



START 111 -101 £.



ILLUSTRATION: ZARIF FAIAZ

0

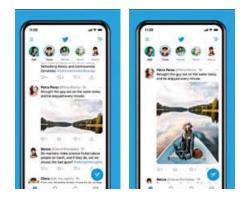
Twitter running test to improve image previews

Twitter is running a test with a small subset of iOS and Android users to improve image previews on their platform.

Dantley Davis, Twitter's Chief Design Officer, tweeted that goal of the test is to "give people an accurate preview" of what an image will look like without trial and error.

Currently, the platform automatically crops images on its feed, requiring users to click on the picture to see the full image. The cropping algorithm has been criticised for having alleged baked-in racial bias, prioritizing white faces over darker tones. The algorithm has also been a thorn on the sides of photographers and artists, who prefer to have control over how their image is presented.

In the new system, most single image tweets in normal aspect ratios won't be cropped at all, while wider or taller images will receive crops weighted around the centre.



CORRIGENDUM

Shift Magazine issue of February 2020: quick buying guide on page 54, pictures of the Honda Civic Turbo and CRV Turbo has been swapped

We regret the error.

Epic Games acquires photogrammetry software maker Capturing Reality

Following their recent string of Unreal Engine asset purchases, Epic Games announced they brought Capturing Reality, a Bratislava-

based photogrammetry studio.

The terms of the deal weren't disclosed. Photogrammetry

involves stitching together multiple photos or laser scans

of real-life objects to create 3D models. The method can help studio developers create photorealistic assets in a fraction of the time it would take to create a similar 3D asset.

Epic Games hopes

to use the Capturing

Reality team expertise

to help improve their

own 3D scans of

environments and



objects. The company also dropped the price of Capturing Reality's services, dropping the perpetual license fee from \$18,000 to \$3,750.

TikTok rolls out new antibullying comment features

TikTok announced it's rolling out new commenting features designed to combat bullving.

Under the new features, creators will be given control over which comments can be posted on their content. By enabling the new "Filter All Comments" feature, creators will get to choose which comments appear on their videos, instead of reactively removing offensive comments.

The company says the goal with the new features is to maintain a supportive, positive environment where people can focus on being creative and finding community

However, the new features allow creators to censor any comments before they even go live, leaving them free to push any false and harmful information without any kind of pushback from the community. Tiktok has yet to comment about how they are planning to counter this potential abuse.

Another feature TikTok implementing will push users to reconsider posting comments that appear to be bullying or



inappropriate. The popup will remind users of TikTok's Community Guidelines and allow users to edit their comments before sharing.

TikTok hopes these "nudges" will help by slowing people down and giving them time to think about what they're saying.

EDITOR'S NOTE Everything tech and startup

With all the rampant and rapid development in the startup scene in the country, we believe it's important to address everything that involves startups. In today's feature, we talk about fundraising tips for startups. In our regular automobile segment, we review a new Chinese car. We also talk about a secret iPhone feature that can help the users during any emergency.

Nahaly Nafisa Khan, Sub-editor

TOGGLE

Editor and Publisher Mahfuz Anam

Team Zarif Faiaz Rahbar Al Haq Nahaly Nafisa Khan Shahriar Rahman

Graphics DS Creative Graphics

Production Shamim Chowdhury

Published by the Editor from Transcraft Ltd, 229, Tejgaon Industrial Area, Dhaka on behalf of Mediaworld Ltd., 52 Motijheel C.A., Dhaka-1000.

Chuwi offering brand new laptop at affordable prices

Surovi Enterprise, a distributor of technology products, has introduced affordable laptops from Chuwi. The Windows 10-enriched Chuwi 'HeroBook Pro' laptop has a 2.6

GHz Intel Celeron processor and 8 GB DDR4 RAM. The display of the laptop with a resolution of 3200 x 1600 k is 13.3 inches. The device weighs 1.8 kg and can be operated

for 8 to 9 hours on a single charge.

Surovi Enterprise is giving a one-year brand warranty on the laptop. HeroBook Pro will be available in two versions with 128 GB and 256 GB storage. The low-cost laptop comes with a 256 CB warsion with 128 CB EAMA 256GB version with 128GB EMMC memory and 128GB SSD memory that can be expanded up to one

terabyte. Additionally, the 128 GB version uses the entire EMMC storage. The 128GB version of the Herobook Pro is priced at Tk 26,500 and the 256GB version is priced at Tk 28,900. The laptop can also be purchased in installments from TechPlatoon.









