



# Mabrook

## Shariah Compliant Crowdfunding Platform

The Name Mabrook Was Suggested By Our Shariah Board Chairman Mufti Ismail Desai And Has A Deep Connection With The Vision And Mission Of This Platform. The Word 'Mabrook' Is Derived From The Arabic Word 'Barakah' That Is Used As A Wish For Increasing Blessings In Terms Of Wealth, For Protection From Any Financial Difficulty Or Loss, And Anticipation To Continue To Be Blessed With Gains



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# About Mabrook

Mabrook is the world's first shariah compliant blockchainbased tokenization platform. To ensure that our platform delivers shariah compliant product and services, all our smart contracts will follow strict shariah governance framework and standards for Islamic financial products and services as per internationally approved Islamic Finance Service Industry (IFSI) standards such as AAOIFI and IFSB. Mabrook is Web 3.0 based online marketplace connecting shariah compliant capital raisers within the retail (general public investors) markets. Entrepreneurs will be able to raise funds within their communities to grow their businesses.

- We are on a Trajectory to create engaging, memorable fundraising experiences in just a few clicks.
- We will enable all types of investors to invest in businesses they believe in and share in their success.
- We enable all types of growth-focused businesses to raise capital and a community in the process if they fulfill the criteria of permissible according to Islamic regulations.



# Mabrook Is Strictly Based Upon

The Principles Of Islamic Financial Laws That

Only allows trading after background checks and due diligence of startups.



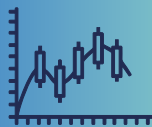
Considers businesses including or relating to porn, alcohol, gambling unethical.



Rejects interest & riba.



There shall be no speculation or gharar.





# Our Vision

Our vision is to create an accessible, inclusive, and modern shariah-compliant capital market empowering the greater investor community or ethnic groups and promising shariah-certified companies to drive innovation and community-backed economic growth using easy UX and high Data security.

Once the platform is rolled out in Canada, using our existing connection and partner network we will scale it to other markets in Americas and beyond (In'sha'Allah SWT).

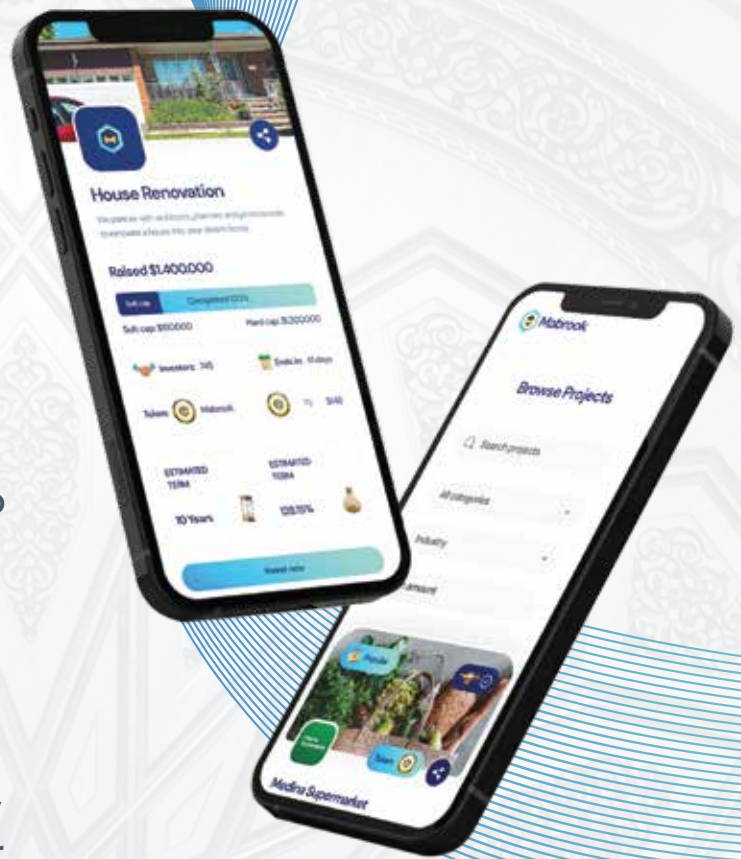
The aim of this platform is to facilitate:



Start up to reach a wider investor pool and raise



The retail investors can safely invest with as low as cad\$100





# Who Is It For?

## Halal Funding

Any shariah compliant business in its minimum viable product phase, seeding phase or looking to grow their operations but wants riba and interest free funding

## Application Of Disruptive Technologies

Islamic FinTech assisting other businesses to make use of disruptive technologies.

