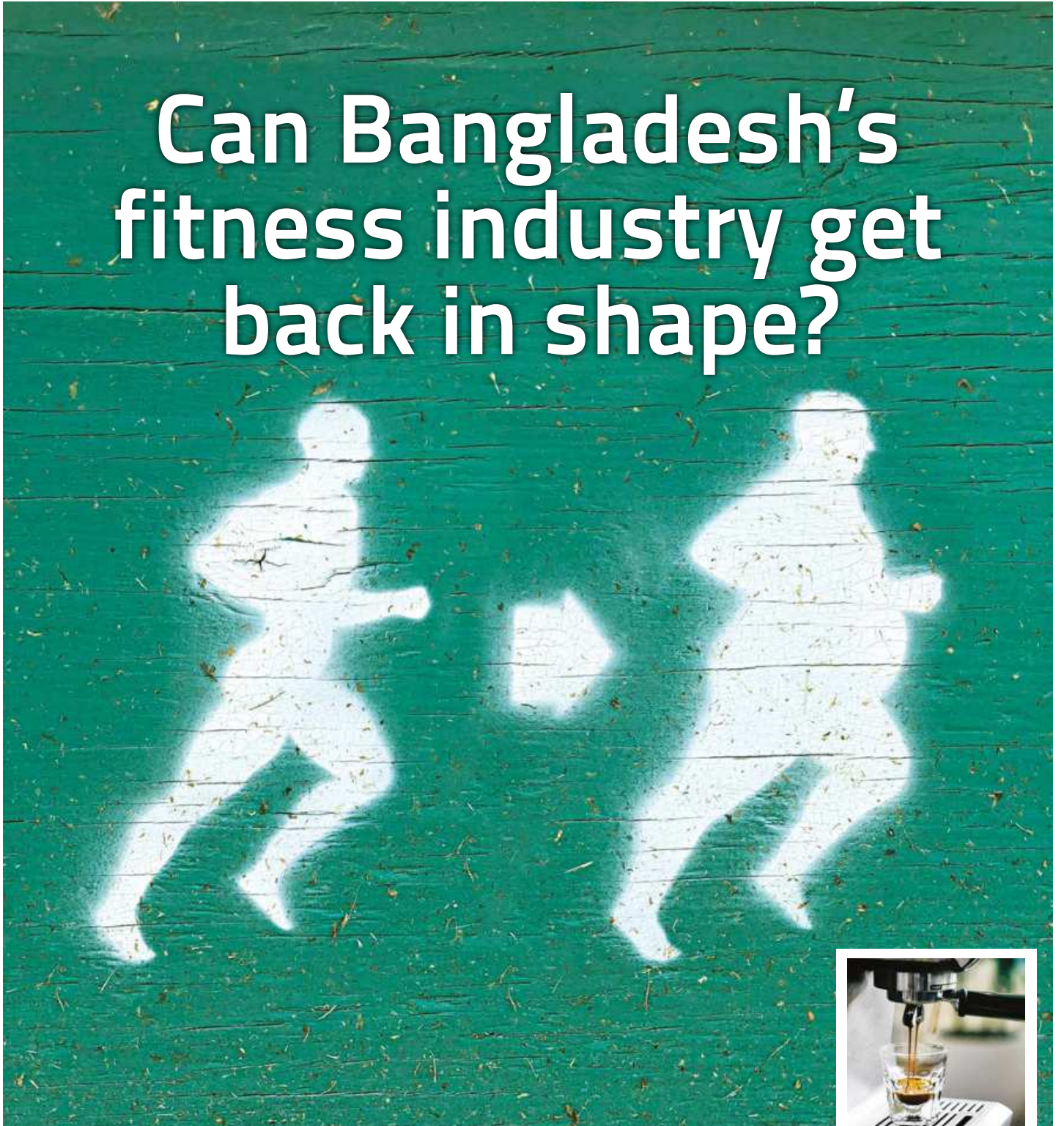


## Can Bangladesh's fitness industry get back in shape?



Worst of the best - PG4

● Bidyanondo Foundation and Chattogram Metropolitan Police (CMP) set up hospital in Patenga in 14 days - PG7

● Brew me some pick-me-up - PG6



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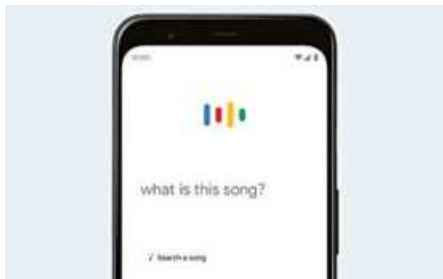
## Google now lets users search songs by singing them

Google has added a new feature that will allow users to search for a song by simply humming, whistling, or singing it.

