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Sketching Unique Stories

Sakib Manzur Zihan, a student of IBA, Dhaka University, has won Global Student Entrepreneur Awards (GSEA), a programme of Entrepreneurs Organisation (EO) of Bangladesh, for his media production start-up company, Sketch Board Interactive. His business idea and presentation skills accredited him with this prestigious award and made the nation proud. This year, Zihan will be participating in the Global Round of the competition in Canada to win \$20,000 to expand his business. In his interview with The Daily Star, Zihan talks about his outstanding journey towards success.

SANJIDA CHOWDHURY

Congratulations on winning the GSEA Awards at the national level! Please tell us about your journey from 10 Minute School to Sketch Board Interactive. Thank you. I have always loved video-making but after participating in competitions like the NSU Ad Makers, Adwiz and CreDive in 2016, I found my forte and planned to build a media production company. I have been working for 10 Minute School for a long time now and it surely has sharpened my video making skills extensively. Gathering all the technical skills, I, along with two of my friends from 10 Minute School, started Sketch Board Interactive in 2016. Throughout the journey, we always had the support and assistance of Ayman Sadiq, CEO and Founder of 10 MS. We discussed that if we could run both 10 MS and Sketch Board Interactive simultaneously, we could actually work for both of them at the same time. We studied at Notre Dame College together and joined IBA with bigger dreams. So, from 10 MS to Sketch Board Interactive, we have gone through experiences which made us more capable in video production over time. Could you please introduce our readers to Sketch Board Interactive and its functionality? Sketch Board Interactive is a media



Sakib Manzur Zihan

PHOTO: SHANTO LAWRENCE COSTA

production company that creates art through visuals. We have expertise in video production, business focused services, and art conscious approaches. We facilitate services on video and animation, photography, music and audio clips. Currently, we have eight people working for different sections. We have a dedicated Sound Engineer,

two Directors of Photography and five Executives. I take care of the finance and PR activities. My two other partners are the directors and editors. We take on multiple roles and share our responsibilities. For example, the person who works as the director, sometimes controls camera work and does the editing as well. We tend to

avoid outsourcing, as we do not want to risk deteriorating the quality of work.

How did you register for this competition?

The first round was about online submissions to EO. The minimum qualifications included being a student of undergraduate or graduate level and

having a company that had existed for six months at least, and made a certain amount of revenue. EO came to IBA and pitched their idea to the students. After applying online, the organisers called us to take part in the semi-finals. They called the top 15 teams in the semi-finals and the whole segment went brilliantly for us. After qualifying in the semi-finals we secured our place in the top five and fought to become the winning team. Right now we have Ayman Sadiq and Rifat Tareq from Studio Imagine to guide us with the preparations for the global round. **Is there any story behind the name of your company?**

Initially we had no idea about how to name the company. Something clicked when one day we were sketching some ideas on a whiteboard. So, "Sketch Board" came very naturally. We knew we wanted to venture out to the areas of virtual reality and augmented reality; for which the word "Interactive" sounded appropriate.

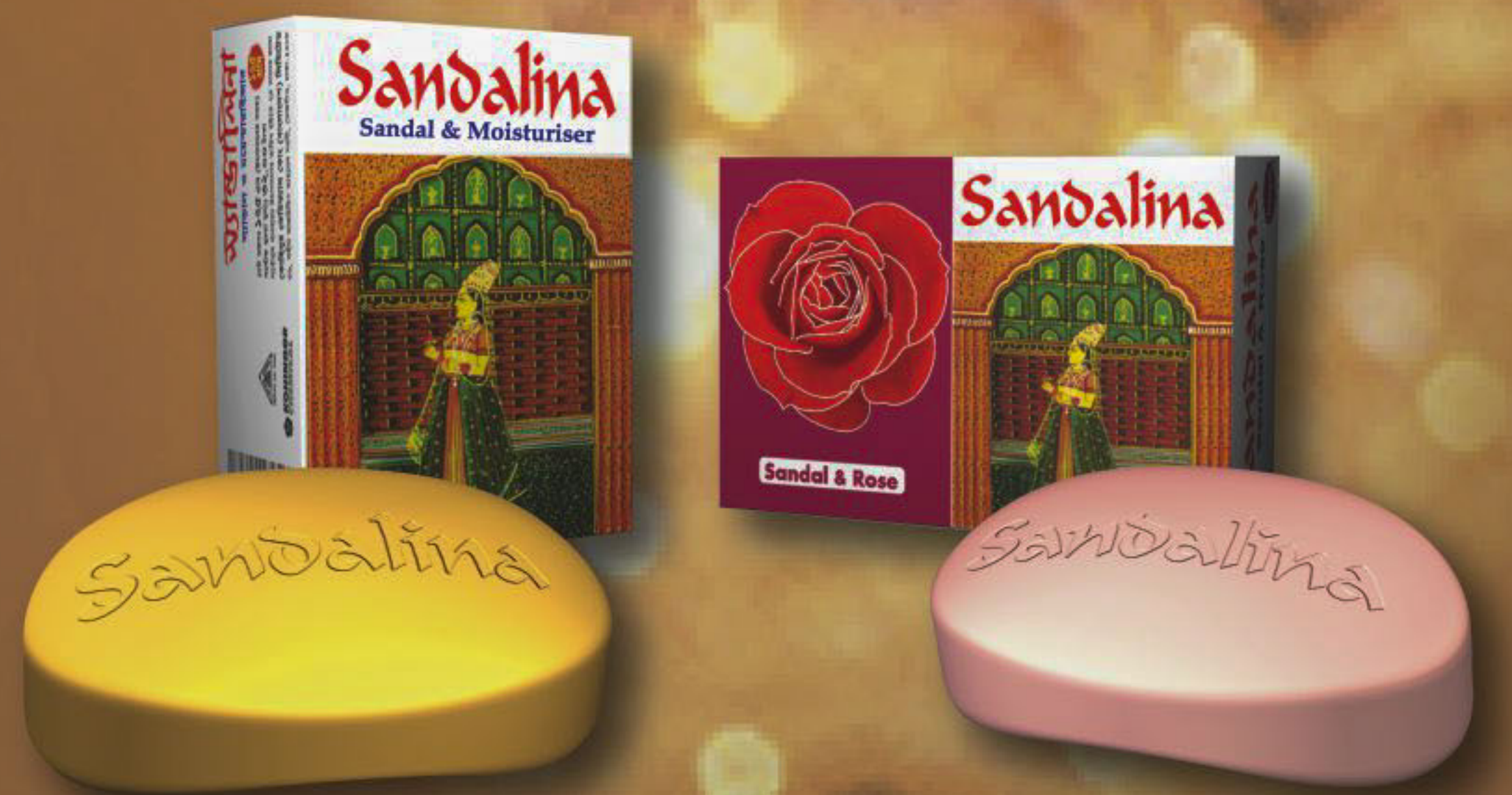
Why do you think Sketch Board Interactive would be something worthwhile when the overall video making industry is forming innovative projects every day?

We believe that within the next five years, the video making market is going to

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