Nominated as the Finalist Jiggyasha 7676, an agro-based CC, driven by human agents & became one of the WINNER in 'e-Enterprise & Livelihood' category.

# Our Key Partners

## Mobile Operator

## Foreign Partnership

## Local Partnership

# Our Leadership Team

## Taneem Islam

Co-Founder

22+ Years Of Experience

## Taro Araya

Co-Founder

24+ Years Of Experience

## Yusuf Khan Shumon

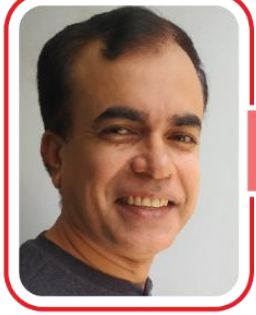
Head of products

## Shakil Ahamed

Head of Technology

## Md. Altamis Nabil

Head of Managed Services



## Mohammad Nurul Hassan

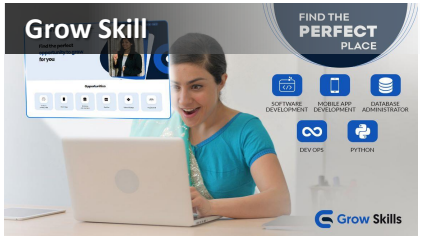
Head of HR

Portfolio

## BDapps

## Islamer Alo

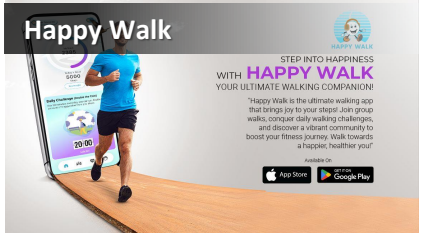
## Grow Skill



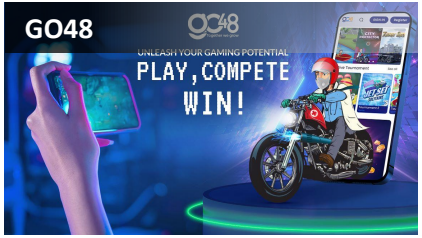

## Razer Gold

## GO Games

## Happy Walk



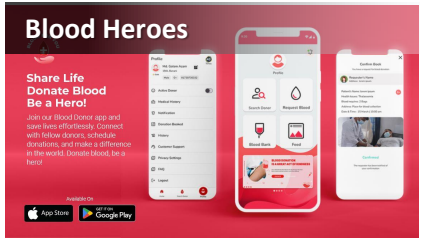

## GO48



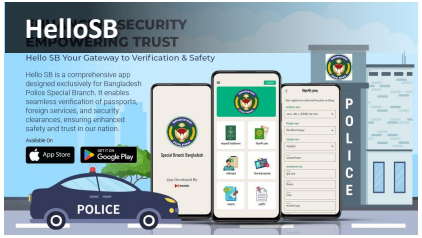

## Agro Market Place

## mVault

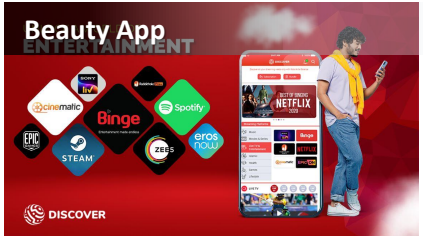
## Blood Heroes



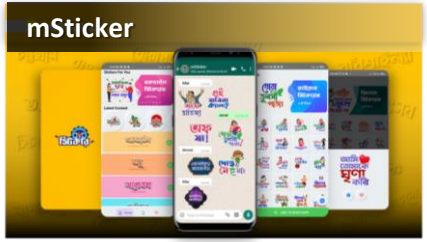

## HelloSB



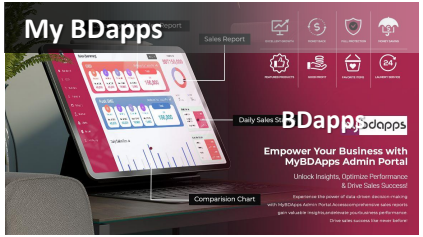

## Beauty App




## mSticker



## My BDapps




## RobiTube

## Recipe App

# Showcase

## Check out some of the projects done for our Clients

MIAKI

"A perfect fusion of talent, teamwork & technologies ensuring success in every endeavour"

**SINCE 2011**

*Ignite the power within*

## National App Store

- 50,000+ developers
- 75,000+ apps
- 120+ Campus Ambassadors
- 20% Female Developers

