

Evaluating the Impact of Capacity Building Programs on Startup Growth:

A Case Study of BetterStories Limited

Internship Organization

BetterStories Limited

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Submitted in Partial Fulfillment of the Requirements for the Degree
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Internship/Project Report Approval Form

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Subject: Submission of Research Report on “Capacity Building for Startups: Lessons from BetterStories Limited”

Dear Sir ,

I am pleased to inform you that I have successfully completed my research report titled "Evaluating the Impact of Capacity Building Programs on Startup Growth: A Case Study of BetterStories Limited" I have prepared this report following your guidance and instructions over the course of my research.

This report utilizes various research methods, including interviews and analysis of BetterStories Limited’s initiatives, and aims to provide a detailed evaluation of the organization’s contributions to the growth and sustainability of startups in Bangladesh. The study specifically focuses on BetterStories' role in capacity building for early-stage businesses, with an emphasis on investment readiness, leadership development, and strategic planning.

I kindly request you to accept this report and I would like to express my sincere gratitude for your invaluable advice and support throughout my research journey.

Thank you.

Sincerely,

Shamsun Nahar Dina

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Bachelor of Business Administration (BBA); Concentration: Marketing

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I hope this report reflects the diligent efforts made to provide valuable insights into the capacity-building initiatives of BetterStories Limited, and I remain grateful for the support I received throughout this journey.

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PART A

Chapter 1: Internship Preparation

1.1 My Motivation to Do the Internship

Companies depend heavily on branding and communications, guiding their identity and approach as a company. While pursuing my degree in marketing at the University of Liberal Arts Bangladesh, I learned the theory behind how companies create brand presence and engage consumers. However, I wanted to add to that knowledge by seeing how communication functions in a real-world job setting. My prior schooling had prepared me well for working as a Communications Intern at BetterStories Limited. Being a marketing student at the University taught me about branding, and I actually wanted to put this knowledge into practice. The education I received at the university highly equipped me to perform as a Communications Intern for BetterStories Limited. BetterStories' communications team actively participates in branding, storytelling and strategic communication. Their goal is to ensure that there is a powerful multi-faceted presence in this sector. My understanding of the role that communication strategies have towards organizational growth and public engagement increased as this internship provided me the opportunity to put the concepts I learned in school into action.

1.2 How I Secured My Internship and Why I Chose BetterStories Limited

While searching for internship opportunities, I found BetterStories Limited. While reviewing the organization's profile, I was extremely motivated by its focus towards assisting start-ups, counselling local businesses, and aiding innovation in Bangladesh's startup ecosystem, and how these efforts are aimed at changing the future business world positively with the use of communications and mentorship. I applied for the position using the company's portal. It was exciting to join a company that relates to impactful storytelling and brand development. After the interview process where I spoke about my academic background, skills, and excitement towards the role, I was successfully awarded the position of Communications Intern. I began my internship on January 26, 2025.

1.3 My Internship Interview Experience

During my interview, I showcased the previous projects that I worked on detailing my enthusiasm on how I would contribute to BetterStories' initiatives. My interviewer, Chief Storyteller Minhaz Anwar, realised my participative attitude and branding strategies explained the communications gap which gives the company a chance to strengthen its position in the market. The discussion heightened my excitement in working for the company because it offered clearer insight into its fundamental operations and its innovative systems.

1.4 Relevant Information About BetterStories Limited

Company Overview: BetterStories Limited is an agency established in 2008. It was registered in 2009. It is located in Bangladesh. The agency helps startups, SMEs and NGOs by offering strategic consulting, capacity building, and communication services. It has partnered with numerous global and regional organizations including the World Bank, UNDP, ADB, British Council Bangladesh, and National University of Singapore.

1.4.1 Mission

To support and empower local startups, SMEs and NGOs in their contribution to the country's future trillion-dollar economy, aligning with the Smart Bangladesh 2041 vision.

1.4.2 Vision

To drive Bangladesh towards a trillion-dollar economy by 2035 and establish a 'Smart Bangladesh' by 2041.