Reducing screentime WHILE AT WORK

Getting glued to your phone screen seems like a good way to kill the boredom that many of us millennials find ourselves doomed with. But increasing screen time is neither a healthy practice nor does it help our productivity, especially while we are at work. Here are some ways to reduce screen time while at work and increase the hours of being more productive.

MEASURE YOUR SCREEN TIME

If you want to reduce your screen time substantially, you must first know how much time you're spending and where. Once you have a baseline, you can systematically reduce your screen time and set clear goals. Activate the screen time functionality on any of your Apple devices or use any of the third-party apps in Google's Play Store, such as ActionDash, Digitox or Screen Stopwatch to better understand how much time you spend on which apps and how often you unlock your phone. These apps track everything for you automatically and often work right out of the box.

SET LIMITS ACCORDINGLY

Once you have a good idea of how much time you spend on your phone, how many unlocks you average a day, and on which apps you spend the most time, you can start setting hard limits. Most of the screen time-measuring apps also have features that either limit the time you spend on those apps or block them once you've spent a certain amount of time on them. You can use those features to limit using apps that are unnecessary while working and hamper your productivity.

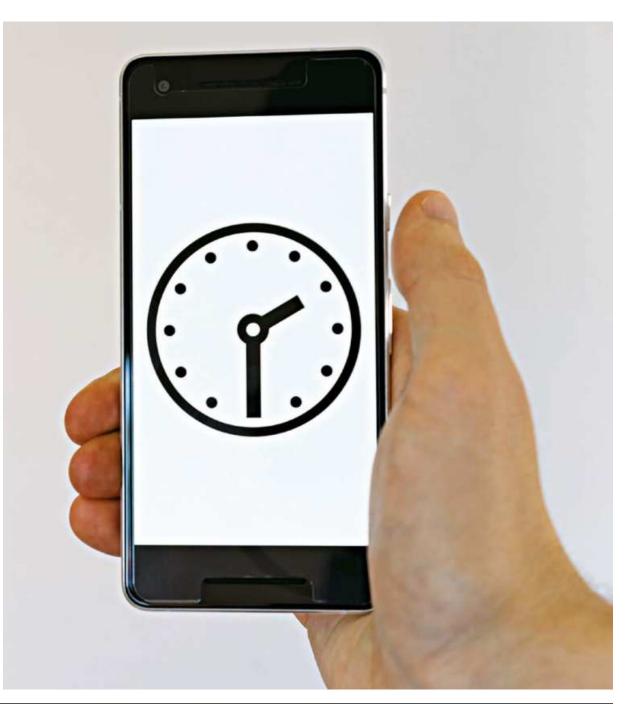
LIMIT SOCIAL MEDIA TO BE MORE SPECIFIC

Social media apps usually serve no purpose whatsoever while you're working. Most of the time we find ourselves with increasing screen time particularly because of these apps, and they substantially hamper our productivity while we're working. Place strict limits on your social media (just Facebook, Instagram, Twitter, and TikTok— LinkedIn, Reddit, and other platforms can have the same effect).

There are apps and browser extensions such as StayFocusd, BlockSite, Freedom, or Apple's Screen Time, to block or restrict your usage of certain platforms. You can also adjust your settings to log out of your social media accounts automatically.

CREATE SCREEN-FREE ZONES

As our phones have become extensions of our bodies, we have developed a tendency to take them everywhere, even to places where we don't quite need them. Reduce screen time by creating zones in your house where you're not allowed to take your phone. The bathroom is a good start. The harder it feels not to take your phone in a particular room, the more important it is to work on this right now.











DFSK'S DAY OUT 2020 DFSK Glory 580 i-Auto

RAHBAR AL HAQ

WHAT IS IT?

A seven-seater crossover from the Chinese company Dongfeng Sokon that punches above its price range with a plethora of high-end features and ride quality.

EXTERIOR

The Glory recently received a facelift, and the new car is distinctly Chinese. Meaning a large front grille with a "starlight" pattern, 200mm ground clearance, and body lines that vaguely remind you of other cars without being able to specify which one. Overall, the design looks good and modern, though questionable design choices such as creaky door handles raise concerns about long-time use. That said, the 5-star NCAP safety rating means the car is built well where it counts. And with a 5 year/100,000km dealer claimed "bumper-to-bumper" warranty, you won't have to worry about such things for a while

INTERIOR

As with most new Chinese cars, the Glory is loaded with top-end features. Notable ones include powered front seats, panoramic sunroof, 360-degree camera,





AI voice assistant, and many more. Most of the car is covered in faux leather, while the wood-like accent on the dashboard gives the interior a nice look. Less nice is the build quality, as creaks and rattles can be heard throughout the interior.

