



Portfolio Profile

# **Data Analytics and Emerging Frontiers (DAEF)**

# About Innovision

Innovision is an international advisory and management consulting firm. We are working on transforming the world's trade, investment, finance, and socio-economic systems. We offer research, technical assistance, and project management services to support governments, private sector actors, multilateral organizations, and civil society in designing, implementing, and evaluating inclusive and systemic solutions. Our work spans across regions, fostering South-South and South-North cooperation to identify and overcome barriers to an inclusive market, equitable trade, and shared prosperity.

22 Countries

500+ Projects

160+ Clients

1.5mn~ Beneficiary households

## Services



Research



Technical Assistance  
and Project Management



Training and Capacity  
Development



Monitoring and  
Evaluation

## Portfolios

Data Analytics &  
Emerging  
Frontiers

Economic Growth

Gender and Basic  
Services

Inclusive  
Financial  
Solutions

Industrial  
Productivity and  
Worker's  
Wellbeing

Monitoring and  
Evaluation

## Offices

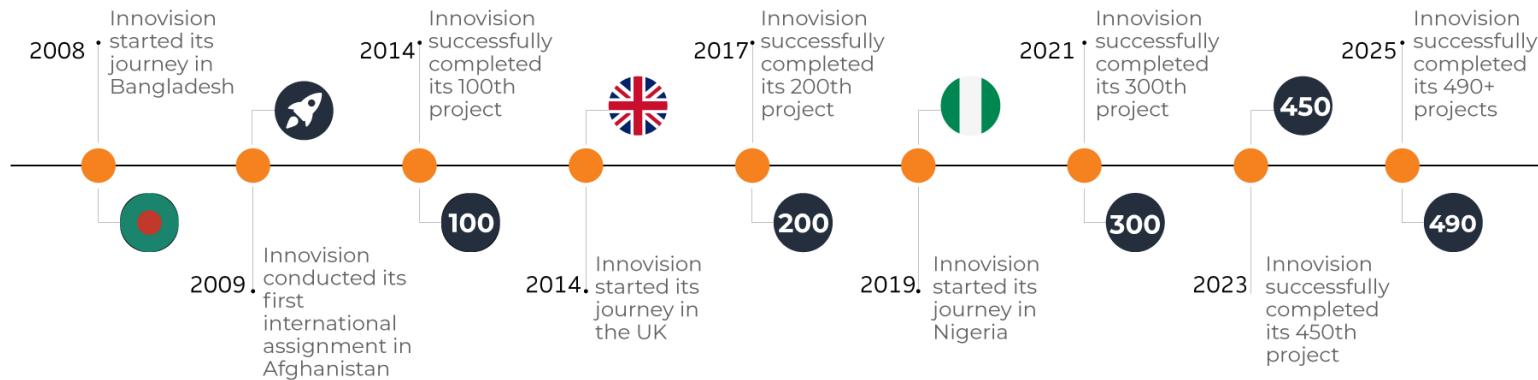
Bangladesh

United Kingdom

Nigeria

# Our Journey

Innovision Consulting commenced its operations in Bangladesh in 2008, propelled by a vision to establish a globally impactful company rooted in Bangladesh. Its inaugural assignment was a multi-year market system development initiative in collaboration with the DFID and SDC-funded Catalyst project, which played a pivotal role in shaping Bangladesh's seed market landscape. In 2009, Innovision embarked on its first international assignment in Afghanistan, marking its expanding footprint beyond national borders. Subsequently, the company was formally registered in the UK in 2014 and in Nigeria in 2019. As of 2025, Innovision proudly celebrates 17 years of impactful service and achievement, having successfully completed 500+ projects in 22 countries around the world.



# Our Strengths



**Trusted And accountable partner** for nearly 500 assignments and 170+ clients



## Managing Complex Projects

with stakeholders across government agencies, private sector companies, and development partners



## Strong technical expertise

in designing, implementing and evaluating solutions for creating opportunities and improving services for the underserved people



## Managed large-scale assignments

in research and market assessments, and implementation, technical assistance as well as monitoring and evaluation



## Strong and diversified consultant pool and a team of 70+ full-time researchers and consultants

as well as 250 national and international consultants from diverse fields, and 470+ field staff, including supervisors and enumerators/mobilizers.



## Fostering South-South and South-North cooperation since the first year of establishment

across 22 countries, including Afghanistan, Cambodia, Ethiopia, India, Indonesia, Kenya, Myanmar, Mozambique, Nepal, Nigeria, the Philippines, Somalia, Sri Lanka, Tajikistan, Thailand, the UK, Vietnam, Yemen, and Zambia.



