



Mabrook

The 1st Shariah Compliant Crowdfunding Platform

Our Chairman of Shariah, Mufti Ismail Ebrahim Desai, proposed the name Mabrook, as it strongly relates to the platform's vision and objective. The name "Mabrook" is derived from the Arabic word "Barakah", which is used to express a desire for increased financial blessings, protection against financial loss or difficulties, and a promise for future ongoing rewards.

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ABOUT MABROOK

Mabrook is the world's first Shariah-compliant asset tokenization platform built on the blockchain technology. Based in Canada, it is founded by a group of passionate leaders with expansive global exposure and rich expertise in Islamic finance and FinTech. The platform's Chairman of Shariah is Mufti Ismail Desai, one of the leading Islamic finance scholars and who has played the role of consultant to various prestigious banks and financial institutions.

Mabrook was founded with the vision of strengthening and expanding the horizons of the Muslim communities by introducing investment and funding opportunities that abide by the Shariah. To ensure that our platform delivers Shariah-compliant products and services, all our smart contracts will follow the strict Shariah governance framework based upon the internationally approved Islamic Finance Service Industry (IFSI) standards such as AAOIFI and IFSB.

Mabrook is also Web 3.0 supported and functions on the Polygon Network, which provides a robust and scalable infrastructure for creating a crowdfunding platform that is secure, fast, and compliant with Islamic finance principles. By choosing the Polygon Network, we are confident that the Mabrook platform will provide an innovative and effective solution for the Muslim community to raise funds for their projects, causes, and businesses.

MABROOK IS STRICTLY BASED UPON THE PRINCIPLES OF ISLAMIC FINANCIAL LAWS THAT:

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



Condemns and refrains from businesses that include or are tied to porn, alcohol, illegal substances etc.



Rejects interest and Riba.



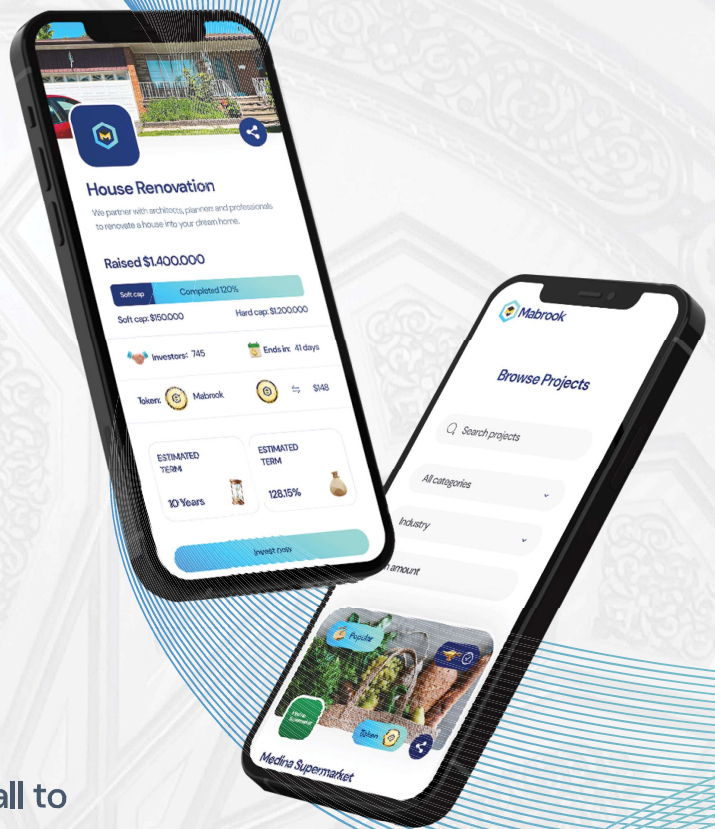
Rejects speculation or Gharar.



OUR VISION

To create an accessible, inclusive, and modern Shariah-compliant capital market empowering the greater investor community and ethnic groups, promising Shariah-certified companies to drive innovation and community-backed economic growth using easy UX and high data security.

The aim of this platform is to facilitate small to medium-scale Shariah-compliant businesses in Canada with an opportunity to:



Reach a wider investor pool and raise their equity



Help retail investors safely invest with as low as CAD \$100

Once the platform is rolled out in Canada, using the partner network, we will scale and cascade it across other markets in America, and beyond (In'sha'Allah SWT).