MIAKI

*Managing Partner | An initiative of*

রবি

# Go | Games

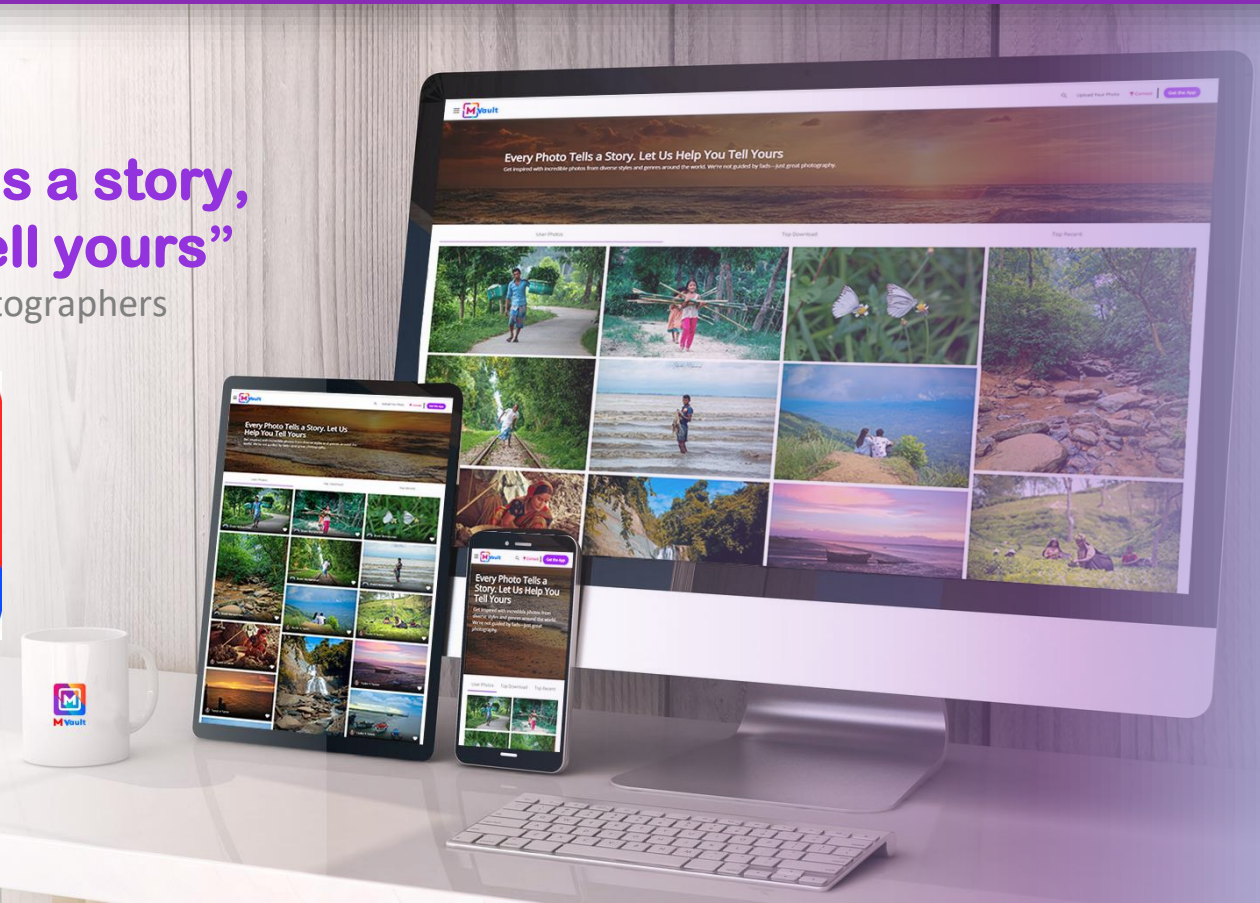
DOING GOOD THROUGH GAMING
AMIGOS
STICK MONKEY
Goama
CITY PROTECTOR

# mVault

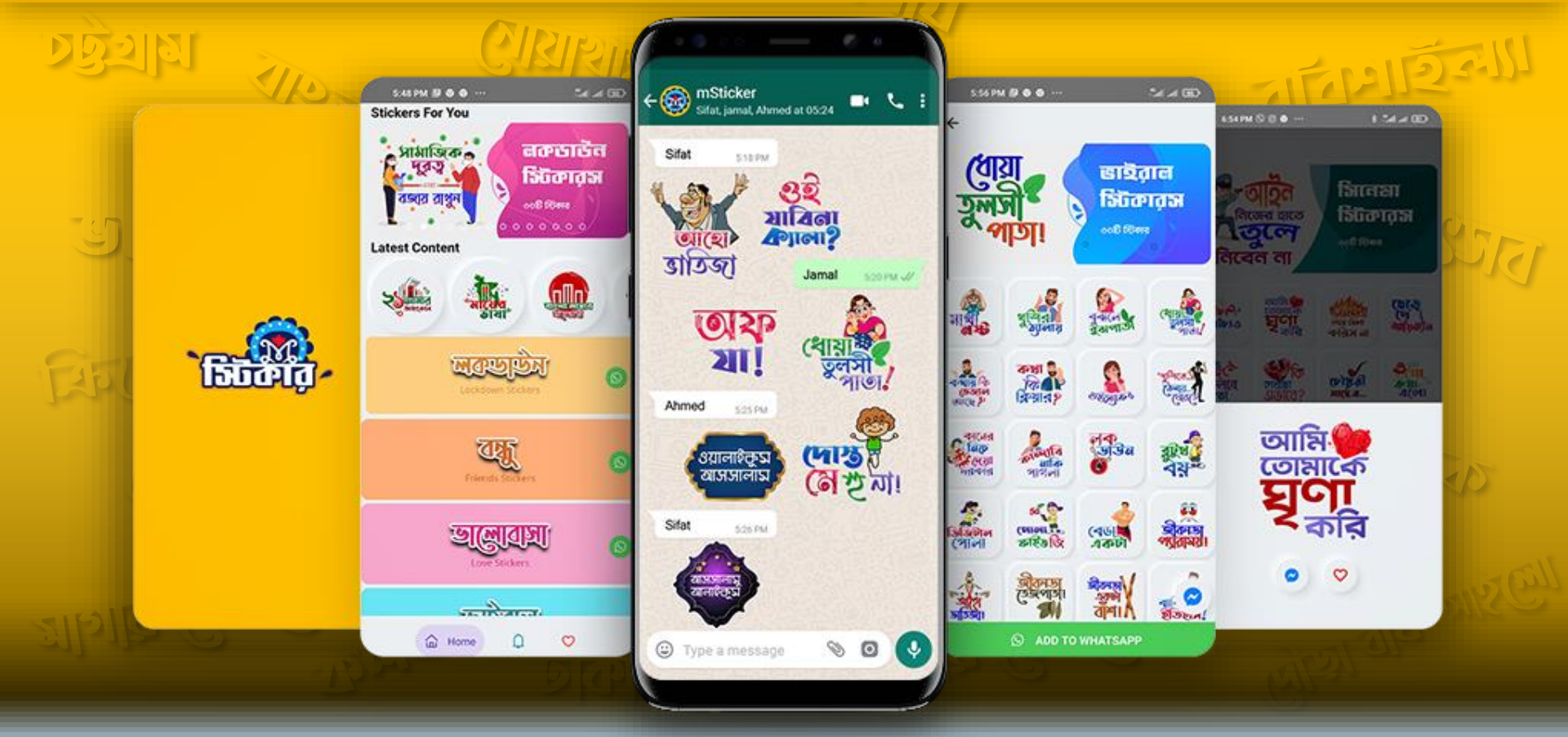
**“Every photo tells a story, let us help you tell yours”**

a platform for photographers

mVault



# mSticker – Celebrate Bengali Humor: Chat, Sticker, and Laugh



# RAZER GOLD

## Reload your Game with Razer Gold

Get Razer Gold Pins

Razer Gold is the unified virtual credit for gamers worldwide. Use Razer Gold in GoGames and unlock exclusive content.

Activate Windows
Go to Settings to activate Window

# Islamer Alo

ইসলামের আলো
ইসলামের আলো
ইসলামিক ইভেন্ট
নামাযের সময়সূচী
রমজানের সময়সূচী
সহীহ হাদিস
গুরুত্বপূর্ণ দুয়া
নামাজ শিক্ষা
কুরআন তিলাওয়াত
ডিজিটাল তাসবিহ
আলাহর নামসমূহ
কিবলা কম্পাস
সকাল
১০:৩০ মিনিট
বৃহস্পতিবার
২৭ ডিসেম্বর ২০১৮
নামাজের সময়সূচী
পরবর্তী নামাজের ওয়াক্ত হতে বাকি আছে
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ফজর
ভোর ০৫:২০
জোহর
আছর
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-০১:৮১:৪০
নামাজ এলার্ট
ইসলামিক
ইভেন্ট
RAMADAN
Kareem
রমজান
বিশ্ব ইজতেমা
ঈদ-উল-ফিতর
হজ্জ
ঈদ-উল-আজহা
আসুরা
আপনার জিজ্ঞাসা

# GonSave – Empowering Gig Workers & Thrives Economy

HAPPY WALK

STEP INTO HAPPINESS

# WITH HAPPY WALK

YOUR ULTIMATE WALKING COMPANION!

