

ZIEL



RAISING ENTREPRENEURS FOR THE UMMAH



DEFINITION?



LEVER

The Ultimate Guide to
Internal Mobility for Recruiters



AdChoices ▶

Get the Guide

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LEVER

The Ultimate
Guide to
Leveraging
Structured
Interviews

Definition of **entrepreneur** *noun* from the Oxford Advanced Learner's Dictionary

entrepreneur *noun*



/,ɒnrəprə'nɜː(r)/

/,ɑːnrəprə'nɜːr/

★ a person who makes money by starting or running businesses, especially when this involves taking financial risks

Nearby words

entrenchment *noun*

entrepôt *noun*

entrepreneur *noun*

entrepreneurial *adjective*

entrepreneurship *noun*



OUR VISION

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To seek the pleasure of Allah both in our acts of Ibaadah and Muamalat (Dealing and Transactions)

PURPOSE OF OUR VISION

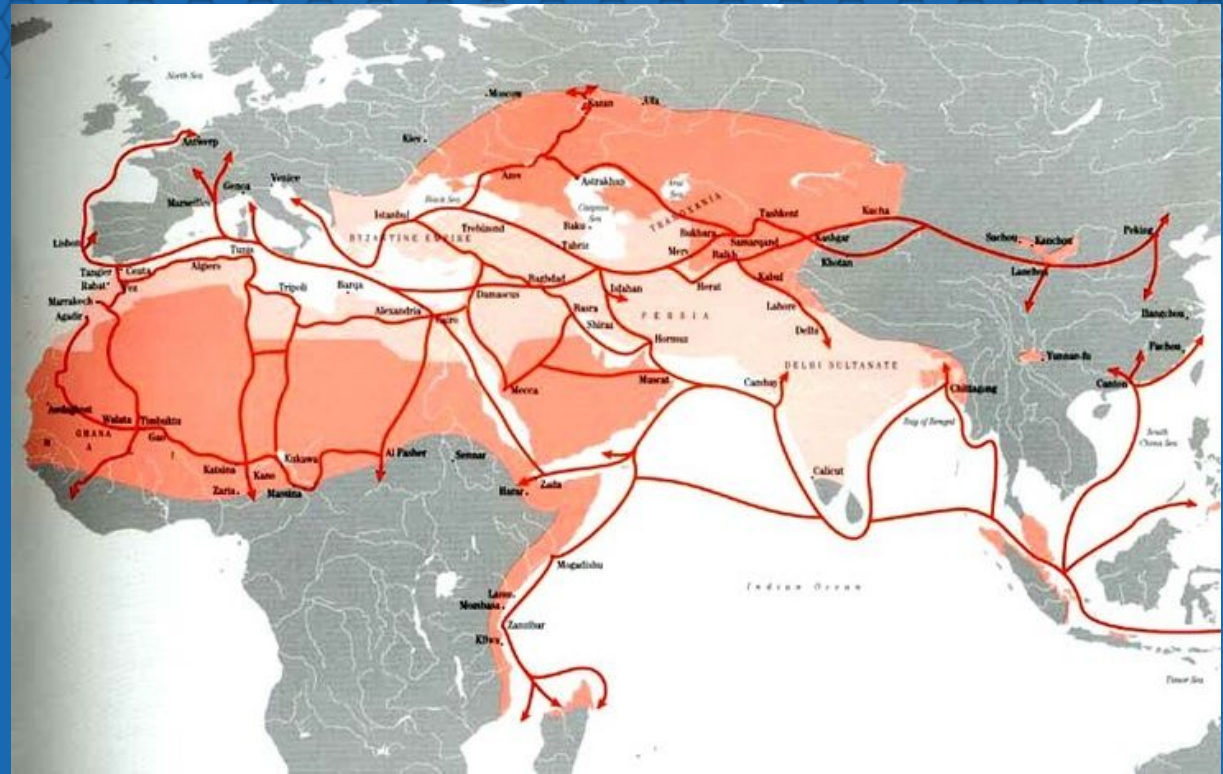


- Working in a Successful Shariah Compliant Business and to show the world how Muslims can prosper when Business is done through Halal Avenues
- Inspire other Entrepreneurs in Pakistan and Muslim Countries
- Generation of Employment Opportunities to bridge the Youth Unemployment Gap.
- To Support Humanitarian projects and support the forgotten, marginalised and disadvantaged Muslims globally.

