

“Evaluating the Impact of BetterStories Limited on the Entrepreneurial Ecosystem since 2009”

BetterStories Limited

Prepared by

**Tasnia Nasreen
201011036**

Supervised by

**Ms. Tazrian Shainam Shahid
Senior Lecturer**

**Submitted in Partial Fulfillment of the Requirements for the Degree
Bachelor of Business Administration**



School of Business
UNIVERSITY OF LIBERAL ARTS
BANGLADESH

January, 2025

Internship/Project Report Approval Form

Student Name : **Tasnia Nasreen**

ID No. **201011036**

Major: Marketing

Year: 2024

Mobile Phone: 01919739767

Email: tasnia.nasreen.bba@ulab.edu.bd

INTERNSHIP/PROJECT INFORMATION

Internship Organization: BetterStories Limited

Internship /Project Report Topic: “Evaluating the Positive Impact of BetterStories Limited on the Entrepreneurial Ecosystem since 2009”

Term (Tick one):

☐ Spring 2024

☐ Summer 2024

☒ Fall 2024

SUPERVISOR APPROVAL

(Tick One)

☐ Approved

☐ Not Approved

☐ Partial Re-write

☐ Full Re-write

Remarks (For Not Approved): _____

Signature: _____ Date: 22.12.24



Name: Ms. Tazrian Shainam Shahid

E-mail: tazrian.shahid@ulab.edu.bd

Phone: 01733938540

PLAGIARISM DECLARATION

1. I know that plagiarism means taking and using the ideas, writings, works or inventions of another as if they were one's own. I know that plagiarism not only includes verbatim copying, but also the extensive use of another person's ideas without proper acknowledgement (which includes the proper use of quotation marks). I know that plagiarism covers this sort of use of material found in textual sources and from the Internet.
2. I acknowledge and understand that plagiarism is wrong.
3. I understand that my research must be accurately referenced.
4. This assignment is my own work, or my group's own unique group assignment. I acknowledge that copying someone else's assignment, or part of it, is wrong, and that submitting identical work to others constitutes a form of plagiarism.
5. I have not allowed, nor will I in the future allow, anyone to copy my work with the intention of passing it off as their own work.

Name: **Tasnia Nasreen**

ULAB ID # 201011036

Signature

Date: 22.12.23

Letter of Transmittal

September, 2024
Tazrian Shainam Shahid,
Senior Lecturer
University of Liberal Arts Bangladesh (ULAB)

Subject: Submission of Internship Report on “Impact of BetterStories Limited on Bangladesh’s Ecosystem: A 15-Year Analysis”

Dear Ma’am,

I am pleased to inform you that I have successfully completed my internship report titled “*Impact of BetterStories Limited on Bangladesh’s Entrepreneurial Ecosystem: A 15-Year Analysis*”. I have prepared this report following your guidance and instructions over the past three months.

This report utilizes analytical methods and incorporates insights gathered during my internship at BetterStories Limited, drawing from my observations and experiences. It aims to provide a comprehensive analysis of the organization’s contributions to the development of Bangladesh’s Entrepreneurial ecosystem over the last 15 years.

I respectfully request you to accept this report. I am sincerely grateful for your invaluable advice and support throughout my internship journey.

Thank you.

Sincerely,
Tasnia Nasreen
ID: 201011036
Bachelor of Business Administration (BBA); Concentration: Marketing
ULAB School of Business (USB)
University of Liberal Arts Bangladesh (ULAB)

Acknowledgment

I would like to address certain individuals with due honor and respect who have supported me in completing my internship report and adapting to this new experience seamlessly. Their guidance and encouragement have been instrumental throughout this process, and I would like to express my heartfelt gratitude to them. I am immensely grateful to Almighty Allah for granting me the patience and strength to successfully complete this challenging task within the given timeline.

I am profoundly thankful to my supervisor, Tazrian Shainam Shahid, for her invaluable advice, motivation, and thoughtful assistance during the preparation of my report. Her guidance and constructive feedback have been crucial in shaping this work, and her support has made this journey a meaningful learning experience.

I also extend my gratitude to BetterStories Limited for providing me with the opportunity to work as an intern. Their dynamic and innovative environment enabled me to gather insights and collect the necessary information that significantly contributed to this report.

In addition, I am grateful to the interview participants, which facilitated my research and data collection for the completion of this report.

Lastly, I would like to express my deepest thanks to my family and friends for their unwavering support and encouragement throughout my academic and professional journey. Their belief in me has been a source of immense strength and motivation. I hope this report reflects a sincere effort to deliver valuable insights despite my limited experience.

Chapter 1: Internship Preparation.....	6
1.1 My Motivation to Do the Internship.....	6
1.2 How I Secured My Internship and Why I Chose BetterStories Limited.....	6
1.3 My Internship Interview Experience.....	6
1.4 Relevant Information About BetterStories Limited.....	7
1.4.1 Mission.....	7
1.4.2 Vision.....	7
1.4.3 Clients.....	7
Chapter 2: About the Internship.....	8
2.1 My Position / Job Description.....	8
2.2 Description of the Office.....	8
2.3 Work Culture.....	8
2.4 New Skills I Learned.....	8
2.5 My Contributions.....	8
2.6 Resonating My Educational Learning with My Internship Roles and Responsibilities.....	9
Chapter 3: Self-Reflection.....	9
3.1 Things I Liked and Disliked About My Internship.....	9
3.2 Recommendations for the Internship Program.....	9
Chapter 4: Personal Development Plan.....	10
4.1 Personal Development Plan.....	10
4.2 Technical and Interpersonal Skills.....	10
Executive Summary.....	11
Chapter One: Introduction.....	12
1.1 Research Title	
“Impact of BetterStories Limited on Bangladesh’s Ecosystem: A 15-Year Analysis”.....	12
1.2 Research Objectives.....	12
1.3 Research Questions.....	12
1.4 Background of the Study.....	12
1.5 Problem Statement.....	13
Chapter Two: Methodology.....	13
2.1 Type of Research.....	13
2.2 Research Design.....	13
2.3 Data Collection.....	14
2.4 Sampling Technique.....	14
2.5 Data Analysis.....	14
2.6 Limitations.....	14
Chapter Three: Findings and Discussion.....	14

