

# MUSLIM ENTREPRENEURS FOR SOCIAL GOOD IN NORTH AMERICA

A STRATEGIC AGENDA-SETTING MEETING: The Cornell Club in NYC on Thursday June 27th, 2019

Organized by:



**DinarStandard**  
GROWTH STRATEGY RESEARCH & ADVISORY

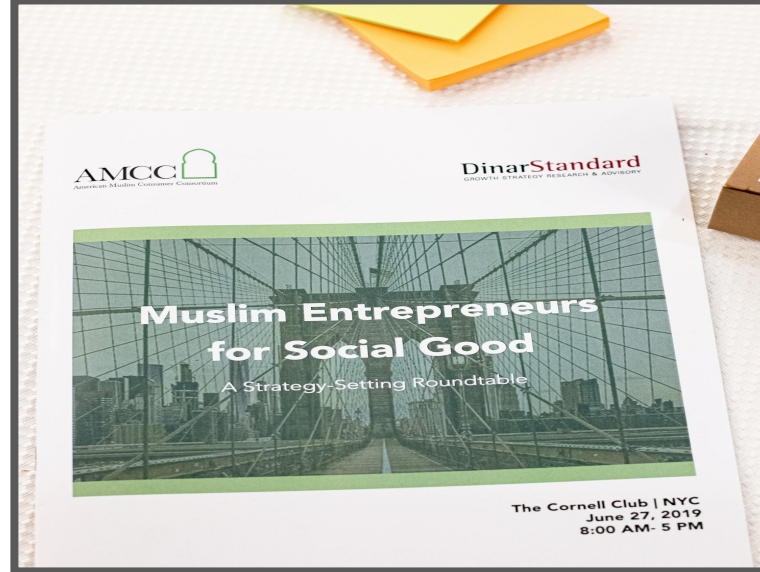


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# A STRATEGIC AGENDA-SETTING NEW YORK CITY GATHERING



# AN INSPIRING GATHERING OF MUSLIM ENTREPRENEURS

“Muslim Entrepreneurs for Social Good”, a Strategy-Setting Roundtable, was held at The Cornell Club in NYC on Thursday June 27th, 2019.

Over 80 social entrepreneurs were brought together from around the nation and world. The participants included key industry leaders, entrepreneurs, and practitioners from the halal economy sectors, including representatives from **Saffron Road, Guidance Residential, Crescent Foods, LaunchGood, CAIR, Saturna Capital, Islamic Relief, Noor Pharmaceuticals, Wahed Invest, Noor Kids** and many more.





## DESIGNED AROUND FOCUSED SECTORS

**The focus sectors covered at the gathering included:**

- Food
- Finance
- Fashion & Cosmetics
- Media / Digital / Tech
- Travel
- Healthcare / Pharma
- Education
- Other: Lifestyle, Real Estate



# Expert Inputs & Working Sessions

The gathering was segmented to cover seven key sectors, moderated by the organizing team with attendees participating both as speakers and advisors. Breakout sessions captured structured inputs and then joint review sessions were conducted.

### Speakers included

**Adnan Durrani**- American Halal Co./Saffron Road, **Arshiya Kerani**- Sukoon Active, **Farrukh Siddiqui**-Defynance/RedPerit, **Chris Blauvelt**- LaunchGood, **Ruia Ahmadzada**- NARI Skincare, **Rushdi Siddiqui**- Quest Ventures, **Peter Gould**- Studio Zileej, **Nabeel Sharif**- Serendipity Tailormade, **Mustafa Patel**- Clearoute, Inc., **Khaled Elsayed**- Guidance Residential, **Ahmad Adam**- Crescent Foods, and **Arshe Ahmed**- Medina Community Clinic, **Sabiha Ansari**- AMCC, **Rafi-uddin Shikoh and Haroon U. Latif**- DinarStandard.







*Source: State of the Global Islamic Economy 2013 Produced by Thomson Reuters/DinarStandard*

# SETTING THE CONTEXT: TAKING MUSLIM ENTREPRENEURSHIP TO THE NEXT LEVEL



AMCC and DinarStandard have been at the forefront of driving the conversation and agenda around American Muslim entrepreneurship forward.

We believe now is the time to shift the conversation from “what we need” to “what we can offer”, on Muslims being significant contributors to the wider economy and how we can work collectively with mainstream companies to promote an ethical market economy. It’s a key opportunity to direct our own narrative.



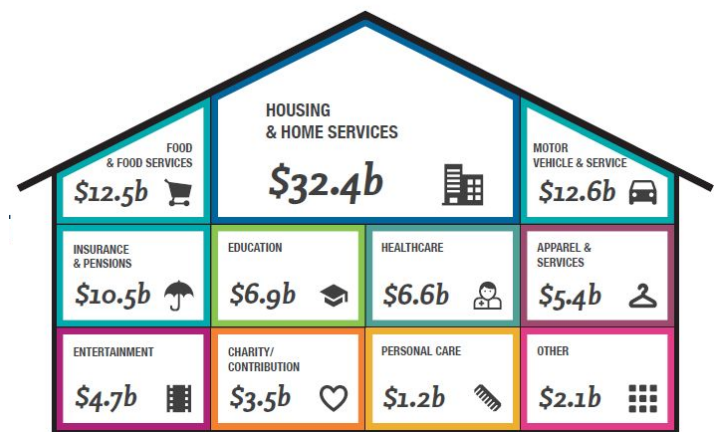


AMERICAN MUSLIM ENTREPRENEURS ALREADY DRIVING A STRONG HALAL ECONOMY

In the last decade, we have come to understand and serve the American Muslim consumer market, and have gone from virtually seeing no awareness of Halal to Halal being available in mainstream contexts, including a playing major role in Halal product exports.

