



VIVO launches the Y53s in Bangladesh

Vivo has announced the launch of its latest smartphone, Y53s, in Bangladesh.

The phone is equipped with a massive 5,000 mAh battery and 33W FlashCharge technology, triangular camera setup of 64 MP Rear Camera, 2MP Bokeh camera and a 2MP macro camera.

The smartphone also has an advanced Multi-Style Portrait feature, which uses Bokeh effects, AI Face Beauty, and tone adjustments, and boasts 8GB RAM+3GB extended RAM, along with 128GB ROM+1TB memory expansion.

Y53s also has a side fingerprint sensor and comes in two trendy nature-inspired colour themes—Deep Sea Blue and Fantastic Rainbow.

The Y53s is now available for purchase in offline all authorised Vivo retail stores, brand shops, and e-commerce websites, priced at BDT 22,990.

Marcopolo.ai reaches K-Startup Grant Challenge Top 60

ZAKIA SAMEEN NOOR

Markopolo.ai, a startup that offers a 360 degrees marketing solution for SMEs, has recently reached the Top 60 of the K-Startup Grant Challenge among 250+ global applicants.

The Top 60 teams are part of the Accelerating Program where up to 2 members from each team travel to and stay in South Korea. Startups worldwide working on AI & fintech had applied for this prestigious grant program. For Bangladesh, a local startup reaching a global stage of this calibre is a matter of great pride as well as a boon for the country's budding ecosystem.

Here, the teams receive training and 1-1 mentorship from the biggest Korean tech companies like Samsung, Hyundai Motors, SK Group - all part of the startup ecosystem. The teams also have the invaluable opportunity to network with Korean businesses and have access to a major tech & economic hub of Asia. The Accelerating Program will also provide Korean interns for the teams to choose from who will help them ease into the Korean culture.

"The main advantage of Markopolo.ai is that we offer a unified solution to all marketing problems for small businesses," says Tasbin Tasfia, CEO of Marcopolo.ai. "They do not require having much technical knowledge of marketing nor incurring large costs. All they have to do is provide simple inputs in the software which will generate marketing campaigns on any platform

eg Facebook, Instagram, Twitter. This offers better ROI for the businesses who retain full control over their marketing."

Right now, Marcopolo.ai is working on restructuring its services to make them more simplified. They constantly work to refine the AI software for their customers.

"With the help of the K-Startup Grant, we hope to create a global sales funnel and accelerate the Bangladesh startup ecosystem by taking our services to the international platform," said Ms Tasfia.

Korea is a country that has 11 unicorn startups. Korea's startup ecosystem is active and well-designed, attracting the attention of investors, accelerators, and incubators from all around the world. Projects between conglomerates and startups are active under the government direction. For instance, conglomerates such as Samsung, Hyundai, LG, SK, POSCO, Lotte, Hanwha, CJ, GS are directly initiating accelerating or venture programs.

With a domestic market size of about USD 736.21 billion, Korea has the 15th biggest internal market in the world. Despite the tiny population and the small domestic demand market size, the Korean domestic market has a great purchasing power, as acknowledged by many global firms for a long time. Such an environment may provide a footstone for numerous global startups - Bangladesh being one of them.



EDITOR'S NOTE

World Indigenous Day, rethinking workplace equality and more

On August 9, the world observed World Indigenous Day this year. This day is significant in the sense that it urges everyone to be aware of the beautiful thing that is diversity and be more inclusive. Bangladesh too is home to a great number of indigenous communities that hold a rich diversity of living heritage and culture. But unfortunately, we have very few sources to know about their distinct cultures, languages, daily phenomenon, or even their struggles. In today's issue, we talk about Indigenous Exclusive, an online platform run by indigenous youths to shed light on the culture and struggles of indigenous people.

Along with our regular tech and automobile updates, we also talk about our thoughts on rethinking and rebuilding our work culture to establish equality for women.

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Surokkha under attack, 27 other infrastructure at risk: Palak

Cyber attacks were carried out on the Covid-19 vaccination registration app, Surokkha by forces from abroad, as confirmed by Zunaid Ahmed Palak, State Minister for Information and Communication Technology (ICT). The State Minister confirmed the news yesterday at the Memorandum of Understanding (MoU) signing ceremony among the Digital Security Agency, Bangladesh Computer Council and Bangladesh Air Force.

"The hackers tried to shut down the Surokkha app, but the situation was handled extremely well by the

experienced manpower on our ICT front," said the State Minister.

He also mentioned that twenty-seven important information infrastructures including Bangladesh Bank, NID and Passport have been identified as risk-prone to such cyber attacks. "The ICT department is working relentlessly to protect these infrastructures," he added.

The memorandum was signed by Digital Security Agency Director (Administration and Finance) Md Abdus Sattar Sarkar, Bangladesh Government's e-Government Computer Incident Response Team (BGD e-GOV

CIRT) Director Tarique M Barkatullah and Cyber Warfare and Information Technology Directorate Director Air Commodore Md Touhidul Islam. Under this trilateral deal, the Digital Security Agency of the ICT Division and BGD CIRT of Bangladesh Computer Council will provide necessary training to Bangladesh Air Force in order to increase their digital capacity.

State Minister Palak also mentioned that ensuring cybersecurity is not a feasible task for a single body or organisation. "It requires concerted effort," he said. "We will all work

together to ensure our cybersecurity and hopefully win this war against cyber attacks."

The Surokkha app is up and running at the moment, confirmed by Tarique M Barkatullah, Director, BGD e-GOV CIRT to The Daily Star. "We identified that Surokkha was under attack after the declaration of mass vaccination when many people were unable to access the app to register for the vaccine. The app was shut down for recovery and maintenance purposes for a while, but it is functioning at its full capacity at the moment," he said.