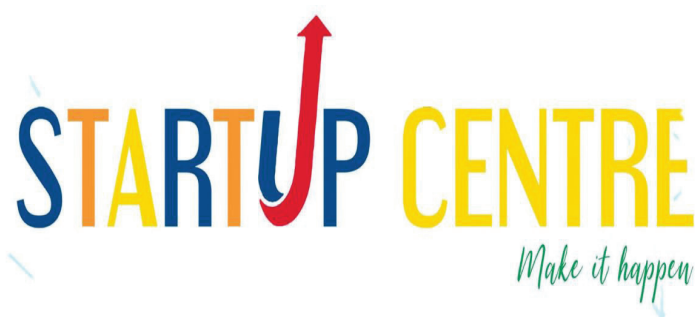


E ntrepreneur Stories



Message from the Director General, Department of Employment and Entrepreneurship



It is with great pleasure that we introduce the first edition of Startup Profile Magazine! This publication highlights 43 startups spanning diverse sectors, including agricultural production, IT services, multimedia, creative arts, and beyond. By showcasing Bhutan's vibrant entrepreneurial ecosystem and untapped investment potential, the magazine not only celebrates innovation and creativity but also serves as a dynamic resource for education, strategic planning, and promotion.

Since the establishment of Bhutan's first Startup Centre on June 25, 2018, the Royal Government of Bhutan has championed entrepreneurial growth through affordable workspaces, business curation programs, networking events, capacity-building initiatives, and tailored development services. Despite these efforts, the absence of a centralized repository to track startup progress has posed challenges. Stakeholders, visitors, and government agencies frequently seek up-to-date information, while educators and aspiring entrepreneurs require practical insights to inform learning and innovation.

Startup Profile Magazine addresses this gap by documenting the journeys of founders, their products, achievements, and future visions. Designed as a comprehensive reference, it empowers investors, policymakers, academic institutions, and partners to monitor growth, identify collaboration opportunities, and make data-driven decisions. Additionally, the magazine spotlights success stories to inspire a new generation of entrepreneurs and reinforce the value of perseverance, creativity, and strategic risk-taking.

Beyond its role as an informational hub, this initiative amplifies visibility for startups, connecting them with customers, investors, and collaborators locally and globally. It fosters a culture of partnership, enabling ventures to scale sustainably. For policymakers, the magazine offers critical insights into sectoral trends and challenges, ensuring future programs align with entrepreneurs' evolving needs.

Ultimately, Startup Profile Magazine underscores the transformative power of entrepreneurship in advancing Bhutan's socio-economic aspirations. It also reaffirms the Startup Centre's commitment to nurturing innovation, inviting stakeholders to join us in building a resilient, inclusive, and forward-looking entrepreneurial ecosystem.

Together, let's innovate, grow, and shape the future!

Kunzang Lhamu (Director General)

*Department of Employment and
Entrepreneurship*

Thimphu Changzamtog Start-Up Centre: A Hub for Entrepreneurship and Innovation

On 25 June 2018, Bhutan inaugurated its first-ever Start-Up Centre in Changzamtog, Thimphu, marking a milestone in the nation's efforts to foster entrepreneurship. Managed by the Department of Employment and Entrepreneurship under the Ministry of Industry, Commerce and Employment (MoICE), the centre aims to cultivate a robust start-up ecosystem, driving innovation and economic growth.

The centre comprises three buildings offering 57 workspaces, including 50 incubation units for early-stage ventures. Modern amenities include three conference halls equipped with MI Interactive boards and high-speed internet, ideal for workshops, training sessions, and collaborative programs. These facilities are available for rent at subsidized rates, catering to both resident start-ups and external organizations.

Additional features include co-working spaces for freelancers, a canteen, an Employment Service Centre (ESC), and an Early Child Care and Development Centre (ECCD) dedicated to start-up families. To enhance functionality, the centre is undergoing upgrades to introduce ergonomic furniture, dedicated meeting rooms, collaborative zones, a kitchenette, and versatile workstations, all supported by seamless connectivity.

The centre prioritizes accessibility: any Bhutanese citizen with an innovative business idea—regardless of formal qualifications—can apply for incubation space. Selected ventures enjoy a six-month rent-free period, followed by a nominal fee of Nu. 5.32 per square foot, with tenure extendable for up to three years. This structure allows entrepreneurs to focus on growth without financial strain.

A newly constructed event shed will host large-scale activities such as start-up fairs, weekend markets, promotion and networking events, and start-up challenges, fostering community engagement and visibility. With support from Druk Holding



Sherub Gyeltshen (Start-Up Manager)

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Investments (DHI), a mini-Fabrication Lab (Fab Lab) is to be established soon, providing cutting-edge tools for prototyping and manufacturing.

Adjacent to the centre, the Department of Industry's Common Facility Centre offers machinery and services for grinding and powdering, design and labelling, packaging, food processing etc enabling start-ups to scale efficiently. Complementary establishment like the Cottage and Small Industry (CSI) Market and Brand Bhutan further assist entrepreneurs in refining products, testing markets, and boosting revenue. Post-incubation, the Department of Industry continues to support ventures through dedicated workspace allocations to further advance their business.

More than a physical space, the Thimphu Changzamtog Start-Up Centre embodies a dynamic ecosystem that nurtures creativity, collaboration, and enterprise. By providing resources, mentorship, and opportunities, it stands as a cornerstone of Bhutan's entrepreneurial landscape, empowering start-ups to thrive and contribute to the nation's sustainable development.

ART united

Tshewang Tenzin

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Tshewang Tenzin is from Drametse under Mongar Dzongkhag is founder of Art united. After studying at the national institute of Zorig Chusum, he then dedicated more than 20 years as teacher there however, few years back he resigned from teacher.

Tshewang shared, he had vision of starting art united long back and had been working on this but could not established properly. Then in 2023 he formally established art united. Tshewang shared although he is founder of art united there are lots of people behind the Art united. After that they joined startup center in 2024.

The main goal is to create an environment where both traditional and contemporary art can thrive. Together, they believe that both traditional and contemporary artists can be empowered through infusion of diverse influences and exposure, learning with and from each other.

The team art united, true to its name, stands as a unique and lesser-known entity, distinguished by its collaborative ethos, functioning as an enabling force for artists.

Art united stands as crossroads of tradition and innovation, they beckon you to join them in this transformative journey, where art serves as both a clarion call and a canvas for the union of past and present.









