

A DIGITAL TOWN-HALL FOR MUSLIMS TO DISCOVER, CONNECT & COLLABORATE

MECCA.DIGITAL

THE MUSLIM COLLECTIVE

GROW YOUR MUSLIM NETWORK IN 60 SECONDS

-GET ACCESS TO AN UNTAPPED \$150 BILLION OPPORTUNITY-

BRIDGING THE GAPS BETWEEN MUSLIMS

Mosques, Organizations, Associations, Businesses, Networks & Individual Muslims.



THE PROBLEM WE FACE

2 BILLION MUSLIMS ARE FRAGMENTED & DISCONNECTED SOCIALLY,
ECONOMICALLY, DIGITALLY & TECHNOLOGICALLY

-WhatsApp
-Instagram
-Facebook
-YouTube
-Twitter
-LinkedIn
-TikTok
-Slack
-Discord
-Yelp
-Custom Apps
-Bulletin Board
-Websites
-E-Mails
-Text Messages
-Announcements
-SnapChat
-Muslim Yellow Pages
-And More...



*"Muslims involved in Mosques, Islamic Organizations, Associations, or Professional Groups, generally know less than 5% of the overall network... It's like running on 5% battery when you're sitting next to a power plant!! Muslims in America are **spending over \$200M yearly bidding against each other** for attention on secular platforms while **spending over \$150B yearly on companies that do not represent us**. This eliminates our collective capacity for action & weakens our social and economic relevance while undermining our autonomy, hindering progress, and perpetuating vulnerability, as we stay reliant on others..."*

- The Muslim Capitalist

Pakistani-
Indian-
Bengali-
Palestinian-
Lebanese-
Egyptian-
Syrian-
Jordanian-
Iraqi-
Albanian-
Sri Lankan-
Turkish-
Malaysian-
Bulgarian-
Indonesian-
Afghan-
Persian-
Guyanese-
And More...



THE COST WE PAY

NO CONNECTIVITY

NO VOICE

NO POWER



\$150 Billion Yearly Of **Economic Loss**

Fragmented **Communications**

\$200 Million **Customer Acquisition Costs**

Targeted **Censorship & Oppression**

Mental Health Issues & **Weakened Identity**

And Much More...

THE SOLUTION : MECCA.DIGITAL

A MOBILE APPLICATION TO BRIDGE THE GAPS

2,700+ MOSQUES

10,000+ ASSOCIATIONS

400,000+ BUSINESSES

1,500+ ORGANIZATIONS

500+ SCHOOL CLUBS



DISCOVER

Babysitters
Entrepreneurs
Students
Mentors
Designers
Investors
Teachers
Plumbers
Protests
Events
Organizations
Businesses
And More...



DISCOVER
CONNECT
COLLABORATE

*"... In the face of oppression,
our faith & unity become our
most powerful weapons"*

DISCOVER

- Find & follow Mosques, organizations and professional associations to see upcoming events and get access to the member networks

CONNECT

- Ai Based Networking Technology matches you with Muslims who can be mutually beneficial to one another based on complimentary goals & skills.

COLLABORATE

- Receive all your communications & notifications in one app while taking part in collaborative efforts such as boycott, protests and more.

THE MARKET OPPORTUNITY

LAUNCH OPPORTUNITY

TOTAL
MARKET

\$2.2
TRILLION

Global Muslim Market

The total buying power of the Global Muslim Market is \$2.2+ Trillion and growing

UNTAPPED
AVAILABLE
MARKET

\$150
BILLION

Muslim Americans

Muslim Americans spend approximately \$150+ Billion annually on products, goods and services not made by us or for us.

UNTAPPED
OBTAINABLE
MARKET

\$1.5
BILLION
(UNTAPPED)

Digital Services

Based upon 1% of the available Muslim market with first movers advantage.