1.4.3 Clients

BetterStories Limited has also collaborated with some renowned global agencies such as the World Bank, UNDP, Swisscontact and Free Press Unlimited. In addition, it serves NGOs, start-ups, and even business organizations by providing strategic communication, impact evaluation, and business development planning.

Chapter 2: About the Internship

2.1 My Position / Job Description

I started interning at BetterStories Limited as a Communications Intern in the Communications Department . Some of my primary duties were:

1. Creating posts for social media, and writing newsletters.
2. Updating the firm's website content and microservices.
3. Helping plan and implement communication campaigns.
4. Assisting in strategic communication projects.

These responsibilities helped me gain practical experience in content marketing, digital communications, and brand management.

2.2 Description of the Office

The office environment at BetterStories Limited is modern and open planned to allow maximum collaboration and innovation. The office features brainstorming spaces, conference rooms, and an area for hot-desking to enhance collaboration and knowledge dissemination.

2.3 Work Culture

The company has an open door policy and inclusivity in the workplace culture which creates value for all employees. Interns are also given meaningful work and are expected to take responsibility for it. I felt like I was part of the team from day one because of the inordinate support and direction from my colleagues and supervisor.

2.4 New Skills I Learned

In the course of my internship, I was able to acquire the following skills:

1. Responding to social media comments and managing other company platforms.
2. Working with Google Word Docs and Excel documents, and content management systems.
3. Planning and implementation of marketing strategies.
4. Transcribing and summarizing discussions held in meetings.

2.5 My Contributions

As a new intern at BetterStories, I was tasked with:

1. Executing social media marketing strategies.
2. Improving website content for better visibility online.
3. Content creation and editing of the newsletters.
4. Briefing and editing important meetings and conversations.
5. Helping carry out campaign activities and liaising with other staff members.

These activities allowed me to use my academic knowledge in the real-world environment while also working towards achieving a group target.

2.6 Resonating My Educational Learning with My Internship Roles and Responsibilities

Content marketing and digital engagement were impacted by courses like Strategic marketing, advertising and branding. This internship was a great opportunity to learn how to implement concepts learned within a classroom such as industry engagement practices. This experience prepared me to put my communication skills into practice.

Chapter 3: Self-Reflection

3.1 Things I Liked and Disliked About My Internship

Likes:

1. Positive and motivating work environment
2. Gains in actual marketing and communication work experience
3. Gains in many actual projects and access to industry standards

Dislikes:

1. Having to meet tight deadlines translated to long hours of work.
2. Having a small team meant more work for everyone at times.

3.2 Recommendations for the Internship Program

1. **Increase team size:** Addition of more members in the group would promote effectiveness and assist in better workload management.
2. **Advanced time management strategies:** Effective planning and resource assignment can mitigate last-minute panic complications.

Chapter 4: Personal Development Plan

4.1 Personal Development Plan

During the internship, I learned the value of continuous education and skill improvement. To improve my marketing and communication skills, I will:

1. Enhance data analytics and SEO skills.
2. Improve public speaking and management skills.
3. Develop industry contacts.

4.2 Technical and Interpersonal Skills

To stay competitive in the field, I plan to:

1. Acquire content management and data analysis software skills
2. Improve my ability to design and implement marketing plans
3. Identify formal learning opportunities for my professional development

PART- B

Evaluating the Impact of Capacity Building Programs on Startup Growth:

A Case Study of BetterStories Limited

Executive Summary

This research evaluates the impact of capacity-building initiatives implemented by BetterStories Limited on the growth trajectories of startups in Bangladesh. Using qualitative data from 14 startup founders who participated in programs such as StartFund Bangladesh, TekSHOI Innovation Lab, and GetFunded Initiative, the study reveals that these initiatives significantly improve entrepreneurs' investment readiness, proposal development, and strategic planning capabilities. While the programs are highly effective in the early stages of startup development, participants identified gaps in post-program support, particularly around mentorship, sector-specific training, and managing investor relations. To address these gaps, the study recommends a shift from one-time interventions to a comprehensive, lifecycle-based support framework that includes advanced leadership modules, peer collaboration platforms, and long-term mentorship. The findings underscore BetterStories' pivotal role in strengthening the startup ecosystem in Bangladesh and offer actionable strategies for enhancing the sustainability and scalability of entrepreneurial ventures.