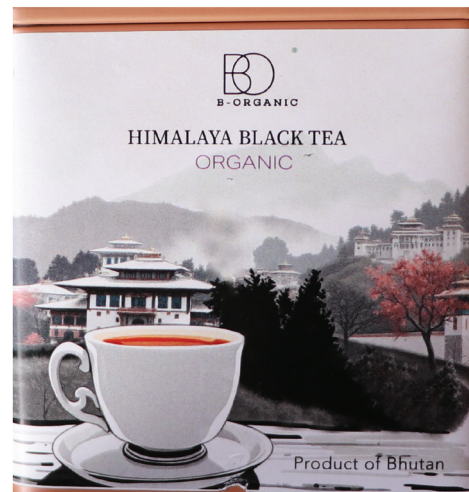
Dorji Gyeltshen, the resident of Sarpang who holds a Master's degree in Business Administration and is the proud founder of B-Organic. This company was established in 2019 with the vision of promoting organic farming and providing job opportunities to farmers, to make more exports and fewer imports.

He has a strong passion and love for drinking organic tea, which has led him to explore the diverse range of teas available. Collecting a wide variety of teas has become a delightful hobby for him. Bhutan's abundance of raw materials has presented an exciting opportunity to turn his passion into a business venture. "We promote organic farming and give farmers better occupation encounters by making new products out of our traditional crops grown by our farmers. We produce tea from our traditional harvest to substitute imports and venture into the global market with our products." Owner of Organic shared.

Dorji Gyeltshen

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Bhutan Growers

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Bhutan Growers is established to support rural farmers and farming communities across the country, in particular, in remote areas. This vision required them to narrow down to agri-products that are climate resilient, easy to grow, handle, store, transport and have potential market both in domestic market and elsewhere. These criteria help them to identify oilseeds as products of choice. Bhutan Growers have been associating with farmers, farmer groups, and commercial growers producing oilseeds since 2022. The oilseeds include Hazelnut, Perilla, Groundnut, and Sesame. These are grown and produced locally.

At Bhutan Growers they have adopted cold press technology to expel oil for retaining the natural flavours and to offer a healthier choice to consumers. Further, they are looking forward to expanding their market beyond our borders, be a profitable business enterprise and at the same time support our farmers by ensuring reasonable income for them.

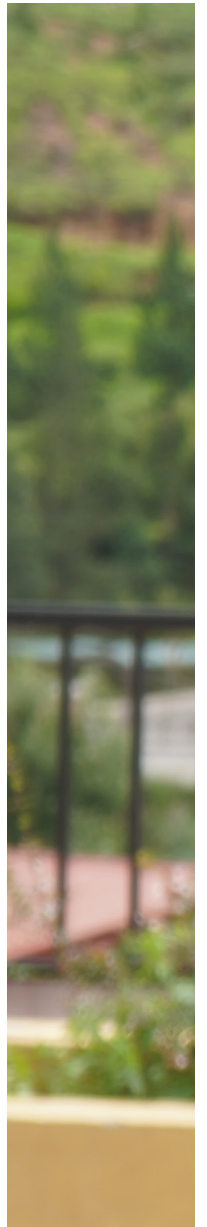




Phurpa, a mother of four is from Silambi Gewog in Mongar Dzongkhag, moved to Thimphu at the age of 17 and has spent most of her life in Thimphu. Despite not having any formal education, she has been weaving since the age of 8, making it an important part of her life and identity. She has worked under different people as she was specialized in weaving. Then Phurpa officially started her own business in around 2020, known as ‘Phuensum Yoebum’- Bhutan Nettle Plant.



The main objectives of starting Bhutan nettle plant is to support people like herself who are divorced, by creating job opportunities for them. Additionally, by providing a daily wage, she hopes to support the rural community and help the villagers make a living. Another key objective is to promote and preserve Bhutanese culture by providing training to young people. Today, Phurpa is working tirelessly to accomplish her goals.



Bhutan Nettle Plant

Phurpa

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BHUTAN

Health Care

Bhutan health care is a leading manufacturer of personal protective equipment (PPE) and a prominent supplier of pharmaceutical products in Bhutan. Established in response to the global pandemic in 2019, Bhutan Health Care & pharmacy is dedicated to enhancing the safety and well-being of healthcare professionals and the public through high-quality, reliable medical supplies. “Our mission is to safeguard health and promote well-being by providing top-tier medical supplies and PPE that healthcare professionals and public can trust. We aim to contribute to Bhutan’s healthcare infrastructure by ensuring the availability of essential medical products, fostering a healthier and safer environment,” Tandin remarks.

Bhutan Health Care remains steadfast in commitment to protecting and improving health in Bhutan. With a focus on quality, innovation, and community, they strive to be a trusted partner in the healthcare sector.





Tandin Tshewang



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Duptho Kezang

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Duptho Kezang is from Darla under Chukha Dzongkhag, he has bachelor's degree in electronic and communication from Jigme Namgyel Engineering College. In 2021 he started his business known as DAPPA – sausage manufacturing company. However, his initial sausage product struggled to find a market. So, Duptho discovered his true success with his product beef jerky.

In a country where meat processing has long faced social stigma and stringent standards, Duptho and his team at DAPPA have managed to break barriers by focusing on ethical sourcing and hygienic manufacturing processes. Recognizing the untapped potential for processed meat, DAPPA aims to offer people the opportunity to enjoy high-quality meat snacks while upholding ethical and hygienic standards.



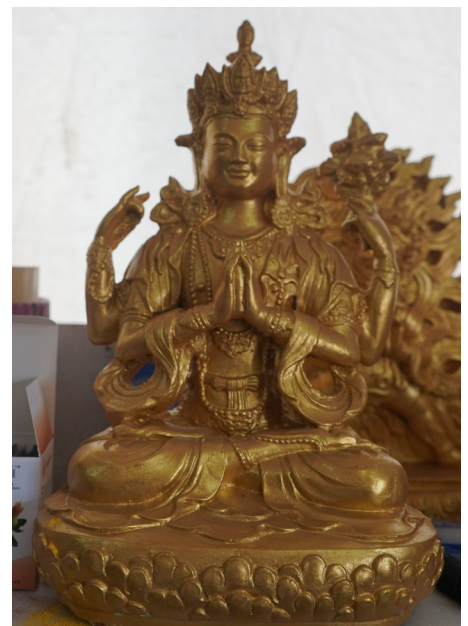
Debri Painting

Recognizing the demand for high-quality Debri and Thangka paintings in the Bhutanese market, Mr. Tshering Tenzin established Debri Thangka Painting in 2023 at the Startup Centre in Changzamtok, Thimphu, with a team of three employees. The business provides Debri and Thangka painting services to several temples and a few Dzongs across Bhutan and to all the customers. Mr. Tshering considers their work on His Majesty's Dungkar Dzong Construction project in Pangbisa to be their greatest achievement so far. Another significant milestone of Tshering and his team is the work they completed on Trashigang Dzong. Debri painting is committed to delivering high-quality services and products at affordable prices and with the vision to become a key player in preserving Bhutanese arts and crafts.