RESEARCH & LEARN WITH YOUR FAMILY

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1. **Khadijah Bint Khuwailid:** Humility and service
2. **Uthman Bin Affan:** Transactions with Allah
3. **Abdur Rahman Bin Awf:** Between Fear and Hope



BE THE ROLE MODEL

Encouraged Behaviour

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- Sincerity, truthfulness and transparency.
- Delivering on commitments to add value (as opposed to pretending and tricking).
- Fair and kind treatment of all, including partners, investors, employees, customers.
- Consent. Mutual agreement is a condition for a correct business transaction.
- Be a cause of ease (not a cause of unease, discomfort, sadness and stress).
- Unity and efficiency by providing the business leader with sound advice and following the leader in his final decision (even when others might have another opinion).
- Advising each other in our business and personal matters and seeking each other's advice.
- Respectfully but clearly correcting each other if anyone breaks a rule or crosses a line, even more so if it is a business leader. Correcting advice that is specific to a person should be given privately as much as possible to avoid possible embarrassment or hurt feelings.
- Always think good of others. If someone does not live up to an expectation look for an excuse for the other person rather than thinking negatively or judging. Be constructive through advice and by looking for practical solutions.

BE THE ROLE MODEL

Discouraged Behaviour



- Never lie or make a false promise to anyone or selling by tricking someone into it.
- Selling with harshness. If someone, within reason, does not want the product, then simply provide him a good solution. Be forgiving if someone changes his mind or, within reason, does not have the means to pay according to the proposed or agreed price.
- Never sell a product or service that has a defect / while making it appear as if it is in a perfect state. One has to be transparent about its condition.
- Never cheat by playing with the scale (such as giving less value than was expected or agreed).
- Never display a good item but sell a faulty item.
- Selling by promotion of immoralities : (Such as display of alcohol, drugs, tobacco, other health hazards, symbols of polytheism and other immoralities).
- Injustice in Selling: (Such as 'promotion and selling women as a sales and marketing tool', as a result avoid displaying women in marketing).
- <https://blog.hubspot.com/marketing/videos-without-sound>
- Selling by obscuring and distracting the mind (such as using instrumental music in videos).
- Never take content (nearly) verbatim from any company without prior consent (especially when we're in direct competition with them), unless through an affiliate marketing structure or an otherwise agreed method. Nevertheless we can still do our research, get inspired and use good content for the purpose of recreating, rephrasing, paraphrasing, restructuring or repackaging it in a way that it becomes our very own content or product far from plagiarism or unauthorised copying.
- The financial arrangements forbid interest and instead support financial investments that can be regarded as venture capital.
- Duty to provide our sisters with the correct and appropriate Islamic Environment (for Example: Techwards facilities for Females).

5 CORE FUNCTIONS of A BUSINESS

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**Lead
Generation**



**Lead
Nurture**



**Lead
Conversion**



Delivery



**Retention,
Resell, Upsell**

SOMETHING NOT WORKING **ZIEL**

**BUSINESS DEGREES & EVEN CONVENTIONAL
ENTREPRENEURSHIP TEACHING MODELS ONLY
FOCUS ON DELIVERY**



**Lead
Generation**



**Lead
Nurture**



**Lead
Conversion**



Delivery



**Retention,
Resell, Upsell**

GOAL

20%

20%

20%

20%

20%

TODAY

2%

2%

2%

92%

2%

MINDSET VS SKILLSET



MINDSET

Curiosity
Growth Mindset
Opportunity Seeking,
Problem Solving
Resourcefulness
Grit
Courage
Persistence
Morals,
Empathy
Manners

SKILLSET

Creativity Tools
Teamwork Tools
Idea Generation
Opportunity Analysis
Market Research
Customer Validation
Design Thinking
Prototyping
Business Model Methodology
Pitching
Public Speaking.

ENTREPRENEURSHIP - MINDSET

Starts from Birth

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1. CURIOSITY

Always ask “what if” and “why” and seek new and creative ways of learning and doing.



2. GROWTH MINDSET

Recognize your potential for learning and achieving anything and the power to stretch your brain and sharpen your mind!



3. COURAGE

Dare to step out of your comfort zone(s) to accomplish great things.



4. PERSISTENCE & GRIT

Learn to work through failure to create solutions for the problems you are passionate about.



5. OPPORTUNITY-SEEKING

Actively observe, identify, and act on circumstances where you can innovate or solve a problem.



6. PROBLEM-SOLVING

Proactively develop creative solutions to the problems around you.



7. REDEFINING FAILURE

See failure as a learning opportunity and a launchpad for your next success or discovery.



8. OPTIMISM

Be confident and hopeful in your ability to innovate and your potential for making an impact.