## Community Support

The most critical aspect of Mabrook is to enable Muslim community to encourage and invest in a small business that's of particular importance, like halal food or meat business, modest clothing business, Islamic schools or shelters, lady gynecologist clinics or specific clinics for women who opt not to consult a male doctor.

## Self-directed Investor

Muslim investors or any self-directed investor who chooses a business based on their ESG factors and wants to invest in a business that's not in any way discouraged by shariah.



# Problem Areas

The design and vision of Mabrook is based on the limitations faced by specifically the Muslim community in Canada who are keen to invest, save and raise capital for themselves or other community businesses. Following are some problem areas identified in the current crowdfunding market in Canada:

Only 2 out of the top 5 largest stocks in Canada are Shariah compliant, offering 36% shariah compliant stock options

Private loans are mostly expensive and come with critical terms that do not suit or comply with shariah principles.

Muslim Community dispersed across Canada do not have one single platform to get support for their startups.

Limited halal investment options in Canada offered though none of the offer options for small and medium scale business to raise halal capital or investor to support community projects.

Most Muslim investors are limited to trade in the sectors of Mining (53.01%), healthcare (47.54%), Technology (61.4%), Transportation (41%) and Real Estate (11.11%) with shariah compliant companies.

No shariah compliant staking available today in the industry, where people can invest similar to a fix deposit account.



# Market Analytics & Opportunity

The demand for global Crowdfunding Market size & share was 13.5 (USD billion) in 2021 and is predicted to grow to around 28.2 (USD billion) by 2028, with a CAGR of 11.8% during the projection period 2022 to 2028. North America is expected to grow at the fastest rate, with a 4.8% annual growth rate. In the United States, start-ups account for more than 17.5% of the total population, while in Canada, start-ups account for 18.4% of the total population. As a result, crowdfunding will have a huge opportunity in North America.<sup>1</sup>

## Investor Analytics

Since the pandemic there has been a boom in self-directed investors with 2.3M new self-directed investment accounts being created in Canada in 2020 alone. According to a survey by Ontario Securities Commission in 2021:

**20M+**

Self-Directed  
Retail Investors\*

**11%**

High Risk  
Tolerance

**~136,500**

Average Retail  
Portfolio Size

<sup>1</sup><https://www.globenewswire.com/en/news-release/2022/04/12/2420860/0/en/Demand-for-Global-Crowdfunding-Market-Size-Share-to-Surpass-USD-28-2-Billion-by-2028-Exhibit-a-CAGR-of-11-8-Industry-Trends-Status-Revenue-Opportunities-Segmentation-Analysis-Forec.html#:~:text=%E2%80%9CAccording%20to%20the%20latest%20research,p%20jection%20period%202022%20to%202028.%E2%80%9D>

<sup>2</sup>(Ontario Securities Commission 2021)



74% investors say they make 50 or less trade transactions annually. This indicates that this minority of self-directed small-scale investors drive a significant rise in retail trading.

**\$300 Billion**  
*Total High Risk Self-Directed  
Addressable Market in  
Canada*

44% self-directed investors prefer this way because they enjoy it.

11% of the retail self-directed investors are tolerant to risk and are most likely to invest in venture and crypto-currency.

34% believe that professional consultancy is expensive.

The most active self-directed investors are young male, in the age bracket of 18–34 years.

The survey concluded that the most important driving factor for these investors is their perception of the startup. While 13% use social media as their source of information and updates 25% believe that ESG factors are the most critical when they choose a business to invest in. That implies that this new breed of investor is looking for a socially responsible business.

## Muslim Investor/ Entrepreneur

The Future of The Global Muslim Population estimates that, by 2030, there will be about 2.7 million Muslims living in Canada, and they will make up approximately 6.6 percent of the population. Currently, Muslims make up about 2.8 percent of the country's population.

Along with ESG factors the Muslim investors consider the nature of the business and require it to follow the shariah/Islamic regulations. However, the Muslim investor in Canada find very few options of Riba/interest free investment opportunities as there's a very few profitable options for shariah compliant funding and financing available.