Users will be able to use this feature by tapping the microphone icon in the latest version of the mobile Google app. Alternatively, they can also verbally ask to search a song or can simply hit the "Search a song button".

The Feature should be available in more than 20 languages, with the company confirming they will be adding more in the future. The matching tech won't require the user to be a good singer or use instruments, instead the algorithm will boil the song down to a numerical pattern, or what Google calls its "fingerprint." This is an evolution of their existing music recognition tech, which uses the passive "Now Playing" feature to listen for background music to provide a match.

It should be noted that Google isn't the first to offer this feature. SoundHound's Midomi also offers a singing search function, but the company lacks the resources and userbase of Google.



## New car this week

Debuted by Progress Motors Imports through a virtual event on October 15, 2020, the Audi Q7 55 TFSI Quattro is the newest German Luxo barge to hit the Bangladesh market. The vehicle is a facelift of the



outgoing Q7, featuring an updated exterior featuring a redesigned front Grille, Matrix LED headlight, carbon fiber side mirrors, and 20-inch alloy wheels.

Power comes from a 3.0 liter Turbocharged mild-hybrid V6 making 340 HP and 500 Nm of torque. When sent to all four wheels

through its eight-speed Tiptronic gearbox, it moves the nearly two and a half-ton vehicle from 0-100 in an unsettling 5.7 seconds. And for those who are worried about getting their bones dislocated, don't worry. The air suspension is quite adept at smoothing out bumps, even ones that are typical in Dhaka streets.

The seven-seat interior is a leather-wrapped living room on wheels, with fancy stuff such as panoramic sunroof, four-zone climate control, ambient lighting package, Bose 3D Advanced Sound System, and two giant touch screen with haptic and acoustic feedback.

All these fun does come with a price tag, BDT 1,58,00,000 to be precise. On the bright side, Audi will give a two-year warranty with unlimited mileage, so at least you are good there.

## Virgin Galactic readies for their first spaceflight from Spaceport America

American space tourism company Virgin Galactic is preparing for its first spaceflight Spaceport America, their launch facility in New Mexico.

Preparations include training pilots using ground-based simulators, for both the spacecraft and its carrier aircraft. The latter is because the carrier airplane shares a very similar structure and controls to the



spacecraft.

The company has already

successfully completed a number of test flights from the facility using their SpaceShipTwo craft, but none of them reached space. The maiden spaceflight is to be carried before the end of the year, performed by two of the company's test pilots. If successful, it will put Virgin Galactic in a position to offer its commercial services to paying passengers next year.

### EDITOR'S NOTE

## Yet another attempt at exercising

Since the lockdown started, most of us have taken an attempt at starting a proper workout routine at least once. It's safe to say that, most of us haven't stuck to it. But despite that, the failed attempts go on to show that people are starting to take fitness more seriously and with Covid-19 bringing a major shift in our lifestyle, perhaps this enthusiasm is here to stay.

This week, we take a closer look at what this feeble, but growing enthusiasm towards a healthier lifestyle means for the fitness industry. We also try to shed light on how performance arts classes are performing in accordance with the new normal.

And in other news, we review a brew-tiful coffee machine. Happy weekend!

-Zarif Faiaz, Sub-editor

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### TechBits



Nvidia to power Leonardo, world's fastest AI supercomputer

Snapchat rolls out its TikTok rival, Sounds on Snapchat



New iPhones will ship without headphones or power adapters

Tesla to begin production of 7-seater Model Y in November



Google to let everyone migrate from Hangouts to Chat for free

# How to prepare yourself before embarking on a startup journey

OROBI BAKHTIAR

Deciding to embark on an entrepreneurial journey is always intimidating. There is no guarantee of success, and no way to be ready for all the obstacles you'll face along the way.