EXPANSION

*Additional Categories & Markets

\$1 B



Educational Content

\$10B



Marketing &
Communications

\$300B



International Expansion

GROWTH DRIVERS



Growing Desire

For a Muslim Only Safe Space



Rising Demand

For discovering like-minded Muslims, Orgs & Businesses.



Increased Focus

For security, privacy and ethical standards to protect our communities



Growing Need

For Org's & businesses looking to reach their community



A Growing Need

A means for Muslims to amplify their voices



A Critical Need

For Muslims, organizations and associations to streamline notifications

THE APPS HIGHLIGHTS

THE POWER OF THE UMMAH IN THE PALM OF YOUR HANDS



Amplifying voices for political & social causes.



Privacy focused design ensuring data protection & ethical use



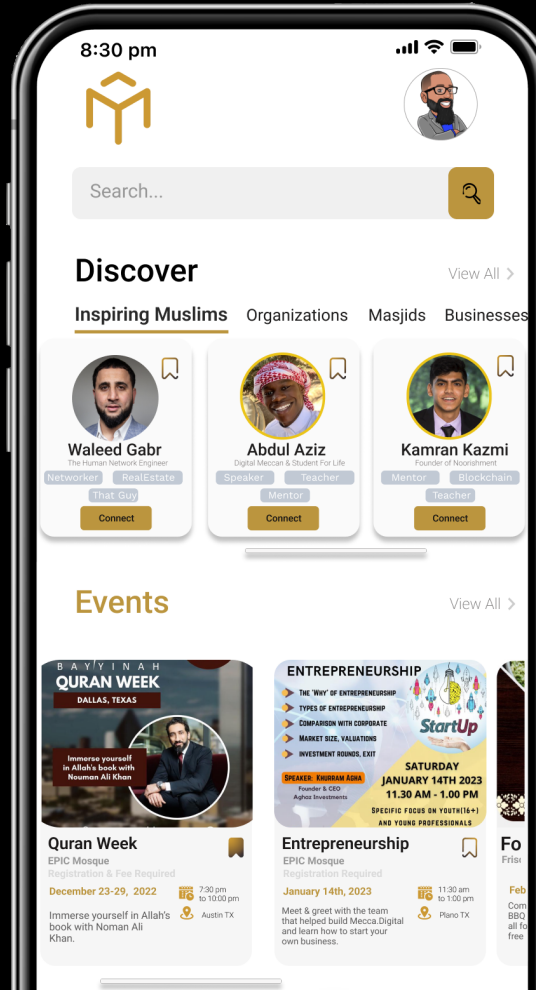
Event registration & notifications for local activities



Real-time direct messaging for individuals & organizations



Bookmark events, org's and inspiring Muslims



Grow your alumni network and unlock opportunities to mentor



Find Muslim entrepreneurs & Halal Investment Opportunities



User Friendly interface for seamless navigation



Real-time alerts & notifications from the people and orgs you care about.