American Muslim market

Estimated expenditure by category (2013)



\* Based on estimated 2013 annual expenditure of 5.7 million pop. estimate. Baseline to US Average household annual expenditure (Consumer Expenditure Survey, 2014 Bureau of Labor Statistics by the US Census Bureau) and category adjustments made using American Muslim Market 2014/15 study survey input.

Halal product and services proliferating



US a major global Halal products exporter



Sources: The Muslim Green: American Muslim Market Study 2014-15 produced by DinarStandard in partnership with the American Muslim Consumer Consortium (AMCC), and other DinarStandard Reports



*"Muslim entrepreneurs in North America can be a force of good for their communities, while providing economic benefits to the company and its employees."*

*"It's well overdue for the leaders in this space to sit together and draw their own roadmap for what our collective future will hold."*

Sabiha Ansari - Co-Founder AMCC



## THE WIDER NEED AND OPPORTUNITY

The thriving 'Halal' economy is now poised to contribute to not only Muslim consumers' unique needs but address the wider ethical and sustainable economy needs worldwide

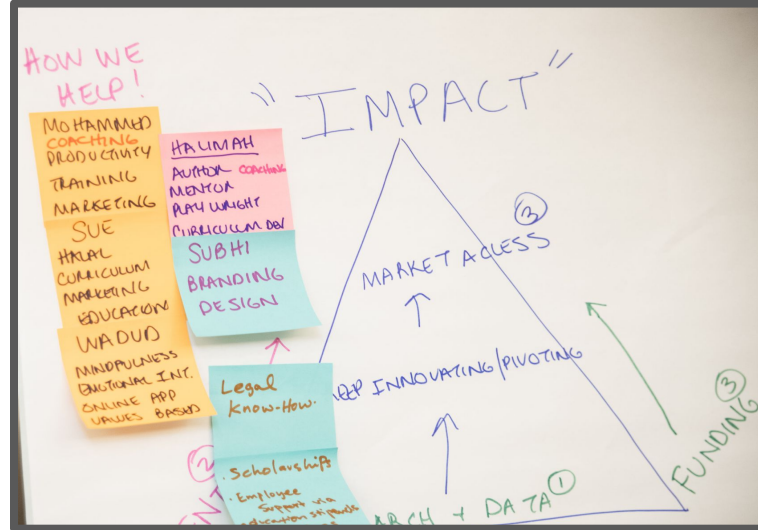
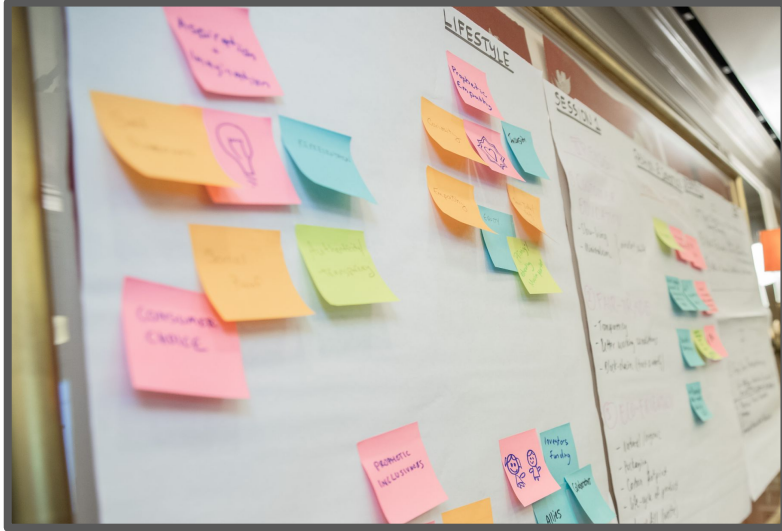
HALAL SECTOR	WIDER ETHICAL MARKET OPPORTUNITY	SUSTAINABLE DEVELOPMENT GOALS MAPPING
<b>Halal Products</b> (Halal food, pharma and cosmetics ingredients)	An additional \$648 billion (2015) Healthy & Ethical Food market <ul style="list-style-type: none"> <li>One third of food produced globally (\$1 trillion) is wasted.</li> <li>Halal and Healthy Food 69% pay extra for fresh, natural, and organic products.<sup>1</sup></li> </ul>	8 priority SDG Goals: #2 No Hunger; #3 Good Health; #5 Gender Equality; #8 Good Jobs & Economic Growth; #12 Responsible Consumption; #13 Climate Action; #14 Life Below Water; #15 Life on Land;
<b>Islamic Finance</b>	\$22 Trillion (2015) SRI, Impact Investment, and Microfinance assets <ul style="list-style-type: none"> <li>2 billion adults worldwide don't have access to formal financial services.<sup>2</sup></li> <li>Of 400 million MSMEs in developing countries, only 15% have access to credit</li> </ul>	11 priority SDG Goals: #1 No Poverty (Microfinance); #2 No Hunger; #3 Good Health; #4 Quality Education; #5 Gender Equality; #7 Clean Energy; #8 Good Jobs & Economic Growth; #9 Innovation & Infrastructure; #10 Reduced Inequality; #12 Responsible Consumption; #13 Climate Action
<b>Halal Lifestyle</b> (travel, modest fashion, media/ recreation)	\$31 billion (2016) estimated sustainable/ethical clothing market <ul style="list-style-type: none"> <li>5% of global CO2 emissions linked to tourism</li> <li>2,700 liters of water—what one person drinks in 2.5 years — is required to make one cotton shirt.<sup>3</sup></li> </ul>	7 SDG Goals: #5 Gender Equality; #8 Good Jobs & Economic Growth; #9 Innovation & Infrastructure; #10 Reduce Inequalities; #11 Sustainable Cities; #12 Responsible Consumption; #13 Climate Action