3.1 Entrepreneurial Ecosystem.....	15
3.1.1 Entrepreneurial Empowerment and Accelerator Programs.....	15
3.1.2 Inclusion and Gender Equality.....	15
3.1.3 Partnerships and Ecosystem Building.....	15
3.2 Development Sector.....	16
3.2.1 Strengthening Local Ecosystems and Capacity Building.....	16
3.2.2 Addressing Social Issues through Development Initiatives.....	16
3.3 TekSHOI: A Flagship Project of BetterStories Limited.....	17
3.3.1 What is TekSHOI?.....	17
3.3.2 TekSHOI 2023: Bridging the Humanitarian Funding Gap.....	17
3.3.3 TekSHOI 2025: Strengthening Local Journalism.....	17
3.3.4 How TekSHOI Aligns with BetterStories Limited’s Vision.....	18
3.4 Summary of Findings and Discussion.....	18
Chapter Four: Recommendations for BetterStories Limited.....	19
4.1. Expand Client Feedback and Testimonials.....	19
4.2. Enhance Support for Women Entrepreneurs.....	19
4.3. Strengthen Local Ecosystem Partnerships.....	19
4.4.Embrace Technology for Greater Outreach.....	19
Chapter Five: Conclusion.....	20
Reference:.....	21

Part A

Chapter 1: Internship Preparation

1.1 My Motivation to Do the Internship

Marketing and communication are two subjects that are strongly intertwined. As a marketing major at University of Liberal Arts Bangladesh, I learnt a lot of things regarding marketing and branding of company. Now it was time to apply those academic knowledges into real world work. My background in marketing provides a strong foundation for my position as communication intern within the communications team at BetterStories Limited. Marketing works to make a company more visible and present to their audience. Here in BetterStories communication teams work involves managing BetterStories' branding, storytelling, and communication strategies—ensuring a consistent and impactful presence across platforms. This alignment with marketing is evident in the focus on engagement, brand positioning, and strategic messaging, All of which are essential marketing ideas used in communications. Through this internship, I am able to combine my academic knowledge in marketing with hands-on experience in strategic communications, which is enhancing my understanding of how these functions support an organization's growth and visibility.

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

While searching for internship I came across BetterStories. Learning about BetterStories Limited's journey on supporting and consulting local startups and promoting innovation in Bangladesh's entrepreneurial ecosystem, I was interested to the opportunity to work with this company which is deeply committed to transformation. BetterStories' vision of reshaping the future of business ecosystem through strategic communication and mentorship felt like a perfect fit with my interest. I applied directly through their official website. I was eager to join an organization whose vision aligned closely with impactful storytelling and brand development. After a successful interview process, where I discussed my academic background, skills, and eagerness to contribute, I was offered a position as a Communications Intern, starting from October 1, 2024.

1.3 My Internship Interview Experience

The interview process was both challenging and insightful, providing an excellent opportunity to discuss my perspectives on digital communication, branding, adaptability, and entrepreneurial interest. I highlighted my previous project experiences, demonstrating my enthusiasm for

contributing to BetterStories' initiatives. My interviewer, Chief Storyteller of BetterStories, Minhaz Anwar appreciated my proactive mindset, also shared insights into the company's projects, which reinforced my excitement to join.

1.4 Relevant Information About BetterStories Limited

BetterStories is a Bangladeshi organization established to address the gaps in the country's startup ecosystem. Founded in 2009, BetterStories Limited began with a vision to empower communities, advance sustainable practices, and foster responsible entrepreneurship in Bangladesh. BetterStories emerged to address the need for strategic support for the country's entrepreneurial landscape. The organization has grown substantially, and today it stands as a premier future-building agency. Its activities span smart technology, strategic consulting, and ecosystem development, all aimed at realizing an inclusive, resilient future for Bangladesh. BetterStories has led impactful programs, including 23+ accelerators, supported over 1,000 founders, and indirectly generated 1.5 million jobs. As a result, the organization contributes significantly to Bangladesh's ambition of reaching a trillion-dollar economy by 2035 and achieving "Smart Bangladesh" status by 2041.

1.4.1 Mission

To encourage and develop local startups, SMEs, and NGOs for their growing roles in the future trillion-dollar economy, aligning with the Smart Bangladesh 2041 vision.

1.4.2 Vision

Our vision is driving Bangladesh towards a trillion-dollar economy by 2035 and a 'Smart Bangladesh' by 2041.

1.4.3 Clients

BetterStories Limited started their journey to build an ecosystem for entrepreneurs. Later on they expanded their services towards SMEs and NGOs. In last 15 years BetterStories has worked with a various type of clients. Over the years, they've collaborated with global and regional partners, such as the Asian Development Bank (ADB), British Council Bangladesh, UNDP, Biniyog Briddhi, National University of Singapore, and Santa Clara University, among others. Along with these BetterStories also provides services to NGOs such as funds feasibility, service evaluation etc. They joined hands with UNDP's Innovation Hub to design frameworks that empower Bangladeshi entrepreneurs. With Biniyog Briddhi, they have run multiple cohorts of the *Investment Readiness and Impact Measurement (IMM) Training Programs* to upskill entrepreneurs and NGOs. They've consulted multiple entrepreneurs, startups to help them successfully grow their business.