Discovery & search of Muslims, organizations & businesses



Strengthened Identity



Streamlined Communications



Unified Notifications



Wealth Creation & Circulation



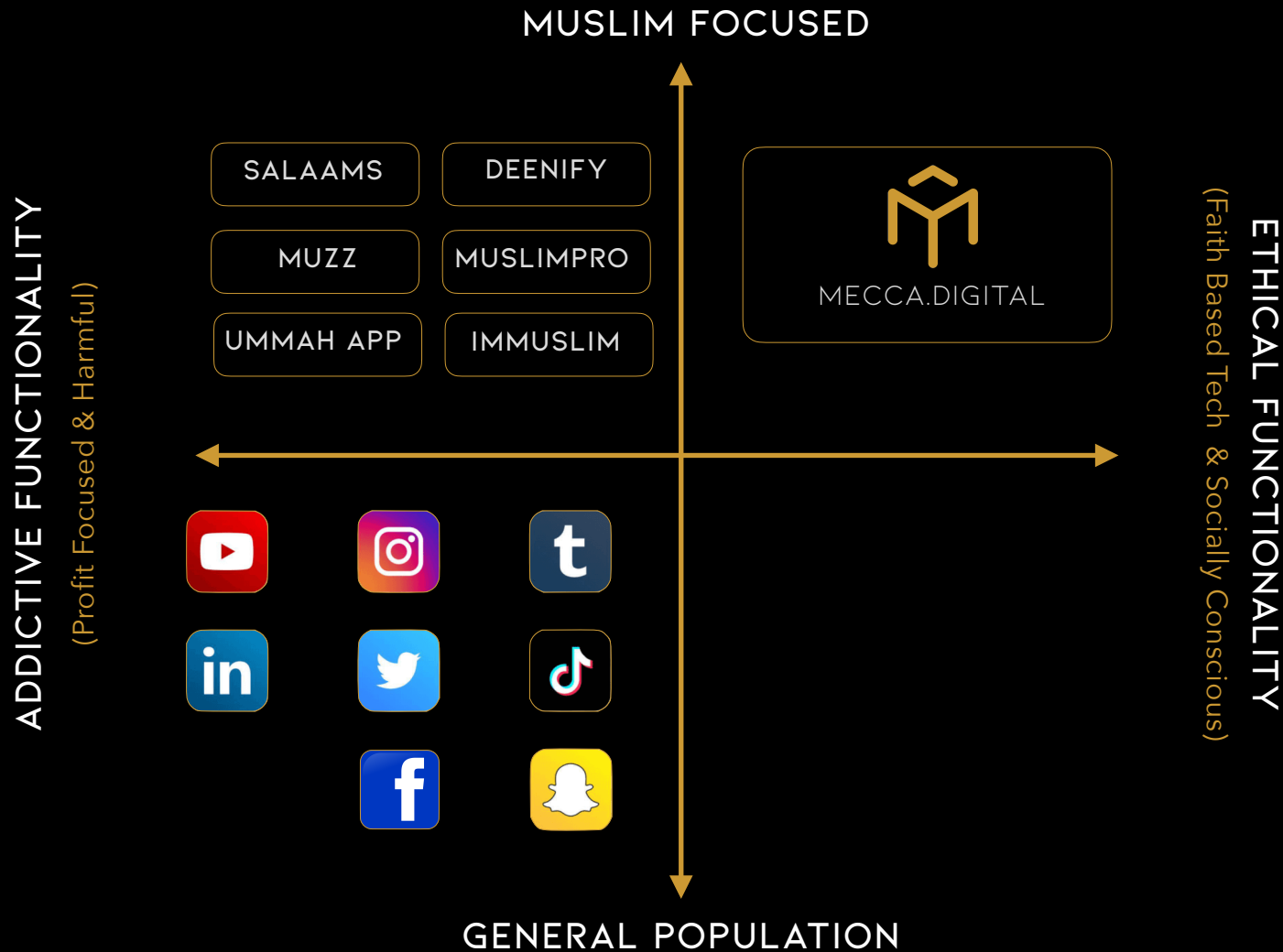
Empowering Business Growth



Strengthened Muslim Identity

THE COMPETITIVE LANDSCAPE

WE HAVE A FIRST MOVERS ADVANTAGE



KEY DIFFERENTIATORS

1. Tailored for the Muslim community
2. Ai Driven Faith Based Matchmaking
3. Removal of addictive features
4. Focus on genuine connections
5. Goal-based matchmaking
6. Skill sharing opportunities
7. Local community engagement
8. Mentorship opportunities
9. Mindful design promoting mental health
10. Respect for users time
11. Gamified Islamic behavior built-in
12. Incorporated Islamic Values

TRACTION & COMMITMENTS

WITH AN ADVERTISING BUDGET OF ZERO DOLLARS



COMMITMENTS



ASSOCIATIONS

8 National Associations



ORGANIZATIONS

22 Organizations



MOSQUES

500 Mosques

TRACTION



99% APPROVAL

Beta Testers Validated Need
For Product.