Tshering Tenzin

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📍 Changzamtok







D-Chen's Atelier



Dechen was fascinated with fashion when she was just child, her imagination found solace in sketching designs and experimenting with fabrics, foreshadowing the journey that awaited her. After completing her degree, she took her first steps toward turning her dreams into reality with birth of Dechen Atelier in 2021.

Dechen Chodron is redefining the bhutanese fashion landscape with her remarkable clothing designs. Dechen's passion for fashion design has transformed into reality with the establishment of Dechen Atelier. "I started my business with dedication to producing contemporary creations that epitomize Bhutanese craftsmanship, boasting exceptional quality, meticulous attention to detail and imaginative designs." They are specialize in western garments while incorporating elements of traditional Bhutanese wear. Dechen's goal is to highlight the production of unique garments crafted by the village artisans and local embroiders.

Today Dechen Atelier stands out for its unique blend of traditional Bhutanese textiles and contemporary fashion forms.

Dechen Chodron

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Dharzang

Yeshe Tshomo is the founder of Darzang Prayer Flags, a family business dedicated to preserving the rich cultural significance of prayer flags. Motivated by her strong connection to the country's traditions, she saw the need for a local manufacturing business that focuses on quality rather than profit. Darzang Prayer Flags, known for their intricate designs and spiritual symbols, have gained widespread admiration across Bhutan, providing a glimpse into the deep beauty of Bhutanese heritage.

Yeshe's mission with Darzang Prayer Flags goes beyond business—it focuses on community development and preserving Bhutan's cultural heritage. Through a combination of art, spirituality, and tradition, Yeshe and her family help safeguard Bhutan's unique legacy while also creating economic opportunities for local communities. Each vibrant flag that waves in the wind carries blessings, positivity, and a stronger connection to Bhutanese traditions.

Yeshe Tshomo

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DHEWA

Kinley who is from Bumthang was doing construction business before covid 19 hit the country, with pandemic he had to shut down the business. However, he did not lose hope in doing business so in the beginning of 2024 he started another business known as Dhewa.

Dhewa offers a range of vegan products and services, focusing on promoting a plant-based lifestyle through high quality, cruelty free alternatives. Their offerings typically include vegan food items, snacks, supplements, and personal care products, all made from natural ingredients to support health and wellness. In addition to products sales, Dhewa may also provide future services such as workshops, cooking classes, and community events aimed at educating individuals on the benefits of veganism and how to incorporate it into their daily lives.

DEWA Vegan's mission is to offer delicious, ethical vegan products that honor Bhutanese traditions and promote sustainable and pious living. Kinley's vision is a world where plant-based choices are universal, enhancing well-being and harmony with nature and Buddhism.



Kinley

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Tshongrig

Tshongrig officially registered as a business entity in Bhutan on 20th July 2022, with a clear vision of becoming a leading business solution provider, particularly in the field of accounting using Information Technology. To achieve this vision, Tshongrig released the first Bhutanese ERP system developed entirely from scratch by a Bhutanese team.

Today, Tshongrig stands out as the first business entity in Bhutan to develop and release a locally-created ERP system. They are also proud to be the only firm in Bhutan offering an ERP system with integrated accounting support, a testament to their commitment to innovation and excellence in IT solutions.



Dugay

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Dream Tales

Sherab Wangchuk has bachelor's in business administration from Gedu college. After that he joined Dessung and had completed Dessung skilling Program in animation and filmmaking. In March 2024 he started his business known as DreamTales Animation and then joined startup center in July 2024.

DreamTales Animation is a premier animation studio specializing in cutting-edge 3D animations for business advertising. Their mission is to bring your products and services to life with stunning visuals and engaging storytelling. With a team of talented animators, they ensure each project is crafted with precision and creativity, delivering high-quality content that captivates audience.

Currently they are providing services such as 3D Animation Production, Business Advertising and Storytelling. Why you should choose DreamTales animation because of Competitive Pricing and Expert Team. Their vision is to revolutionize the way businesses advertise and promote their products through the power of animation.

Sherab Wangchuk

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DRUK TRADITIONAL PAINTS

Gyem Dorji, an expert Lhadrip (traditional painter), established Druk Traditional Paints in January 2022. The business aims to preserve the age-old tradition of using natural mud colors, which is at verge of disappearing in Bhutan due to the increased reliance on imported paints. However, he shared traditional mud colors are more durable than imported paints. Through his business, Gyem seeks to revive and protect this old aged tradition of using natural mud color. With the color he made it can paint debri, thangka and any furniture.

Gyem's most significant accomplishment was participating in the Changlimathang National Day program in 2023 and also, they got opportunity to paint Changyul Park in Changzamtok this year. To truly showcase Bhutanese traditional architecture to tourists, the work should be entrusted to Lhadrips like Gyem, as the colors they use are integral to Bhutanese heritage, whether it is for Dzongs, Lhakhangs, or Bhutanese homes.

Gyem Dorji

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BHUTAN Entrepreneur

"Inspiring Young Minds" Multimedia



Kinley Yonten, the founder of Entrepreneur Bhutan, holds a B.A. in Journalism and Mass Communication from Amity University. His career began as a storyteller, leveraging social media platforms to craft engaging narratives and amplify voices that mattered.

Driven by a passion for empowering Bhutanese entrepreneurs, Kinley established Entrepreneur Bhutan as a multimedia platform dedicated to sharing inspiring entrepreneurial stories and news. Recognizing the need for holistic support, he expanded his ventures to include:

MyBiz Bhutan: A digital marketing initiative focused on video promotions, product marketing, and content creation to help entrepreneurs effectively showcase their brands.