Chapter 2: About the Internship

2.1 My Position / Job Description

I joined BetterStories Limited's Communications team as the Communications intern. My responsibility here is to brainstorm relevant content, manage social media and websites, plan campaigns for clients and support the team. I was working on creating impactful stories for BetterStories' official website, highlighting all their projects, contributions and success stories until now.

2.2 Description of the Office

The BetterStories office has a modern, open layout. The space is well-equipped, with dedicated areas for brainstorming, meeting room, prayer room etc. The team operates in an flexible environment, which encourages communication and sharing of ideas, making it an exciting place to work.

2.3 Work Culture

The work environment at BetterStories is different from a typical corporate work environment. They don't maintain a hierarchy system. The environment that they maintain here is inclusive. They treat all the employees with the same respect. I was guided by my supervisor and other senior members of the team in every step. They treated me as an important part of the team from day 1. I never felt like I joined their team only a short while back. They made me feel so welcomed. I was included into the running projects. Any suggestion that I provided had taken seriously. If there was anything critical that was beyond my understanding my supervisor was always there to guide me. The comfortable and friendly work environment helped to share my ideas without any hesitation and contribute to the company.

2.4 New Skills I Learned

In this short period of time I have learned a lot about business terms and tools. I have gained various skills and knowledge. First I got to learn to write for newsletters. I learned what kind of social media engagement companies want. Working on an official website content was something new that I experienced here. I got to be a part of strategic discussions for various projects. I learnt some key functions and shortcuts for tools like google doc and excel etc. I got to learn how to plan and execute campaigns for clients. Some small but important professional mannerism is also something that I learnt during my internship. My team work quality has strengthen here.

2.5 My Contributions

I generated contents for BetterStories Limiteds social media platforms. I brainstormed for their website content to make the website more attractive. I actively wrote write ups for newsletters. Something new that I did was I transcribed recorded meetings into doc files. I helped them writing reports for their ongoing projects. I took meeting notes and digitized them in doc files for

future reference. While hosting campaigns I actively communicated with all the participants. I was always up for team support. If anyone needed any help that I am able to deliver I was there to assist with it.

2.6 Resonating My Educational Learning with My Internship Roles and Responsibilities

The practical application of my academic learning was reflected in my work as I progressed with different projects. Courses like brand management and advertising proved invaluable in managing tasks related to social media and content creation. Additionally, my knowledge in strategic marketing and strategic management helped me form strategies for different projects along with the team that aligns with BetterStories' goals.

Chapter 3: Self-Reflection

3.1 Things I Liked and Disliked About My Internship

Likes:

- **Positive Work Environment:** The welcoming and friendly environment at BetterStories Limited was an ideal space to grow. The relationship between employees were full of positivity.
- **Learning Opportunities:** I was assigned with various tasks that allowed me to learn extensively about different things related to business and projects.
- **Skill Enhancement:** The role helped me enhance my skills in communication, project management, and strategic planning, adding significant value to my professional tools management.
- **Enhancing Professionalism:** BetterStories' high standards of professionalism inspired and motivated me throughout my internship.
- **Strong Work Ethic:** The dedication to impactful work and ethical standards at BetterStories reinforced my respect for the company and aligned well with my values.

Dislikes:

- **Demanding Deadlines:** During tight deadlines, the workload often needed to work extra hours and much effort to meet expectations.
- **Understaff Challenge:** The manpower at BetterStories is currently a little less than usual. It is hard for optimal execution, which leads to resource constraints on larger projects.

3.2 Recommendations for the Internship Program

Expand their team : As currently there are not sufficient team members in the office it is necessary to hire an adequate number of employees in order to run everything smoothly.

Time management : Sometimes due to not planning ahead, deliverables piles up before the deadline. Then it takes extra pressure and time to meet the deadlines. So my recommendation would be they should manage their time with work efficiently.

Chapter 4: Personal Development Plan

4.1 Personal Development Plan

During my internship at BetterStories, I realized it is important to enhance both my technical and interpersonal skills. It is much necessary in this fast-paced era of development in the business ecosystem. My target is to enhance my skills in digital tools and methods so that I can work proficiently in the corporate sector. I am committed to building a career in the field, where I can contribute meaningfully to organizations that also provides impacts in society. While starting my internship I had these targets in my mind. I wanted to work on the development of my skills. Working with BetterStories Limited has enhanced the skills a lot that I need to thrive in this sector.

4.2 Technical and Interpersonal Skills

In this competitive era it is essential to constantly make ourselves better. I want to enhance my skills and knowledge continuously to maintain my pace with this fast evolving world. There are two ways in which I can enhance myself and make myself better.

- **Technical Skills:** I need to enhance my knowledge on excel. There are a lot of functions that I am not familiar with. I have to learn more about professional report writing for clients. I need to get familiar with the functions of different data analysis software. I want to increase my knowledge on digital marketing.
- **Interpersonal Skills:** Effective communication, teamwork, and adaptability are critical in the work environment. I aim to more refine these skills. I will be seeking more opportunities for public speaking and communication. That will help me to polish my communication and public speaking skills, which in future would help me to lead projects.