## Consistent in delivering quality report

To identify and overcome barriers to inclusive market, equitable trade and shared prosperity.

# Clients and Partners

For over 17 years, we've earned the trust of 170+ clients and partners by delivering with integrity, even in the most challenging and remote settings across Bangladesh and beyond. Our track record reflects not just capability but our unwavering commitment to deliver. A few of our valued partners are highlighted below.

## Government, Donor, and UN Agencies



## Private and Development Sector Organizations



## Extreme Poverty Eradication

Youth  
Empowerment

Behavior  
Change

Agriculture

Education  
and Skills

SME  
Development

WASH

Private Sector  
Development

Livelihood

Waste  
Management

Economic  
Development

# Thematic Areas

Climate  
Change  
Adaptation

Gender  
Equality &  
Protection

Manufacturing  
Sector

Trade  
Facilitation

Child  
Protection

Financial  
Services

Health and  
Nutrition

Women's  
Economic  
Empowerment

Aquaculture

# Addressing SDG

Our works primarily focus on SDG 17 – Strengthen the means of implementation and revitalize the global partnership for sustainable development. Through trade facilitation, financial inclusion, multistakeholder partnerships and SDG integration support, we impact millions of households on the issues of poverty (SDG 1), hunger (SDG 2), health and wellbeing (SDG 3), gender equality (SDG 5), clean water and sanitation (SDG 6), affordable and clean energy (SDG 7), decent work and economic growth (SDG 8), inequality (SDG 10), sustainable cities and communities (SDG 11), responsible consumption and production (SDG 12), climate action (SDG 13), life below water (SDG 14), peace, justice and strong institutions (SDG 16), and partnerships for the goals (SDG 17).



# Our Portfolios

Innovision is structured into six strategic business units, known as portfolios, that focus on delivering specialized solutions across key thematic areas.

**Economic Growth and Social Development Portfolio:** Focuses on poverty alleviation through research and interventions in agriculture, aquaculture, and climate adaptation.

**Gender and Basic Services Portfolio:** Promotes gender equality through initiatives in health, education, women's empowerment, and prevention of gender-based violence.

**Data Analytics and Emerging Frontiers Portfolio:** Offers market research and sustainability strategies tailored to private sector clients and investors.

**Inclusive Financial Solutions Portfolio:** Develops financial services for the unbanked population and advocates for green lending practices.

**Industrial Productivity and Worker's Wellbeing Portfolio:** Enhances industry standards while safeguarding worker rights and safety in sectors such as RMG.

**Monitoring, Evaluation, and Learning (MEL) Portfolio:** Designs and implements M&E systems, conducts impact evaluations, and supports large-scale project monitoring.

# Our Experts



**Sadruddin Imran**  
**Chairman and CEO**

Sadruddin Imran is an entrepreneur and business leader, who founded Innovision Consulting. He has over 21 years of experience in various capacities across 16 countries. Imran led market and value chain assessments in different countries including Afghanistan, Bangladesh, Nigeria, Yemen and Zambia. He facilitated partnerships between the public and private sectors for development. He managed projects in fisheries, seed, livestock, fertilizer, furniture, and ICT4D sectors in Asia and Africa. He has established and successfully managed consulting, agribusiness, and manufacturing businesses around the globe. He holds an MBA and BBA from the Institute of Business Administration at the University of Dhaka and a project management diploma from AIT Thailand.



**Md. Rubaiyath Sarwar**  
**Managing Director and Lead Consultant**

With 20 years of experience, Md. Rubaiyath Sarwar is a seasoned expert in tackling poverty challenges through systemic solutions. He has led 11 long-term missions and executed 60+ short-term assignments focusing on agriculture and aquaculture, climate resilience, financial inclusion, income generation, livelihood and skills development, women's economic empowerment, and across Africa and Asia. He chairs the Value Chain Capacity Building Network for Asia and the Pacific and is renowned as an international trainer in market systems development and the Business Model Canvas application. He obtained an MBA from the Institute of Business Administration, University of Dhaka, and an MSc from the North South University, Bangladesh.

## Our Experts (cont.)



**Kamalesh Halder**  
**Director**  
**Innovision Global Consulting, UK**

Kamalesh Halder is a Director of Innovision Global Consulting Limited. He leads Innovision's global business development activities and international operations. He is also leading two professional and highly experienced techno marketing teams as MD and CEO in the healthcare sector in the UK and Bangladesh. He also taught at the Genetic Engineering and Biotechnology Department at Dhaka University for 8 years. Kamalesh Obtained MBA in Marketing from the Institute of Business Administration, University of Dhaka, and an MSc in Microbiology from the University of Dhaka.