"Happy Walk is the ultimate walking app that brings joy to your steps! Join group walks, conquer daily walking challenges, and discover a vibrant community to boost your fitness journey. Walk towards a happier, healthier you!"

Available On

App Store

GET IT ON Google Play

# ENHANCING SECURITY EMPOWERING TRUST

## Hello SB Your Gateway to Verification & Safety

Hello SB is a comprehensive app designed exclusively for Bangladesh Police Special Branch. It enables seamless verification of passports, foreign services, and security clearances, ensuring enhanced safety and trust in our nation.

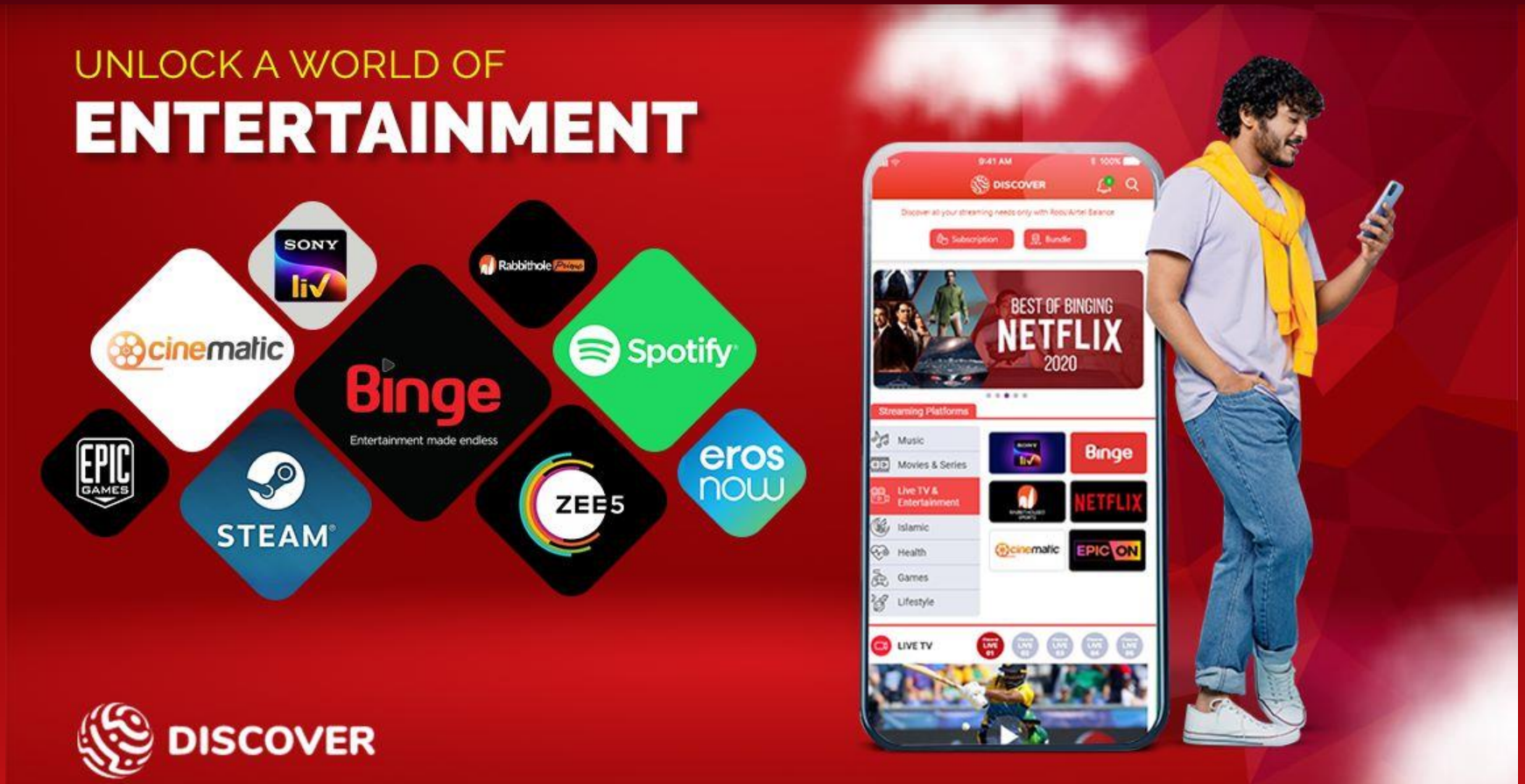