Part B

Executive Summary

This research evaluates the impact of BetterStories Limited on Bangladesh's entrepreneurial ecosystem and development sector in last 15 years. This organization was established in 2009 with the vision of

future proofing startups, SME's and NGO's. Their vision aligned with Bangladesh's vision of trillion dollar economy by 2035 and Smart Bangladesh by 2041. They want to build a sustainable ecosystem for Bangladesh startups.

Since the inception of BetterStories Limited has worked for building entrepreneurial ecosystem for Bangladesh. it has conducted over 23 accelerator programmes, supported more than 1000 founders and in the process created 1.5 million jobs. Over the years BetterStories has worked with a number of start-ups like HelloTask, Shuttle and Light of hope. They have provided solutions and structured strategies for these organizations. Along the years BetterStories have not only empowered entrepreneurs but also led to industry wide systemic reforms. Their focus on inclusivity particularly in supporting women entrepreneurs and aligning with global sustainable development goals (SDGs) demonstrates their commitment to gender equality and fair growth.

Recently BetterStories have increased their service towards development sector. They provide support to NGO's with the vision of future proofing them. They've showed significant influence by strengthening local frameworks and building capacity for grassroots organizations. Along with working for other NGOs they have also started their own project called "TekSHOI" that works in Cox's Bazar. Their initiative in Cox's Bazar have facilitated community driven responses to Rohingya Crisis, empowering local NGO's to lead in crisis management. Their partnership with Agrajatra has shown further efforts in addressing gender based violence and improving mental health. Their work with Max Foundation has implemented WASH projects and working on improving water supply on rural areas. These initiatives reflect BetterStories' strategic approach to develop resilience and innovation in development.

The organization's alignment with its mission, vision, and goals is evident in its emphasis on leadership, inclusivity, and innovation. BetterStories' efforts to align with Bangladesh's goal of achieving a trillion-dollar economy by 2035 highlight its long-term commitment to sustainable development. Its work has significantly advanced SDGs such as Decent Work and Economic Growth (SDG 8) and Industry, Innovation, and Infrastructure (SDG 9).

This research outlines the methodologies used to evaluate BetterStories' impact, includes qualitative data analysis, and case studies. The findings are presented with clarity, using data visualizations and credibility. The insights gained highlight the organization's strengths, areas for improvement, and its alignment with its mission of supporting leadership and innovation.

By covering every aspect of BetterStories' activities, this research provides a comprehensive understanding of its role in shaping Bangladesh's socio-economic and entrepreneurial ecosystem. Recommendations are offered to ensure BetterStories can further its impact and solidify its position as a key driver of sustainable development and innovation in the country.

Chapter One: Introduction

1.1 Research Title

“Impact of BetterStories Limited on Bangladesh’s Ecosystem: A 15-Year Analysis”

1.2 Research Objectives

- To evaluate the influence of BetterStories Limited on the entrepreneurial ecosystem in Bangladesh.
- To assess BetterStories’ contributions to the development sector and its alignment with it’s vision.
- To explore the long-term sustainability and scalability of BetterStories’ initiatives in shaping leadership, innovation, and entrepreneurship.
- To find the scope of improvements for BetterStories Limited

1.3 Research Questions

- How has BetterStories Limited impacted the entrepreneurial ecosystem in Bangladesh over the last 15 years?
- What are the key factors that have contributed to BetterStories’ success in fostering innovation and leadership in the ecosystem?
- How has BetterStories’ work aligned with Bangladesh’s vision of a ‘Smart Bangladesh’ by 2041, and what role does it play in achieving sustainable economic growth?

1.4 Background of the Study

BetterStories Limited is a premium future building agency based in Bangladesh. It specializes in strategic consulting and ecosystem development. Over the past 15 years since it's establishment in 2009 BetterStories has significantly impacted both the entrepreneurial and development ecosystem. They've supported innovation, inclusivity and leadership in various sectors. The organizations work includes capacity building, research and communication for other organized. They were the first organization who were created with the goal of supporting start ups.

The entrepreneurial ecosystem in Bangladesh has seen rapid growth in last few years. Along with government support and other entities support startups are growing speedily. BetterStories has been a key player in this development by creating opportunities for founders and startups to thrive. Through their various initiatives BetterStories has positioned itself as a leader in building Bangladesh’s entrepreneurial infrastructure in alignment with the goal of creating a trillion dollar economy by 2035 and a smart Bangladesh by 2041.

Along with building capacity and providing consultancy in the entrepreneurial sector BetterStories has also contributed to the development ecosystem by strengthening local organisations, providing capacity building support and supporting impactful collaborations with both national and international development organizations. Its focus on inclusivity, particularly through gender-focused programs and sustainable business practices, has aligned with global Sustainable Development Goals (SDGs), such as SDG 8 (Decent Work and Economic Growth) and SDG 9 (Industry, Innovation, and Infrastructure).

BetterStories’ efforts in promoting leadership, entrepreneurship, and social responsibility have not only contributed to economic development but have also empowered marginalized communities and

entrepreneurs to overcome systemic barriers. Despite its successes, the organization faces challenges related to funding, scalability, and bridging skill gaps, which will be analyzed as part of this study.

1.5 Problem Statement

Over the last decade Bangladesh has witnessed a number of initiatives, policies and entities aimed to developing country's entrepreneurial and development ecosystem. However, while various platforms have contributed to this growth, there is a lack of in-depth research on the specific role BetterStories Limited has played in shaping these sectors. Despite BetterStories' claims of being a leader in fostering innovation and supporting entrepreneurship in Bangladesh, there is limited academic literature that examines its long-term impact on the entrepreneurial and development ecosystems.