*DinarStandard analysis*

<sup>1</sup> Nielsen, 2015; UN; FAO, 2016

<sup>2</sup> IFC; NEPC; World Bank, 2016; GIIN, 2017

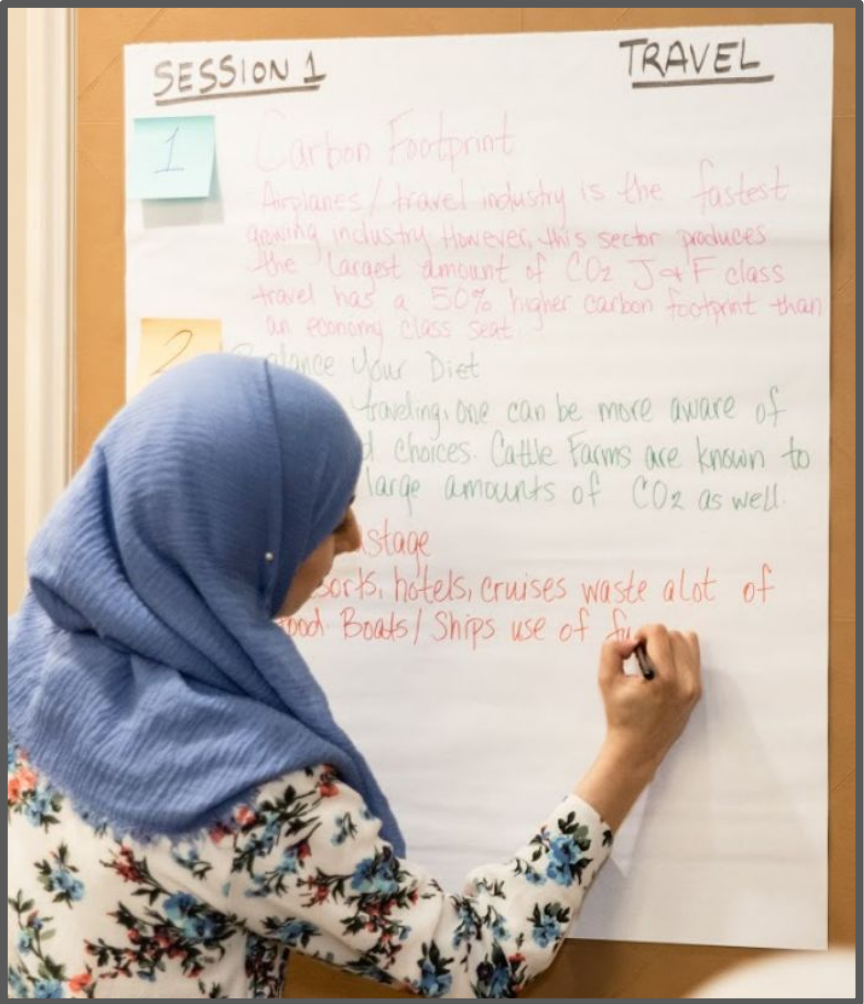
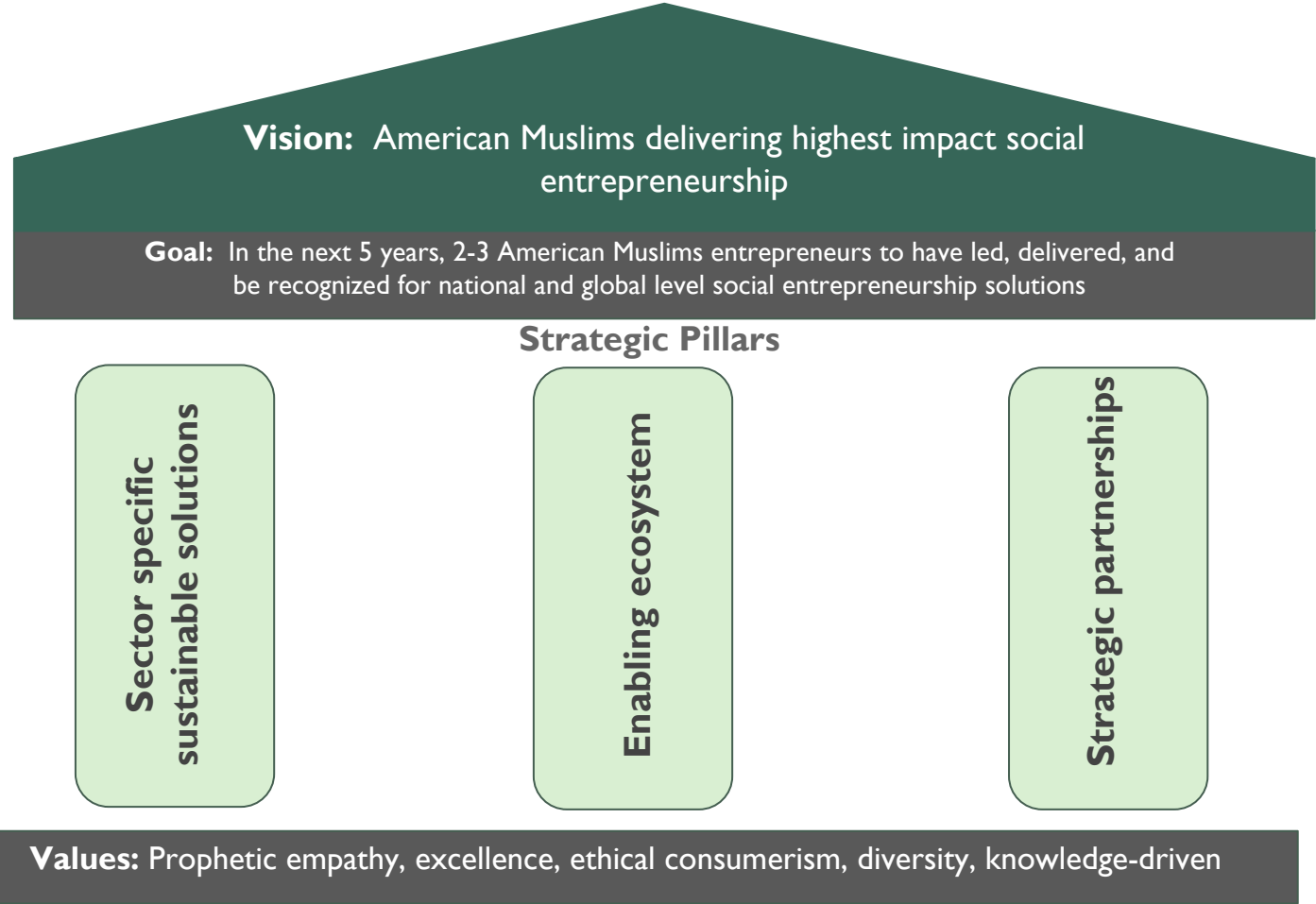
<sup>3</sup> World Resources Institute; UNWTO