**Iffat Mahmud**  
**Director & Regional Representative**  
**Innovision Africa**

Iffat Mahmud specializes in private sector development, with more than 11 years of experience in Bangladesh and Nigeria. She has developed and implemented pro-poor business models in the agriculture and health sectors. Iffat managed projects commissioned and funded by the Alliance for Financial Inclusion British International Investment, World Bank Group, among others. She is also an entrepreneur and has launched a successful e-commerce business in Nigeria. She obtained her postgraduate degree on Poverty and Social Studies from Erasmus University of Rotterdam, Netherlands.

## Our Experts (cont.)



**Tasmiah Tabassum Rahman**  
**Portfolio Director**

Tasmiah T. Rahman is an economist with 18 years of experience in skills development, market systems, gender inclusion, and policy advocacy. She led BRAC's Skills Development Programme for seven years, managing \$12 million in national programs and building a \$250 million fundraising pipeline. Previously, she headed Swisscontact's Monitoring Results Measurement unit. Tasmiah has implemented over 20 large-scale projects in Bangladesh and Nepal, supported 7,000+ entrepreneurs, and helped design gender-inclusive systems for 100+ training institutes. She serves on the board of the Informal Sector Industry Skills Council and has contributed to global research with Yale's Y-Rise. She holds degrees from LSE and BRAC University.



**Mohammad Nazmul Ahsan,**  
**Portfolio Director**

Mohammad Nazmul Ahsan is an ICT and project management specialist with over 18 years of experience in ICT, SME development, and private sector growth. Known for his calm, solutions-oriented approach, he excels in integrating advanced technologies and enterprise systems for impactful results. Nazmul has led large-scale projects involving multi-stakeholder collaboration with organizations like the World Bank Group, Swisscontact, UN Women, Samsung, Unilever, and government agencies in Bangladesh. With a background in Computer Science, he is recognized for building strong cross-sector partnerships and driving innovation and sustainable growth.



**Imran Rumon**  
**Portfolio Director**

Md Al Imran Rumon is a business development expert with 9 years of experience across consulting firms, UN agencies, and development organizations. As Head of Business Development and Communications at Innovision Consulting, he leads proposal development, strategic partnerships, and communication efforts, with a 45% bid success rate. He has worked with ministries, private sector players, and development partners. In a previous role, he led teams to achieve 11-fold growth in 5 years, delivering 170+ training and capacity-building projects. A business graduate and ex-caDET, Rumon combines strong strategic thinking, public speaking skills, and decision-making acumen to lead high-impact initiatives.

# Our Experts (cont.)



**Tasnuva Raian Hera**  
**Associate**

Tasnuva Raian Hera brings 4+ years of expertise in data analytics, stakeholder coordination, and economic analysis. Experienced in planning, market research, and project management across roles at Innovision Consulting, Northstar Projects, and DiDi Mobility ANZ. She is proficient in stakeholder engagement, designing acquisition strategies, and conducting cost-benefit analyses. Tasnuva has coordinated high impact projects with World Bank and GAIN.



**Zubair Mahbub**  
**Portfolio Manager**

Zubair Mahbub offers 8+ years of expertise in marketing strategy, business development, and stakeholder engagement. Specializes in brand positioning, digital marketing, and public-private partnership initiatives. He is skilled in developing high-impact communication strategies, leading cross-functional teams, and driving revenue growth through innovative business solutions. He has previously worked with the Bangladesh Hi-tech Park Authority as Marketing Consultant.



**Soumik Siddique**  
**Associate**

Soumik Sididique has 2+ years of expertise in market research, data analysis, and strategic planning. Specializes in supply chain assessments, market positioning, and validating sustainable business models. Skilled in analyzing datasets, developing research methodologies, and delivering actionable insights. Soumik is coordinating a project focused on establishing a last mile distribution model focused on women entrepreneurs.

# Experience in Market Positioning Strategy

We are supporting global corporates in their efforts to positively impact the triple bottom line

Innovation supported **Haileybury Bhaluka**, a premium UK-affiliated boarding school, in developing its market positioning strategy for the Bangladesh launch. To understand the decision-making process of affluent parents, we conducted 75 in-depth interviews and 5 FGDs with **SEC A households**, exploring perceptions, preferences, and media habits around boarding education. Our insights revealed key emotional and functional drivers. Based on these, we crafted a targeted multi-channel strategy, aligning messaging across ATL and digital platforms.

