

# 3 BANGLADESHI STARTUPS RECEIVE FUNDING FROM ACCELERATING ASIA



3 Bangladeshi startups - Shuttle, Markopolo and MedEasy, recently received funding from Accelerating Asia, a Singapore-based early-stage venture capitalist firm and startup accelerator.

Accelerating Asia recently invested in 13 firms, with nine new startups and four organisations, which are part of its existing portfolio, receiving the funding during the VC firm's sixth cohort.

Shuttle received a follow-on funding from Accelerating Asia as it previously raised \$750,000 in its seed round

which was led by Accelerating Asia. The mass-transit startup started its operations by making daily commutes affordable and convenient for female commuters and has recently focused on expanding its business by moving to a B2B model as well.

Markopolo and MedEasy are the two new Bangladeshi startups that have been backed by Accelerating Asia in its sixth cohort.

Markopolo is a deep-tech company that creates an AI digital marketing assistant driven by millions of relational datasets. It allows automated

campaign creation and management in search ads and social platforms and enables users to launch targeted ads and receive real-time analytics on their performance.

MedEasy is a leading digital healthcare platform which provides doctor video consultations. It also provides home delivery of medicines through its online pharmacy. Currently, it has 75,000 users and more than 100 doctors registered on its platform. In 2021, MedEasy served over 20,000 medicine orders and witnessed a high revenue growth.

## Eid specials on Bengali streaming services that you can binge on

**TAHSEEN NOWER PRACHI**

After two years of the fearful pandemic, Eid came once again, bearing the brightness of a fresh hot summer with a tint of rain. If you wish to catch up

on recently released Eid special shows on local streaming services, we got you covered. Scan the QR code below to check out our recommendations.



### EDITOR'S NOTE

## The gift that keeps on giving

Buying gifts for our parents is a tradition we grew up with. But like the changing times, changes the way we approach things. This week's Cover Story is our recommendations on unique tech gifts for young and tech-savvy mothers.

Our recommendations continue, with a motorcycle buying guide on Shift, and a feature phone buying guide on Bytes. If you're considering going on a hiking trip, we recommend some essential things to pack as well.

As always, plenty to look forward to! Stay safe everyone. Until then.

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# Xbox makes Fortnite free on Android and iOS

The popular battle royale video game Fortnite is now available for free on Android and iOS for Xbox Cloud Gaming users, thanks to a new partnership between Microsoft Corp and Epic Games.

Fortnite has been out of the reach of mobile users since Apple Inc and Google removed it from their app stores in 2020 over a tussle about in-app payment guidelines.

The Microsoft partnership would allow users including PC gamers to stream Fortnite on internet browsers on their devices just like Netflix irrespective

of the hardware specifications.

The move is likely to help Microsoft attract more casual gamers as the software giant doubles down on efforts to bolster its presence in the video gaming market and take on rival Sony Corp. The company earlier this year unveiled a \$68.7 billion takeover of Call of Duty maker Activision Blizzard.

Since launching in 2020, more than 10 million people around the world have streamed games through Xbox Cloud Gaming. The service is available in 26 markets, including the United States.

Microsoft, as well as Epic Games and scores of other firms, have criticised Apple's store practices, which require developers to pay commissions of up to 30% for purchases made in the store.

The Fortnite creator has also been involved in a legal battle with Apple, but it largely lost a trial last year over whether Apple's payment rules for apps were anticompetitive.

That decision found Apple had suitable reasons to force some app makers to use its payment system and take commissions of 15% to 30% on their sales, according to reports.