GLOBAL INTEREST

UK, Malaysia, Pakistan, India,
Bangladesh, Canada



150+ BETA TESTERS

Muslim Professionals &
Brand Ambassadors

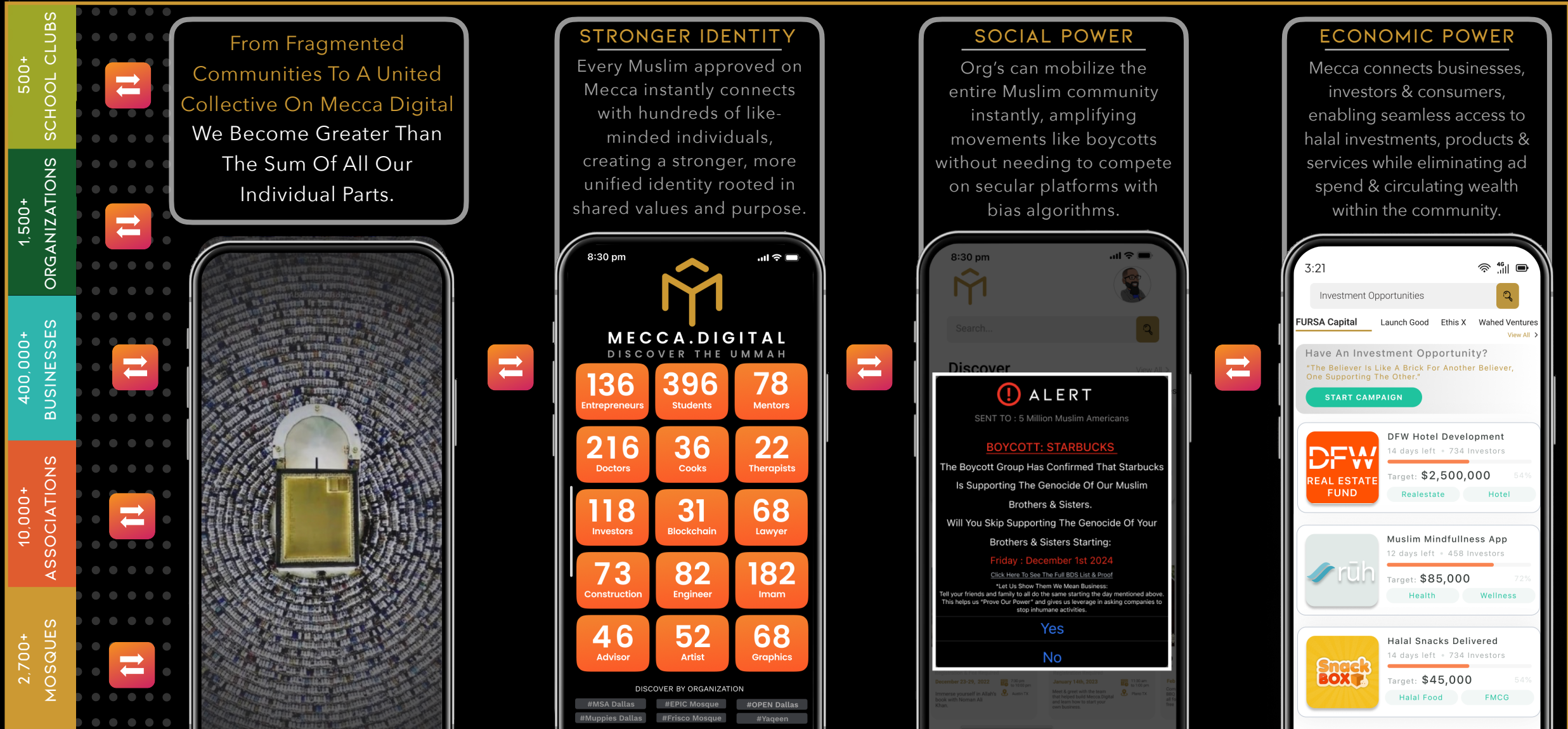


5000+ USERS

Signed up for access to the
application.