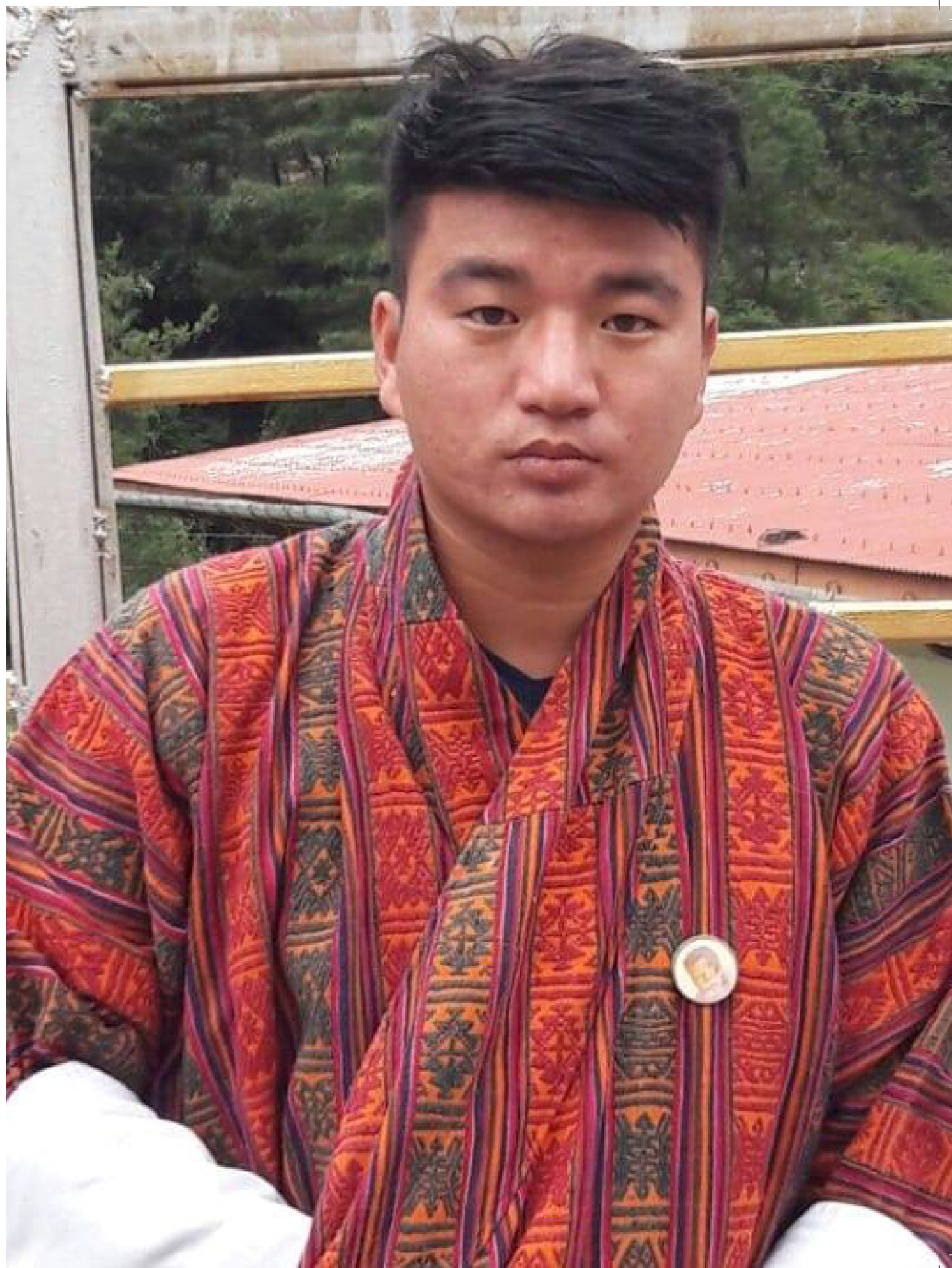
EB Market: An e-commerce platform designed to connect Bhutanese entrepreneurs with online and retail markets, providing a space to sell their products and reach wider audiences.



Kinley Yonten

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Shuffle.bt

'Shuffle. Discover. Enjoy'

Shuffle.bt is an innovative online music streaming platform aiming to revolutionize Bhutan's digital audio scene. They strive to offer an intuitive and high-quality service that supports local creators while honoring the country's rich cultural heritage. Their extensive library features over 21,000 songs, chants, podcasts, and audiobooks, merging contemporary music with traditional Bhutanese content for a personalized listening experience.

Their mission is to elevate artists by ensuring copyright protection and fair compensation, fostering a sustainable music industry in Bhutan. In addition to streaming, they also collaborate with local artists and organizations to address challenges such as limited audience reach and insufficient monetization.

Shuffle.bt celebrate Bhutan's cultural richness while aiding in the preservation of its languages and traditions. Shuffle.bt offers seamless playback across devices, personalized content recommendations, and a steadfast commitment to artistic integrity and cultural preservation, ensuring a unique platform that resonates with listeners and creators alike.

Karma Duptho

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Echo Reach Directories is a pioneering venture aimed at revolutionizing the way businesses and consumers connect within the vibrant communities of Bhutan. Their platform serves as a comprehensive directory, facilitating easy access to local products, services, and establishments. With a user -friendly interface and robust features, EchoReach Directories aims to bridge the gap between businesses and consumers, fostering a stronger sense of community and supporting economic growth. Through meticulous planning, prudent financial management, and relentless dedication, EchoReach Directories aspires to become a catalyst for positive change, driving sustainable growth and prosperity for businesses and communities across Bhutan.

Nigma Samal

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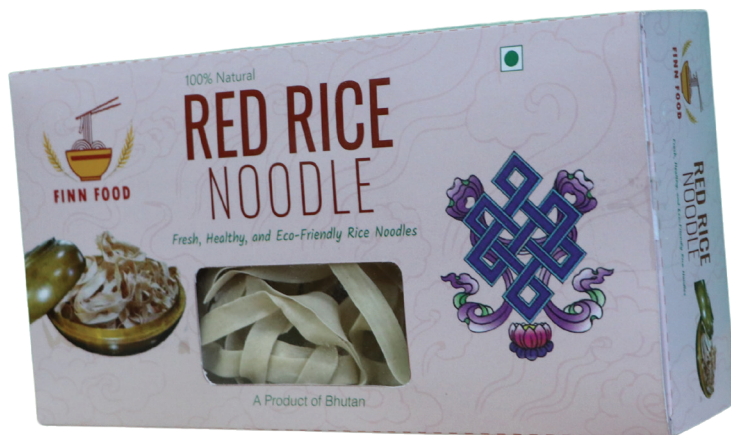


ECHOREACH
D I R E C T O R I E S

Fin

FINN Production is founded in July 2021 by Sonam Zangmo. Her story begins with a passion for utilizing Bhutan's vast resources to create delicious and healthy food options for the community. Sonam recognized the potential of locally grown grains also known as Dru Na Gu (9 Cereals), to be utilised in creating nutritious and tasty products. She set out to create a business that would not only provide a delicious and healthy product but also create opportunities for Bhutan's farmers. Since their inception, they have supported around 100 farmers and have been committed to promoting sustainable farming practices and preserving Bhutanese culture.