Chapter 1: Introduction

1.1 Background of the Study

The startup ecosystem in Bangladesh has grown rapidly in the past decade, positioning itself as a vibrant hub for innovation and entrepreneurship in South Asia. This development is largely attributed to a young, tech-savvy population, coupled with increasing mobile and internet penetration. According to a report by the United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP, 2022), venture capital investment in Bangladesh reached \$742 million in 2022, nearly three times the figure from 2016. This influx of investment has led to the creation of over 2,500 startups and generated approximately 1.5 million jobs across key sectors like FinTech, HealthTech, EdTech, and E-commerce.

The Government of Bangladesh has played a strategic role in nurturing this ecosystem. Programs such as the Digital Bangladesh initiative have improved digital literacy, encouraged e-governance, and increased access to technology. In parallel, platforms like Startup Bangladesh Limited and the Innovation Design and Entrepreneurship Academy (iDEA) have provided funding and mentorship opportunities for emerging entrepreneurs (Startup Bangladesh, 2023).

Despite this growth, the startup ecosystem still faces substantial challenges. Many startups struggle to access early-stage capital, build scalable business models, and develop investment-ready pitches. Structural issues such as regulatory bottlenecks, limited access to skilled professionals, and inadequate infrastructure exacerbate these problems (LightCastle Partners, 2022).

In response to these challenges, ecosystem builders such as BetterStories Limited have emerged as vital contributors. Founded in 2008, BetterStories is a strategic consulting firm that emphasizes ethical entrepreneurship and innovation-driven development. Through initiatives like the TekSHOI Innovation Lab, StartFund Bangladesh, and GetFunded Initiative, BetterStories supports entrepreneurs in developing leadership skills, refining business strategies, and improving fundraising capabilities. These programs aim to bridge gaps in entrepreneurial knowledge and provide long-term support to startup founders.

1.2 Problem Statement

While several government and private initiatives have promoted startup creation in Bangladesh, a persistent gap remains between startup inception and sustainable growth. Startups often find initial funding but lack the strategic vision, leadership training, and mentorship required to navigate the complex growth trajectory.

Although BetterStories Limited has been recognized for its innovative capacity-building efforts, there is a scarcity of empirical studies evaluating the impact of these programs. Understanding how entrepreneurs perceive the effectiveness of BetterStories' programs, particularly in areas such as strategic planning, fundraising, and leadership development, is crucial for refining these initiatives and informing future policy.

1.3 Research Questions

- To what extent has BetterStories Limited's capacity-building approach helped Bangladeshi entrepreneurs overcome challenges in leadership, fundraising, investment readiness, and strategic planning?
- How do startup founders and stakeholders perceive the effectiveness of BetterStories Limited's capacity-building programs, especially regarding post-program support?
- What additional areas can be explored to enhance BetterStories Limited's impact on startup development in Bangladesh?

1.4 Research Objectives

- To evaluate the effectiveness of BetterStories Limited's capacity-building programs in addressing key entrepreneurial challenges.
- To explore participants' perceptions of the strengths and weaknesses of these programs, with a focus on post-program mentorship.
- To identify opportunities for program enhancement that could foster sustainable startup growth in Bangladesh.

Chapter 2: Literature Review

2.1 Access to Finance and Investment Readiness

Access to capital is a recurring challenge for startups, particularly in emerging economies like Bangladesh. According to Gompers and Lerner (2001), startups often fail to secure investment not because of a lack of innovation, but due to an inability to present investor-ready business models. LightCastle Partners (2022) found that only 15% of startups in Bangladesh consider themselves ready for investment. Key barriers include poor financial literacy, weak pitch preparation, and limited investor engagement.