# STRATEGIC AGENDA IDENTIFIED: MUSLIM ENTREPRENEURSHIP FOR SOCIAL GOOD

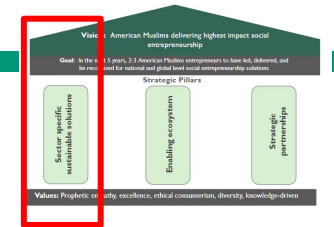


PROPOSED VISION & STRATEGIC PILLARS



*Note: Above is a synthesis by the organizing team from the gatherings identified priorities and discussions.*

## SECTOR SPECIFIC SUSTAINABLE SOLUTION THEMES IDENTIFIED



### FOOD

- Transparency & traceability
- Clean halal standards • Halal education
- Ethical guidelines for all stakeholders
- Academic paper on 'Halal as Humane'

### FINANCE

- Financial and gender equality, or wealth gap • Education/finance literacy • Eliminating debt literacy

### TRAVEL

- Carbon footprint • Balance diet while traveling • Food wastage • Islamic/spiritual tips

### FASHION & COSMETICS

- Customer education to slow living & minimalism • Fair trade & transparency
- Eco-friendly products & process

### MEDIA/DIGITAL TECH/LIFESTYLE

- Data privacy • Fake news (education & verifying) • Diversity of Muslim voices & identifying the market

### HEALTHCARE/PHARMA

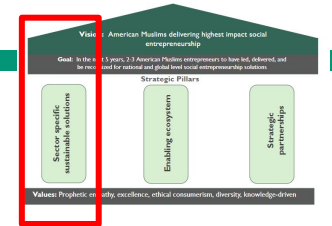
- Higher best standards (not just halal) • Using Islamic principles to solve broader healthcare dilemmas • Differentiate consumables vs services

### EDUCATION

- Promote a global ethical citizen • Life skills
- Mindfulness

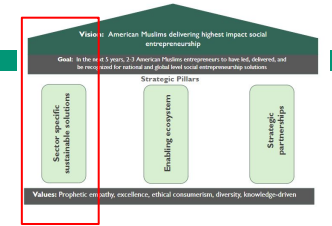


## SECTOR SPECIFIC TARGET AUDIENCES MAPPED



	Gen Z	Millennials	Gen X	Baby Boomers	People who are/have:	Notes
FOOD	<input checked="" type="checkbox"/> Muslim & Non-Muslim	<input checked="" type="checkbox"/> Older millennials, Income \$50K+			Health conscious • Active lifestyle	Honorable mentions: Latino Muslims, African American Muslims
FINANCE	<input checked="" type="checkbox"/> Income \$10-30K	<input checked="" type="checkbox"/> Income \$40K+			Concern for environment • health conscious • concern for animal welfare	Products: home financing, saving for retirement, college planning for kids, elderly care
TRAVEL	<input checked="" type="checkbox"/> Non-Muslim Lower household income	<input checked="" type="checkbox"/> Muslim, Income \$50K+	<input checked="" type="checkbox"/> Muslim, Income \$50K+		Muslim customer: tech savvy, Islamic values, concern for the environment, health conscious, active, concern for zabihah halal, education. Non-Muslim customer: not adherent to religion, influenced by social media, educational priorities, socially awkward	
MEDIA/DIGITAL/ TECH/ LIFESTYLE	<input checked="" type="checkbox"/> Muslim, Household income < \$100,000	<input checked="" type="checkbox"/> 1st and 2 <sup>nd</sup> Gen with income and time <input checked="" type="checkbox"/> Non-Muslim, Household income < \$80,000	<input checked="" type="checkbox"/> 1st and 2 <sup>nd</sup> Gen with income and time	<input checked="" type="checkbox"/>	Gen Z: moderately adherent, Islamic apps, tech savvy, active lifestyle, social media, phone addict • Millennial: corporate life, culturally aware, socially conscious, active lifestyle, ethical & universal values	Note: Baby Boomers for funding, corporate, NFP funds
HEALTHCARE/ PHARMA	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Who have access to quality affordable healthcare • Who have no/limited access to quality affordable healthcare	
EDUCATION		<input checked="" type="checkbox"/> Muslims & Non-Muslim, Income \$80K+ , Educated, Faith/Value Based			Muslim: Global urban, online user, social justice, socially responsible, non-exclusion, • Non-Muslim: Allies, grant providers, online user, culturally aware	