Despite the many challenges of entrepreneurship, pursuing a career in this field can be hugely rewarding, and in some cases, life-changing. Too many entrepreneurs tackle starting a business as a random walk into a business minefield, and they count on their street smarts, thick skin and pure determination to get them to their destinations alive.

While the approach does work once



in a while, usually with some serious collateral damage, but a less painful approach would be to prepare and plan for each step along the way.

## Turn your idea into a plan

Every entrepreneurial journey starts with an idea. But how can you bring your idea to life?

Take some time to lay out a rough business plan, and anticipate the challenges you will face. There is a lot to think about and you don't need to have all of the answers at this stage.

Try making a mind-map outlining the process of making your idea a reality.

This exercise will not only help you create your formal business plan, but will also prepare you for the obstacles that you will find in the process.

## Overcome the fear of competition

Some of the biggest struggles entrepreneurs face includes—fear of competition, loss of reputation and most importantly, leaving behind a steady income. Having competition is not something that should deter you from your journey. Competition is good because it is living proof that the concept

works. Many new companies are entering the market today and seeing success.

You do not have to be a Google or an Apple. There are many niche areas that you can go into. Being innovative helps, and is a cornerstone of the modern style of education, but you do not need to be innovative to be successful. If you think that your solution, service or product offers value to an existing offering, you must pursue it.

## What problem are you solving?

Answer this: My product will solve \_\_\_\_\_. If you cannot answer that, stop there and go back to the drawing board. Your product must solve some sort of need because that's what determines the value. When you think of solving a problem, you usually think of functionality.

For example, a coffee mug that keeps your coffee hotter longer. Or luggage that compresses to take up less space. However, a need can also be something less obvious and still have value.

## Set up your financials

Even non-profits require money to operate, so every startup needs a business model with plans to rake in income. Manage expenses and measure success by profitability, as well as social value delivered. Pace yourself to avoid financial dead ends that can kill your startup.

Maybe your dream is to open up a storefront to sell your handmade chocolates. However, that is a lot of money you will need up-front to open a store, especially if you have not tested

the concept.

Instead, do whatever you can do in the beginning to use as little in funds as possible to grow organically. Think about what you need to buy to start, not what you would ideally like to have in the bank. Your number to get started might be smaller than you think.

## Stand out from the crowd

Speaking of differentiating yourself from the competition, determine what your "special sauce" is. This is essentially a quality of your company that stands out from the rest. Your special sauce can come from a lot of different areas of your company: where it's made, the unique quality of the product, how it's made, competitive pricing, a charitable component or your stellar customer service.

Ask yourself, "What is going to make someone purchase my product over my competitors'?" Your answer is your special sauce and should always be included in your marketing.

Venturing into entrepreneurship is certainly a gratifying journey, with many challenges and tough periods. Many such periods will last for a long time. Some of us struggle, some of us leave and some of us get up and start again. Begin developing your business concept and plan, and take small steps towards completing them. If you don't take the steps to make things happen, your vision will be someone else's idea.

Businesses seldom fail, entrepreneurs don't.

## THE BOSSMAN

BY E. RAZA RONNY



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# Questionable cars from reputable brands

RAHBAR AL HAQ

“Failure is the pillar of success” is a mantra as old as the auto industry. Henry Ford perched it, Soichiro Honda lived it, and most of us try to accept it. Each car companies have their fair share of failures, but few failures turn out to be as spectacular as the ones made by performance brand. In their never-ending trek to push the boundaries, when they fail, they fail big. Today we look at some such failures and discuss why they ended up like that



**Aston Martin Lagonda Series 2**  
Released in 1976, the second generation of the Aston Martin Lagonda was something else. The luxury sedan looked like a giant folding wedge on wheels with six headlights, four of them pop-ups. The craziness continued on inside, with the car's space-age instrument cluster featuring touchpads, gas plasma displays and a single spoke steering wheel. It was effectively road-legal a Star Wars prop, for those who can afford it. Aston Martin asked a whopping \$170,000

for each car, which is around \$370,000 in today's money. Unfortunately, for all that money what you got was a car with rapidly unpopular design and an electronic system that cost a fortune to run and maintain. Needless to say, this behemoth never became the sales hit Aston Martin wanted it to be.