Sonam's passion for creating a healthier and more sustainable food option for Bhutanese people was the driving force behind the creation of FINN Production. Her dedication and hard work have led to the development of delicious and nutritious noodles made from locally sourced, organic products. Today, FINN Production continues to be guided by Sonam's vision and mission, and is proud to offer delicious and nutritious noodles to customers in Bhutan and beyond.





Sonam Zangmo

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FROZEN MOMO



Shanti Devi Biswa Karma had bachelor's degree in English from one of the university in India. Before she started her own business she had been working 9-5 job. Then in 2021 she started her business known as Frozen Momo from small space. However, as a small space she could not produce in large quantity, although she had few staffs working with her.

In 2023 with the help of startup Shanti Devi got space in Changzamtok startup center, with enough space to produced the demand of customers. Currently they are distributing her frozen momo to different marts within Thimphu such as eight eleven, 2020 mart and Jigme mart etc.

Shanti Devi Biswa Karma

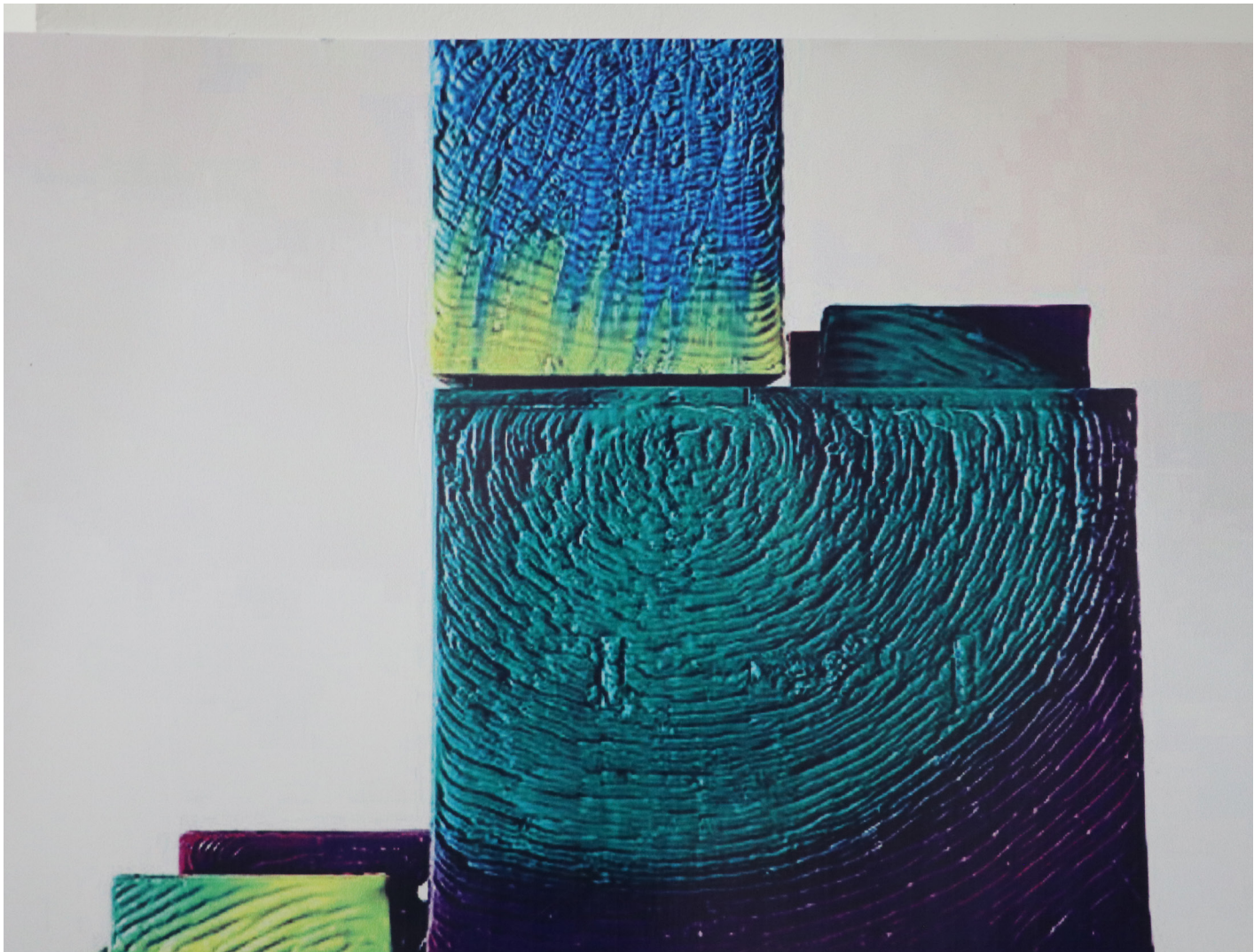
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GIN


Tshering Lhamo who had bachelor's degree in BSc in Environmental Management is passionate about engaging youth in environmental activism within Bhutan and beyond. Gross International Nature (GIN) is a youth-led environmental conservation organization founded by like-minded individuals from Bhutan, Bangladesh, and Nepal, dedicated to finding transboundary solutions to environmental challenges through research, advocacy, and innovative interventions like recycling. Established in 2020, GIN aims to address climate change issues affecting the three countries.

GIN has also led multiple rounds of advocacy on climate change fundamentals within frontline communities, documenting significant loss and damage incidents. Moreover, in line with its goal of introducing innovative waste management solutions, GIN has been working to produce UR (Useful Recycled) bricks made entirely from recycled plastic waste for the past three years.