We partnered with **Confidence Group** to assess consumer preferences and identify market potential for real estate investments across key growth corridors in Bangladesh. To generate actionable insights, we conducted 1,798 surveys with **SEC A & B consumer groups** and over 120 Key Informant Interviews with **business professionals** and industry stakeholders. The study explored real estate purchase behavior, investment motivations, location preferences, and emerging market trends.

We supported **JICA** in appraising real estate trends and land values around upcoming MRT stations in Dhaka, conducting 1,100+ surveys with tenants, landowners, and office occupants, alongside secondary data review and valuation modeling. The study identified appreciation patterns near transit hubs and informed strategic recommendations to capitalize on emerging industrial and infrastructure projects along key growth corridors.

# Experience in Market Positioning Strategy

Innovision's **Porshi Project**, in partnership with ShopUp and backed by the Gates Foundation and Mastercard Strive, is empowering rural and peri-urban women entrepreneurs across Bangladesh through **digital and financial inclusion**. We equip women with tools like ShopUp's platform, business training, and financial literacy—helping them build sustainable, profitable businesses while increasing their economic agency.

We did a **validation study on last-mile distribution models** for micro-retailers, proving the feasibility of scaling impact. Now, a dedicated regional team is onboarding, training, and supporting women entrepreneurs—ensuring they thrive in the digital economy. By integrating gender-sensitive frameworks and real-time monitoring, we're driving systemic change where **women led businesses grow, profit, and lead**.

# Our Research Capacity

We have diversified experiences in healthcare

## **1. Strengthening Bangladesh's TB Medicine Supply Chain (2024) – For USP**

We conducted a nationwide assessment of anti-TB medicines in Bangladesh's private sector, uncovering critical gaps in production, distribution and retail practices. Our team surveyed 192 pharmacies across 11 high-burden districts, mapped distribution networks, and engaged directly with DGDA regulators and National TB Program officials. The findings enabled us to deliver actionable recommendations to improve medicine quality, strengthen enforcement, and optimize private sector engagement in TB care - directly supporting USP's mission to ensure medicine quality and availability.

## **2. Transforming Malaria Treatment in Nigeria (2024) – With NMEP & Malaria Consortium**

We measured the real-world impact of Global Fund investments in antimalarials across Nigeria through one of the largest private sector market studies conducted - surveying 815 households and 1,165 retail outlets. By comparing current data against 2018 baselines, we identified exactly where treatment access was improving and where gaps remained. Our team then developed targeted solutions including innovative co-payment models and state-specific intervention strategies to accelerate Nigeria's malaria elimination goals.

## **3. Elevating Healthcare Quality in Bangladesh (2023) – For SHN/Chemonics**

We redefined how healthcare quality is measured in Bangladesh through a landmark study of Surjer Hashi Network's 400+ clinics. By combining 2,120 patient surveys with 292 in-depth interviews with staff and community leaders, we uncovered powerful insights about service delivery gaps and patient expectations. Our recommendations are now shaping SHN's strategy to enhance service quality and strengthen its position as Bangladesh's most trusted nonprofit healthcare provider.

# Experiences in Market Assessment

<b>Project</b>	<b>Client</b>	<b>Country</b>	<b>Year</b>
Validation phase study for last mile distribution project with women entrepreneurs	ShopUp	Bangladesh	2024
Market perception of online courses and preferences	10 Minutes School	Bangladesh	2024
Collaboration in Market Research in Bangladesh	Humankind	Bangladesh	2023
Market Positioning Strategies for Haileybury Bhaluka	Haileybury Bhaluka	Bangladesh	2023
Supporting the development of a vision and strategy for the Dutch Water Sector in Bangladesh beyond ODA	Netherlands Enterprise Agency	Bangladesh	2023
Oxfam GB in Bangladesh Scoping Study into Financial Intermediaries in Bangladesh	Oxfam	Bangladesh	2023
Assessment of market system interventions at the micro, meso, and macro levels on SUCHANA beneficiary households regarding income, behavior change, and nutrition outcome"	Save The Children	Bangladesh	2023
Consultancy on Market Positioning Strategies for Haileybury Bangladesh (1st Phase)	Best Services LTD	Bangladesh	2023