Porsche 996



The 996 generation gets a lot of flak from the purist, mainly for its look. It was the first generation of Porsche that didn't borrow its headlight from the beetle's parts bean. A decision that proved controversial, to put it mildly. The first generation's headlights were criticized for looking like a poached egg with the yolk on the bottom, while the facelifted headlights looked like eyes of a man who forgot to wash them after a good night's sleep. The car also had issues with its IMS bearing, which had a habit of grenading the engine without prior notice. These factors made the 996 among the least desirable Porsche on the market, even though at the end of the day they are pretty decent cars. On the bright side, these perceived “issues” tanked the 996's resale value, making them a bargain for enthusiasts on a tight budget.

BMW E60 M5

On the surface, E60 M5 was a fabulous beast. A comfortable mid-sized luxury sedan that came with a naturally aspirated V-10 engine, pumping out 500 Hp and 520 N-m of torque. However, as good as the engine was at turning fuel into happiness, it wasn't very reliable. The motor is infamous



for its rod bearing failure, which when happens, destroys the engine. And it that wasn't enough, most M5's sold with the SMG semi-automatic transmission, which is prone to failure and expensive to repair. There are no aftermarket fix for either of these problems, meaning it is not a matter of if they will go wrong but when. Overall, the E60 M5 is a car that is best appreciated from after, or at least with a bumper to bumper warranty.

Mercedes-Benz W168



The first A-class was notable for standing out of the rest of the Mercedes lineup; but not in a good way. The bulbous subcompact that lacked both the luxury and performance commonly associated with the three-pointed star, yet it was still more expensive than its competitors. The interior was bare-bones, with plastic panels that creamed “economy” whenever you look. The car also had a lousy gearbox, which slipped regularly and worst of all, terrible weight distribution. When performing a traditional “elk test” in 1976, a Swedish automobile publication managed to flip their vehicle on a sharp turn, putting the car's safety in question. Mercedes

had to suspend sales of the car for three months and had to issue a recall to fix the issue. Overall, not the car you think about when thinking about German luxury. Thankfully, the subsequent generation updated the car's looks and quality significantly, and it is now something you can seriously consider when you are thinking of getting an entry-level luxury vehicle.

Audi A6 Allroad Quattro



When it was first released, the Audi Allroad Quattro seemed like it had everything. It had a twin-turbo V6, making 247 hp and 350 N-m of Torque. The wheels were fitted with Audi's Quattro permanent four-wheel-drive system with adjustable air suspension, which could lift the car up to 8 inches or lower the car to as low as 6, making it perfect for both mud and asphalt. Sadly, all these features came at the cost of reliability and ease of maintenance, as people who bought them soon learned the hard way. The engine was extremely hard to work on, with something as simple as changing the timing belt required removal of the entire front end. To make matters worse, all the special features of the car, the turbos, the Quattro system and air-suspension, had a habit of prematurely expiring, resulting in four figure repair bills. In many ways, the technology used in the car was way ahead of its time and Audi should have spent a few more years releasing them before releasing them to the masses. On the bright side, the new Allroad is head and shoulder above its predecessor and a joy to drive.

# Covid-19 challenging and changing the fitness industry

REHENUMA RAYSA

The outbreak of coronavirus has affected almost all the business sectors, for better or worse. That includes the Fitness industry. The fitness industry is estimated to be worth more than 800 billion dollars worldwide and it is among many other industries having to take a huge hit enduring massive damages due to the pandemic.



tools, making virtual workout a lucrative option for many. Gym-goers had to resort to home workouts which made a shift in the method in which classes or sessions are conducted, where digital options play a key role.

Anika Rabbani, a celebrated yoga instructor, says, “The in-person sessions are definitely better but, I have been a covid-19 patient myself, so I know how severe the consequences are from my own experience and since people now have to keep all the rules in mind, I have shifted all my classes online to avoid any risk. I had to adopt this innovative way to keep the sessions safe and contactless.”

