

DOERS TODAY, NATION BUILDERS TOMORROW



Sketching Unique Stories ...

CONTINUED FROM PAGE 30

plummet. On the other hand, Artificial Intelligence (AI) is improving quite rapidly, and if provided with the

reality and augmented reality. By using virtual reality, we can make exclusive videos and commercials for well-known companies. Similarly, augmented reality has opened a new door of possibility,

campaign by using augmented reality and virtual reality. Till now, the market has not been developed much in Bangladesh. Moreover, the products we need to provide these services are expen-

ity of Sketch Board Interactive given that it is only a fifteen months old company?

At the beginning of our venture, we chose to follow the channels of the IBA

Through them we came to know about different projects where we pitched our ideas. Previously people came to us to exchange their ideas with our skills. After working for some major companies, our name became quite known. Many companies now offer us video projects that suit their target market and demographic. We also have numerous agency alliances who make videos. They bring in projects from different clients and pitch their ideas. Since these agencies have our portfolios, they know what type of videos we make. They give the work to us and we do the rest. What are the companies you have worked for in last one year?

The companies we have worked for are LG, Northern University Bangladesh, BRAC and The Fred Hollows Foundation. We made documentaries, videos and reviews for these organisations. We have made LG Super HD TV review. We have made animated videos on Cyber Harassment Awareness in collaboration with the BRAC James P Grant School of Public Health. For The Fred Hollows Foundation, we produced short documentaries on how they have integrated comprehensive eye care services in maternal and child health clinics for the first time in Bangladesh. Lastly, do you have any special message for the youths who are struggling to pursue their dreams?

With the advent of technology, there is no dearth of opportunities in Bangladesh today. My advice to the youth would be to start early and fail early. That way they will not only get an idea of how this works but it will also give them courage and experience to undertake bigger projects in future. They also need to always be on the lookout for new opportunities.

To get in touch with Sketch Board Interactive please email at: sketchboardinteractive@gmail.com or call 01876023019



Zihan won the Global Student Entrepreneur Awards for Sketch Board Interactive

PHOTO: SHANTO LAWRENCE COSTA

resources, it can very well create content on its own. We had to come up with newer ideas to keep up with AI. That is why we have chosen to work with virtual

Snapchat, Instagram are the brain children of augmented reality. Both of these are major tools for our market. We can actually create a simulation of a sales

sive. We need some more months to equip ourselves better in order to penetrate the market.

How have you increased the credibil-

Alumni group. It is a very strong group. When we wanted to reach out to a certain company, we contacted some senior students of the department.

f PByoungtigers



প্রাইম ব্যাংক

PRIME BANK



YOUNG TIGERS
National School Cricket Tournament

প্রাইম ব্যাংক
স্কুল ক্রিকেট
টুর্নামেন্ট ২০১৮

৬৪ টি জেলা
৫৫৪ টি স্কুল
১১,০০০+ খেলোয়াড়



ঘুরছে টিঙ্গা সারা দেশ, জমবে খেলা এবার বেশ

আগামীর তারকা ক্রিকেটার গড়ে তুলতে ওয় বারের মত সারা বাংলাদেশে শুরু হয়েছে স্কুল ক্রিকেটের সবচেয়ে বড় টুর্নামেন্ট, যার গর্বিত স্পন্সর প্রাইম ব্যাংক।



primebank.com.bd

THE ART OF LIFE

ANOTHER
FEATHER
IN THE CAP

TOP TAXPAYER
TWO YEARS IN A ROW
IN REAL ESTATE SECTOR



0173 002 0499

baydevelopments.com