WHO IS IT FOR?

Halal Funding

A Shariah-compliant business in a phase where it is looking to grow with an interest-free funding.

Application of Disruptive Technologies

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

Community Support

The fundamental goal of Mabrook on a community level is to enable the Muslim community to promote and invest in significant small businesses that cater to the halal food industry, meat industry, modest clothing, Islamic schools or shelters, female gynecologist clinics or clinics for women who wish to consult women doctors instead of males.

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 fully complies to the Islamic Shariah.



PROBLEM AREAS

Mabrook's concept and vision are based on the challenges faced by Muslims in Canada who are eager to save money, invest it, and raise cash for their own ventures or those of other local enterprises. The following are some hurdles with the current Canadian crowdfunding market:

Only 2 of the top 5 largest stocks in Canada are Shariah compatible, and they offer stock options that are 36% Shariah-compliant.

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

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

The limited halal investment options in Canada is offered by the Wealth Simple Halal Portfolio, Global Oman Fund, Halal ETF, SPUS ETF – S&P 500 ETF that includes only Shariah-compliant stocks & Zoya App for Stocks Screening. However, none of them offer options for small and medium-scale businesses to raise halal capitals or investors to support community projects.¹

Most Muslim investors are limited to trade in the sectors of Mining (53.0%), Healthcare (47.5%), Technology (61.4%), Transportation (41%) and Real Estate (11.1%) with Shariah-compliant companies.

No Shariah-compliant staking currently available in the industry, where people who do not prefer investing into projects can instead invest in a fixed deposit account for a short term that brings a recurring income on their savings in 30/60/90 days.

¹ <https://blog.islamicly.com/ShariahCompliantStocks/shariah-compliant-stocks-in-canada>

MARKET 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%. 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.²

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

²(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.

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

34% believe that professional consultancy is expensive.

The survey concluded that the most important driving factor for these investors is their perception of the business. 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 investors is looking for a socially responsible business.

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

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

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

MUSLIM INVESTOR/ ENTREPRENEUR



According to the Future of the World Muslim Population, by 2030, there will be roughly 2.7 million Muslims in Canada, accounting for approximately 6.6 percent of the population. Muslims currently account for approximately 2.8 percent of the country's population.

Together with ESG (Environment, Social, Governance) factors, Muslim investors look at the nature of the firm and require that it complies with Shariah/Islamic standards. Nevertheless, Muslim investors in Canada have few possibilities for Riba/interest-free investments because there are just a few profitable Shariah-compliant finance and financing solutions accessible.

With over 1.3 million Canadian Muslims presently, that number is expected to double over the next decade, making this the fastest growing and most represented non-Catholic religion in the country, implying that the Shariah-compliant funding and investing market should 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 2030.³



³Crowdfunding Statistics (2021): Market Size and Growth

MARKET POSITIONING

Capital raising in the private capital market is twice to crowdfunding nationwide by setting minimum and maximum amounts of investment and funding raised

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 Businesses: 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 increased from \$1500 to \$2500 with a higher limit of \$10,000. This facilitates the investors to further support business they favour, allowing these businesses to have a better chance to raise capital.

Accredited Investors: An investment amount of up to \$25,000 per investment in a calendar year can be made, while other investors can invest upto \$2500.



SOLUTION HIGHLIGHTS

Mabrook is the first crowdfunding platform based on the blockchain technology that follows the Shariah law. The following are some highlights of how Mabrook differs from its competitors:



Investor's Protection

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



Escrow Model

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



Data Security

Mabrook understands the importance of intellectual property security and privacy, and will implement only the best security measures to ensure safety of funds and investments.



Transparency

Mabrook is based on blockchain technology, which is a decentralized network ensuring transparency for all stakeholders involved.