Mason and Harrison (2003) emphasize the importance of early-stage support systems that provide training in financial planning, market analysis, and pitching techniques. These skills are essential for entrepreneurs to convert ideas into investable ventures.

2.2 Capacity Building and Entrepreneurial Support Programs

Capacity-building programs are instrumental in fostering entrepreneurial competencies. Cooper (2005) highlights that business incubators and accelerators significantly enhance startup survival rates by providing mentorship, training, and access to networks. The OECD (2017) concurs, noting that sustained engagement through mentoring and post-training support leads to higher long-term impact.

However, there is also a concern about "program fatigue," where one-off training programs provide short-term results but lack mechanisms for long-term support (Morris et al., 2013). Thus, the literature suggests the need for continuous engagement, especially during the growth phase of startups.

2.3 Role of Ecosystem Enablers

Ecosystem enablers such as BetterStories Limited play a crucial role in supporting startups by connecting them to investors, mentors, and policymakers. Autio et al. (2014) argue that enablers bridge the gap between formal policy support and grassroots entrepreneurial activity. They create platforms for peer learning, foster a sense of community, and amplify underrepresented entrepreneurial voices.

In Bangladesh, BetterStories serves as a key enabler by focusing not only on funding but also on narrative-building and long-term mentorship, making it a unique player in the ecosystem.

2.4 Narrative-Building in Entrepreneurial Ecosystems

Storytelling is increasingly recognized as a strategic tool in entrepreneurship. Martens et al. (2007) assert that compelling narratives help entrepreneurs gain legitimacy, attract investment, and mobilize resources. Storytelling is also a means of transferring tacit knowledge and fostering peer learning.

BetterStories has effectively used this approach by promoting the stories of local entrepreneurs, thereby creating a culture of aspiration and resilience. This aligns with the work of Lounsbury and Glynn (2001), who found that storytelling helps entrepreneurs embed their ventures within cultural and social contexts, enhancing their chances of success.

Chapter 3: Methodology

3.1 Research Design

This study adopts a qualitative research approach, which is particularly suited to understanding complex, context-specific issues such as the impact of entrepreneurial support programs. The research is exploratory in nature, aiming to delve deeply into the experiences, perceptions, and reflections of entrepreneurs who have participated in BetterStories' capacity-building programs. The design emphasizes subjective understanding, narrative analysis, and thematic interpretation.

Primary data was collected through semi-structured interviews with 14 startup founders who had previously engaged in BetterStories' programs such as StartFund Bangladesh, TekSHOI Innovation Lab, and GetFunded Initiative. Secondary data were drawn from BetterStories' internal reports, evaluations, and public documentation.

3.2 Sampling Technique and Participants

A purposive sampling technique was employed to identify participants who had direct and varied experiences with BetterStories' programs. This non-probabilistic sampling method ensures that the research captures rich, relevant, and diverse insights. Participants represented various sectors, including technology, education, social entrepreneurship, and agriculture. They were selected based on their involvement in one or more of the following programs: StartFund Bangladesh, TekSHOI Innovation Lab, Founders' Office Hours, and Biniyog Briddhi.

3.3 Data Collection Tools and Process

The primary data collection instrument was a semi-structured interview guide covering themes such as:

- Pre-program challenges in entrepreneurship
- Experiences during the capacity-building programs
- Changes in proposal writing, strategic planning, and leadership skills
- Reflections on post-program support and business scalability

Interviews lasted 30–45 minutes and were conducted over the phone, with participants' consent for recording and transcription. Secondary data included internal assessments, success stories, and external evaluation reports from BetterStories Limited.

3.4 Data Analysis Technique

Thematic analysis was used to interpret the qualitative data, following Braun and Clarke's (2006) six-phase framework: familiarization, coding, theme development, theme review, theme definition, and report production. Codes such as "investment readiness," "mentorship quality,"

"scaling challenges," and "entrepreneurial confidence" were developed and grouped under overarching themes.

3.5 Interview Questions

Section A: Participant Background

1. Can you briefly introduce yourself and your startup?
2. What inspired you to start your venture, and what problem does your startup aim to solve?
3. How did you come to know about BetterStories Limited and its capacity-building programs?