## Experiences in Market Assessment (Cont.)

<b>Project</b>	<b>Client</b>	<b>Country</b>	<b>Year</b>
Remittance LandScape Study	bKash	Bangladesh	2023
Analyzing Agriculture Input Market in the Selected Char Regions in Bangladesh	Swisscontact	Bangladesh	2022
Rapid Market Assessment for Gender Inclusive Pathways out of poverty for vulnerable households in Cox's Bazar	World Vision	Bangladesh	2022
Microinsurance market systems analysis study for agriculture, livestock & any potential sector of Bangladesh	Swisscontact	Bangladesh	2021
RMG Digital Market Assessment	UNCDF	Bangladesh	2021
Rapid Assessment on COVID-19 and other emergency related issues for UN agencies and Government	UNICEF	Bangladesh	2020
Assessment of Local food Production system and Food market, and selected nutrition sensitive value chains in the nine selected upazilas under three hill districts in Chittagong Hill Tracts (CHT)	Helvetas Swiss Intercooperation	Bangladesh	2020
Country-based assessments regarding the consequences of the COVID 19 crises on agricultural value chains and market systems	VCB-N	Bangladesh	2020

## Experiences in Market Assessment (Cont.)

<b>Project</b>	<b>Client</b>	<b>Country</b>	<b>Year</b>
Rapid Labor Market Assessment Inclusion Works Programme	Sightsavers	Bangladesh	2019
Market Assessment and Value Chain Analysis	World Vision	Bangladesh	2019
Market assessment for the access to healthcare market system for workers in the ready-made garments sector in Bangladesh	Pwc UK (DFID)	Bangladesh	2018

## Other Experiences in the Health Sector

<b>Project</b>	<b>Client</b>	<b>Country</b>	<b>Year</b>
The Advancing Universal Health Coverage Activity (AUHC)	Chemonics	Bangladesh	2023
Endline evaluation of "Our Lives, Our Health, Our Futures' Programme	SIMAVI	Bangladesh	2023
Conducting a study to analyze the evidence of priorities of government and donors and thus the nature and size of investment of government institutions in response to girls' priorities and SDG-5	CARE Bangladesh	Bangladesh	2022
Strengthening Child Protection System in Cox's Bazar District	Save the Children	Bangladesh	2022
Thematic Research on Gender for DFAT III AHP Bangladesh Consortium Program in Humanitarian Response	CARE Bangladesh	Bangladesh	2022
Midline evaluation of the "Our Lives, Our Health, Our Futures" Programme	SIMAVI	Bangladesh	2022
External Cross-Functional Assessment in SOS Children's Villages Bangladesh	SOS Children's Villages Bangladesh	Bangladesh	2022
End Line Evaluation of Maternal-neonatal Health Care and Family Planning (Mamota) Project	Save the Children	Bangladesh	2021

## Other Experiences in the Health Sector (Cont.)

Project	Client	Country	Year
Promotion of Adolescent Leadership in Improving Nutrition and WASH Behaviors through School Based Adolescent Clubs in Bangladesh, funded by USAID Feed the Future Bangladesh Nutrition Activity (BNA)	Abt Associates	Bangladesh	2021
End Line Evaluation on First Emergency Response (FER) Application COVID-19, Learning continuity: Interactive online and radio-based program for teachers and children in Rohingya and Host communities	Save the Children	Bangladesh	2021
Inclusive Care and Protection for children affected/infected by AIDS and children with disabilities (ICP)	Save The Children	Bangladesh	2021
USAID/Feed the Future Bangladesh Nutrition Activity (BNA)	Abt Associates Inc	Bangladesh	2021
Midterm Review - MaMoni Maternal and Newborn Care Strengthening Project (MaMoni- MNCSP)	Save the Children	Bangladesh	2021
Endline evaluation for Shishuder Jonno (Dhaka Program), with target component of adolescent health	Save The Children	Bangladesh	2020

# Why Innovision



## Smart Investment, Strategic Returns:

We ensure high-impact outcomes within budget by optimizing resources, timelines, and methodology — delivering exceptional value for every client dollar spent.



## End-to-End Research & Strategy Partner:

Under one roof, we offer a 360° service suite — market research, product testing, policy advisory, and supply chain audits.



## Actionable, Evidence- Based Insights:

Deliver insights that translate directly into strategic decisions and measurable impact.



## Scalable Across Sectors:

Our services are transferable to high-growth sectors like healthcare, energy, technology, and smart infrastructure.

# Call for Action

For any further details, please feel free to contact us.

## **Zubair Mahbub**

Portfolio Manager  
Data Analytics and Emerging  
Frontiers (DAEF)  
Cell: +880 1923-579823  
Email: [zubair.mahbub@innovision-bd.com](mailto:zubair.mahbub@innovision-bd.com)



## **Soumik Siddique**

Associate  
Data Analytics and Emerging  
Frontiers (DAEF)  
Cell: +880 1856-623401  
Email: [soumik.plaban@innovision-bd.com](mailto:soumik.plaban@innovision-bd.com)





Research | Technical Assistance | Project Management

# Thank You

Bangladesh | Nigeria | United Kingdom

