

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,

while the 6-speaker sound system is quite adept at drowning out any unwanted noise. In terms of storage, both second and third row seats fold down for a cavernous cargo space.

DRIVING

Fans of leisure driving will enjoy this car. The Fiat-derived 1.5-litre turbocharged engine likes to take it slow and will

accelerate at a steady pace even on full throttle. The steering is weighted and 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

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-for-money 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

Crossing over boundaries, the Taycan Cross Turismo

HASEEB CHOWDHURY

For the 2021 model year, Porsche introduced a new electric station wagon. The new Taycan Cross Turismo—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 Turismo 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 Turismo will prove to be. It is with great pleasure we can safely say, wagons are cool again.

The car boasts a two-speed transmission in the rear axle, a first for any EV. The Cross Turismo 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 car-like performance which will be inherited by the Taycan Cross Turismo 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 Turismo is set to go on sale later this year, providing buyers 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 pre-seed funding stage usually refers to when the



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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, it 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 product-market fit.