Section B: Pre-Program Challenges

4. What were the key challenges you faced before joining any of BetterStories' programs?
5. Were there any specific areas—such as leadership, strategic planning, or fundraising—where you felt unprepared?
6. What were your expectations from participating in the capacity-building programs?

Section C: Program Experience

7. Which BetterStories program(s) did you participate in (e.g., StartFund, TekSHOI, GetFunded)?
8. Can you describe your overall experience with these programs?
9. Were there any sessions, mentors, or activities that stood out to you? Why?
10. What were the most valuable skills or insights you gained during the program?

Section D: Post-Program Impact

11. How did your participation in the program impact your startup's ability to raise funding or attract investors?
12. Were there noticeable improvements in your proposal writing, business planning, or leadership approach?
13. Can you share a specific example of how you applied what you learned in your business?

Section E: Challenges After Program Completion

14. What were the biggest challenges you faced after completing the program?
15. Did you feel you received adequate support from BetterStories after the program ended?
16. What kind of follow-up support or mentoring would have been most helpful during your growth phase?

Section F: Feedback and Suggestions

17. In your opinion, what are the strengths of BetterStories' programs?
18. What improvements or additions would you recommend for future participants?
19. How do you think BetterStories can better support sector-specific startups like yours?
20. Would you recommend BetterStories' programs to other entrepreneurs? Why or why not?

Chapter 4: Findings and Discussion

This chapter presents the key findings derived from semi-structured interviews conducted with 14 startup founders who participated in BetterStories Limited's capacity-building programs. The analysis is structured around the thematic categories derived from the interview questions and literature review. The themes include: (1) Pre-Program Challenges, (2) Program Experience, (3) Post-Program Impact, (4) Challenges After Completion, and (5) Feedback and Suggestions.

4.1 Pre-Program Challenges

Almost all participants indicated that before enrolling in BetterStories' programs, their startups faced significant challenges related to funding, business strategy, and leadership. Many founders noted a lack of clarity in articulating their business models, weak networks for investor engagement, and limited exposure to structured mentorship.

One participant remarked, "We had passion and a solid idea, but we didn't know how to structure our business plan to attract investors." Others emphasized that, prior to joining the program, they struggled with basic financial forecasting and had limited knowledge of how to prepare investor pitches. These insights affirm existing literature which highlights that startups in emerging markets often lack investment readiness due to insufficient financial and strategic education (Gompers & Lerner, 2001; LightCastle Partners, 2022).

4.2 Program Experience

All participants acknowledged that BetterStories' programs offered high-quality, relevant training tailored to their growth stage. Many highlighted the StartFund Bangladesh and GetFunded initiatives as particularly impactful, citing improvements in proposal writing and fundraising capabilities.

Key aspects praised included the mentorship structure, one-on-one advisory sessions, and practical workshops. Several participants described transformational experiences, such as refining investor pitches and receiving direct feedback on business strategy. One founder noted, "The mentoring sessions helped us understand what investors really want. It was eye-opening."

Participants also appreciated the learning environment, which promoted peer-to-peer exchange and collective problem-solving. These elements support the idea that entrepreneur-focused learning ecosystems, when executed properly, yield deeper learning and capacity-building outcomes (Cooper, 2005; OECD, 2017)

4.3 Post-Program Impact

Participants reported several tangible benefits following the program, particularly in investment readiness, proposal quality, and leadership development. Many were able to secure funding for

the first time, attributing their success to improved clarity, confidence, and preparedness gained during the training.

One interviewee shared, “We raised our first round after completing the StartFund Bangladesh program. The proposal writing module made a huge difference.” Others noted improvements in leadership and strategic planning. For instance, participants felt more confident in making critical business decisions and managing teams more effectively.

Furthermore, the exposure to networks—investors, ecosystem enablers, and fellow entrepreneurs—was frequently cited as a valuable outcome. Entrepreneurs gained visibility in the startup community and established long-term partnerships.