Convenience features such as the gesture-controlled tailgate and adjustable rear seats somewhat offset the issues.

gets progressively weighted as the vehicle picks up speed. The brake pedal has around two inches of dead zone, though slamming them brings the car to a surprisingly graceful stop. The suspension is quite competent at mellowing out all the speed bumps and does a decent job at countering body rolls. Overall, the car behaves like a sporty minivan and since the car is geared toward being a family transport, it's a plus in our book. VERDICT while the 6-speaker sound system is quite

accelerate at a steady pace even on full

throttle. The steering is weighted and

The Glory 580 is the perfect car for those who have settled down and plans to enjoy every moment of their life. It's a great road trip car for the family and a competent grocery-getter. Granted, it's a bit rough around the edges, but the value-formoney offered here is hard to pass up Photo: Ayan Rahman Khan For details, contact Ma Enterprise

SPECS

ENGINE: 1,498cc Turbocharged 4-Cylinder, (150 PS, 220 Nm of torque)

TRANSMISSION: Continuously Variable Transmission (CVT), FWD. SAFETY: 4 airbags, ABS, EBD, EBA, TPMS, automatic wipers, built-in dashboard camera, all LED lighting. FEATURES: 9-inch touch screen infotainment system with Bluetooth, Android Auto and Apple carplay, powered front seats, panoramic sunroof, powered tailgate, 6 speakers, Smart Entry, push start, steering mounted audio controls, 4 airbags. **PRICE:** BDT 30 lacs for existing stock, 31.49 for new stock from April 2021

Raising money through the funding rounds is dependent on the business pitch made to the investors. A compelling pitch deck about the business that touches all the essential aspects without taking much time from the investors helps smoothen the fundraising process.

Crossing over boundaries, the Taycan Cross Tourismo

HASEEB CHOWDHURY

For the 2021 model year, Porsche introduced a new electric station wagon. The new Taycan Cross Tourismo—unlike the regular Taycan—is only available with the all-wheel-drive variants and the larger battery pack. With electric power being the sole source of locomotion, the Taycan Cross Tourismo will be available from a 523 horsepower 4S trim to an enthusiast-pleasing 750 horsepower Turbo S. The Turbo S rockets from 0-100 km/h in under 2.5 seconds, a testament

to how fast of a station wagon this Cross Tourismo will prove to be. It is with great pleasure we can safely say, wagons are cool again

adept at drowning out any unwanted

and third row seats fold down for a

cavernous cargo space.

DRIVING

noise. In terms of storage, both second

Fans of leisure driving will enjoy this car.

The Fiat-derived 1.5-litre turbocharged

engine likes to take it slow and will

The car boasts a two-speed transmission in the rear axle, a first for any EV. The Cross Tourismo will largely remain unchanged from the standard sedan, but there will be an additional off-road package available for the long roof counterpart. The standard, if you can call it that, Taycan possesses the trait of



blistering fast acceleration and sports carlike performance which will be inherited by the Taycan Cross Tourismo as well. You can go Kayaking, take your kids to school, go skiing and camping all the while keeping up with a Bugatti Veyron.

The Taycan Cross Tourismo is set to go on sale later this year, providing buvers with all the things they love about the sedan with the added benefits of a station wagon. To say we are excited is an understatement

Understanding the basics of fundraising for early-stage startups

NOMROTA SARKER

Early-stage startups are businesses focused on product development, building a customer base, and creating defensible value in the market. These companies might have a brilliant idea, a dedicated team, advisors, and supporters. They could even generate revenues to some extent. But to get the startup off the ground, capital is essential.

Fundraising for startups is not a one-off thing. A startup needs subsequent rounds of funding, and the funds can have multiple sources. The funding rounds are a series of investments that raise capital. The fundraising process for every startup is similar regardless of the industries they're operating in. As a startup becomes profitable, each funding round serves as a stepping stone towards more significant growth

THE STAGES OF FUNDRAISING AND STARTUP GROWTH

Pre-seed and seed: Funding rounds begin with an initial pre-seed and seed round. The preseed funding stage usually refers to when the

startup is trying to get its idea off the ground. Pre-seed funding can initially come from "bootstrapping" - where the founder invests their own money into the business. Funders of this round can also be the founders' close friends and family members. The pre-seed is followed by a seed funding round.