Efficient Processing

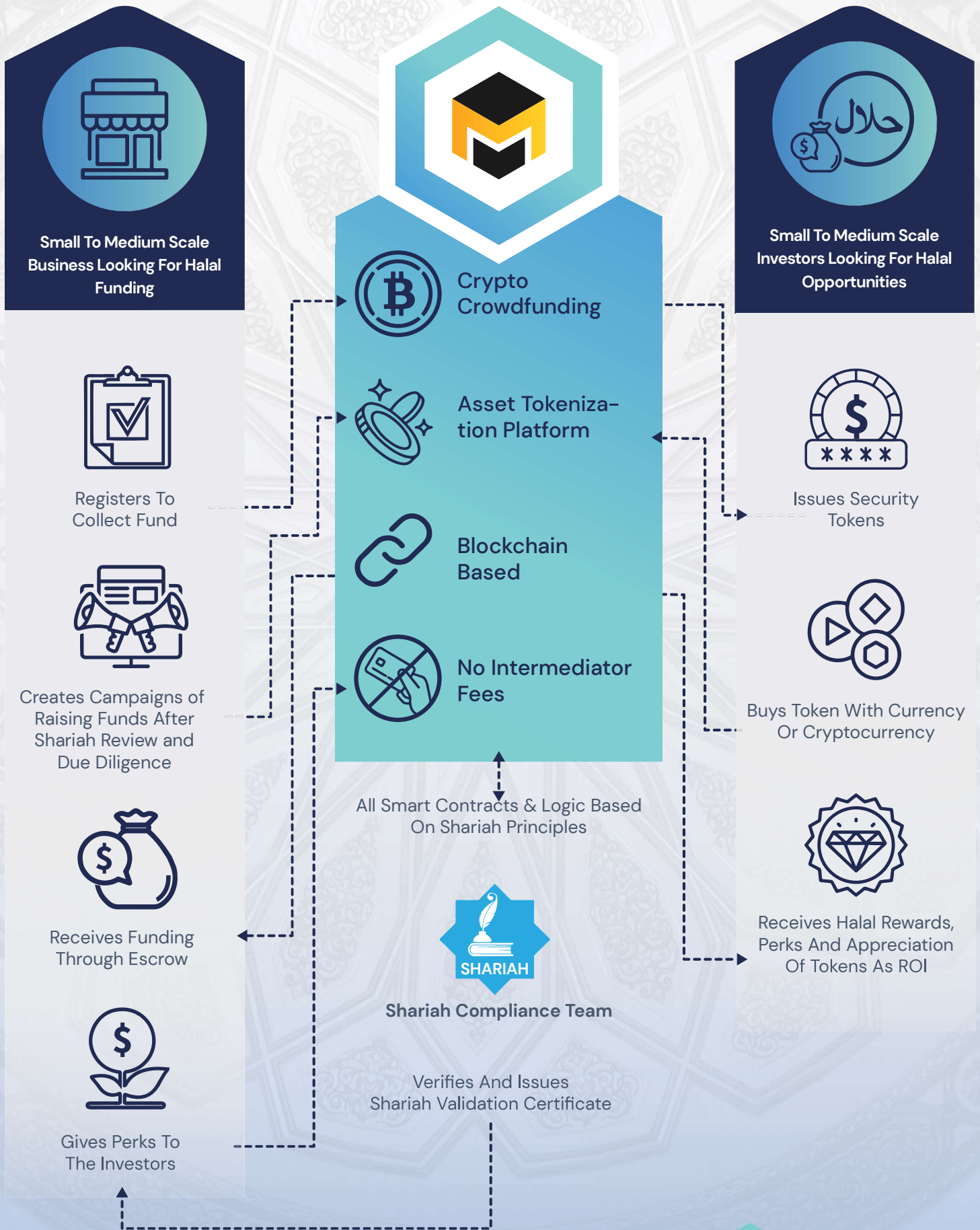
Blockchain enables real-time, multi-party tracking, management of documents and accounts. Additionally, it enables point-to-point transfer of funds between stakeholders to ensure that all settlements are swifter.



Shariah Compliance

Mabrook is strictly based on Shariah regulations, therefore, all smart contracts are based on Islamic law.

HOW MABROOK WORKS?



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 & businesses.



Perks & Rewards

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

SHARIAH COMPLIANCE OF CRYPTO CURRENCY AND THE IMPACT ON ISLAMIC FINANCE

Mabrook's entire ecosystem will only include Shariah-compliant activities that will be screened by the Shariah board on an ongoing basis for upholding Shariah compliance. The Mabrook ecosystem will encompass the concept of Barakah in Shariah for continuity of business, economic growth, progression and protection from business risk. The philosophy of Barakah will underpin every aspect of the Mabrook ecosystem.