“This transformation is allowing the attendees to enjoy several benefits as well. Being just one tap away, home workouts became the new norm that does not involve a commute or waiting for the weekends and is free from the encumbrances of physical infrastructure. Instead, all they need is a stable internet connection and maintaining a routine. Their responses have been very positive so far where they are willingly attending classes; although sometimes I need to put a little more effort to push them to exercise properly, as it is difficult to perfectly monitor if they are doing the yoga postures correctly,” she adds.

As lockdown restrictions ease, brick-and-mortar fitness businesses like studios and gyms are reopening and preparing for an uphill battle while adapting in real-time by taking necessary precautionary

measures, ensuring in-person classes are being operated safely trying to mitigate concerns and losses.

Ruslan Hossain, the founder of Ruslan's Studio who has reopened both his branches in Dhanmondi and Banani, notes, “Although some forms of workout can be conducted digitally, many other workout techniques are not suitable for that system. Initially, even I started putting up home workout videos considering people did not have the right equipment but, in the long run, that is not as effective as live interactions and guidance. So, we decided to make our services available again. But, we are not carrying out our sessions like we used to prior to the coronavirus-induced shut down--because of the new guidelines.”

“We are putting extra emphasis on hygiene and social distancing by introducing new protocols for the members. We have adopted the slot system by allowing only ten trainees and four trainers to be in the studio at a time to keep it less crowded. We are ensuring constant disinfection of the whole area, spacing out of equipment, mandating face masks, limiting the use of the same equipment unless sanitized first and using hand sanitizer the moment anyone sets foot on the studio while all the staff including me have to take the Covid-19 test to maintain a healthy environment,” he also asserts.

The fitness facility owners, as well as the members, are trying to do their part and taking extra steps because now the ever-changing time demands it. The inability to communicate like before and not having a proper set up at home makes the virtual instructions less than ideal for some.

Saim Ahmed Shifat, a student of the University of Dhaka, who has been working out at home lately, says that although continuing to workout at home has been beneficial to him, he is looking forward to going back to the gym and

share his progress with his gym buddies once things get better as the atmosphere at home lacks the sense of community which only a gym can provide.

The fitness experts are optimistic about the future or the reshaping of the fitness world. The pandemic has given people a chance and enough time to rethink the importance of fitness and their overall well-being. People are gradually becoming more fitness-oriented day by day.

According to Mr Ruslan Hossain, we can expect to see a demand growth. Because of Covid-19, people are understanding the importance of living a healthy life even more and why we need the fitness industry to bounce back and survive.

He is hopeful that more people will enter fitness programs knowing all their benefits to stay fit as exercising helps individuals both physically and mentally. People are becoming more aware and health-conscious where they are investing their time on working out, invoking others to do so.

On the other hand, there is no one-size-fits-all option. So, considering diverse choices of people, Anika Rabbani plans on continuing to conduct online sessions along with the in-person classes so that majority of her clients, who are working mothers, can continue to take care of their health--something that Bengali mothers often neglect thinking about various obligations. She also encouraged everyone to take Covid-19 seriously as it is not a mere fever that you can just brush off. “Get adequate sunlight to get ample amounts of Vitamin-D and maintain all the social distancing rules diligently,” she says.

The fitness industry is bound to undergo a significant change where people will choose both the traditional and innovative options to workout as per their convenience. Yet, one thing remains certain, the fitness industry is to flourish remarkably post-pandemic.

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# For coffee lovers on a budget: Miyako CM-1286

RAHBAR AL HAQ

As much we coffeeholics love the aroma of a freshly made shot of espresso, we all have to admit — it is an expensive taste. A single shot from any decent coffee shop will set you back from anywhere from BDT80 to BDT180, totaling to a whopping BDT2400 to BDT5400 a month if you drink it every single day.

A way around this is just to make it at home, but the lackluster performance of the cheap 'coffee machine's' and the manual operation of the French press makes both options quite unappealing.

The best solution would be to get a dedicated espresso machine, which unfortunately starts around BDT14,000 if you wish to get it from a reputable brand.

But what about un reputable brands? Well, there aren't many options and most of them are not that good. But with all

things there are exceptions, and in this case, the Miyako CM-1286 is a diamond in the rough.

