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# NEXT STEP

## TAKING THE SERVICE INDUSTRY BY STORM SHEBA.XYZ

Starting from plumbing, electrical and IT services to managing chefs, chauffeurs and security personnel, Sheba.xyz has it all! We caught up with the ever enthusiastic CEO of Sheba.xyz, Adnan Imtiaz Halim, who shared his experiences on the promising startup.

With just a few hours left for submission, your laptop suddenly decides to stop working. How convenient would it be if an IT expert comes to your doorsteps in your desperate time of need, that too at a reasonable price? That's where Sheba.xyz, the new on-demand service platform that connects households and businesses with the best service providers, comes in.

### WHAT PROMPTED YOU TO CONSIDER STARTING A SERVICE PLATFORM SUCH AS SHEBA.XYZ?

It all started from my personal frustrations. After a tiring week at work, we all want a relaxing Friday to get the stress out of our systems. In my case though, Friday was reserved as the special day where I go out and hunt for someone who can properly fix the leaking pipe or repair the broken window at home, without charging a crazy amount. I soon realised that most of my colleagues faced a similar fate. In the context of Bangladesh, the service industry severely lacks professionalism, particularly when it comes to everyday household services—a problem that no one is solving. This is one niche market that we wanted to capitalise on and remove everyday hassle once and for all.

### THE NAME ITSELF IS QUITE UNIQUE. WHAT DOES 'XYZ' IN THE NAME SIGNIFY?

While conveying our core message

was definitely the first priority, we also wanted to add something different that keeps everyone guessing. 'Sheba' refers to 'service for you' while '.xyz' signifies that this startup is a complete solution, one that is ready to solve all the problems and inconvenience that you face when it comes to service.

### THERE ARE QUITE A FEW SIMILAR STARTUPS THAT HAVE BEEN IN THE MARKET FOR A WHILE NOW. HOW DOES SHEBA.XYZ STAND OUT FROM THE CROWD?

I believe that this industry is still in a very premature stage. While we have grown used to ordering products from e-commerce sites, we still cannot imagine placing an order for service in a similar way. A lot of doubt and misconceptions creep in mostly due to the lack of professionalism and safety that we are used to from the conventional mode of accessing everyday services. Sheba.xyz is the first platform that identifies this core problem. We want more ventures to enter the market because changing social behaviors is a herculean task which Sheba.xyz alone cannot complete. The market is huge and we still have a long way to go before the real competition arrives.

### IN THE COMMERCIAL LAUNCH, YOU MENTIONED THAT SHEBA.XYZ IS MORE THAN JUST A BUSINESS. HOW DOES THIS STARTUP CON-



### TRIBUTE TO SOCIETAL DEVELOPMENT?

Our vision was always more than just profit. We wanted to leave a positive mark and improve lives in

Bangladesh. Through free skills development training, Sheba.xyz is helping individuals upgrade their skills so that they can take up better jobs in the future. Someone who came in as

a maid can now work as a full-time nanny after our grooming program. We are also creating entrepreneurs in the society who are, in turn, crafting jobs for others in the market. By 2018, our aim is to create 10,000 new jobs in Bangladesh.

As an entrepreneur, you must have overcome a lot of hurdles to make it this far.

### ADNAN'S 3 TIPS TO ALL ASPIRING ENTREPRENEURS:

1. Be disciplined
2. Never give up, always stay determined
3. Clichéd but the most important one, Follow your passion

### WHAT IS THE BIGGEST CHALLENGE THAT YOU ARE FACING RIGHT NOW?

The biggest challenge for me is time. 24 hours a day is never enough when you are vested into doing something as difficult as managing a startup. Work-life balance (Does this even exist?) is going out the window and when you finally manage a few min-

utes to spare, another challenge pops up in no time. But when you are blessed with a supportive family, managing a startup immediately becomes more exciting!

### WHERE DO YOU SEE SHEBA.XYZ IN FIVE YEARS?

If we continue working with the same level of dedication and resilience, I see Sheba.xyz being the first name that comes to mind whenever we need any form of service. And by 'we', I am not just referring to the citizens of Bangladesh. By 2021, Sheba.xyz will develop into a global company with operations in at least four countries.

### WHAT ARE YOUR VIEWS ON THE TECH-BASED STARTUP CIRCUIT IN BANGLADESH RIGHT NOW?

As an industry, we still have a long way to go. A lot of technical resources need to be invested if we are to pave a smoother path for future ventures. We also need to develop a knowledge sharing culture if we are to reach international standards. However, the market is gradually heating up and the future looks very promising indeed.

You can avail services from Sheba.xyz through their website [www.sheba.xyz](http://www.sheba.xyz) or Android app 'Sheba.xyz' or simply call at 09610-444000.

INTERVIEWED BY:  
SYED SAMEEM SHAHRIYAR

## TRICKS TO APPEAR SMARTER IN E-MAILS



Regardless of your attitude towards e-mail, be that mild disinterest or strong disdain, electronic communication is just as good a place as any to show off how savvy and intelligent you are. Yes, e-mail skills are up there somewhere with handshaking skills and paraphrasing skills in the list of non-specific job skills required to succeed in the corporate world. Here are 5 tricks to get your e-mail game in shape:

### 1. USE A "SENT FROM MY PHONE" SIGNATURE

Use a "sent from my phone" signature that automatically apologises for typos, even if you're not on the go. This also makes you look like you're super busy, but super dedicated, and gets you out of proofreading the small stuff.