This research aims to fill this gap by assessing the influence of BetterStories Limited on these ecosystems over the past 15 years. The study will explore BetterStories' achievements, identify areas for improvement, and evaluate its alignment with national and global development goals. Furthermore, the research will provide insights into BetterStories' position within the wider ecosystem, offering recommendations to enhance its role as a leading force in Bangladesh's drive towards economic prosperity and sustainable development.

Chapter Two: Methodology

2.1 Type of Research

The research is qualitative in nature emphasizing on an in depth analysis of last 15 years impact of BetterStories Limited's on Bangladesh's entrepreneurial and development ecosystems over the past 15 years. This qualitative research explores a number of reports, data and documents related to BetterStories projects collaborations and contributions. This was done with a focus on understanding the organization's sustainable impact on the ecosystem. This research is to understand and critically available data in order to get insights into BetterStories strategies, successes and areas for growth.

2.2 Research Design

A qualitative research design has been implemented in this study. This research is based on documents that are used here. The research primarily focuses on a thorough understanding of BetterStories Limited's public reports, case studies, internal documentation and their website data along with relevant academic literature review because the research is largely dependent on evaluating and analyzing reports. To understand the organization's role in building capacity, supporting entrepreneurs, providing services to development sector it is necessary to identify themes and patterns in the available reports and documents. An in depth view of BetterStories impact is provided by the analyzed reports, which offer qualitative insights into the organization's objectives and alignment with their vision.

2.3 Data Collection

For data collection I have taken interviews of 6 entrepreneurs with whom Betterstories has worked in past. A big amount of the data used in this research came from secondary sources, specifically internal and publicly accessible reports from BetterStories Limited along with few case studies and relevant publications. These materials include articles about BetterStories' entrepreneurial and development activities. These materials include Facebook posts, news published in various websites, Press release of

different events and projects etc. These reports' contents were thoroughly analyzed to understand the main strategies that BetterStories uses in order to evaluate the outcomes and assess the company's strategy for promoting diversity, innovation and leadership.

2.4 Sampling Technique

There was no primary sampling of respondents because this research is based on secondary data. The selection of reports and documents was chosen based on relevance and availability. I analyzed a broad range of documents related to BetterStories initiatives for past 15 years. These documents included reports related to their accelerator programmes, partnerships with Ngos and other significant contributions. The selection of documents were done aimed to ensure that the analysis covers all major projects and services of BetterStories Limited.

2.5 Data Analysis

Thematic analysis was used to categorize the datas available from the reports and documents. Finding recurring themes about BetterStories' impact on the development sector and entrepreneurial ecosystem was the primary focus. These themes were then grouped analyzed to understand the wider pattern of impact. I analyzed on how the organization supported startups, encouraged innovation, advance gender equality and helped local ecosystems to grow. I evaluated the strategic documents critically to understand how BetterStories objectives matched with the SDGs and country's vision of becoming a developed economy.

2.6 Limitations

One main limitation of this research was it was fully based on secondary data. I tried to manage interviews with clients to get testimonials but it could not happen due to time constraints. So I had to totally depend on existing reports and documents to complete this research. The analysis is dependent on the availability and quality of the published materials. The insights gathered from these documents may not fully convey all the areas of BetterStories impact, especially those areas that are not available in the publicly available documents. Additionally, the scope of analysis is limited to the reports and data that were available at the time of the research. Many old documents of projects were not found in the office database. Lastly, because this is a qualitative research the findings are based on interpretation and may be subjective to some extent based on how the material was analyzed.

Chapter Three: Findings and Discussion

Findings are divided into two broader section. One is the impact on entrepreneurial ecosystem and the other is the impact on development sector. These two broad categories are them divided into few subcategories or themes that I figured while analysing the data.

3.1 Entrepreneurial Ecosystem

BetterStories' main vision was to build a sustainable ecosystem for startups. They were the first in the race of supporting entrepreneurs with the initiative of building an ecosystem. They've done a significant

number of works with different start-up entities. I categories them into few themes to have an through understanding of their impact on startup ecosystem.

3.1.1 Entrepreneurial Empowerment and Accelerator Programs

BetterStories Limited's extensive work through accelerator programs is one of the main contributions to the entrepreneurial ecosystem. More than 1000 founders in Bangladesh has benefited directly from BetterStories' more than 23 accelerator programs. These programs have been essential in giving new founders the networking opportunities, training and mentoring they needed to grow their businesses. These initiatives has had a huge impact as they have enabled people with desire to start businesses from different backgrounds to launch and grow businesses. BetterStories has demonstrated its capacity to promote innovation and entrepreneurship by helping several Entrepreneurs who have later addressed pressing local and global challenges.

According to the reports, BetterStories has focused not just on the financial success of startups but also social impact of the businesses they supports. A new generation of socially aware founders has been developed by these accelerator programs, boosting economic expansion and employment creation. BetterStories has helped founders get beyond challenges and grow their companies by providing a mix of capital, knowledge and network access. The nation's economic development has been greatly aided by these initiatives which have resulted in the creation of 1.5 million employment.

3.1.2 Inclusion and Gender Equality

Another important aspect of BetterStories' effect on the business environment is its emphasis on diversity, particularly in terms of gender equity. BetterStories has a significant focus on empowering female entrepreneurs by giving them with the tools, coaching, and financial assistance they need to succeed in historically male-dominated industries. BetterStories has helped overcome the gender gap in entrepreneurship by targeting particular initiatives for female-led enterprises, encouraging more women to enter the workforce and pursue leadership positions.

The organization's strategy is consistent with global Sustainable Development Goal 5 (Gender Equality) and has helped to shape a more inclusive business landscape in Bangladesh.