## FOOD SECTOR SOCIAL ENTREPRENEURSHIP AGENDA



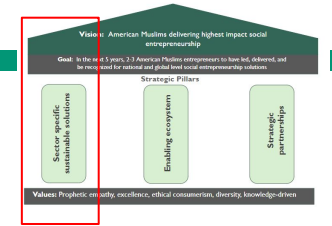
### Within North America

- **Goals:** Complete transparency to avoid food fraud, with a focus on food security.
- **Critical to achieve goals:** Create Halal and humane standards that will help unify the Halal sector and improve the negative impressions people have about Halal slaughter.
- **Obstacles:** personal interest, lack of education, lack of interest in investing in tech to create the necessary data needed to incorporate blockchain, lack of agreement between Halal certifiers to create a basic standard to agree on.





## FINANCE SECTOR SOCIAL ENTREPRENEURSHIP AGENDA

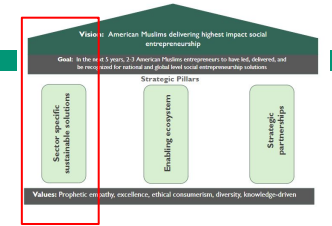


### Within North America

- **Goals:** Have at least 1-2 viable choices in each major financial sector (insurance, banking etc.)
- Build an ecosystem of debt-free financial products and services to transition people towards wealth creation.
- In 15 years, can Muslim businesses make up 1% of the overall market.
- Branding be inclusive of all, be true to the market. If you say ethical, show it first with social responsibility. Be authentic.
- **Critical to achieve goals:** 1. Education: build an ecosystem of financial literacy programs that leverage tech specifically to help prevent getting into debt. 2. Discipline: teach people how to be responsible, and how to be smart about their money.
- **Obstacles:** Banks love to promote debt (e.g. easy access to credit).



## FASHION/ COSMETICS SECTOR SOCIAL ENTREPRENEURSHIP AGENDA



### Within North America

#### ■ Fashion Goal:

- Modest = Ethical
- Leading mindset shift to slow fashion
- Intentional prioritization of values

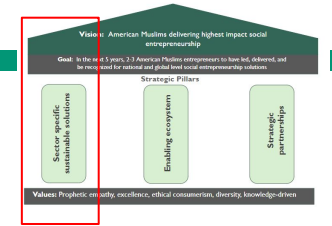
#### ■ Cosmetics Goal:

- Education awareness
- Blockchain
- Regulation





## MEDIA/ TECH SECTOR SOCIAL ENTREPRENEURSHIP AGENDA

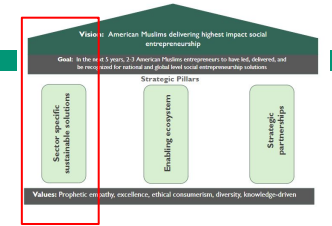


### Within North America

- **Growth Goal:** Halal micro loan platform for Muslim entrepreneurs.
- Steps: formation of investigatory committee and building of tech for platform infrastructure.
- **Accountability Goal:** more positive sentiment of Muslims (more Muslim orgs/corporations in non-Muslim spaces)
- Steps: identify existing sources we must divest from, make it easy to switch to halal and ethical sources by providing a list of alternatives.
- **Extra:** formation of formal association of Muslims in the media, external sharing of controls/methods (?), creation of database of positive story-based resources



## HEALTHCARE/PHARMA SECTOR SOCIAL ENTREPRENEURSHIP AGENDA



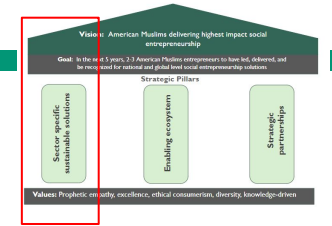
### Within North America

- **Goal 1:** Bring access to affordable healthcare to all
- **Critical to achieve goal:** increase number of Muslim free clinics open to public, partnership of pharma (meds), Partnership of lab (testing).
- **Goal 2:** Education and outreach
- **Critical to achieve goal:** set up team to hold workshops at mosques and community centers to connect navigators (msr: number of enrollees in health insurance plans)





## EDUCATION SECTOR SOCIAL ENTREPRENEURSHIP AGENDA



### Within North America

- “Muslims for American Education”: Focus, Education, Talent
  - **Step 1:** Produce one research-based paper per year on faith-based personal development.
- Create a value-based after-school program that is tech-based and results driven.
  - **Step 2:** Define topics, programs and timeline/commitment.
- Values is the root of the tree, and programs, results, ecosystem and testimonials are the branches.