With over 1.3 million Canadian Muslims now, set to double over the next 10 years, making this the fastest growing and most represented non-Catholic religion in all of Canada, implies that shariah compliant funding and investment market needs to be explored



# Crowdfunding Analytics

According to Fundera by NerdWallet, \$17.2 billion is generated yearly through crowdfunding in North America.

With new regulations in place more businesses are looking forward to raise funds through crowdfunding both locally and internationally, Statista projects a compound annual growth rate of 14.7% for the next four years implying rapid acceptance and growth in the crowdfunding sector.

The success rates for these campaigns is 22.4%.

It is projected that the crowdfunding market especially for Business Funds raised through crowdfunding platforms In North America as that grew 33.7% last year. According to Statista, crowdfunding raises \$17.2 billion on a yearly basis in North America alone. North America is expected to generate about \$6.0 Billion by 2030





# Market Positioning

*Majority of capital raised in Canada happens in the private capital market. Capital raising in private capital market is twice to*

With the Start-up Crowdfunding Rule, National Instrument 45-110 that standardizes and regulates the process of crowdfunding nationwide by setting minimum and maximum amounts of investment and funding raised. These rules open new possibilities for new small to medium scale startups for financing their capital through crowdfunding. It's also an encouraging move towards democratizing the private markets. These regulations include:

For startups, 45-110 increases the limit from \$500,000 per calendar year to \$1.5 million over 12 months. That's an extra \$1 million that can go towards the business

For retail investors, the offering limit has been increased from \$1500 to \$2500 with a higher limit of \$10,000. this would facilitate the investors to further support their favorite business, additionally the businesses will have better chances to raise their capital

Accredited investor can invest up to \$25,000 per investment in a calendar year , while other investors can invest upto \$2500.

Growth rate of private market vs public markets is 2X



Total capital raised in private markets vs public markets is 2X



+3.5% Return in the private markets over public markets



# Solution Highlights

Mabrook is the first Shariah compliant crowdfunding platform based on blockchain and supports cryptocurrency. It is in line with shariah regulations for funding. The platform is built to fulfil the gap the Muslim investors and entrepreneurs face due to limited opportunities. The highlights of Mabrook that differentiates it from the competitors are:



## Investor's Protection

Mabrook has a "all or nothing" mechanism that secures the investment. If a campaign fails the investment is returned and stored in investor's crypto wallet.



## Escrow Model

To ensure that the investor's money is safe, the startups will only receive funding according to rules defined in Smart contracts



## Data Security

Mabrook understands that the security and privacy of intellectual property of utmost importance, thus will implement best security measurements to ensure safety,



## Transparency

Mabrook is based on Blockchain which is a decentralized network ensuring transparency for all stakeholders



## Shariah Compliant

Mabrook is strictly based on shariah regulations and the smart contracts are based on the Shariah regulations.



## Efficient Processing

Blockchain enables real-time, multi-party tracking, management of documents and accounts. point-to-point transfer of funds between stakeholdersto ensure that the settlements are swifter.





# How Mabrook Works?

The core idea behind Mabrook is to offer easy and shariah verified funding and investment opportunities through crypto crowdfunding. The following figure shows the high-level functional flow of Mabrook.





# Mabrook Features

Mabrook is a solution for crowdfunding with several exciting features for a robust, interactive and futuristic platform. Following are some of the features we offer:



## Tokenization

Mabrook will offer tokens to buy fractions of assets against fiat currency or cryptocurrency.



## Crypto Wallet

Help to keep all crypto assets in one place and safe as they will be Insured by a syndicate of Insurers.



## Token Trading

Tokens will be tradeable on the platform for various activities.



## Staking & Vesting

Just like fixed deposit, Rabb-ul-Maal will be able to lock investment in Mabrook and share operating P&L



## Community

Mabrook will offer a community-like platform for the stakeholders to stay updated and interact with project managers & startups



## Perks & Rewards

The business rewards the investor with a product, discount or service in line with the level of funding



# Mabrook Architecture

Mabrook is a dApp(decentralized application), dApps on web 3,0 and built on blockchain technology is the latest highlight of the digital landscape. The platform will offer several architectural advantages for the user as it promises comprehensive data security and protection against denial of service or malicious attacks. The decentralized nature of Mabrook ensures that the end user has the complete ownership of their data thus no third party can intrude the user data without their permission. These aspects of the dApps offers a safe and smooth tokenization process with transparent access.