4.4 Challenges After Program Completion

Despite the initial gains, several participants voiced concerns about the lack of sustained support following the program. Many encountered difficulties in operational scaling, team management, and maintaining investor relationships. Participants stressed the need for ongoing mentorship and sector-specific guidance.

One founder explained, “After we received funding, we didn’t know how to manage rapid growth. We needed support on building internal systems, not just getting investors.” Others expressed the need for help in managing human resources and customer acquisition during scaling.

The gap in post-program mentorship is consistent with what Morris et al. (2013) describe as “program fatigue,” where short-term gains diminish without continued engagement. The findings suggest that while BetterStories excels in early-stage support, there is a critical need to extend its mentorship framework into the post-funding and growth phases.

4.5 Feedback and Suggestions

Participants provided several constructive suggestions for enhancing the effectiveness of BetterStories’ programs:

- **Post-Program Mentorship:** Establish structured follow-up sessions, including quarterly check-ins and growth-stage coaching.
- **Sector-Specific Tracks:** Develop specialized modules tailored to different sectors such as tech, social enterprise, and agriculture.
- **Peer Collaboration Platform:** Create a digital or physical space for alumni to network, exchange ideas, and collaborate.
- **Advanced Leadership Training:** Offer more intensive workshops focused on leadership and change management.
- **Investor Relations Coaching:** Provide long-term support in managing relationships with current and potential investors.

Most importantly, nearly all participants recommended the program to other entrepreneurs, citing its practical value and transformative impact. One founder stated, “BetterStories changed how I think about business. It’s not just a program—it’s a mindset shift.”

4.6 Summary of Findings

The findings from the interviews indicate that BetterStories Limited has significantly contributed to enhancing startup competencies in Bangladesh, particularly in early-stage readiness. However, as ventures grow, they require more nuanced, sustained, and sector-specific support. The study confirms that BetterStories’ programs are effective in building foundational entrepreneurial skills but must evolve into lifecycle support platforms to ensure long-term startup success.

Chapter 5: Recommendations and Conclusion

5.1 Recommendations

Drawing on the findings from both the literature review and primary data collected through interviews, several strategic recommendations are proposed to enhance the long-term impact of BetterStories Limited’s capacity-building programs:

1. Implement Structured Post-Program Mentorship

To address the challenges entrepreneurs face after securing funding, BetterStories should develop a post-program mentorship framework. This could include regular check-ins, expert-led coaching sessions, and long-term strategic guidance tailored to the unique needs of each startup.

2. Develop Sector-Specific Learning Tracks

Given the varied challenges across industries, BetterStories should introduce sector-specific modules that provide specialized knowledge and mentorship. Tracks for tech startups, social enterprises, and agricultural ventures could help tailor program outcomes and boost relevance.

3. Facilitate Peer Networking and Collaboration Platforms

Creating a digital or hybrid platform for alumni to connect, share experiences, and collaborate can build a robust entrepreneurial community. Peer learning has been shown to enhance knowledge transfer and resilience in startup ecosystems.

4. Enhance Investor Relations Training

Startups need more comprehensive guidance on managing ongoing relationships with investors, preparing for future funding rounds, and navigating financial sustainability. Dedicated sessions on investor communication and expectation management should be added.

5. Introduce Advanced Leadership Development Modules

Beyond startup basics, BetterStories should offer advanced leadership training focused on managing growth, scaling operations, and building organizational culture. These modules can be positioned as follow-ups to the initial capacity-building programs.

6. Increase Access to Tools and Resources

BetterStories can partner with technology providers and industry experts to offer subsidized access to essential business tools—such as financial modeling software, customer relationship platforms, and data analytics dashboards—which would aid startups during scaling.

5.2 Conclusion

This study set out to evaluate the impact of BetterStories Limited’s capacity-building programs on the growth and development of startups in Bangladesh. The findings demonstrate that the organization has made significant contributions to early-stage startup development, particularly in investment readiness, proposal writing, and strategic planning. Participants widely recognized the value of the mentorship and training they received, which empowered them to secure funding and refine their business models.