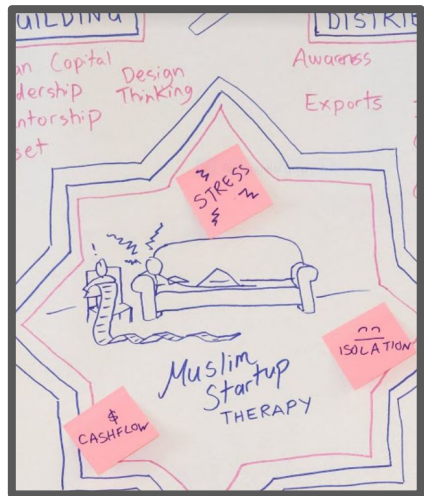










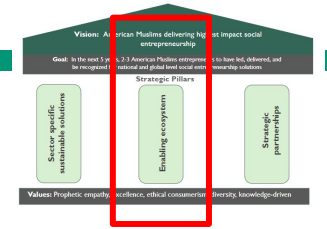






## **ENABLING THE STRATEGIC AGENDA:** REQUIRED ECOSYSTEM & PARTNERSHIPS

# REQUIRED ECOSYSTEM FOR SOCIAL ENTREPRENEURSHIP IDENTIFIED



## FUNDING

- Investors
- Grants
- Sponsors

## TEAM

- Pool of entrepreneurs seeking co-founders
- Entrepreneurship attributes
- Internships; Researchers

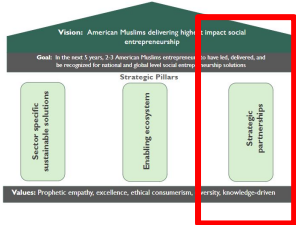
## SERVICES ECOSYSTEM

- Legal; Marketing; PR; IT
- Access to data
- IP co-opetition and competition
- Influencers development/ engagement

## SUPPORT

- Mentorship/ network & relationships
- Entrepreneurship training/workshops /retreats
- Think tanks/ conferences
- Online platforms for startups
- Government and corporate relations engagement

REQUIRED PARTNERSHIPS FOR SOCIAL ENTREPRENEURSHIP IDENTIFIED



	Certified Bodies	Supply Chain Partners	Investors	Corporations	NGOs	Government	Media	Muslim Institutions
FOOD		✓				✓ Political partners	✓	✓
FINANCE			✓	✓ Corp. aligning with CSR	✓ SBA for loans • Crowdfunding; • Bootcamps • After school programs			
TRAVEL	✓	✓						
FASHION & COSMETICS	✓	✓	✓	✓				✓
HEALTHCARE/ PHARMA		✓ Hospital & health systems • labs • pharma			✓ Advocacy/policy and social service organizations • Free clinics • Foundations			✓
EDUCATION				✓ Entrepreneurs	✓ Financial and educational institutions			
MEDIA/LIFESTYLE			✓				✓ Influencers	✓ 27



# THANK YOU TO OUR SPONSORS





# APPENDIX

## NYC ROUNDTABLE REGISTERED PARTICIPANTS

**Sumiyyah Rasheed**, CEO SWH Apparel  
**Adnan Durrani**, Chief Halal Officer, American Halal/  
Saffron Road, saffronroadfood.com  
**Peter Gould**, Founder, Studio Zileej, studio.zileej.com  
**Professor Hatem Bazian**, Co-Founder and Professor,  
Zaytuna College, zaytunacollege.edu  
**Ameenah Muhammad**-Diggins, Author  
**Sameer S. Sarmast**, Regional Manager & Financial  
Planner, Saturna Capital, saturna.com  
**Fateh Ali**, Founder & CEO, CollabDeen, collabdeen.com  
**Salama Evans**, Managing Editor, HalalFocus,  
halalfocus.com  
**Tariq Farid**, CEO & Founder, Edible Brands  
**Chris Blauvelt**, CEO, LaunchGood, launchgood.com  
**Khadija Fajry**, Founder & CEO, KENZA International  
Beauty LLC, kenza-international-beauty.com  
**Farrukh Siddiqui**, President & CEO, Defynance,  
defynance.com  
**Wesam Berjaoui**, Director of Sales, UIF Corporation,  
MYUIF.COM  
**Wadud Hassan**, Founder, Define 360, define360.online  
**Mohamad Nasir**, General Manager, Allied Asset Advisors  
**Salman Ravala**, Attorney & Founder, Criscione Ravala  
LLP, lawcrt.com  
**Arshe Ahmed**, Executive Director, Medina Community  
Clinic, medinahealthcare.org  
**Mohammed Ghouri**, Managing Partner, Andalus Capital,  
andalus.capital  
**Ahmed Al-Shehab**, Treasurer, CAIR, cair.com  
**Hadi Shakuur**, CEO, Muzbnb, Muzbnb.com  
**Khaled (Kal) Elsayed**, President & CEO, Guidance  
Residential, GuidanceResidential.com  
**Gwen Kelly**, Managing Partner, Kelly & Kelly

**Halimah DeOliveira**, CEO, Be You In HD, LLC,  
beyouinhd.com  
**Salima Suswell**, Chief Operating Officer, Evolve Solutions  
LLC  
**Emine Kasapoglu**, Marketing Communications Director,  
SprinJene, SprinJene.com  
**Zainab Ismail**, Founder, Fitness Essentials LLC. (Fit For  
Allah)  
**Hina Chaudhry** MD, Professor and Biotech Founder, Icahn  
School of Medicine at Mount Sinai  
**Samir B. Muhammad**, President, The Pure Halal Center  
**Alex Kronemer**, CEO, Unity Productions Foundation, upf.tv  
**Ahmad Adam**, President/CEO, Crescent Foods,  
Crescentfoods.com  
**Ibrahim Abed**, Vice President, Crescent Foods,  
Crescentfoods.com  
**Mohammad Ali Chaudry**, Ph.D., CEO, Alhamra Art Center,  
Alhamraartcenter.com  
**Shomail Malik**, Managing Partner, APEX Capital Group,  
investwithAPEX.com  
**Farhan Malik**, Managing Partner, APEX Capital Group,  
investwithAPEX.com  
**Amany Killawi**, Co-founder & COO, LaunchGood Inc.,  
launchgood.com  
**Mohammed Faris**, Founder & CEO, The Productive Muslim  
Company, productivemuslim.com  
**Mohammed Ahmed**, Co-founder, Hackhalal, hackhalal.com  
**Susan Labadi**, President, American Halal Marketing,  
americanhalalmarketing.com  
**Ruia Ahamdzada**, CEO Founder, NARI SKINCARE,  
nariskincare.com  
**Syed Adnan**, Executive Director - North America, Halal Trip  
& Crescent Rating, HalalTrip.com