3.1.3 Partnerships and Ecosystem Building

BetterStories' importance in developing a collaborative and integrated entrepreneurial environment can be emphasized. BetterStories has greatly strengthened the ecosystem by collaborating with a diverse spectrum of stakeholders, including both governmental and commercial sector groups. Its partnerships with groups such as Shuttle, HelloTask, and Light of Hope have tackled particular social issues including urban mobility, workforce formalization, and education. These collaborations reflect BetterStories' knowledge that a thriving ecosystem necessitates the participation of numerous players from various industries.

BetterStories' strategic relationships have contributed to the development of a more innovative, sustainable, and inclusive entrepreneurial ecosystem. This network of organizations and activities has resulted in a thriving startup culture, which is drawing investment and providing job possibilities at a

rapid pace.

3.2 Development Sector

3.2.1 Strengthening Local Ecosystems and Capacity Building

BetterStories has had an equally significant influence on the development sector, notably in terms of increasing the capacity of local organizations and non-governmental organizations (NGOs). BetterStories has helped these groups become more resilient by offering strategic planning support, governance training, and pooled financing. The organization's work in Bangladesh's rural and neglected areas has contributed to the creation of more self-sustaining development programs that are more suited to meeting local needs.

BetterStories reports that its capacity-building activities have allowed grassroots organizations to take on leadership positions in their communities, allowing them to respond more effectively to socioeconomic concerns. BetterStories, for example, has worked with local NGOs in Cox's Bazar to execute community-driven development initiatives, improve local government, and promote inclusive growth. The findings show a considerable increase in the operational efficiency and sustainability of local groups, highlighting BetterStories' long-term influence on the development sector.

3.2.2 Addressing Social Issues through Development Initiatives

BetterStories has made a strong commitment to addressing social challenges in Bangladesh through its development projects. Gender-based violence and disadvantaged community empowerment have been among the most significant topics of attention. Partnerships between BetterStories and non-governmental organizations (NGOs) such as Agrajatra have resulted in the development of initiatives aimed at promoting gender equality, boosting mental health, and giving educational support to disadvantaged groups.

These activities, which includes mid term evaluation of Building Water Business program of Max Foundation. Providing service to other NGOs who works in crisis-affected communities, demonstrate BetterStories' capacity to carry out development projects that are not only effective but also inclusive. The organization's work is consistent with global SDGs such as SDG 8 (Decent Work and Economic Growth) and SDG 9 (Industry, Innovation, and Infrastructure), which contribute to Bangladesh's development toward a more equitable and sustainable society.

3.3 TekSHOI: A Flagship Project of BetterStories Limited

3.3.1 What is TekSHOI?

TekSHOI, which stands for Technology in Social Humanitarian and Open Innovation is a flagship project of BetterStories. It also falls under development sector but as it is not providing service to other NGOs but building capacity by BetterStories for NGOs that's I have not put this in the development sector of my

findings and discussion. TekSHOI became reality by getting grants from different foreign organization. TekSHOI 2023 which was named TeksSHOI Knowledge Hub was funded by GKI (Global Knowledge Initiative). TekSHOI 2025 is funded by Free Press Unlimited. The initiative is designed to address complex societal challenges by bringing together diverse stakeholders, leveraging technology, innovation, and collaboration. TekSHOI operates on the belief that traditional, short-term, and isolated approaches are no longer enough to drive meaningful change. Instead, TekSHOI focuses on fostering connections and co-creating solutions that have a broader, long-term impact on communities and industries alike.

TekSHOI aims to break down silos and unite professionals, leaders, and evaluators across sectors. The project arranges formal and informal gatherings, providing a platform for knowledge exchange and joint action, allowing participants to work together more effectively. By combining leadership development, institutional capacity building, and advocacy, TekSHOI's approach helps accelerate systemic change at scale.

3.3.2 TekSHOI 2023: Bridging the Humanitarian Funding Gap

The first phase of TekSHOI in 2023 addressed critical challenges in Cox's Bazar's humanitarian ecosystem. Despite significant foreign donations for the Rohingya crisis, local NGOs struggled to access and utilize funds effectively. BetterStories Limited created the **TekSHOI Knowledge Hub** to empower NGO workers with training in:

- Identifying and accessing funding opportunities.
- Building donor relationships and improving communication.
- Developing systems for transparent fund utilization.

Through structured **need assessments**, bootcamps, and leadership programs, TekSHOI strengthened the capacity of local NGOs, ensuring funds reached those who needed them most. This intervention connected local actors to resources, enhancing their ability to respond to the crisis efficiently.

3.3.3 TekSHOI 2025: Strengthening Local Journalism

The upcoming TekSHOI Media Fellowship (TMF), launching in January 2025, focuses on empowering local journalists in Cox's Bazar. Funded by the European Union and co-led by BetterStories Limited and the Cox's Bazar Union of Journalists (CBUJ), TMF aims to:

- Enhance investigative reporting skills.
- Provide tools for ethical, fact-based journalism.
- Promote collaboration and accurate coverage of issues like the Rohingya crisis and climate change.

The fellowship includes a self-paced training modules, and mentorship to equip journalists with tools for impactful reporting. TMF fosters public accountability, combats misinformation, and ensures local stories drive meaningful change.

3.3.4 How TekSHOI Aligns with BetterStories Limited's Vision

TekSHOI is directly aligned with BetterStories Limited's vision of fostering leadership, entrepreneurship, and innovation to drive sustainable development. BetterStories aims to shape Bangladesh's future by empowering organizations and entrepreneurs to address both local and global challenges, and TekSHOI plays a crucial role in fulfilling this mission.