#### What is it?

It's a budget espresso machine that does the job. The body is largely built out of plastic, with metal bits covering the heat-sensitive parts. At the front, there are three toggle switches and a knob, used to control the power, espresso machine, and the steam wand respectively.

There is a small basin under the portafilter to take care of all the spillage mishaps, with a removable tray for easy cleaning. A 1.6 liter reservoir in the back round out the package, which holds the water needed for your caffeine production. Overall, a bare bone but well thought out package, especially considering what you're paying for it.

#### The good

For something that costs as much as a decent pair of shoes, the espresso shots made by the machine will presently surprise you. The portafilter has a metal filter basket and it creates a nice crema when in use. For those wanting upgrade, your espresso shot to a cappuccino or latte, the included steam wand will froth up without any kind of issue. The use of operation is made to be as simple as possible, with sufficient heat insulation to protect the user from any kind of accidental burns.

#### The bad

Miyako had to cut some corners, and one of the places they did is sound dampening. The machine is noisy to use, with the pump getting about as loud as an electric drill on idle. There are no mode or temperature controls, meaning hot coffee shorts are the only thing it can make.

Finally, the combination spoon and tamper provided with the machine is made out of cheap plastic, and does a substandard job in both cases. A cleaning kit is also missing, so you would need to source that from a third party, or repurpose an eyebrow brush if you have one lying around.

#### Should you get one?

If you're a coffee enthusiast looking to upgrade from the depressing drip coffee machine found in every super shop, this will do nicely. The CM-1286 typically goes around BDT6000-BDT7000 if you get it from a retailer and a little bit more if you buy it online.

However, that inflated price is still about half of what you will be paying for a branded coffee machine, making it a great value for the money.

Pictures: Rahbar Al Haq



# A hospital by the people, for the people in just 14 days

JINAT JAHAN KHAN

Bidyanondo Foundation and Chattogram Metropolitan Police (CMP) have jointly set up a field hospital in Patenga, Chattogram. It was inaugurated by CMP Commissioner Md. Mahabubor Rahman with Faruk Ahmed, the vice-chairman of Bidyanondo at BK Convention Hall on July 1, 2020. This is a rare and inspiring scenario as a voluntary organisation started a well-equipped hospital with public donations and efforts in just 14 days.

## A hospital in '14 days'

Bangladesh has seen quite a few heartbreaking incidents where some Covid-19 patients died because they couldn't get treatment on time or the medical facilities were not available in their region. These tragic incidents provoked the well-known voluntary organisation, Bidyanondo, to get involved with the medical sector.

Fortunately, the owners of BK Convention Hall came forward offering their hall, free of cost, to support this noble cause. The dedicated volunteers of Bidyanondo Foundation worked around the clock to redecorate the entire place and convert a simple convention hall into a well-equipped hospital in just 14 days. They followed the instructions given by civil surgeons and medical experts. They started their activities only after the experts were pleased with the arrangement.

CMP-Bidyanondo hospital started its journey with 50 beds which is now a 100-bed hospital. They have separate wards for men and women with 19 and 17 beds respectively. It has a central oxygen supply system installed and has a total of 70 oxygen cylinders in the hospital. They also have 2 ambulances for emergency patients.

Establishing and maintaining a hospital comes with a long list of expenditures. Donations from individuals and corporate organisations are the main source of funds for this hospital.

## A home for Covid-19 patients

The hospital has two types of services-- indoor and outdoor services. The indoor service is for Covid-19 positive patients. The patients who need medical treatment to recover from Covid-19 are kept here

mental health. They also provide story and colouring books to the children with Covid-19 to keep them occupied without screen time.

Those who are not in critical condition are sent to home isolation. However, they regularly keep track of their condition through phone calls.

The medical facilities are also available for non-Covid-19 patients and most of these facilities are free. Till now, over 284 patients have received medical treatment



free of cost. Everything that a Covid-19 patient needs including food, medicines, other essentials and even WiFi is provided free of cost.

All kinds of tests needed for patients are also arranged by the hospital. The foods given to the patients are prepared by the volunteers following guidelines from Achia Pervin Ali Shampa, nutritionist, Beximco Pharmaceuticals Ltd.

