

ALICE LABS

raises USD 500K in seed funding

Alice Labs, the company behind MyAlice—an AI-driven multi-channel customer service platform for e-commerce and online businesses—today announced the completion of a USD 500,000 seed round of financing. The round was led by Anchorless Bangladesh, with participation from HOF Capital. Alice Labs will use the proceeds from the financing to further invest in its core product offerings and fuel expansion into Southeast Asia and MENA markets.

Founded in November 2018, Alice Labs develops smart tools and conversational AI solutions that manage and automate customer service for e-commerce and online businesses. The company's core product, MyAlice, enables businesses to streamline customer service, to make it more efficient and customer-friendly. Businesses can connect all of their customer-facing channels, such as website chat and social media messaging platforms, to MyAlice, in order to automate conversations for both sales and service through natural language processing (NLP) and machine learning (ML) with the ability to smoothly transition to a live operator when required. The company's SaaS platform aims to improve customer experience and engagement.

"Over the past two years, we have refined our technology and product-market fit, developing a keen understanding of the challenges in the customer service space and unique solutions to address a wide range of client and consumer needs. With this momentum, we believe we can scale our growth across a few key markets through our highly targeted offerings. Both Anchorless and HOF Capital share



our vision and can help us accelerate our growth not only through financing but also with key connections and market insights. We are truly grateful for their trust and support," said Shuvo Rahman, Founder and CEO, Alice Labs.

Incorporated in Singapore with operations in Bangladesh, Alice Labs is currently active across markets in Southeast Asia and South Asia. Through its subscription-based customer service plans, Alice Labs works with over 50 e-commerce stores and enterprises throughout the region, including major brands and retailers like Unilever, Coca-Cola, Giordano, and Maybelline, among others. Through machine learning, MyAlice aims to decode the complex behaviour of shoppers across different regions and help businesses better communicate with them in their native languages.

"Alice is a prime example of the growing opportunity we see

in Bangladesh: highly driven and disciplined founders like Shuvo are able to successfully leverage the country's vast tech talent to build a cutting-edge product suitable for international markets. Alice Labs has an edge in being able to service markets that are often overlooked by larger global players," said Rahat Ahmed, Founding Partner and CEO at Anchorless Bangladesh.

"We are excited by Alice Labs' potential, particularly its global application. The company has managed to produce considerable traction with leading enterprises on a global scale already, and this capital infusion will only further augment Alice's reach. HOF Capital is committed to supporting the company in realizing this growth through its strategic enterprise network," said Tala Al Jabri, Partner at HOF Capital.

This round marks Alice Labs' first round of external financing, having bootstrapped to this point.

EDITOR'S NOTE

Eid Mubarak, and stuff

To all the readers who celebrated Eid — and the ones who slept through it— please accept our belated wishes. The holiday cooldown is over, so it's back to work for all of us. However, if you do want to stay cool, check out our guide on getting yourself the right AC this summer. We considered everything from the size of your room to the size of your wallet to make sure your body temperature remains at tolerable levels.

We also got a neat guide for those looking to upgrade to a mid-range phone and a brief feature on one of our national cars, the Toyota Fielder.

Rahbar Al Haq, *Trainee Reporter*

TOGGLE

Editor and Publisher
Mahfuz Anam

Editor (Toggle)
Shahriar Rahman

Team
Zarif Faiaz
Rahbar Al Haq
Nahaly Nafisa Khan

Graphics
DS Creative Graphics

Production
Shamim Chowdhury

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Google to add a 'safety' section in Play Store

Google is working toward adding a "safety" section in the play store that will require app developers to disclose their data collection, storage and utilization policies.

Under the new section, developers will have to share what sort of data their apps will collect —user name,

email or location— and for what purpose —enhancing app functionality or for personalization— with the users themselves. Developers who adhere to this new policy will be able to highlight that in their app listing.

Google plans to roll out this new section sometime next year.



Xiaomi launches Redmi 9 Dual Camera variant

Xiaomi has announced the launch of Redmi 9 Dual Camera smartphone.

The device features a 6.53" IPS HD+ display, 13MP main camera and a 2MP depth sensor coupled with an LED flash, AI selfie camera is powered by a 5MP sensor, MediaTek Helio G35 octa-core gaming chipset with 2.3GHz clock speed and 5,000mAh battery.

The phone also features a textured design that prevents fingerprint smudges, P2i water-resistant coating to protect the phone against accidental splashes and a pre-installed screen protector.

Redmi 9 Dual Camera will be available soon in three colour variants: Sporty Orange, Carbon Black and Sky Blue.

Price: Tk. 12,999/- for the 4GB+64GB variant.



Twitter's new feature will let user 'tip' good tweets

Twitter is testing a "Tip Jar" feature that will allow users to "tip" any tweet they enjoy with actual money.

"Tip Jar is an easy way to support the incredible voices that make up the conversation on Twitter," the company wrote in an official blog post. "This is a first step in our work to create new ways for people to receive and show support on Twitter — with money."

Currently available on both iOS and Android, the feature is designed

to give users a way to quickly support creators. Currently, the feature is available to a select group of user — nonprofits, journalists, experts and creators— with plans to expand to additional groups further down the line. The system supports several payment platforms, including PayPal, Venmo, Patreon, Cash App and Bandcamp.

Twitter said it won't be taking a percentage "cut" from the tips.