The project's focus on scaling innovation and building capacity among local actors complements BetterStories' broader goal of contributing to the development of a 'Smart Bangladesh' by 2041. Through TekSHOI, BetterStories encourages collaborative, open innovation—an essential strategy for achieving national goals like the creation of a trillion-dollar economy by 2035. TekSHOI offers practical tools, systems thinking, and scaling procedures that are necessary for catalyzing widespread positive change and fostering a competitive and resilient economy

3.4 Findings from Entrepreneurs' Interviews

To get to know about the perspective of the entrepreneurs regarding BetterStories impact I conducted interviews with 6 Entrepreneurs among many Entrepreneurs with whom BetterStories has worked previously. These interview data has given me insight about how BetterStories has impacted the start-up ecosystem over the years. The interviews with startups HelloTask, Shuttle, Hishab, and Light of Hope (LoH) reveals the important role BetterStories Limited has played in their growth and development. The analysis of the interviewed data also demonstrates how significantly these organizations have impacted in addressing societal challenges in Bangladesh. After reviewing all the interviews I concluded that each entrepreneur emphasized how BetterStories' programs, mentorship, and ecosystem-building efforts helped them overcome challenges and scale their operations effectively. For these organizations BetterStories demonstrated an innovative approach tailored to helping them in the area they needed support. BetterStories' strategic support enabled them to scale their operations, improve their models, and achieve greater impact. As the CEO of Hishab said, "BetterStories didn't just guide me to make strategy to overcome my startups challenges. They also empowered me to dream bigger"

These enterprises were able to do overcome the challenges they were facing with the help of BetterStories. BetterStories helped HelloTask address digital literacy gaps, Shuttle tackle scaling and connectivity issues, Hishab overcome rural skepticism, and LoH adapt to digital platforms during COVID-19. Their alignment with SDGs, including Gender Equality (SDG 5), Decent Work (SDG 8), and Reduced Inequalities (SDG 10), highlights their impact. BetterStories has amplified this by providing resources, mentorship, and strategic guidance, contributing to Bangladesh's development goals.

BetterStories' support for HelloTask, Shuttle, Hishab, LoH and other startups aligns closely with its vision of building an entrepreneurial ecosystem in Bangladesh. Their inception was based on building an ecosystem for startups and bridging the gaps. By nurturing these startups, BetterStories has facilitated innovation, inclusivity, and scalability, creating positive effects across the ecosystem.

Helping these start-ups overcome challenges, navigate their operational strategy, helping to get fund and support for growth has strengthened the ecosystem's capacity to address critical societal issues, such as financial inclusion, gender equity, and education. This success demonstrates BetterStories' ability to support sustainable businesses that contribute to the broader goals of economic empowerment and social impact. Each startup success story reinforces BetterStories' role as a key enabler encouraging more

Entrepreneurs entering the ecosystem.

3.5 Summary of Findings and Discussion

BetterStories Limited has had a significant and beneficial influence on Bangladesh's entrepreneurial and development ecosystems during the last 15 years. BetterStories has played an important role in the entrepreneurial ecosystem by hosting accelerator programs that have helped over 1,000 businesses and produced 1.5 million jobs. These programs have not only encouraged innovation, but also empowered female entrepreneurs, resulting in a more inclusive and diversified entrepreneurial scene. Furthermore, BetterStories' strategic alliances with organizations such as Shuttle, HelloTask, and Light of Hope have resulted in solutions for urban transportation, workforce formalization, and education, therefore enhancing the entrepreneurial environment.

BetterStories has worked in the development sector to strengthen the capacity of local organizations and grassroots non-governmental organizations (NGOs), assisting them in becoming more sustainable and successful in tackling local development issues. Its initiatives to combat gender-based violence, mental health, and WASH services have helped to improve the lives of underprivileged populations. Furthermore, BetterStories' promotion of sustainable business models and support for social enterprises has resulted in long-term, impactful solutions that are consistent with the global Sustainable Development Goals (SDGs), such as Decent Work and Economic Growth (SDG 8) and Industry, Innovation, and Infrastructure (SDG 9).

Overall, BetterStories programs have effectively empowered individuals, facilitated social change, and created a more resilient and inclusive environment in Bangladesh. The organization's effect is obvious in its capacity to generate opportunities, address social challenges, and contribute to long-term development, firmly establishing it as a key role in Bangladesh's future progress.

Chapter Four: Recommendations for BetterStories Limited

4.1. Expand Client Feedback and Testimonials

One of the most practical ways BetterStories Limited can improve its services and ensure it continues to meet the evolving needs of its clients and partners is by implementing a structured system for client feedback.¹ Expand client feedback and testimonials. Regularly obtaining testimonials and reviews from entrepreneurs, startups, and development partners following each project or endeavor can give essential information for improvement. These customer viewpoints will help BetterStories fine-tune its products, find areas for development, and change its tactics to better meet the demands of its stakeholders. This feedback loop may also help BetterStories boost its client connections by demonstrating a commitment to continual improvement and customer happiness.

4.2. Enhance Support for Women Entrepreneurs

Although BetterStories has made strides in promoting gender inclusivity, more targeted efforts are necessary to fully empower women entrepreneurs. One practical solution would be to establish specific support programs, such as female entrepreneur accelerators and mentorship initiatives. Furthermore, encouraging relationships with banks or financial institutions to give better access to funding for

women-led firms might help women overcome one of the most significant hurdles to entrepreneurship. By providing these targeted materials, BetterStories can build on its position as a pioneer in promoting gender equality and contribute to closing the gender gap in the entrepreneurial scene.