Available On

App Store

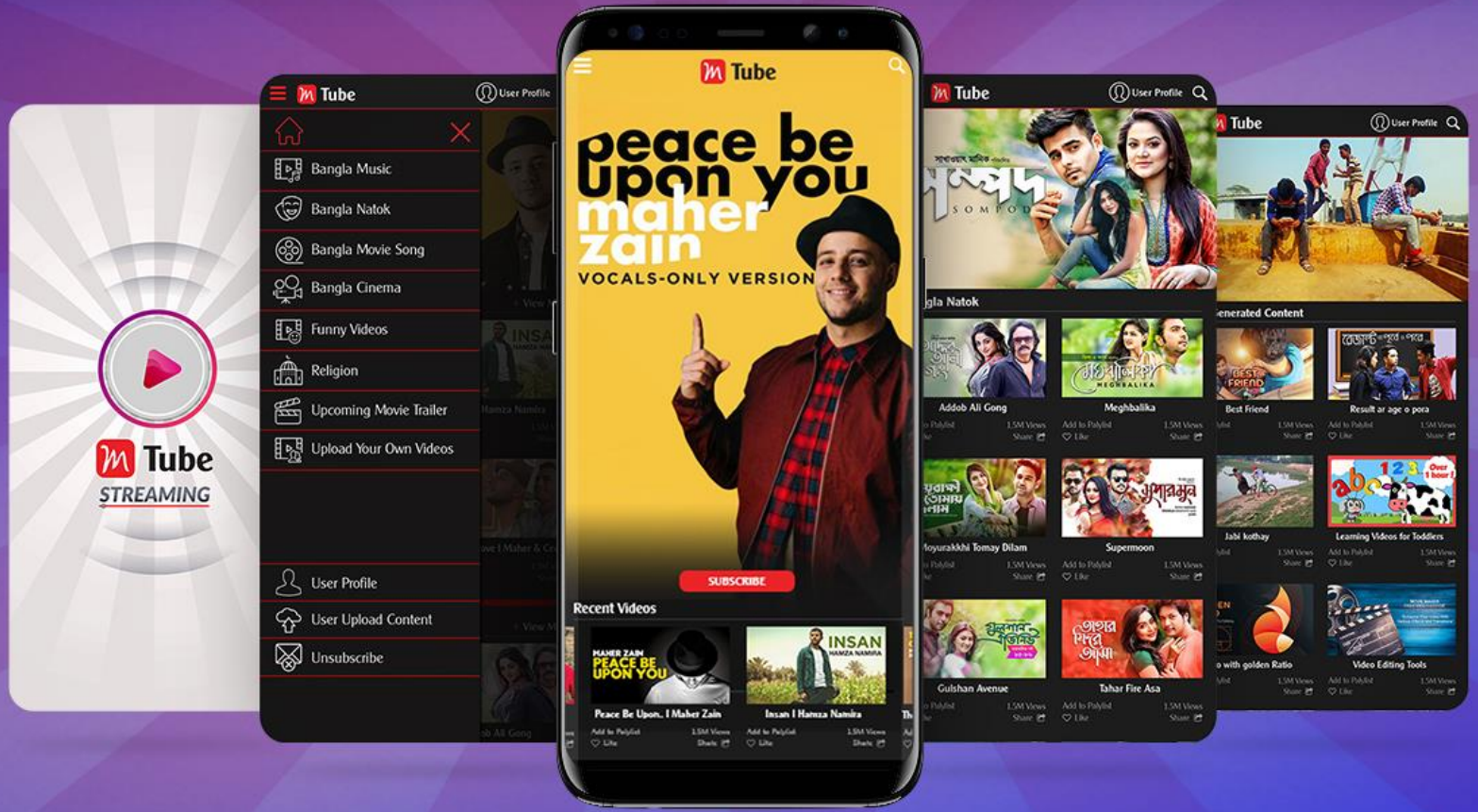
GET IT ON Google Play

Category Wise Sales Report
Sales Report
Daily Sales Status
Comparision Chart
EXCELLENT GROWTH
MONEY BACK
FULL PROTECTION
MONEY SAVING
FEATURED PRODUCTS
GOOD PROFIT
FAVORITE ITEMS
LAUNDRY SERVICE
24
mybdapps
Empower Your Business with MyBDApps Admin Portal
Unlock Insights, Optimize Performance & Drive Sales Success!
Experience the power of data-driven decision-making with MyBDApps Admin Portal.Accesscomprehensive sales reports gain valuable insights,andelevate yourbusiness performance. Drive sales success like never before!

