



GOOGLE'S KORMO AN APP FOR ALL THE INFORMAL JOBS OUT THERE

Kormo, a Google startup that has been in stealth mode for nearly a year, unveiled themselves to the public a couple months back. Targeting the newly anointed millennials who are joining the workforce every day, Kormo is unlike most other job portals.

Kormo claims to be a career assistant which helps you find informal (or grey collar if you may) jobs, pick up new skills, and assist you in creating a digital CV. To start off, all you need to do is download the app, register yourself and create your own digital CV. Once finished, you will be matched with the jobs near your vicinity based on your experience and expertise.

The underlying concept of Kormo is

unique — tapping into the long existing informal economy. The biggest issues with hiring for informal jobs are undocumented experience and credentials. However, when an applicant applies through Kormo, their track record becomes viewable to all potential employers. So, if an applicant consistently fails to turn up for interviews, then that lowers the applicants rating. Meaning you can't be neglectful of the jobs you apply for. Kormo helps to weed out the undeserving candidates and save time and resources of the employers.

When asked about choosing Dhaka as their initiation point, Jessica Bayern, a Googler who's managing the Business Development & Operations of Kormo, said,

"Dhaka is an amazing city with a huge population under the age of 30. It's also a very mobile-first city. That's exactly the kind of market where you could find tremendous untapped potential in the informal jobs sector. Bicky Russel, who is leading the operation of Kormo, witnessed this phenomenon as well and thought that Dhaka should be the first city to pilot the app."

Although Kormo has only been operating in stealth-mode, the project has signed up more than 1000 employers and offered more than 21,000 jobs in just one year, with the assistance of its local partners. Their current clientele is varied, from startups to humongous superstores. E-commerce startup

Chaldal.com, retail-chain store Meena Bazar and Shwapno have been an avid user of Kormo. They are using to hire at an unprecedented pace.

Many other startups and corporations have been using their services too.

If you are an employer then you can put up job posts just by enrolling in the Early Access Program (EAP). Once you have filled up the form, confirm your request to join Kormo as an employer. And that's it, all you have to do now is, wait for a day or two to get a call from Kormo. They will verify your profile and you should be able to post your job. Right now, you need to email them the job post and Kormo will curate it and upload the

job post on the app for the applicants. Kormo doesn't have a job posting web-app for the employers as of now but it is planning to launch one in the near future.

So, what's next for Kormo? According to Jessica, Kormo plans to expand its operations to other cities in Bangladesh and hopes to start piloting operations in African countries.

Although the app isn't perfect it's still been downloaded over 50,000 times, despite only operating in stealth-mode. And with that it's evident — Kormo has certainly been able to capture the attention of job seekers.

SHAHRIAR RAHMAN



Time to deal with your digital security proactively

Acronis, a Swiss backup solutions provider has opened their operation in Bangladesh recently. We spoke with Maxim Mitrokhin, Senior Sales Director of Acronis while he was here to introduce the product line in Dhaka about Acronis's plan for Bangladesh. Here's the gist of the conversation:

Why are you focusing on Bangladesh now?

Up until now, we didn't focus on Bangladesh. This was due to the fact that we didn't have a dedicated distributor here. Now that we have a dedicated distributor, we are more focused on Bangladesh now. We also are spreading our operation in Cambodia, Laos, Myanmar, and Sri Lanka. We decided that we want to move our business to Bangladesh with distributors who have already proved their efficiency. We wouldn't have been able to start our operations in Bangladesh without these distributors. We understand that it is a good time as there is a growing awareness regarding data security and people are starting to think about it. People are talking about backup data solutions to avoid incidents. We had a meeting with our customers and it helped us understand the expectations with a lot of questions from the customers. Many top businesses in Bangladesh are also not used to the idea of storage and backup because these issues are fairly new to them. We also observed that a lot of companies are generating a lot of data and they are starting to think about to store and secure all this data. We believe our solution is perfect for them.

What part of the world does Acronis has most business?

Revenue-wise it's mostly concentrated in the west like the United States and Europe. But there is growing demand within the APAC region for example, Japan, Singapore and others.

What sort of products are you guys launching in Bangladesh?

We have a bit of both; B2B and B2C products in our lineup but we can expect more customers do more than backup. The cloud service solution that we provide will be greatly beneficial for Telcos and ISPs. We also have a full range of B2C products lined up for general consumers who need data backup and protection solutions.

What's the most popular Acronis product?

Acronis True Image is the most popular product with customers and it has more than five million users. Acronis Backup 12.5 is popular with businesses and entrepreneurs. We are seeing interest for these two products amongst customers in Bangladesh. Some Telco companies have already approached us for our cloud platform so we can expect

demand for that product as well.

What's unique about the solutions of Acronis?

There are many companies offering backup services but what is unique about Acronis is that we do image based backup. This provides a safer and faster backup. We also do universal recovery and our software is supported on 21 different platforms. We also provide anti-ransomware tools with our backup software which is unfound in most backup tools. For Bangladesh, the retail price for consumer products is very competitive. The local dealership has enough experts to provide all the support you need. So we can guarantee you the best experience.

What are your long term goals in Bangladesh?

Although it is hard to predict the future, but we have plans to educate the market here. We need to create a channel of reliable distributors who have the expertise and knowledge of what they are selling. Our other plan is to have our channels be capable of not only introducing and pitching the product to the customer but also make successful deployments. This will ensure customer satisfaction and our customers will have a delightful experience with our products every time. So to sum up, our focus will be primarily on developing our channels here so that we can use our advents in Bangladesh as stepping stones for making improvements in other regions of the world.

INTERVIEWED BY: SHAHRIAR RAHMAN

Five Highest Paid YouTubers in 2018

ASIF AYON

Making money from YouTube isn't as easy as one might think. There are a lot of monetisation loops one must go through in order to make an actual income from it. But the five on this list seem to have it all figured out and their bank accounts are an indication of that.

5. Jeffree Star
2018 Earnings: \$18 million
Jeffree Star is a makeup artist who stands out from the crowd because of his flamboyant appearance and approach to content delivery. He has been around ever since the MySpace era and has now reinvented himself as a beauty mogul, cofounding Jeffree Star Cosmetics, which sells an estimated \$100 million-plus of eye-shadow, lipstick and highlighters annually.



4. DanTDM
2018 Earnings: \$18.5 million
Daniel Middleton otherwise known as DanTDM was 2017's highest-paid YouTuber with \$16.5 million reported earnings. A British gamer who specialises in Minecraft— Dan's been playing on-camera for six years, amassing a following of 20.7 million. His diehard followers splash a huge amount of cash for his tours and merchandises.

3. Dude Perfect
2018 Earnings: \$20 million
Coby Cotton, Cory Cotton, Garrett Hilbert, Cody Jones and Tyler Toney make up the Dude Perfect collaboration. They



specialise in feats of dexterity and intricate trick shots— say, hurling Ping-Pong balls that trigger domino-falls of Oreos, a video which garnered them 175 million views.

1. Ryan ToysReview
2018 Earnings: \$22 million
The most surprising entry on this list however is 8 year old Ryan and his channel Ryan ToysReview. He has even made a move on selling merchandises with a line of collectibles and more, now selling at Walmart. His channel already has 17 million followers and is only on the up.



2. Jake Paul
2018 Earnings: \$21.5 million
Jake Paul is the younger brother of disgraced Logan Paul and he's made a killing from his merchandise business. He attracted more than 3.5 billion views on his rap songs and goofy pranks over the period of 2018.