Counselling service is also available for Covid-19 patients to check up on their

in this hospital and among them, 142 were Covid-19 positive.

## The medical team of CMP-Bidyanondo Field Hospital

The hospital has a dedicated medical team of 12 doctors, 10 nurses, 5 ward boys and 5 cleaners. They also have 5 doctors, 5 nurses and 2 cleaners as female frontline workers. Another team of 20 volunteers is also working tirelessly alongside the medical staff.

Bidyanondo has taken the responsibility of their medical staff as well. They have arranged separate residences for frontline workers as they cannot go back to their houses fearing the risk of infection.

They are also providing transportation facilities to the frontline workers, especially for the female staff, to make their life a little easier.

## More than just a hospital

Dr Asma Akhter shared some of the inspiring stories of the hospital. One of the most horrifying aspects of Covid-19 is that you cannot meet your loved ones. The loneliness and anxiousness can worsen the condition of a patient.

This is why they've arranged everything possible to keep the patients engaged. They arranged Eid Ul-Adha prayer and a special menu for all the Covid-19 patients and medical staff in the hospital during Eid. She also shared how a child with Covid-19 got hooked to books, thanks to their book-sharing initiative and they were happy that they could make the stay of their little patient comfortable and enjoyable.

"A worth-mentioning experience was when we delivered a baby of a mother with autism in an awful situation amid the pandemic. We were happy that we could save both mother and baby due to the medical facilities that we have and the baby got a new life. All these tiny experiences mean a lot for us," said Dr Asma.

Surviving Covid-19 and going back to the normal life is nothing but winning a war. And Bidyanondo celebrates each of the patients' victory by giving them a crest and a certificate as a gesture of celebrating and welcoming a new life.

# Performing arts classes go online

REHENUMA RAYSA

The lockdown caused the shutting down of educational institutions giving rise to remote learning. As traditional education pivot online, performing arts classes too, endeavour to adapt to presenting lessons via various video conferencing platforms, where learners continue to sharpen their creative skills by learning dance, music, drama etc. online.

Performing arts are highly expressive and require proper engagement from both the teacher and students' sides. Ensuring effective question-answer sessions, observing students' efforts while understanding students' practicalities and limitations, correcting them through proper interaction, making and abiding a well-curated routine, and providing extensive materials to improve their art--these interpersonal elements are proving to be a challenge as the classes shift online.

Internet outreach is making it possible for people living in different parts of the country to attend classes remotely, which is making it an eye-opening option even for those who--prior to the lockdown--did not have access to in-person classes. Nonetheless, problems persist.

Hridvika Paul, a student at the University of Dhaka, mentions that she



is thoroughly enjoying the new method of receiving guidance and instruction online, except the constant network interruption that came along with the

new format of remote learning--which is proving to be a hiccup for many students while taking classes online.

Guruji Sanjib Dey, a performing arts

teacher, acknowledged that there are benefits of the traditional classes, but he shared his positive perspective on this "new normal" as to him, considering the coronavirus reality, shifting to online learning seems to be the best option out there.

For many, online classes come with additional mental turmoil as they find it harder to adapt to the digital shift.

"I feel like a lot has changed in terms of learning Classical Music online for the past 5 months. Even though I no longer need to waste 2 or 3 hours on the road to go to the teacher's place, I am finding this whole process of online learning to be emotionally very draining. Classical music is what we term as "Guru-Mukhi Bidya". So, even though earlier we used to listen to what sir was teaching and then we would sing individually on which sir would give advice or one-on-one feedback to help us improvise, now, that impromptu improvisation does not happen that much. I would love to go back to the previous system as this whole online process is not good for mental health; be it for music or any other form of art," says Moumita Haque Shenjutee, a student at the University of Dhaka and an enlisted artist of the Bangladesh Television.

Learning is not confined to a four-wall classroom anymore. The teachers, as well as the students, are trying to make use of what is already available to them or whatever they have access to, in the hope of keeping visual and performance arts classes going.

Every form of art has evolved greatly over time, and for the time being, the method for learning art has also changed aligning itself with the "new normal".

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