Tshering Lhamo

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GYENCHA





Phub Dorji who is from Wangdue started his journey into the world of jewelry design began from Desuung skilling Program with a profound fascination for gemstones and metals. His hands on exploration started with basic tools at training center, gradually evolving into an intricate dance of precision and creativity. Each piece he creates is a manifestation of his dedication to preserving the timeless elegance of jewelry. Phub started his business on 1st March 2023.

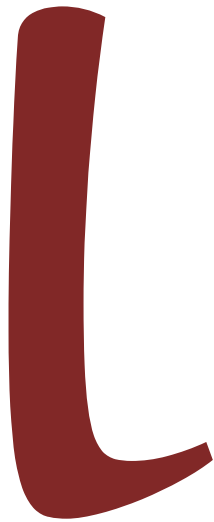
Gyencha Jewelry business is not just about making exquisite jewelry, it's also about showcasing Bhutanese-made jewelry to the globe. Phub hope to demonstrate Bhutan's uniqueness with these earrings, necklace, anklet, and rings. That is what distinguishes it from other things.

Phub Dorji

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Impact Hub Thimphu is a collaborative workspace and innovation hub that nurtures entrepreneurship and social impact in Bhutan. We believe in doing business with values, aligning growth with purpose to foster meaningful impact. Our journey began in 2017 as iHub Bhutan, and we later joined the global network of Impact Hubs. Over the past seven years, we have trained more than 100 aspiring entrepreneurs, incubated 10 businesses—three of which are now thriving in the market—and supported startups from ideation to commercialization, helping them secure funding from various financial institutions. Our vision is to be the leading business incubator that nurtures fundable startups, driving a high-income, Gross National Happiness economy and fostering sustainable prosperity and well-being for all,” Tashi Wangdi Founder of iHub.



Thimphu

Tashi Wangdi

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KUEN-GHA POTATO FINGERLING

Jangchub Dorji, the founder of Kuen-Gha Potato Fingerling, transformed the fast-food industry with his innovative idea of transforming locally grown potatoes into high-quality frozen French fries. His initiative brought a fresh, local flavor to the market. Kuen-Gha Potato Fingerling's primary goals are to replace imported products, support local farmers, and create employment opportunities for youths. Through his commitment and creativity, Jangchub not only introduced a popular new snack but also strengthened local agriculture and inspired other entrepreneurs. Today, Kuen-Gha Potato Fingerling is a leading frozen food brand in Thimphu. Its products are now found in CSI markets, restaurants, and homes.

Jangchub Dorji

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Tshering Dema

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📍 Changzamtok

Tshering Dema started her business, Lhawang Zerig, in 2022. Initially, she started from Kuenselphodrang, Thimphu. However, in 2023, she secured a space at the Startup Center, Changzamtok which provided her with a more formal base to expand her business. Lhawang Zerig produces a variety of products, including Tshog (traditional Bhutanese offering items), puffed rice, and occasionally biscuits. Tshering's products have been performing well in the market, with growing acceptance and demand for her offerings.





**LHAWANG
ZERIG**

LODOE PAPER BAGS & PRINTERS



Lodoe Paper bags & printers is a startup focused on creating eco-friendly solutions and working with businesses who drive around the same vision. They offer high-quality, customizable products made from recycled and biodegradable paper. Currently they are producing paper bags, printing of zung from handmade paper and recycling of waste. They manufacture durable and aesthetically pleasing paper bags. Bags that are both functional and customizable, catering to the specific branding needs of customers.

Moreover, they are specialized in printing of zung (inner relics) on handmade paper (Desho), which is renowned for its quality and texture. They also recycle waste generated from both the paper Bag and printers, converting it into reusable products. Which plays a crucial role in minimizing waste and promoting green concept and they aim to guide the market towards greener practices, benefiting both clients and the environment while keeping cultural traditions alive.

Kelzang Namgyel

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MiNkai



Tshering Deki is from eastern Bhutan but she was born and raised in Thimphu. She had bachelor's degree in English literature from Parul University in Gujarat, India. Ever since she was a child Tshering was fascinated by our country's rich natural resources which gave a striking interest into making the best out of the rich herbs which are readily available in our country.

It was established in 2022 with a focus on sustainable agriculture production, the company collects raw materials from farmers to produce dried herbs, vegetables, and fruits. This approach not only supports local farmers but also promotes sustainable practices in food production.

Tshering shared, "Being based in a startup center is very helpful for Minkai with creations of great environment in food production. It offers opportunities for networking, collaboration and access to resources that can help us grow and thrive." Minkai is embracing sustainable agriculture practices in producing dried herbs, vegetables and fruits.

Tshering Deki



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Mugwort



During the COVID pandemic, with his tourism business temporarily shut down, Jeewan Baral started researching about the Mugwort and learned about its health benefit, and the different products that can be made from the plant. He then decided to establish Mugwort Solution, a startup where they produce therapy and herbal products. This marked the start of Jeewan's entrepreneurial journey.

The Mugwort Solution is a startup business located at Startup Center, Changzamtok, Thimphu specializes in making moxa floss/ moxa punk using abundantly and wildy grown Mugwort. The Mugwort Solution will be specialized in making moxa floss (A Cotton Substance) made from the Artemisia Leaves. Moxa Floss- the cotton-like substance used in health and wellness therapy called Moxibustion.



Jeewan Baral

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OTHBAR

Kinzang Wangdi, the founder of the Othbar Processing Unit and the Othbar Mountain Horticulture Promotion Project, began his journey five years ago by cultivating a variety of crops at the Mountain Promotion Horticulture Project in Goenshari, Punakha. In November 2023, he launched a business outlet at the Startup Center, which serves as a platform for selling products from his horticulture project. The outlet showcases not only the fruits, vegetables, and other products he has carefully cultivated but also items from other entrepreneurs.

The goal of his projects is to promote sustainable agriculture, enhance local food production, and support the community. Further to increase the export of agriculture products with proper or authentic packaging to meet international standards and also to empower local entrepreneurs by providing them with a platform to showcase their products. By featuring a variety of local goods in his outlet, Kinzang creates opportunities for other small businesses and farmers to reach a broader audience.

Kinzang Wangdi

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Geeta Rai

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*Ratna Samphel
Fabric &
Paper Unit*

Ratna Samphel Fabric and paper unit is established on 1st September 2018 by Geeta Rai. They manufacture eco-friendly, bio-degradable, reusable and recyclable products with multiple, customized and comprehensive packaging options. They aim to reduce imports and bring vibrant alternative to plastic use. As of now they have five different types of products in market such as non-woven fabric shopping bags, paper bags, cloth bags, laundry bags and cake & Pizza boxes.