THE IMPACT

SOCIOECONOMIC POWER & THE COLLECTIVE CAPACITY FOR ACTION





THE TEAM



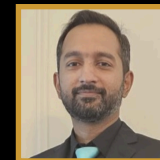
Usman Waheed
Executive Director &
Managing Partner

- 25+ years of diverse entrepreneurial experience, starting with a venture-backed startup at 16
- Founded successful companies spanning EdTech, Healthcare, Consumer Goods, and Energy sectors
- Co-founded a charity at 22, impacting 2000+ youth across the U.S. with programs across 7 countries
- Advised startups and SMEs across 4 countries for over a decade
- Trusted advisor for confidential projects for family offices and government officials
- Led foreign trade delegations and represented Muslim industrialists in the U.S.
- Chairman of the Society of Entrepreneurs & Professionals and the International Franchise Association
- Served as Liaison to the United Nations for the World Congress of Muslim Philanthropists



Sami Hamdi
Political Strategy &
Public Policy Advisor

Sami Hamdi is the Managing Director of the International Interest, a global risk and intelligence company. He advises governments on the geopolitical dynamics of Europe and the MENA region, and has significant expertise in advising companies on commercial issues related to volatile political environments and their implications on market entry, market expansion, and managing of stakeholders. Sami is also featured as a commentator for Aljazeera (Arabic and English), Sky News, BBC, TRT World, and other outlets.



Usman Zaheer
Director Of Technology



Abdullah Najjar
Regional Outreach
Coordinator (Texas)



Dr. Faisal Cheema
Corporate Strategy
Advisor



Waleed Gabr
Outreach &
Communications



**150+ Muslim
Professionals**
Brand Ambassadors

JOIN THE MOVEMENT

A Highly Aligned Community With The Capacity For Collective Action

YOUR INVESTMENT WILL HELP BRIDGE THE GAPS BETWEEN
MUSLIMS WHILE EMPOWERING OUR
COLLECTIVE CAPACITY

WHY NOW

*"In the face of oppression, faith
& unity become our most
potent weapons..."*



Usman Waheed : **Managing Partner**

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MOBILE APP SCREENS

ADDITIONAL SLIDES

SIGN UP

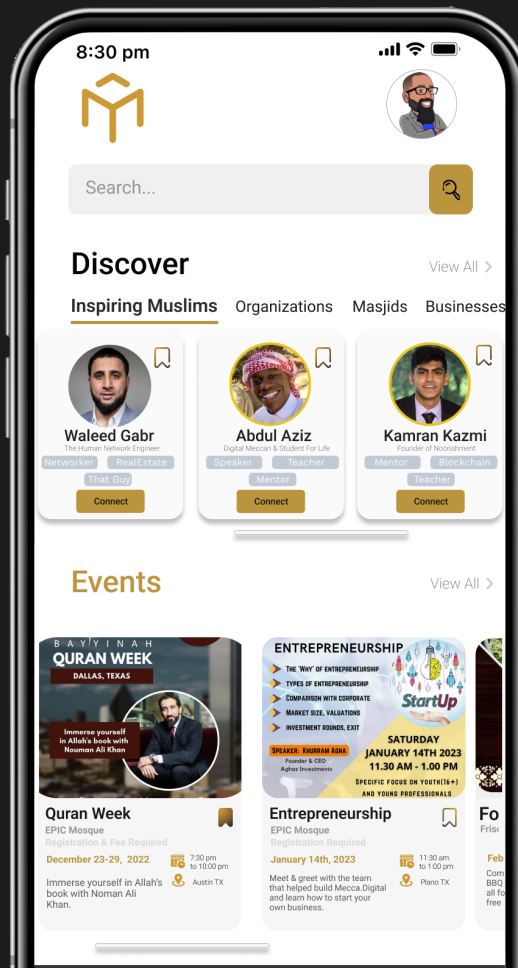
Add in basic info such as skills, goals, interests and organizations