In the seed funding round, the funds typically come from angel investors and early-stage venture capital firms - who invest in exchange for stakes at the company. Angels give capital to startups at very early stages – when the company might not even have revenue, traction, or a minimum viable product (MVP). The seed funding from angel investors helps the startup finance its first steps. A startup typically tries to develop its product in this stage. Funds can be raised from multiple angel investors, and the seed funding amount can range from anywhere between \$10,000 to \$2 million. (That's around BDT 10 lacs BDT to BDT 17 crores).

Series A: Startups with an actual and profitable business model will raise funds on this round for long-term growth. Investors will look for a higher return on investment (ROI) and startups need to have a viable strategy to raise funds from them. The investment amount



on this round can range from \$2 million to \$15 million

Series B: This round indicates the growth of the startup. A startup is expanding and has an established customer base growing steadily in this stage. The funds raised from this round helps startups transition into well-established companies. Series B can generate from \$15 million to \$25 million, but the investment can also surpass that amount.

Series C and D: Startups continue to fundraise in round C and/or D with further expansion plans at a higher level. These startups can have a value of at least \$100 million and are highly successful businesses. In rounds C and D, startups want to create new products, acquire new companies and expand their reach through entering new markets. In such a case, they can raise more than \$50 million. Investments in these rounds are no longer for early-stage startups - they are called late-stage funding.

Companies raising funds in their late stages are typically ramping up for an Initial Public Offering (IPO). As the company goes public, i might begin to explore its exit strategies.

CREATING AN INVESTOR PITCH – THE FIRST STEP

Raising money through the funding rounds is dependent on the business pitch made to the investors. A compelling pitch deck about the business that touches all the essential aspects without taking much time from the investors helps smoothen the fundraising process. Before creating the pitch, founders should have a thorough understanding of their business model, products, and services. Knowing what sets the business apart from competitors and the industry is also a core requirement for a good pitch.

WHAT MAKES A GOOD PITCH DECK - THE BASICS TO START WITH

According to experts at Sketchdeck, a pitch

deck should not be more than 10-12 slides. In a report published by Forbes, the companies that raised the most amount of capital in their early-stages amid a challenging financial environment had one thing in common-none of their pitch decks had more than 20 slides.

Hence, overstuffing the presentation must be avoided. It should concisely put together the business idea and specific details such as financial projections, future roadmap, etc.

Hristo Odiseev, CIO of Bertelsmann's rtv media group, says, "The average time an investor spends on your pitch deck is close to but under 4 minutes."

His statement's learning is that the slides should be skimmable while telling a brief story about its operations. Using statistics and charts over words, adhering to large fonts, and setting a slide limit can help founders deliver an effective presentation within this timeframe.

KNOWING WHEN TO RAISE FUNDS FOR EARLY-STAGE STARTUPS

The right time to fundraise for early-stage startups depends on why the startup needs to raise money. Fundraising blindly without a plan can cause more harm than good for the company. Setting specific, measurable, and achievable goals that are time-bound is essential when crafting a fundraising strategy.

The money that a startup wants to raise should accomplish milestones for the company. These milestones can be grabbing a market share or figuring out a market opportunity. The timing of fundraising plays a big role in this as well.

Startups should raise money from a position of strength. A good indicator of strength for the startup would be when it has figured out what the market opportunity is, who the customer is, and if it has a productmarket fit.

Audiobook apps to revisit the gems of **BENGALI LITERATURE**

OROBI BAKHTIAR

Audiobooks can be dated back to the 1930s. They were often used as an educational medium, found in schools and libraries. Before audiobooks were available digitally, talking books, as they were often referred to, were sold in physical form on analog cassette tapes and vinyl records. However, with the invention of the internet, a vast selection of audiobooks was available from many different sources.

4:41 f Image: Constraint of the second o

Q.

ShuniBangla

5

Days, when audiobooks were sold on CDs, are gone forever. Now, all you need is a smartphone or tablet. Audiobooks are voice recordings of the text of a book that you listen to rather than read. Audiobooks can be exact word-for-word versions of books or abridged versions. You can listen to audiobooks on any smartphone, tablet, computer, home speaker system, or in-car entertainment system. Audiobooks are usually purchased and downloaded in the same way as digital music and video. They can also be purchased from online bookstores or downloaded free from public domain sites. Most public library systems offer audiobook downloads online, all you need is a library card.