# Robi Discover – OTT/ Streaming Aggregator Platform



# Robi Tube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Bangla Music
Bangla Natok
Bangla Movie Song
Bangla Cinema
Funny Videos
Religion
Upcoming Movie Trailer
Upload Your Own Videos
User Profile
User Upload Content
Unsubscribe
Tube
peace be upon you
maher zain
VOCALS-ONLY VERSION
SUBSCRIBE
Recent Videos
Peace Be Upon.. I Maher Zain
Insan I Hamza Namira
Tube
User Profile
Addob Ali Gong
Meghbalika
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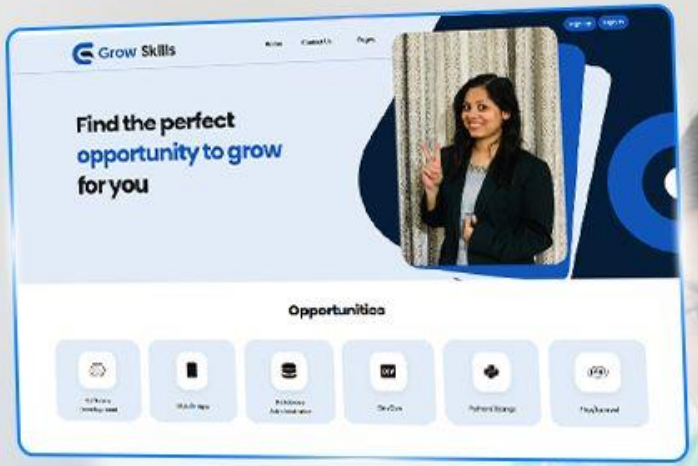
Learning Videos for Toddlers
Video Editing Tools




# FIND THE PERFECT PLACE

SOFTWARE DEVELOPMENT

MOBILE APP DEVELOPMENT

DATABASE ADMINISTRATOR

DEV OPS

PYTHON

Grow Skills

BLOOD FOR YOU

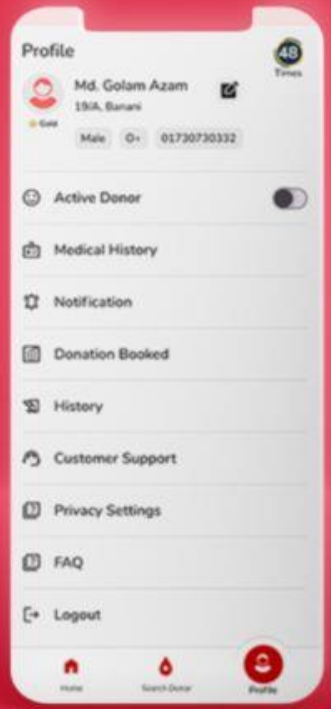
# Share Life
# Donate Blood
# Be a Hero!

Join our Blood Donor app and save lives effortlessly. Connect with fellow donors, schedule donations, and make a difference in the world. Donate blood, be a hero!

