

2016 AMCC

THE EMERGING PARADIGM

FAITH, VALUES & INNOVATION

SATURDAY - OCTOBER 1ST, 2016

Renaissance Marriott Hotel at Newark Airport
Elizabeth, New Jersey

AMCC 2016

The Emerging Paradigm: Faith, Values, & Innovation

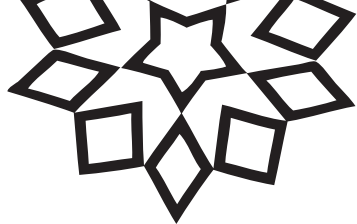
October 1st, 2016 • 10:30 AM - 5 PM
Renaissance Marriott Newark Airport Hotel.

Event Made Possible By:

AMCC

American Muslim Consumer Consortium





THE EMERGING PARADIGM

FAITH, VALUES & INNOVATION

10:00 AM - 10:30 AM **REGISTRATION & NETWORKING**

10:30 AM - 10:40 AM **OPENING**

Faraz Khan — *Founder, Faraz Khan Art Studio*
Reem ElShafaki — *Associate, DinarStandard Event MC*

10:40 AM - 10:50 AM **AMCC WELCOME**

TBD — *Board Member, AMCC*

10:50 AM - 11:50 AM **SESSION I: THE EMERGING PARADIGM: FAITH, VALUES & INNOVATION**

Just, equitable and healthy business practices serve as a central theme of Islamic values driven economic principles. This session will focus on the emerging paradigm of how faith and values are driving consumer behavior. An interactive discussion will focus on current trends, successful launch of products which are innovative and still driven by faith and values.

MODERATOR: Dustin Kraun

- Dalia Mogahed — *Director of Research, Institute for Social Policy & Understanding (ISPU)*
- Ahmad Ashkar — *CEO, Hult Prize*
- Maryam Eskandari — *Founder, MIIM Designs*
- Michael Strong — *CoFounder, Conscious Capitalism*

11:50 AM - 12:00 PM **AMCC UPDATES**

Faisal Masood — *Founder & President, AMCC*
Presentation of the 2014 Multicultural Award
Sabiha Ansari — *CoFounder & Vice President, AMCC*
HONOREE: Lush Cosmetics

12:00 PM - 01:15 PM **LUNCH** — (Dhur Prayer @ 1:00 PM)

01:15 PM - 02:00 PM **SESSION II: WORKSHOP**

PRESENTER: Arun Saraswat — *CEO, Mindpropel*
Essentials of Scaling a Six-Figure Business to Eight-Figures in 24 Months

2:00 PM - 03:00 PM **SESSION III: RESPONSIBLE FINANCE AND ETHICAL INVESTING**

This session will focus on how responsible and ethical consumers can demand products and services which are socially responsible and how to ensure that their investments are in ethical asset instruments. There is a universal demand for a fair and just financial system. Mainstream finance is also gradually incorporating responsible principles and governance into decisionmaking. An interactive discussion will focus on current trends, responsible finance and ethical investing.

MODERATOR: Naushad Virji — *CEO, ShariaPortfolio*

- Samina Akram — *Managing Director, Samak Ethical Finance*
- Khalid Elsayed — *President & CEO, Guidance Financial Group*
- Karen Hunt Ahmed — *Director of Institutional Advancement at East West University, Chicago*
- Aamir Rehman — *Managing Director, Fajr Capital*

03:00 PM - 03:45 PM **NETWORKING & COFFEE BREAK**

03:45 PM - 04:45 PM

SESSION IV: ENTREPRENEUR SHOWCASE

Six startups compete in a Shark Tankstyle event for a chance to win \$10,000.

MODERATOR: Sadiq Shariff — *Cofounder & Director for Entrepreneur Development*

- Larry Richards — *Founder, BEX Global*
- Hina Chowdhry — *Founder & Chief Scientific Officer, VentriNova*
- Belal Khan — *Managing Director, OneEleven*
- Khaled Hussein — *Founder & CTO, Tilt.com*

COMPANIES SELECTED TO PRESENT:

Divine Connect | Navanita Healthcare | Muzmatch | Purify Your Gaze | Sprinjene

04:45 PM - 05:30 PM

SESSION V: WORKSHOP

PRESENTER: Chris Blauvelt — *Founder & CEO, Launchgood.com*

CROWDFUNDING 101

Crowdfunding is a popular buzzword and while most people in America today know some aspect of it, few truly understand it. In this workshop LaunchGood Founder & CEO Chris Blauvelt will walk you through the different types of crowdfunding and take an indepth look at what's needed to lead a successful crowdfunding campaign.

05:30 PM - 05:40 PM

ENTREPRENEUR SHOWCASE WINNER ANNOUNCEMENT

Award presented by

Salam Insurance, *Part sponsor of the award money*

Hoda AlBeltagy & Sadiq Shariff — *AMCC Entrepreneur Showcase Directors*

Our sponsors help us cater to changing consumer behaviors which are driven by their faith and values.
We would like to thank them for their support.