4.3. Strengthen Local Ecosystem Partnerships

BetterStories has already established valuable partnerships within the ecosystem, but it could take this a step further by strengthening ties with local universities, research institutions, and regional government bodies. These collaborations may encourage innovation by giving companies with the expertise, resources, and policy support they require to succeed. Furthermore, BetterStories might benefit from closer collaboration with local NGOs and grassroots groups to reach marginalized populations, ensuring that its ecosystem-building efforts are really inclusive and impactful.

4.4. Embrace Technology for Greater Outreach

As digital tools and platforms become increasingly important in today's world, BetterStories should look for ways to enhance its online presence and extend its services to a wider audience. Developing a user-friendly digital platform or mobile app for entrepreneurs and NGOs to access BetterStories' resources, programs, and networking opportunities remotely would significantly improve accessibility. Additionally, utilizing digital marketing channels more effectively can increase awareness of BetterStories' work and attract more entrepreneurs, especially those in rural areas who might otherwise be unaware of the organization's offerings.

5. Expand the team for more productivity

BetterStories Limited has a small team now that works on projects. Although they deliver quite qualityful work they did more team members. More people in the team will increase productivity. They could take more projects or be done with project in less time which will ultimately increase revenue flow.

Chapter Five: Conclusion

The research project looked at the influence of BetterStories Limited on both Bangladesh's entrepreneurial and development ecosystems during the previous 15 years. By examining major projects, collaborations, and reports, the study demonstrated BetterStories' critical role in supporting innovation, leadership, and diversity. BetterStories' accelerator programs have empowered over 1,000 entrepreneurs, produced 1.5 million jobs, and greatly boosted economic growth. Its dedication to gender equality and empowering female entrepreneurs has enhanced the ecosystem, making it more varied and inclusive.

BetterStories has had a significant influence in the development sector by focusing on capacity building, grassroots empowerment, and tackling social issues like as gender-based violence, mental health, and WASH. BetterStories has helped to build a more resilient and sustainable framework for solving Bangladesh's socioeconomic difficulties by partnering with local NGOs and development groups. Furthermore, its linkage with national development objectives and global SDGs demonstrates its larger contribution to Bangladesh's transition to a 'Smart Bangladesh' by 2041.

While BetterStories has achieved significant progress, the study also finds opportunities for development, notably in terms of expanding client feedback channels, increasing the scalability of successful firms, and adopting more sector-specific ideas. By following the proposals, BetterStories can increase its role in

determining the future of Bangladesh's entrepreneurial and development environments.

Overall, BetterStories has shown to be an important force in Bangladesh's ecosystem, proving that with the correct support and strategic efforts, organizations can generate long-term growth, foster inclusion, and create a resilient, inventive community. Its ongoing success will be critical as Bangladesh progresses toward its ambitious ambitions of becoming a trillion-dollar economy by 2035 and creating a 'Smart Bangladesh' by 2041

Reference:

1. *Home | BetterStories*. (n.d.). Betterstories. <https://www.betterstories.limited/>
2. *TekSHOI*. (n.d.). Tekshoi. <https://www.tekshoi.world/>

INTERNSHIP PROPOSAL FORM

Name:	Tasnia Nasreen
ID:	201011036
Department:	BBA
Supervisor's Name (Faculty):	Tazrian Shainam Shahid
Organization Name:	BetterStories Limited
Internship Title:	Evaluating the Positive Impact of BetterStories Limited on the Entrepreneurial Ecosystem since 2009

Student's signature & date



Supervisor's signature & date

Copy of Internship_Report_Tasnia Nasreen_201011036 (2).docx

ORIGINALITY REPORT

9%

SIMILARITY INDEX

7%

INTERNET SOURCES

4%

PUBLICATIONS

8%

STUDENT PAPERS

PRIMARY SOURCES

1

www.coursehero.com

Internet Source

3%

2

Submitted to University of Liberal Arts
Bangladesh

Student Paper

3%

3

Submitted to Penfield Central School District

Student Paper

1%

4

Submitted to Australian International School,
Dhakha

Student Paper

<1%

5

Menício, Ana Sofia Marques. "The Role of
Knowledge Sharing in the Achievement of the
UN'S Agenda 2030 Sustainable Development
Goals and Sustainability: A Systematic
Literature Review", Universidade de Coimbra
(Portugal), 2024

Publication

<1%

6

scmspune.ac.in

Internet Source

<1%

7	www.itu.int Internet Source	<1 %
8	fastercapital.com Internet Source	<1 %
9	www.undp.org Internet Source	<1 %
10	dspace.bracu.ac.bd Internet Source	<1 %
11	noateacheratsea.blog Internet Source	<1 %
12	ebin.pub Internet Source	<1 %
13	openresearch.lsbu.ac.uk Internet Source	<1 %
14	Iraklis Stamos, Luis Vivas, Iria Enrique Regueira, Cecilia Bertozzi. "What Does SDG Monitoring Practice Tell Us? An Analysis of 120 Voluntary Local Reviews", Sustainability, 2024 Publication	<1 %
15	eprints.usm.my Internet Source	<1 %
16	open.umich.edu Internet Source	<1 %

17

www.termpaperwarehouse.com

Internet Source

<1 %

18

Apolinário, Ana Rita Santoalha. "A Hybrid Textile Company : An Example to Follow : The Case of Mundotêxtil", Universidade Catolica Portuguesa (Portugal), 2024

Publication

<1 %

Exclude quotes On

Exclude matches Off

Exclude bibliography On