



## Bonik raises \$47,000 pre-seed investment to help SMEs launch e-commerce stores

Bonik, a startup that enables SMEs to launch their own e-commerce stores, has raised its pre-seed investment of \$47,000 from prominent angel investor Mohammad Maaz, Managing Director of Steeltech Industries Limited.

Founded by Salman Saafi (CEO), along with co-founders Jonayed Tanjim (COO), and Atikur Rahaman (CTO), Bonik is a tool for small merchants who run their

businesses, mainly through Facebook and Instagram pages, and don't have their own e-commerce website.

According to a press handout, Bonik aims to simplify e-commerce for small businesses in emerging economies like Bangladesh with no-code, mobile-first tools, to let them create, run and grow online, without thinking to manage technology.

The need for a website is often critical for online business as it helps to build a brand and give the buyers a seamless shopping experience, as well as a point of trust. Bonik, as mentioned in the handout, helps create a full-fledged e-commerce website right from a mobile app, to give small merchants the flexibility to focus on their business and brand without the knowledge of coding.

Bonik has recently been selected to join Microsoft for Startups—a flagship program by tech giant Microsoft to support early-stage startups.

According to the press release, the investment raised will be deployed to build the product with more functionality and better user experience, as well as hiring talents in the team to reach its user base across the country.

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ঐতিহ্যের আর এক তান্ন আধুনিকতা  
ঠিক যেমন রূপচর্চায় আভিজাত্য মানেই

# অ্যান্ডালিনা

## সোপ

রূপচর্চায় আভিজাত্য...