# Investor Experience

Registering as an investor on Mabrook is simple and quick. Just register with basic information and browse through project details to start investing. Mabrook ensures safe, secure and integrated experience

*Mabrook is built with the aim of providing less interruptive, quick and transparent platform with online tools for the DIY investor.*

## Investors' Network

- Interactive Environment.
- Discussion Boards
- Stay Connected

## Direct-to-Investor

- Digital Distribution Channel
- Digital Accounts/wallet
- No Extra Transactional Costs

## Integrated Dashboard

- Keep Track Of Investment Portfolio, Rewards Earned
- One Stop View Of Digital Assets On The Platform

## Security & Privacy

- Security Protocols For Safety Of Privacy And Financial Data.
- Protection Against Fraudulent Or Failed Campaigns By All Or Nothing Mechanism.

## Online Kyc Verification

- Online Kyc Verification And Suitability Assessment
- Gives All (Retail & Accredited) Investors Access To Private Market Investments

## Shariah Compliance

- View Shariah Compliance Assessment Of Project/startup Before Investing.
- Strict Shariah Based Smart Contracts To Ensure Validated Process.



# Entrepreneur Experience

*Mabrook Gives The Entrepreneurs*

- Built For Growth
- Relationship Oriented
- Regulated & Compliant Environment

Mabrook aims to provide the entrepreneurs an opportunity to raise halal capital while building a long-term relation with their community. Our shariah and financial experts team assess and support these SMEs to manage their accounts and operations while raising capital to get in control of their businesses. With Mabrook the entrepreneur will leverage:

## Regulated & Compliant

- Regulatory-compliant Issuer Know-your-product ("KYP") Digitizes The Offering

## Interactive Dashboard

- Dashboard Will Provide An Interactive Tool For Potfolio Management And To Get Quick Insights Through Graphs, Charts And Reports.

## Less Overheads

- Digital (Tokenized) Shares Designed To Be Transferable, Wallet-to-wallet, Using A Blockchain Without Intermediaries

## Social Investment Space

- Campaign pages built similar to social media platform features to provide interaction between investors and project managers creating a sense of relationship, transparency & communiy.

## Tokenization

- Digital (Tokenized) Shares Designed To Be Transferable, Wallet-to-wallet, Using Blockchain Without Intermediaries



**Mabrook**



# Roadmap

## Phase 1: Proof of Concept Launch

- Whitepaper
- Tokenomics
- PoC Real-estate project launch
- Shariah Compliance & Product Development
- Brand awareness & Community engagement
- Initiate Asset Tokenization Application Development

## Phase 2: STO Launch

- Smart Contract Development and Audit
- Shariah Certification of Token
- STO Launch
- Marketing campaign, Webinars and Public events
- Platform (crowdfunding website) MVP Testing and Community Feedback
- Start Regulatory Approval Process

## Phase 3: Staking & Vesting, Community Interaction

- Launch of Islamic Staking Vesting Platform
- Customer dashboards
- Platform Beta Release and Final Testing
- Community feedback on platform beta release

## Phase 4: Asset Tokenization & Crowdfunding Platform Launch

- Secure Regulatory License to launch Crowdfunding platform
- Funding Campaigns among community
- Shariah Compliance courses for business owners
- Strategic partnerships with the local halal businesses
- Rewards and Loyalty programs for Investors
- Training courses for both Entrepreneurs and Investors
- Regular investor events

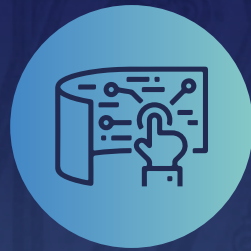


# Future Perspectives

Mabrook believes in an innovative and interactive environment, to fulfil that, we plan to offer following for our future.

## Metaverse

The metaverse and cryptocurrency seem to be concepts that go hand-in-hand – virtual worlds and virtual money to spend in them. The potential synergy between the two ideas will significantly impact the way cryptocurrency evolves.



## Web 3.0

A more experimental and engaging, internet experience involving virtual and augmented reality to create immersive 3D environments. With its incentives-based economic mechanisms, its ownership will be distributed amongst its builders and users.



## Crypto Payments

Crypto payment using Mabrook Tokens at our partners and community members businesses



## Going International

Once we are up and running in Canada we will scale globally Ins'ha'Allah