2016 AMCC

AMERICAN MUSLIM MARKET

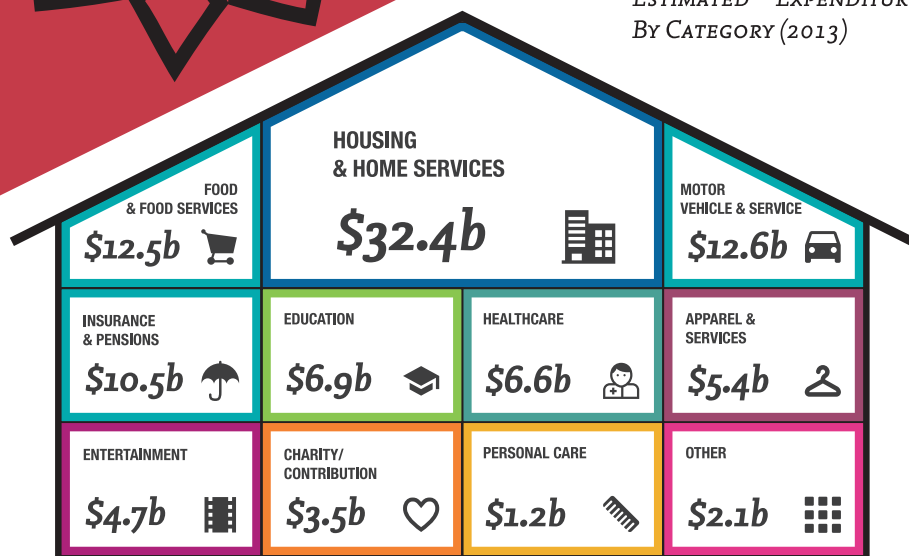
ESTIMATED * EXPENDITURE
BY CATEGORY (2013)

Since 2009, American Muslim Consumer Consortium (AMCC) has continued to advance the agenda of American Muslim Market by providing a platform to young Muslim Entrepreneurs and startups.

AMCC launched entrepreneur showcase competition at its 2nd conference in 2010. Since then we see some major Muslim organizations adopting entrepreneur competition as part of their annual meet: WIEF (World Islamic Economic Forum) launched Ideapad at their 10th World Islamic Economic Forum in Dubai in 2014, GIES (Global Islamic Economy Summit) launched innovation for Impact competition at their second global summit in Dubai, in 2015, and ISNA (Islamic Society Of North America) launched their first entrepreneur competition at their 53rd annual convention in Chicago in 2016.

These type of platform needs to be developed further to enable

DinarStandard Analysis



* Based on estimated 2013 annual expenditure of 5.7 million ppn. 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.

POPULATION



5.7 million

2013 EST*

HOUSEHOLDS



1.7 million

DISPOSABLE INCOME



\$98 billion

2013 EST*

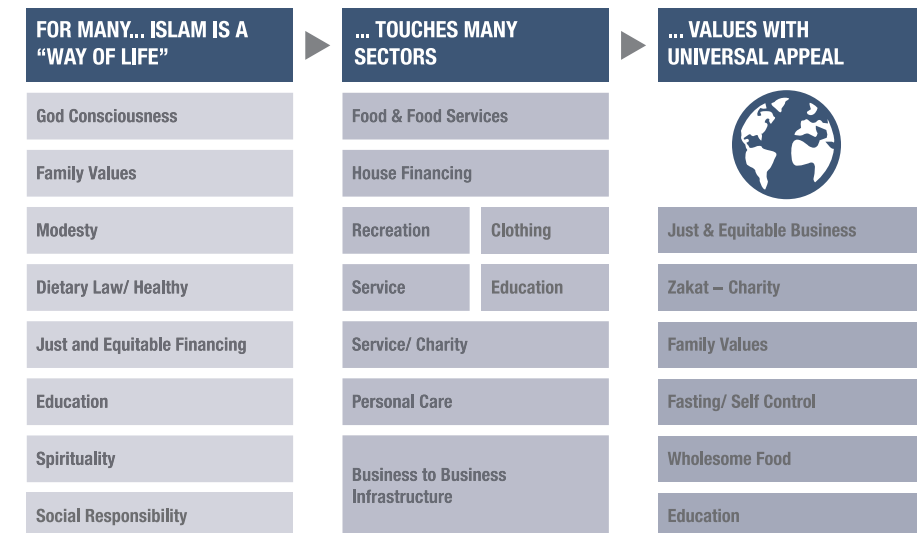
American Muslim market estimate baseline using the independent Association of Statisticians of American Religious Bodies' (ASARB) 2010 Religious Congregations and Membership Study data on Muslim congregations. Study had input from respected demographer Dr Ihsan Bagby. Using their mosque attendance data per state, a regular non-mosque attendee estimate from the year 2010 applied to derive that year's total Muslim population. Then applied a conservative US Muslim population growth rate of 1.7% (various estimates put it at 4-6%) to get 2013 estimates. US population growth rate has been 0.91%.

more interaction and exchange between entrepreneurs and businesses developing innovative products and services.

AMCC has created a valuable arena for the relaxed exchange of ideas and activities between the Muslim and non-Muslim business communities with diverse cultural backgrounds. Common ground and shared interests have emerged in an atmosphere of understanding and tolerance, and this all helps to confirm the value – economic, social and spiritual – of the Muslim community in the USA.

There can be little doubt that over the coming years, American Muslims will make increasingly significant contributions through their entrepreneurial and commercial activities. A new generation with fresh ideas about business, media, trade and finance will bring a new vision, nurtured by their faith, and forged by the needs and realities of life in America.

We see an emerging paradigm of how faith and values are driving consumer



behavior and how entrepreneurs are launching innovative products to serve this market.

Just, equitable and healthy business practices serve as a central theme and have universal appeal.

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