9. RESOURCEFULNESS

Develop quick and clever ways to overcome challenges (and don't worry, you can always iterate!).



10. ADAPTABILITY

Make smart changes when challenges arise without losing heart or giving up.



11. EMPATHY

Think about other people's needs and feelings and keeping these in mind when solving a problem.

INNOVATION-BASED vs TRADITIONAL-BASED SKILLSET

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Innovative
Businesses



Traditional
Businesses

INNOVATION-BASED SKILLSET

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1. CREATIVITY

Being creative means being bold and imaginative and not limiting your thinking to what's already been done.

3. IDEA GENERATION

The key to innovation is to let your mind spread its wings and fly. The more ideas the better—wild and silly ideas welcome!

5. MARKET RESEARCH AND CUSTOMER VALIDATION

It's important to gather information about your potential users so you can turn your idea into something that they will want!

2. TEAMWORK

It's rare for someone to accomplish great things by themselves—seek out teams with diverse perspectives, skills, and talents!

4. OPPORTUNITY ANALYSIS

Entrepreneurs look for and analyze different patterns and trends to see if an idea will be successful and if it's the right time to get started.

6. DESIGN THINKING

To develop effective solutions, entrepreneurs need to put the user first and seek out feedback in order to design with users in mind.

7. PROTOTYPING

Entrepreneurs create prototypes—simple models to explain their idea, get feedback, and learn how their product can be improved.

9. PITCHING

Rallying people around your idea is critical! Effective “pitches” to potential users and investors are clear, short and persuasive.

8. BUSINESS MODEL METHODOLOGY

Business models help answer questions like: What will it cost to make your product? What should you charge?

10. PUBLIC SPEAKING

When you have opportunities to speak about your idea, you want to do so as effectively as possible (this takes practice!).

1

Innovative
Business Ideas

TRADITIONAL-BASED SKILLSET



Brick & Mortar Store/Shop

E-Commerce Business

Affiliate Marketing



Lead Generation

Lead Nurture

Lead Conversion

Delivery

Retention, Resell, Upsell

1

15%

2%

2%

77%

2%

2

15%

15%

15%

30%

15%

3

25%

25%

25%

0%

25%

WHAT IS AFFILIATE MARKETING?

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3 WAYS TO 3 WAYS TO GROW YOUR BUSINESS

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1 INCREASE
TRAFFIC VOLUME

LOWER
COST PER VISITOR **2**

3 RAISE
VALUE PER VISITOR

PROS & CONS



	PROS	CONS	EXAMPLES
Innovative Businesses	<ul style="list-style-type: none">● Can lead to Big Valuation.● Potential for High Company Revenue	<ul style="list-style-type: none">● High Chance of Failure● High Likelihood for Investment	Airbnb Careem/Indriver/Uber EasyPaisa/Jazz Cash Ed-Tech Portal
Traditional Businesses	<ul style="list-style-type: none">● Low Likelihood for Investment.● Doing a Business that is proven in a Market that is proven.	<ul style="list-style-type: none">● Returns will be low at the beginning● Low Chance of Failure	Non-Tech Retail Store Provide a Service (Electrical) Tech Related Affiliate Marketing E-Commerce Business

ENTREPRENEURIAL ROADMAP



Parents motivated about introducing kids to Entrepreneurship

Incorporate Entrepreneurial Mindset in all schooling activities

Support Kids to launch a Traditional Business

Look at ways to Expand Business

Scale an Affiliate Marketing Based Business

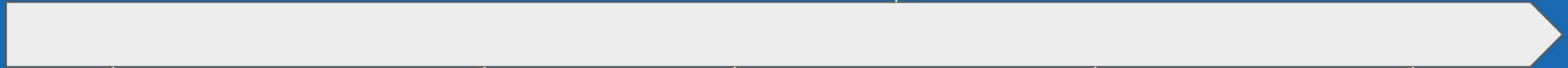
Meet and Learn from Entrepreneurs

Encourage and Support Kids to experiment with Business Ideas

Make Failure a Driver for Success

Launch an Affiliate Marketing Based Business

Use the funds from your affiliate business to launch an Innovation-based Business



RESOURCES

Clickable Links Below



1. [Principles of Islamic Business Ethics Document](#)
2. [Resource Database on Entrepreneurship](#)
3. [FREE Affiliate Marketing Course for Beginners -](#)
4. [Free Hubspot Digital Marketing Certification Course:](#)
5. [Innovation Based Entrepreneurship Training](#)
6. Youth & Caregiver Workbook:
<https://venturelab.org/workbook/> - [DIRECT LINK](#)