Available On

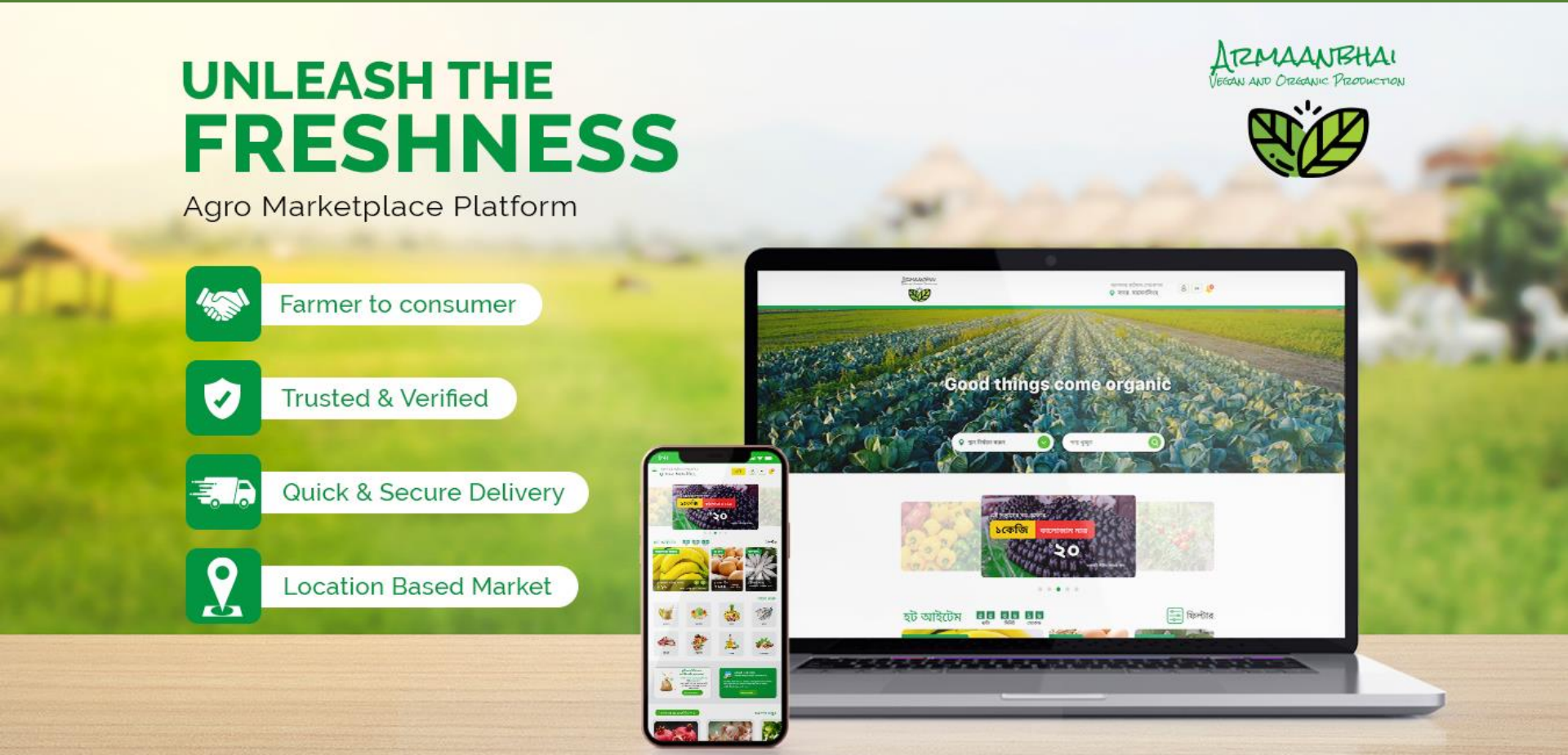
App Store

GET IT ON Google Play



GC48
Together we grow
UNLEASH YOUR GAMING POTENTIAL
PLAY, COMPETE
WIN!
SIGN IN
Register
CITY PROTECTOR
ive Tournament
See all
JET SET SOLITAIRE
Tournament 2