**Samia Butt**, Founder, Halal Tourism USA, HalalTourism.us  
**Waleed Gabr**, National Major Gifts Manager, Islamic Relief  
USA, IRUSA.org  
**Javed Ali**, Founder, XD STUDIOS, xdstudios.io  
**Omar Hamid**, Sanda / LaunchGood, MySanda.com /  
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**Zobaida Falah**, Founder CURE, cureyourworld.com  
**Rowaida Abdelaziz**, Journalist, HuffPost  
**Joohi Tahir**, Executive Director & Co-Founder, MUHSEN,  
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**Mustafa Patel**, Vice President, Clearoute, Clearoute.com  
**Samim Abedi**, Global Head of Portfolio Management, Wahed  
Invest, wahedinvest.com  
**Asma Ahad**, Director of Halal Market Development, IFANCA,  
ifanca.org  
**Hena Zuberi**, Editor in Chief, Muslimmatters,  
muslimmatters.org  
**Faraz Khan**, Faraz Khan Art Studio, FarazKhanArtStudio.com  
**Aliredha Walji**, Vice President, ShariaPortfolio, Inc.,  
shariaportfolio.com  
**Nzinga Knight**, Creative director/ CEO, NZINGA Knight Inc,  
Nzingaknight.com  
**Muhi Khwaja**, Co-Founder, American Muslim Fund,  
AMuslimFund.org  
**Tarek Abousalem**, CEO, ElementOne Digital,  
elementonedigital.com  
**Syed Hussain**, CEO, Liquidity Digital, liquidity.digital  
**Shaun Kennedy**, Executive Director, Jetpac, jet-pac.com  
**Edward LaPorte**, Executive Director, NJ Office of Faith Based  
Initiatives, nj.gov/state/ofbi.shtml  
**Nabeel Shariff**, CEO, Serendipity Tailormade,  
serendipity.travel