PELDONNA



Peldonna textile artistry is a unique venture deeply rooted in tradition and personal Passion. A dedicated textile artist with a lifelong commitment to crafting. This offers handcrafted textile pieces that blend traditional techniques with contemporary designs.

Drawing inspiration from the elders in the family who passed down a rich legacy of textile artistry. Peldon began weaving at a very young age. This heritage of craftsmanship infuses each creation with authenticity and personal significance.

Peldon's passion gradually grew into fashion designing, which led to starting a small studio at the startup centre. Peldonna textile artistry is focused on showcasing the timeless beauty of handcrafted textiles.

The startup environment provides a platform for growth and innovation. Peldon's mission is to preserve and modernize traditional techniques while creating unique high-quality textiles art that resonates with contemporary audiences.

Peldon

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Pure Bhutan is a wellness company that blends the ancient herbal traditions of Bhutan with modern, sustainable business practices. Their approach is stewardship capitalism, where they prioritize not only profits but also the well-being of people, the environment, and local communities. They create premium herbal tinctures using Reishi mushrooms, ginger, and turmeric, sustainably sourced from the pristine landscapes of Bhutan.

Their business model empowers rural farmers by creating fair and ethical partnerships, ensuring they benefit from the global market while preserving Bhutan's rich biodiversity. Pure Bhutan aligns deeply with holistic health, sustainability, and social responsibility. By harnessing Bhutan's natural resources, they offer products that promote wellness, while building a brand that champions ethical sourcing, environmental preservation, and community development. Through this approach, Pure Bhutan strives to make a positive impact on health, the environment, and the lives of their partners.

PURE BHUTAN

Ugyen Tshering

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Serkar Dairy Pvt Ltd is a leading startup dairy company specializing in the production of premium Greek yogurts, processed and natural cheese products and other high-end processed dairy products. They strive to be Bhutan's first and premier "world class" company. Serkar provide branded products and services of superior quality and value that improve the lives of Bhutanese people and of the world's consumers.

Currently Serkar have two varieties of products as of now Cheese and Greek yogurts. The Serkar's Ai-Ga processed cheddar block cheese is a versatile and delicious addition to any kitchen, especially the Bhutanese kitchen for special pot of Emadatsi. Made with high-quality naturally produced cheddar cheese and carefully processed to achieve a consistent texture and flavor for the Bhutanese and international palates, this processed block cheese offers balance of sharpness and creaminess and perfect melt. Whether you are making famous emadatsi, sandwiches, snacks, or savory dishes, this processed cheddar block cheese is sure to serve your taste at home for everyone.



The another is Serkar's varieties of Greek yogurts, which are rich and creamy goodness made with traditional recipes using modern technology to deliver a thick, velvety texture and a tangy flavor ingredients, ensuring a wholesome and delicious experience in every spoonful.



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SHARDS & RIM

Sonam Ghalley is the founder of the shards and Rim, driven by passion for culinary arts and bartending. He established his business on 2022 and later on 1st May 2023 he joined startup center to continue growing his mission. At the shards and Rim, they create pre-made mocktail beverages, bringing fresh, farm-sourced ingredients straight to your table. In a world where eating healthy often comes at a high cost, and sugary options are cheap, they are bridging that gap with their unique approach to drinking healthy. Their mocktails offer a refreshing, wholesome alternative. Upbringing the product made in Bhutan and promoting health and wellness, to improve the way of life. The shards and rim bring to you a healthier, weather and smart way of drinking.



Sonam Ghalley

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Songyala is one of the online streaming services or OTT Platforms that has revolutionized the entertainment landscape in Bhutan. It was founded by Sonam Ugyen. Offering a diverse range of local and international content, Songyala provides a convenient and accessible platform for viewers to enjoy their favorite movies, TV shows, documentaries, and more.

The Key Features of Songyala are extensive Content Library: Songyala boasts a vast collection of films, TV series, and documentaries, catering to a wide range of tastes and preferences. From classic Bhutanese cinema to the latest Hollywood blockbusters, there's something for everyone.

Local Content Focus: Songyala is committed to promoting and preserving Bhutanese culture through its extensive library of local films and TV shows. By showcasing the country's rich heritage, Songyala

aims to connect viewers with their roots and foster a sense of national pride.

Offline Viewing: For those on the go, Songyala allows users to download content for offline viewing, so you can enjoy your favorite shows even without an internet connection.

Songyala has become a beloved part of Bhutan's entertainment scene, offering a convenient and enjoyable way to access a vast library of content. Whether you're a movie buff, a TV series enthusiast, or simply looking for something to watch with family and friends, Songyala has something to offer everyone.

Sonam Ugyen

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Sonam Yuden has bachelor's degree in B.A in Economics and Population studies from Sherubtse college. She started Soyalla in 2022 which offer a delightful array of soy-based creations, from fresh and frozen tofu to a variety of creamy soy milks, zesty soy sprinkles, and indulgent soy waffles. Each product is a testament to commitment for organic farming and sustainability, ensuring that every bite is not just tasty, but also good for the Earth.

They envision a world where plant-based eating is not just a trend, but a lifestyle. At Soyalla, they aspire to lead the charge in the plant-based food movement, inspiring communities to embrace sustainable choices that nurture health and the environment.

Their mission at Soyalla is to empower individuals to lead healthier lives by providing fresh, chemical free soy products with unwavering commitment and vitality.



Sonam Yuden

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SOYALLA





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Yangchen Dema is born and raised in central part of Bhutan, Puta and Jangbali is part of her everyday life as a child. Now Yangchen is transforming traditional recipes into thriving business, with her passion for preserving traditional bhutanese food with birth of “Tara noodles.” I chose the name “Tara Noodles” for several meaningful reasons. “Tara” is a name with deep Cultural and spiritual significance, derived from the Tibetan word for “star.” In Buddhist tradition, Tara is a revered deity known for her compassion, protection, and guidance. She embodies the qualities of care, nurturing, and enlightenment, which are values I want my company to reflect,” Yangchen claimed.

The main aim of Tara Noodles is to convey her commitment to providing high-quality, nutritious, and delicious noodles that bring comfort and happiness to her customers. From the name itself symbolizes dedication to excellence and aspiration to be a guiding light in the food industry. It also represents values, cultural roots, and commitment to providing the best for our customers authentic ingredients. They prioritize using locally sourced, high-quality ingredients (wheat, buckwheat, quinoa and millet) to ensure our noodles are not only delicious but also nutritious. By supporting local farmers and suppliers, we contribute to the local economy and maintain the authenticity of our flavors.