The booming popularity of audiobooks coincides with the rise of podcasts and shows an increasing thirst for audio content, which has led to publishers ploughing resources into the format, building dedicated teams, and creating in-house studios to produce increasingly creative and ambitious listening experiences.

There are many websites and apps that provide access to Bangla audiobooks, both free and paid. Here are a few of them:

PUTHIKA

Puthika probably has the largest collection of all-time favourite eBooks. A lifetime campaign to enrich audiobooks of your favorite books is continuously running. It has an interactive categorywise free book browsing Store. Over 50+ categories and genres are there to help you categorize every book and to explore easily.

Puthika has a collection of Fantasy, Thriller, Crime, Sci-Fi, Mystery, History, Religious, Islamic, Hinduism, Buddhism, Classic, Story, Novel and what not. To enjoy your reading experience along with soothing your eyes, Puthika delivers to you the most interactive eBook Reader of all time.

Puthika is also one of the few initiatives to provide audiobook features for Bengali books. An ongoing audiobook creation campaign is there to give you continuous audiobooks via the Puthika app.

SHUNI BANGLA AUDIOBOOK

Introduction

Chapters

Introduction

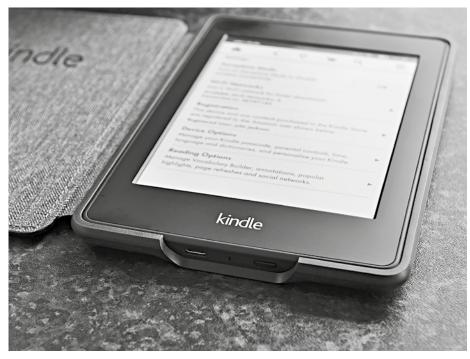
Chapter 1

Chapter 2

Chapter 3

5. Chapter 4

Galpowala



Kindle

Shuni app offers Bangla audiobooks and podcasts globally for free. Shuni is a social venture to provide the beauty of Bangla literature and books to everyone regardless of financial and visual impairments. Shuni is developed as a social entrepreneurship to bring books

দা, তোর জন্যে দুটো রেখে দেলাম মা? — গুই



Puthika

and literature to visually impaired, senior citizens, non-native Bangla speakers, busy commuters, and essentially anyone who wants to listen.

GALPOWALA

Flaunting a fine collection of Bengali stories and fiction, this exclusive app is dedicated only to Bengali audiobooks collection. Narrated by famous storytellers and narrators, their very Bangaliyana vibe to the story makes it pitch-perfect for Bengali folks to relate and enjoy.

This website is known for its amazing collection of Bengali short stories ranging from that of Rabindranath Tagore to Sanjib Chattopadhyay. The best part is their collection of motivational and mental health podcasts by renowned psychiatrists of Bengal.

AMAZON KINDLE

Perhaps, the pioneer of audiobooks and the best Bengali collections can be found at Amazon. If you have a Kindle device, it's going to enrich your experience further, otherwise, the Kindle app for Android or iOS is just the same. Translated and narrated by renowned vocalists from Bengali, their stories will let your afloat with their music and words.

FITNESS & TRAVEL



This secret iPhone shortcut will help you in emergencies while travelling

Apple has recently launched the Siri 'l'm getting pulled over' shortcut app as part of its iOS 12 updates. Although it's designed to keep the user safe during police traffic stops, it can be used during any emergencies that might occur while you're travelling.

The shortcut activates the 'Do Not Disturb' feature, turning off all incoming calls, messages, and notifications. Next, it'll send a text message with your current location to all the contacts that you've selected beforehand. At the same time, your phone will start recording a video with the front camera. These are the default settings, but you can customise them in various ways — for example, you can set it so it records with the rear camera instead.

Here's a quick rundown for iPhone users on how it all works.

STEP 1: ADJUSTING PHONE SETTINGS

Although it's made to let the user create their own shortcuts, you can also download pre-made shortcuts from third-party apps or developers. Since the shortcut is made by a third-party, your iPhone will consider it an 'untrusted' shortcut, which implies that you'll need to adjust your phone settings before you download and use it.

Open your 'Settings' app and tap on 'Shortcuts'. Depending on your version of iOS, it'll either be listed with the other iOS apps or with the larger list of apps at the bottom. You can also find the Shortcuts menu using the search bar.

Next, toggle on 'Allow Untrusted Shortcuts'. Again, remember that before you can select this, you'll have to create and run at least one 'trusted' Shortcut. You'll need to authorise third-party shortcuts to use 'I'm Getting Pulled Over'. A pop-up window will warn you of potential risks. To continue, tap 'Allow', and then enter your passcode.