### 2. SEND RANDOM MESSAGES IN THE MIDDLE OF THE NIGHT

It could be a question about the status of a project, a thought on office politics, an interesting article you read, or the latest scoop on the competitor. Whether you're sharing via e-mail or Facebook Messenger, you'll impress your team with how dedicated you are to be thinking about your job at odd hours.

### 3. RESPOND TO YOUR HIGHER-UP IMMEDIATELY

If you're in a really active thread with your team, it might get hard to keep up all the time. But if your manager emails, make sure to

respond right away with a rejoinder like: "On it", "I agree 100%", or "Definitely."

### 4. BE THE FIRST TO COMMENT A TEAM MEMBER

Account locked? New product launched? Be the first to congratulate a colleague or the other department when something good happens with a reply-all. This shows how engaged you are and leaves the other person feeling special, even if you haven't done much yourself the past quarter.

### 5. BE THE FIRST TO SUGGEST A MEETING

Are your team members spamming the thread? If you find yourself in the middle of an efficiency competition, be the first one to suggest a meeting. It shows that you have initiative as well as a good sense of direction—you're the guy who's going to get all the ideas being thrown around together and on paper.

### 6. SEND FREQUENT UPDATES

Start your e-mails with "Here's quick update on..." and impress your boss right away. No one's probably going to look past on how "on-top-of-your-game" you are so follow it with some data on monthly active users or the new graphics designer you're hiring.

### 7. Wait out requests

You're going to get swamped with requests in the office at point or the other. If someone really needs your help, he or she will find you or phone you. If not, he or she will

probably just find someone else. You don't need to overwhelm yourself by taking up every request that you get. Learn to distinguish what's urgent and what's not. After a week has passed, get back with "Sorry, your e-mail got lost in my inbox, still need help?"

### 8. INCLUDE DETAILS

Nothing screams competence like detail. So make sure to include details of why you can't do a task right away and where you are on the way back from a meeting in Badda. Won't have access to Internet on Monday? Let them know. Can't get the contact numbers of the marketing team of your new client firm this instant? Let them know. Details make you look more sincere and will keep you out of trouble. Just think: no more long explanations to anybody about anything because you thought ahead.

### 9. ACTIVATE THE AUTO-RESPONDER

Can't get back any time soon? Activate the auto-responder on your e-mail. Go the extra mile by including other people who can help out in the case of your absence. Even better, make a document with instructions on who to contact and details of what you're working on. This will make you look like the highly efficient team player you really aren't.

AMIYA HALDER

## Making a DIFFERENCE

Bangladesh is rapidly moving towards middle income status by 2021. Our businesses definitely offer immense opportunities for the growing economy and this diversity needs a stage for the stories untold. See Bangladesh make its mark on the global map as Making a Difference brings you our proudest success stories from across the country.

## LINKEDIN MISTAKES YOU'RE TOO QUALIFIED TO MAKE

You can't treat every social media platform the same if you plan on getting the most out of their features. LinkedIn, for example, is targeted towards showcasing your professional accomplishments and connecting with individuals working in relevant sectors. Opening up an account is a piece of cake, but you might as well be just another guy on the internet with a profile full of inconsistencies. Take note of these tips to create an identity that stands strong.

### 1. USING BUZZWORDS

It's pretty obvious that you're glorifying yourself without claim when your LinkedIn says you're "an experienced industry specialist with a strong work ethic". People are past the stage where they'd be awed and dazzled by fancy phrases and terms. In a world full of posers trying to fake it till they make it, stand out by providing specific information on your career. Mention how many years you've spent in your industry, the problems you've solved and the initiatives you took rather than throwing made up job titles and

buzzwords at your visitors.

### 2. KEEPING YOUR PROFILE INCOMPLETE

Don't leave out important bits of information about your skills. Pay special attention to the title and personal summary since they form first impressions. As for recommendations, don't get caught up in quantity over quality. Two or three influencers saying how you've been an useful addition to their pursuits is more important than your friends and colleagues bluntly writing, "He's great. Very helpful".

### 3. USING AN INAPPROPRIATE PHOTO

That selfie you took in the middle of Mohakhali in broad daylight and uploaded on Instagram after filtering the originality out of it might have 179 likes on Facebook, but it is never going to sell on a platform full of potential employers. Take a decent photo with low distractions, in proper lighting, wearing clothes that don't represent your views on life. Also, smile; smug expressions aren't exactly the tell-tale signs of a fun co-worker.

### 4. NOT EXPANDING YOUR NETWORK

The very basic point of being on LinkedIn is to connect. Ask to join relevant groups, seek out people who are leading your industry and engage in conversations. Ditch the default message text and mention how you're familiar with their work. Don't be robotic. Talk about what about them intrigues you and how you can relate to it.

### 5. FORGETTING THE STATUS UPDATE

LinkedIn is not a site for uploading your resume. Don't be the guy who opened his account ages ago and now stalks people without giving out anything about what he's been up to. Make sure you update your status every few days or so. Read a fascinating article? Finished a new project? Share links, let everyone know. In a fast-paced world where new interest points are coming up every minute, virtual cobwebs are the worst.

ABHIK HASNAIN

**ASIF PEAJ**  
PARTY ANIMAL

DHAKA, BD  
CURRENT:  
MIA  
EDUCATION:  
NONE

PEOPLE WHO HAVE VIEWED YOUR PROFILE: 7  
CONNECTIONS: 5

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