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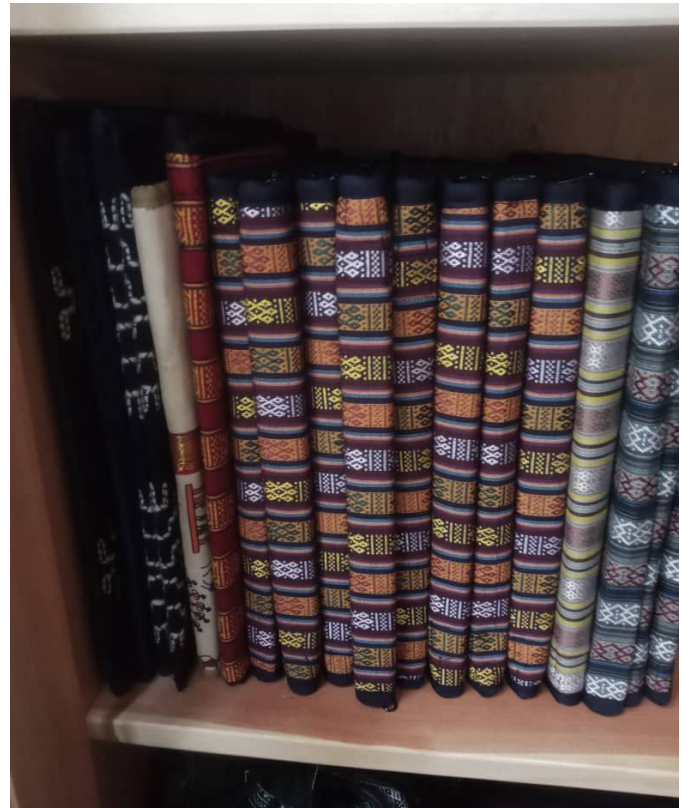
Yangchen Dema

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Dheydhen **Zhitshog** **Tailoring**



Tshewang Euden who is Mongar started her tailoring business in 2022, 8th March known as Dheydhen Zhitshog Tailoring. Prior to that she worked in RENEW for nearly a decade. When the COVID pandemic hit, many of them lost their jobs. In response, a group of single mothers, including Tshewang, came together to seek assistance from the Ministry of Labor. Then ministry helped them with training on tailoring and even provided support for purchasing machinery. Initially, they were a team of 15, however some members found jobs and resign, so currently they have 10 members. Reflecting on her journey, she realized that without the Ministry's support, Tshewang might have turned to alcoholic or might have died. Therefore, she and her team are truly grateful for the help they received from the Ministry of Labor.

Tshewang Euden

 17816786

 Changzamtok



ANA
UMAMI

Ana Umami was founded in 2022 in the pristine Land of the Thunder Dragon, Bhutan. From its humble beginnings in a mother's kitchen to the delectable products they are today, Ana Umami has blossomed into a celebration of flavor, a symphony of taste that knows no bounds. Ana Umami currently offers four distinct types of Balichow: Crispy Shrimp, Crispy Fish, Roasted Peanut, and Crispy Soy. Each product is crafted to deliver an extraordinary culinary experience, taking you beyond the ordinary with every bite.

Dorji Tsho

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SHE-Cycle ***Solution***

Chogyel Lhamo a pioneering female entrepreneur from Trongsa established the green Bhutan waste management and women recycling in Bhutan. The green Bhutan waste management and women recycling in Bhutan is a community-based organization (CBO), with a primarily focus on waste management and women's empowerment. They believe in building community with cleaner, greener, sufficient, environmentally conscious, and empowered members of their communities.

They promote sustainable waste management practices while empowering women. Their primary aim is to create a cleaner and healthier environment by reducing waste and promoting recycling. By collecting, sorting and recycling waste materials and aim to reduce the negative impact of waste on the environment, public health, and natural resources.

Chogyel Lhamo

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Smart Blind Entrepreneur

Smart Blind Entrepreneur is founded in 2023 by Mr. Nauraj Rai, who is visually impaired. Smart Blind Entrepreneur has emerged in the business sector with the vision to be an inclusive business in the country where none of the People with the Disability (PwD) has come up. They also play an important role in the inclusion of recruiting staff with PwD solving unemployment opportunity among PwDs.

Smart Blind Entrepreneur involves in three categories of business; trading, manufacturing and production, and entertain business. For trading they supply raw-materials for bakery items and all types of frozen items. For manufacturing they deal with house-keeping products/sanitation chemicals which are basically used in hotel and hospital industry, food and beverages industry and dairy industry. Smart Blind Entrepreneur also deals with bakery items producing local made varieties of cookies, snacks and few sweets. Additionally, they create the Blind Live Musical Team, where they perform live musical concerts in various programs and offer services like recording songs and audios for those in need.

Nauraj Rai

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Zheyzhim Chips

Zheyzhim Chips is established by Dorji Mendu Zangmo on 2023 from her home offering a variety of homemade snacks. However, running a business from home came with its own set of challenges. The limited space in her home kitchen significantly restricted her ability to produce in larger quantities, slowing down her business growth. She always dreamed of expanding into a larger space to meet the growing demand of her products. That dream recently became a reality when she secured a spot at the Startup Center in Changzamtok, which provided her with the much-needed room to increase production. She is grateful to the startup for providing her with the space to do her business.

Zhayzhim currently produces ten different products, including potato chips, Veg-Juma, banana chips, French fries, finger chips, fried peanuts, Nimki, dry fish pickles, and popcorn. These products are performing well in the market, with high demand, and are being distributed to most of the shops in Thimphu.

Dorji Mendu Zangmo

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📍 Changzamtok





Diwak is a cutting-edge technology company specializing in IT services, software development, hardware design, and graphic & animation solutions. With a commitment to innovation and excellence, Diwak delivers comprehensive digital solutions that empower businesses to enhance their operations and embrace modern technology. Their team is dedicated to providing high-quality services tailored to meet the unique needs of each client.

Their cores services are software development, hardware design, graphic & animation and IT services. At Diwak, they focus on delivering technology solutions that combine creativity with technical expertise. Whether you need custom software, hardware design, or visually stunning digital content, they work closely with their clients to ensure their goals are met with innovative and reliable solutions.

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