However, the research also highlights a critical gap: the need for sustained support after the initial program phase. Entrepreneurs emphasized the importance of ongoing mentorship, sector-specific guidance, and support in navigating post-funding challenges such as scaling operations, managing teams, and maintaining investor relationships.

To remain effective and relevant, BetterStories must evolve its program design from a one-time training approach to a comprehensive, lifecycle-based support model. Implementing the proposed recommendations—ranging from post-program mentorship and sector-specific tracks to peer collaboration and advanced leadership training—would ensure that startups not only launch successfully but also sustain growth and scale responsibly.

In conclusion, BetterStories Limited has proven itself to be a key ecosystem enabler in Bangladesh’s entrepreneurial landscape. By addressing the evolving needs of startups and investing in long-term support mechanisms, BetterStories can further solidify its role as a catalyst for sustainable entrepreneurial success in the region.

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Appendices

Interview Question

Section A: Participant Background

4. Can you briefly introduce yourself and your startup?
5. What inspired you to start your venture, and what problem does your startup aim to solve?
6. How did you come to know about BetterStories Limited and its capacity-building programs?

Section B: Pre-Program Challenges

7. What were the key challenges you faced before joining any of BetterStories' programs?
8. Were there any specific areas—such as leadership, strategic planning, or fundraising—where you felt unprepared?
9. What were your expectations from participating in the capacity-building programs?

Section C: Program Experience

11. Which BetterStories program(s) did you participate in (e.g., StartFund, TekSHOI, GetFunded)?
12. Can you describe your overall experience with these programs?
13. Were there any sessions, mentors, or activities that stood out to you? Why?
14. What were the most valuable skills or insights you gained during the program?

Section D: Post-Program Impact

14. How did your participation in the program impact your startup's ability to raise funding or attract investors?
15. Were there noticeable improvements in your proposal writing, business planning, or leadership approach?
16. Can you share a specific example of how you applied what you learned in your business?

Section E: Challenges After Program Completion

17. What were the biggest challenges you faced after completing the program?
18. Did you feel you received adequate support from BetterStories after the program ended?
19. What kind of follow-up support or mentoring would have been most helpful during your growth phase?

Section F: Feedback and Suggestions

21. In your opinion, what are the strengths of BetterStories' programs?
22. What improvements or additions would you recommend for future participants?
23. How do you think BetterStories can better support sector-specific startups like yours?
24. Would you recommend BetterStories' programs to other entrepreneurs? Why or why not?