## NYC ROUNDTABLE REGISTERED PARTICIPANTS

**Saad Malik**, Co-Founder & CEO, Zoya Financial, zoya.co

**Shaista Kazmi**, Founder, Apna Ghar LLC, apnagharhomecare.com

**Amin Aaser**, Executive Director, Noor Kids, noorkids.com

**Usman Waheed**, Founder & CEO, HALAL FRANCHISE LLC, halalfranchise.com

**Mohamed Issa**, CEO, Noor Pharmaceuticals, noorvitamins.com

**Muhi Khwaja**, Co-Founder, American Muslim Fund, AMuslimFund.org

**Tarek Abousalem**, CEO, ElementOne Digital, elementonedigital.com

**Syed Hussain**, CEO, Liquidity Digital, liquidity.digital

**Shaun Kennedy**, Executive Director, Jetpac, jet-pac.com

**Edward LaPorte**, Executive Director, NJ Office of Faith Based Initiatives, nj.gov/state/ofbi.shtml

**Nabeel Shariff**, CEO, Serendipity Tailormade, serendipity.travel

**Saad Malik**, Co-Founder & CEO, Zoya Financial, zoya.co

**Shaista Kazmi**, Founder, Apna Ghar LLC, apnagharhomecare.com

**Amin Aaser**, Executive Director, Noor Kids, noorkids.com

**Usman Waheed**, Founder & CEO, HALAL FRANCHISE LLC, halalfranchise.com

**Mohamed Issa**, CEO, Noor Pharmaceuticals, noorvitamins.com

**Larry Richards** Partner BEX/BOD AMCC

**Mediha Sandhu**, Owner, Ninjabi Photography, ninjabiphoto.com

**Maria Dolores Paoli**, Director, American Halal/Saffron Road, saffronroad.com

**Aqeel Toberia**, Owner, AqeelToberia Photography, aqeeltoberia.com

**Shoaib Khan**, President, Clearoute Inc, Clearoute.com

**Tania Rashid**, Special correspondent, PBS Newshour, taniarashid.com

**Naim Dam**, President, Gems-Q inc

**Farouk Sheikh**, CEO, US REO Fund, usreofund.com

**Subhi Bora**, Communications Director, Zileej Studio, studio.zileej.com

**Ennaji Benhammou**, Managing Partner, Defy Insurance Agency, defyinsurance.com

**Sameer Shamsi**, Director, Credit Suisse

**Khurram H. Khan**, Technology Creative Director, AMCC, americanmuslimconsumer.com

**Arshia Wajid**, Founder & Board Director, American Muslim Health Professionals, amhp.us

**Yasser Salem**, COO, Soho Properties

**Sharif El-Gamal**, Chairman & CEO, Soho Properties

**Huda Albetagy**, BOD, AMCC, americanmuslimconsumer.com

**Faisal Masood**, Founder & President, AMCC, americanmuslimconsumer.com

**Naimath Mohammed**, Financial Controller, AMCC, americanmuslimconsumer.com

**Iman Kouvalis**, Senior Associate, Innovation & Strategy, Dinar Standard, dinarstandard.com

**Haroon U Latif**, Director, Strategy, Dinar Standard, dinarstandard.com

**Tammer Fakhry**, Owner, Elite Design & Development, chooseelitedesign.com

**Aamir A Rehman**, BOD, AMCC, americanmuslimconsumer.com

**Reem El Shafaki**, Senior Associate, Dinar Standard, dinarstandard.com

**Rafi Shikoh**, Managing Director, Dinar Standard, dinarstandard.com

**Sabiha Ansari**, Co-Founder, & VP, AMCC, americanmuslimconsumer.com

**Eman Elgouz**, Intern/Social Media outreach, AMCC, americanmuslimconsumer.com

**Taraec Hussein**, Vice president, Gobi Ventures

**Jamaludin Bujang**, Managing Director, Gobi Ventures

**Arshiya Kherani**, CEO and Founder, Sukoon Active, sukoonactive.com

**Rushdi Siddiqui**, Quest Ventures

# PROGRAM AGENDA

## 8:00 – 9:00 AM - REGISTRATION, NETWORKING, & BREAKFAST

## 9:00 – 9:10 AM - WELCOME ADDRESS

Sabiha Ansari, Co-Founder, AMCC

## 9:15 – 9:30 AM - KEYNOTE ADDRESS

*Global Ethical Economy Priorities for American Muslim Entrepreneurs: Halal, Ethical, and America's SDG (UN Social Development Goal) Priorities*  
*Rafi-uddin Shikoh, CEO & Managing Director, DinarStandard Haroon U. Latif, Director, Strategy, DinarStandard*

Social entrepreneurship is becoming a major force in addressing the 30-year UN SDG goals--- a strong platform to address some of the most chronic global social needs: poverty, health, education, social harmony, and good governance. In this keynote, prime suggested areas for American Muslim social entrepreneurship will be identified.

## 9:35 – 11:00 AM SESSION 1: THE ROLE OF MUSLIM BUSINESSES IN NORTH AMERICA AND THE ETHICAL ECONOMY- MAKING THE CONNECTION

*Adnan Durrani, Founder & CEO, American Halal Co./Saffron Road - Arshiya Kherani, Founder & CEO, Sukoon Active - Farrukh Siddiqui, President & CEO, Defynance/RedPerit*

Each of the Halal Economy sectors are underpinned by universal ethical values. Halal products and services (food, pharma, fashion, finance, tourism) are intrinsically tied to needing to be Tayyab (pure, good). Connecting Halal with the wider Ethical ecosystem begins to address its wider social impact and identify opportunities for social entrepreneurship. In this interactive session, the panelists will share data on social entrepreneurship needs in the US, followed by breakout groups, grouped by sector - food (Halal, sustainable, healthy), fashion & cosmetics (modest, ethical, sustainable), finance (Halal, ethical, impact driven), travel (Halal, sustainable), media/digital/technology (ethical, values/impact driven), healthcare/pharma (sustainable, ethical, impact driven, Halal), education (Islamic, values/impact driven), lifestyle (Halal, family-friendly, impact/values driven) - to discuss and determine an action plan of how each sector can specifically address social entrepreneurship priorities for American Muslims.

## 11:00 – 11:15 AM - BREAK

# PROGRAM AGENDA

## 11:20 – 12:45 PM **SESSION 2: CREATING AN ECOSYSTEM FOR MUSLIM ENTREPRENEURS**

*Chris Blauvelt, Founder & CEO, LaunchGood -Ruia Ahmadzada, Founder & CEO, NARI Skincare -Rushdi Siddiqui, Quest Ventures*

American Muslim Entrepreneurs are at the heart of emerging successes in North America. How can we create an environment that supports them and fosters their growth and encourages social impact? How can we facilitate mentorship, investment opportunities and connectivity? In this session, both successful as well as emerging entrepreneurs will share their learnings as well as their top needs. The breakout groups will develop a plan of action to support entrepreneurs in each of the sectors. AMCC will announce an innovative virtual platform, on which businesses and entrepreneurs can get support and education. Goodforce Labs, a social impact incubator launched by DinarStandard, will also be introduced.

## 12:45 – 1:45 PM **LUNCH AND PRAYERS**

## 1:45 – 3:00 PM **SESSION 3: MARKETING TO MUSLIM & ETHICAL CONSUMERS**

*Peter Gould, Founder, Studio Zileej - Nabeel Sharif, CEO, Serendipity Tailormade - Mustafa Patel, Partner, Clearoute, Inc.*

Muslim entrepreneurs can achieve greater success by targeting the wider ethical market. But how do they market to both sets of consumers? In this session we will hear from marketing experts, as well as break into groups to develop a high-level marketing strategy for each of the sectors.

## 3:00 – 3:15 PM **BREAK**

## 3:20 – 4:45 PM **SESSION 4: WHAT THE FUTURE HOLDS FOR MUSLIM ENTREPRENEURS IN NORTH AMERICA?**

*Khaled Elsayed, President & CEO, Guidance Residential - Ahmad Adam, President & CEO, Crescent Foods - Arshe Ahmed, Executive Director, Medina Community Clinic*

In this session we will hear from thought leaders on how current ethical trends will influence Halal Economy businesses and where they see them in the next 5-10 years. They will also share their vision of the future of social entrepreneurship for Muslim business in North America. In the breakout sessions, each group will sketch a 5-year roadmap for their sector, using a pre-designed template with specific questions to stimulate discussion.

## 4:50 – 5:00 PM **CLOSING REMARKS**

## 5:00 – 5:30 PM **NETWORKING**



# MUSLIM ENTREPRENEURS FOR SOCIAL GOOD IN NORTH AMERICA

STRATEGIC ROADMAP