Mabrook Token is an asset-backed token, it is a digital representation of an underlying asset backed by a Shariah governance protocol attributed into the blockchain of the Mabrook ecosystem. The value of such a token is pegged against the value of the Shariah-compliant underlying asset.

SHARIAH CONSIDERATION FOR MABROOK TOKEN

Mabrook Token represents 'Mal' which is a technical term describing something as a valid asset and property which can be traded. 'Mal' must be an asset that can be;

- i | Acquired
- ii | Possessed/reserved whether in the form of corporeal (ayn) or usufruct (manfaah).
- iii | Of some monetary value
- iv | A provider of benefit, which is permitted by Shariah law

Mabrook Token must represent an asset that is Mutaqawwim. This technical term refers to an asset or item that has monetary value and can be traded legally under the Shariah law. A Mutaqawwim represents an asset with commercial value and tradability.

Mabrook Token provides ownership of the underlying asset and is not simply a correlation in price to an underlying commodity. This is essential for Shariah compliance; otherwise, the token will be a derivative token. Every time the Mabrook Token is exchanged, it will correspond to the transfer of ownership of the underlying commodity. Mabrook Token, therefore, is a digital representation of the commodity and evidence of ownership.

MABROOK ARCHITECTURE

Mabrook is a dApp (decentralized application). dApps that are on web 3.0 and built on the 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 dApps offer a safe and smooth tokenization process with transparent access.



Crowdfunding Platform

Investor Interface

- Subscription Management
- Token Allotment
- Investment Management
- Token Custody

Issuer Interface

- Document Management
- KYC Management
- Regulations & Legislation
- Investment Management

Mabrook Token (MBR) Contract

- Token Management
- Token Creation
- Token Management
- Token Issuance
- Token Burn
- Token Transfer Settlements
- Escrow of Funds

INVESTOR EXPERIENCE

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

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

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 Before Investing.
- Strict Shariah-Based
- Smart Contracts to Ensure Validated Process

ENTREPRENEUR EXPERIENCE

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

Mabrook aims to provide all entrepreneurs an opportunity to raise halal capital while building a long-term relationship with their community. Our Shariah and financial experts assess and support SMEs to manage their accounts and operations while raising capital to get in control of their businesses. With Mabrook, entrepreneurs will have leverage over;

Regulated & Compliant

- Regulatory and Shariah-Compliant Process and Procedures
- Automated KYC, KYP and Background Checks

Interactive Dashboard

- An Interactive Tool for Portfolio Management and Quick Attainment of Insights through Graphs, Charts and Reports

Less Overheads

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

Social Investment Space

- Campaign Pages Built Similar to the Social Media Platform's Features to Provide Real-Time Interaction Between Investors and Entrepreneurs, Fostering a Progressive Relationship with a Sense of Transparency, and Community.

ROADMAP

Phase 1: Proof of Concept (POC) 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

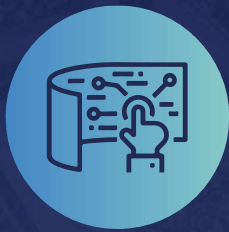
- Launch of Islamic Staking Vesting Platform
- Customer Dashboards
- Platform Beta Release and Final Testing
- Community Feedback on Platform Beta Release

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

At our company, we are committed to embracing the future and becoming digitally adept in all areas of our business. We envision a world where technology is seamlessly integrated into every aspect of our operations, enhancing productivity and driving innovation. Mabrook is constantly exploring new ways to leverage the latest advancements in digital technology to deliver exceptional value to our customers.



Metaverse

The metaverse and cryptocurrency are landscapes 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 incentive-based economic mechanisms, its ownership will be distributed amongst its builders and users.



Crypto Payments

Web 3.0, unlike the current web, which relies on humans to interpret and organize data, it aims to create a more intelligent and intuitive web that can understand the context and meaning of data, enabling machines to interact with each other autonomously. With its emphasis on decentralized, peer-to-peer communication, Web 3.0 has the potential to revolutionize industries such as finance, healthcare, and education, and provide a more secure and private online experience for users.



Going International

Mabrook will soon be expanding its services globally, providing investment and funding opportunities to entrepreneurs worldwide. InshaAllah.