STEP 2: DOWNLOADING THE SHORTCUT

Open the link in your iPhone's Safari browser. The 'Shortcuts' app will open, listing all of the shortcut's features. At the bottom, tap 'Add Untrusted Shortcut.' Choose which contacts will receive a message with your location. Then hit 'Continue.' Next, select which contacts will receive a copy of the video and select 'Done.'

Back on the 'My Shortcuts tab', tap 'All Shortcuts,' and then tap the three dots (...) on the 'I'm getting pulled over shortcut'. Scroll down to the 'Location' section and select 'Allow Access', then tap 'Allow While Using App.' You'll need to enable location services to use the shortcut. Then, scroll down to the 'Messages', 'Camera', and 'Photo' sections and do the same thing — tap 'Allow Access,' and then 'OK'. You'll need to grant the shortcut access to your other apps.

In the 'Camera' section, select 'Front' or 'Back' depending on what camera you want to start the recording with. The 'I'm Getting Pulled Over' shortcut will ask you to choose between your front and back camera. Scroll down to the scripting 'Choose from Menu' settings and choose where to store your video when the shortcut ends. You'll have the following options of iCloud Drive, Dropbox, and Do not upload. You can tap one of the red minus options to delete a location, or the green plus to add one. You can add and remove storage services from the shortcut. When complete, choose 'Done' to confirm your settings.

STEP 3: ACTIVATING THE SHORTCUT

Activate Siri by holding down the lock button or Home button, depending on your iPhone model. Once the shortcut is enabled and Siri is listening, say "I'm getting pulled over." The shortcut will activate. Alternatively, you can open the 'Shortcuts' app and tap the 'I'm getting pulled over' button in your 'My Shortcuts' tab.

Shabash: the first-ever superhero motion comics in Bangladesh

JINAT JAHAN KHAN

Comics, an artistic combination of words and pictures, have been attracting bookworms of all ages in Bangladesh since a long time ago. However, comics are usually western-centric. And when it comes to comics based on superheroes, we mostly focus on the Western DC and Marvel superheroes.

With the growing popularity of comics over the last decade, Bangladesh has started to touch the mainstream of popular comic culture and 'Shabash' is the very first Bangladeshi superhero comic book series. And now Bangladeshi comic lovers have the opportunity to enjoy the firstever superhero motion comics in the country based on this local superhero.

'Shabash', the mango-powered superhero for the 'mango people'

Shabash, a local superhero comic book, portrays a wacky but mango-powered superhero. His superhero characteristics are somehow western-

Though this superhero is always ready to help the 'mango people' or 'aamjonota', he is often lazy and unmotivated.

> based but yet these have cultural traits. In the book, he got his superpower after consuming a mango stemmed from a meteor. The chest-emblem of mango on his costume depicts the local popularity of the fruit besides the source of his power. His outfit demonstrates some transcreation such as his yellow cape draws the similarity between this local superhero and other cape-wearing western superheroes.



Though this superhero is always ready to help the 'mango people' or 'aamjonota', he is often lazy and unmotivated. 'Shabash' is a perfect blend of our geographical and cultural norms such as his outfit embodies the Bangladeshi flag and our national fruit. And this hero's codename 'Shabash' is one of the most common expressions of exuberance and heroism in our country. In short, Shabash represents the Bangladeshi cultures and customs through his name, outfit, actions, and functions in a fun and humorous way.

It further displays the local cultures and customs of neighbouring countries like India and Pakistan, besides Bangladesh. Hence, it has been chosen to be converted into a motion comics reflecting a known scenario to us.

'Shabash' is the original creation of Mighty Punch Studios published back in 2013 for the first time. Total 8 issues have been published till now. Shabash, the motion comics, is a coproduction by the mKiddo and Mighty Punch Studios. This mKiddo exclusive content has been made into 2 episodes and it is based on the first issue of 'Shabash' comic book.

In the first issue of this comic series, Shabash battles against an army of evil cockroaches led by Blatt, the monster giant cockroach. Originally, the first issue of this comic book was drawn by Mehedi Haque, the founder of Dhaka Comics, and written by Samir Asran Rahman, the owner of Mighty Punch Studios.

To get access to this superhero-based motion comic, open an account in the mKiddo app and subscribe to it. This motion comic version of the mango-powered superhero 'Shabash' is something that parents can enjoy with their kids at home.