# Agro Market Place – OTT/ Streaming Aggregator Platform

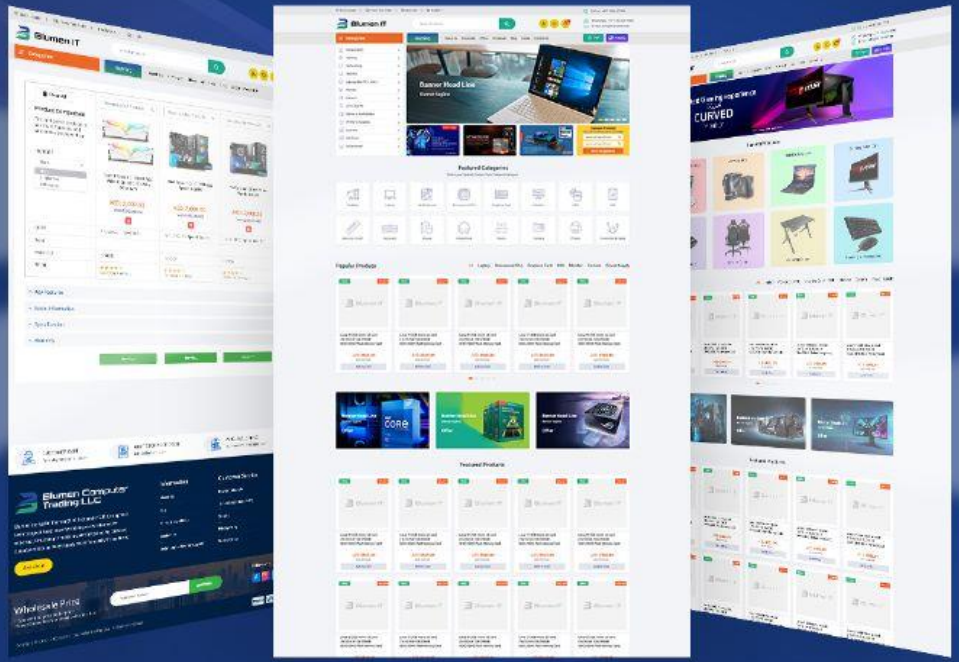


# ECOMMERCE
# WEBSITE SOLUTION

BLUMEN IT

PRODUCT COMPARISION

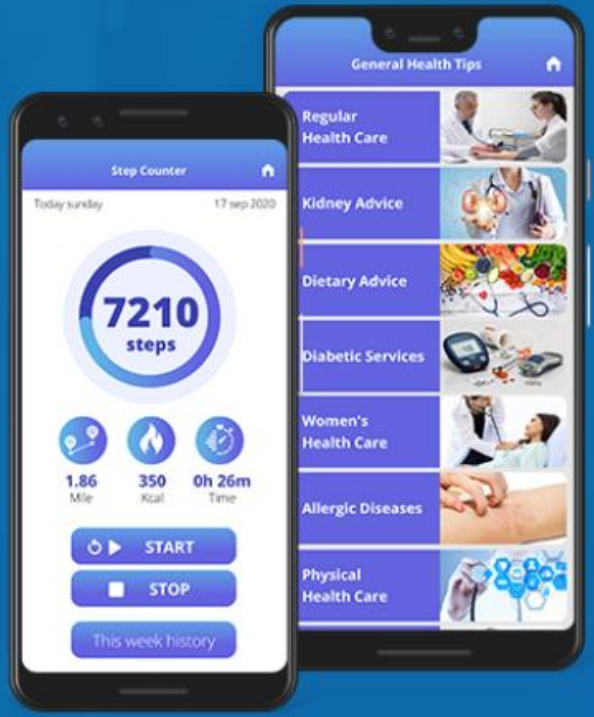
FEATURED CATEGORIES



GAMING SECTION

FEATURED PRODUCTS

# Health




## FEATURED APP

### HEALTH CARE

In such hospital, ambulance or blood bank may not be around to help out. The App user will be able to find the emergency number through use this app. The most accurate & simple step tracker auto tracks your daily steps, burned calories, walking distance, duration, pace, health data, etc., and display them in intuitive graphs for easy checking. Medicine Reminder is an easy-to-use and reliable feature that helps you remember to take your medications at the right time. It allows you to create any type of recurring reminders (every X hours, specific times, daily, weekly, monthly, every X days, etc).

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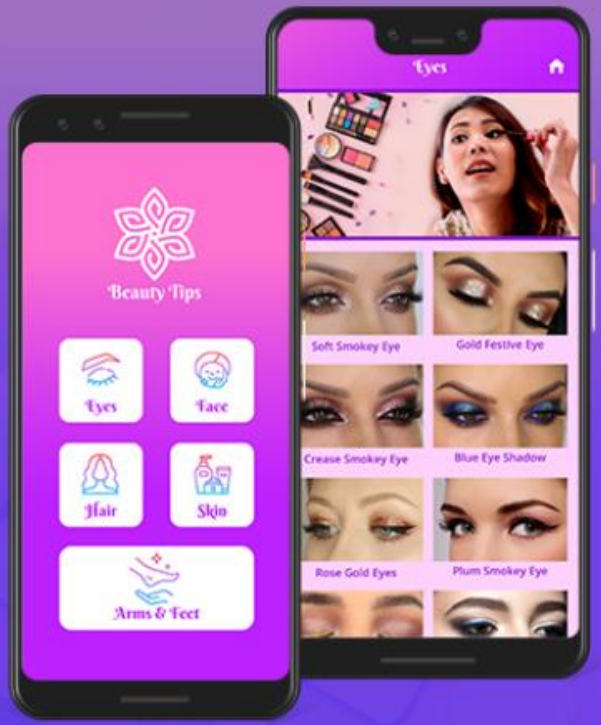
# Beauty App




## FEATURED APP

### BEAUTY TIPS

A long-wear cream shadow and a long-wear gel eyeliner blended together is a quick and simple way to create a smokey eye with minimal products. Simply apply the shadow all over the lid, blending it over and over towards the outer corner for the smokey effect. Then apply the gel eyeliner along the bottom lid and lash line, smudging it with a small eye brush.

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# Recipe App

## FEATURED APP

**BEST RECIPES**

With this app you can learn new recipes like breakfast, biryani, fish, eggs, chicken, pickles, sweets, festive cooking, puja cooking, sauce, vegetarian curry, foreign food, pulses, rice, polao, bakery, bread, parota Etc. This is our endeavor for those who are looking for different recipes for cooking or recipes in Bengali every day. Here you will find easy recipes for rice, polao, khichuri, biryani, fish, meat, vegetables, local and foreign cuisine. There is more in this application of Bengali cooking recipes: special meat recipes, simple and beautiful recipes for various other home cooking recipes.

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“Together we build lasting relationships with the power of technology and our passion for extreme quality”

**SINCE 2011**

# Thank You