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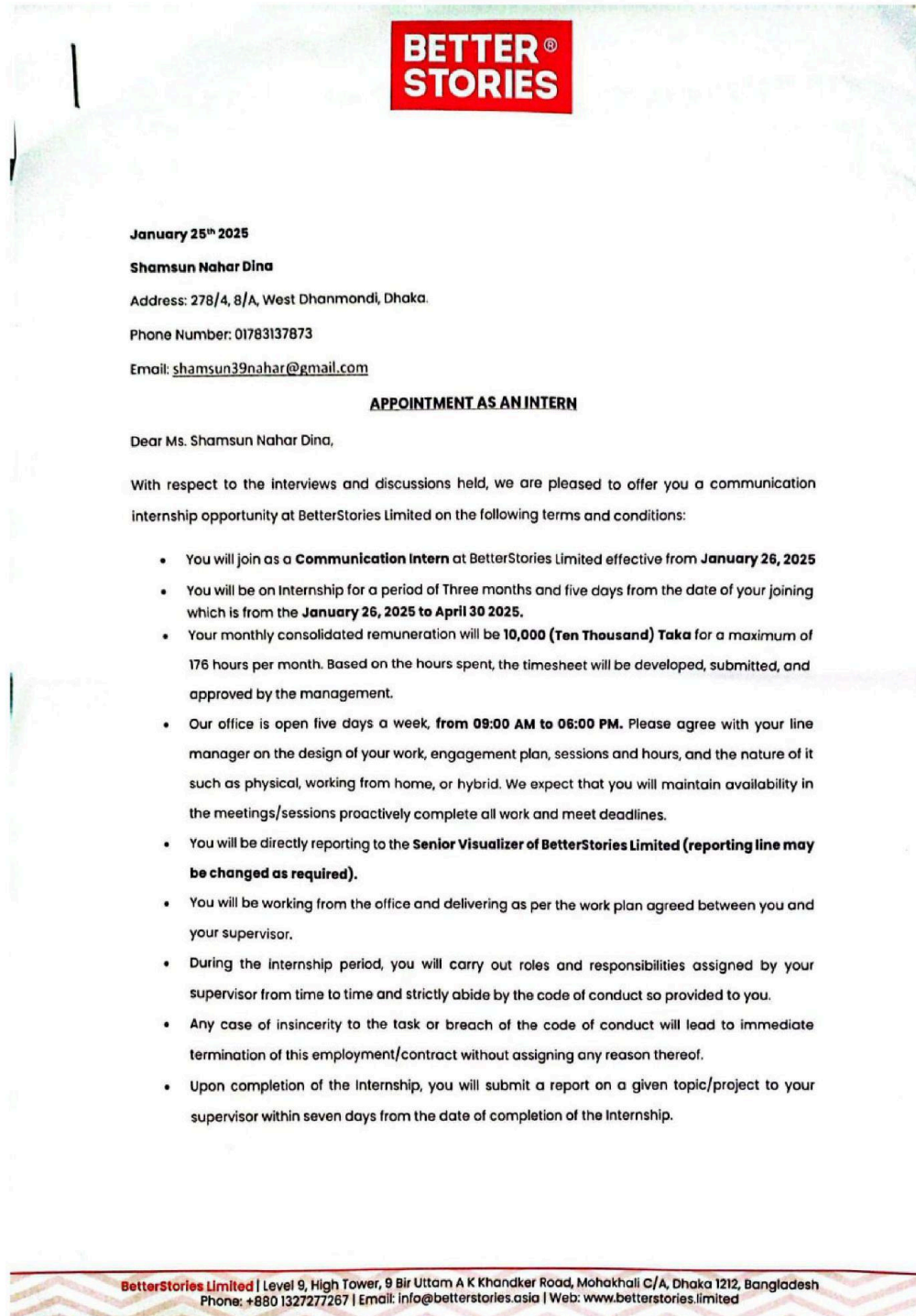
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**Copy of company-provided internship confirmation/acceptance letter
(attached)**



- Certification of Internship is subject to your submission of the Internship report.
- This will be a voluntary learning program offered by BetterStories Limited.

This Contract is governed by and shall be construed in accordance with the laws of Bangladesh.

This Contract contains the entire understanding between the parties and supersedes all previous agreements and arrangements (if any) relating to your employment with the Company.

The company may from time to time formulate such rules and regulations and/or policies regarding employment in the Company, which shall be deemed to be supplementary to this Contract and binding upon all employees of the Company.

In case of any dispute between this Contract and any employment policy, the Contract will prevail.

Please sign and return to the undersigned the duplicate copy of this letter signifying your acceptance and agreeing upon the employment contract of BetterStories Limited.

We welcome you to the BetterStories family and look forward to making a better Bangladesh together.

Congratulations and we welcome you as a communication Intern at BetterStories Limited.

Yours sincerely

A handwritten signature in black ink, appearing to read "Minhaz Anwar".

Minhaz Anwar
Founder & Chief Storyteller
BetterStories Limited

I, _____, the undersigned confirm that I accept the Internship at BetterStories Limited on the terms and conditions as specified in the Clauses of this appointment letter.

Name: Shamsun Nahar Dina

Signature: 

Date: January 25-th, 2025

INTERNSHIP PROPOSAL FORM

Name:	Shamsun Nahar Dina
ID:	201011032
Department:	BBA
Supervisor's Name (Faculty):	Shawkat Tanveer Rahman
Organization Name:	BetterStories Limited
Internship Title:	Evaluating the Impact of Capacity Building Programs on Startup Growth: A Case Study of BetterStories Limited