DISCOVER
CONNECT
COLLABORATE

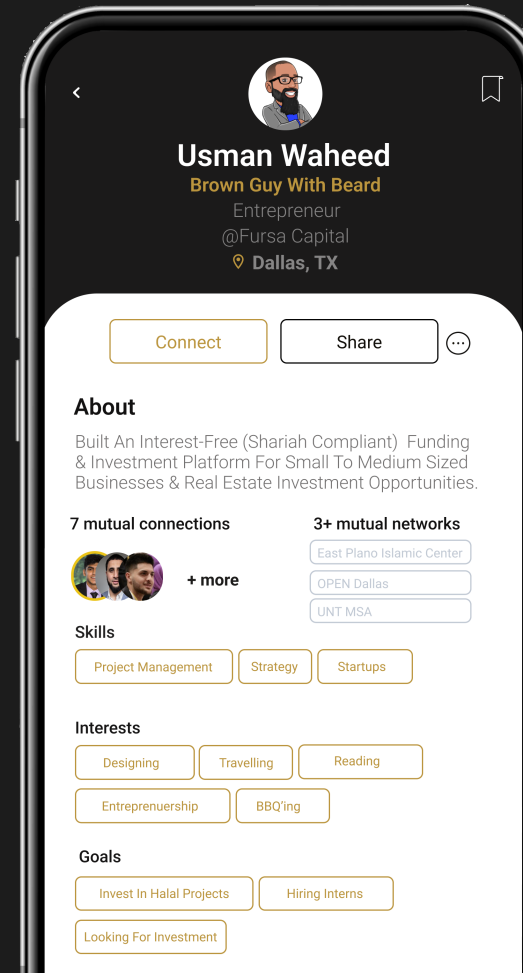
DISCOVER

Discover Muslims, organizations and businesses near you instantly



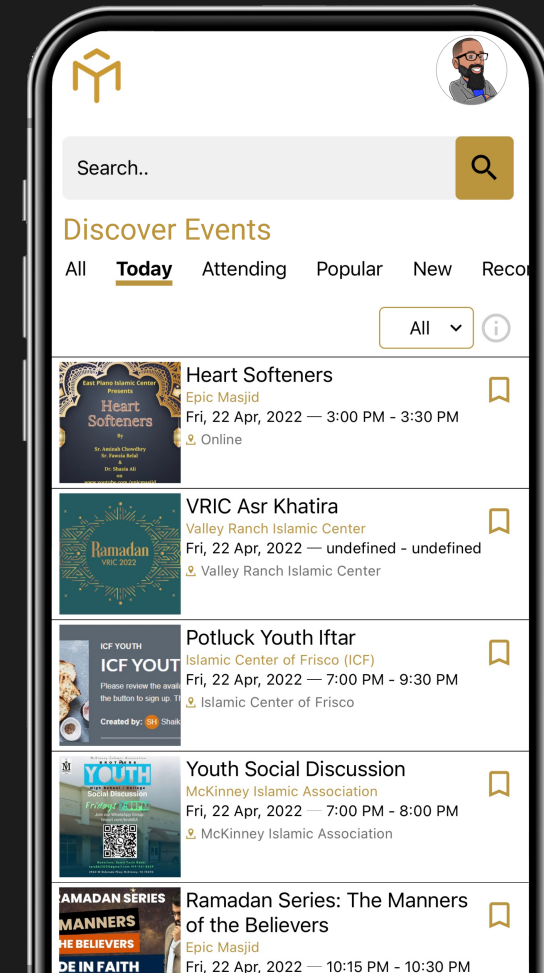
CONNECT

Connect with Muslims that have skills you need or those you can help



COLLABORATE

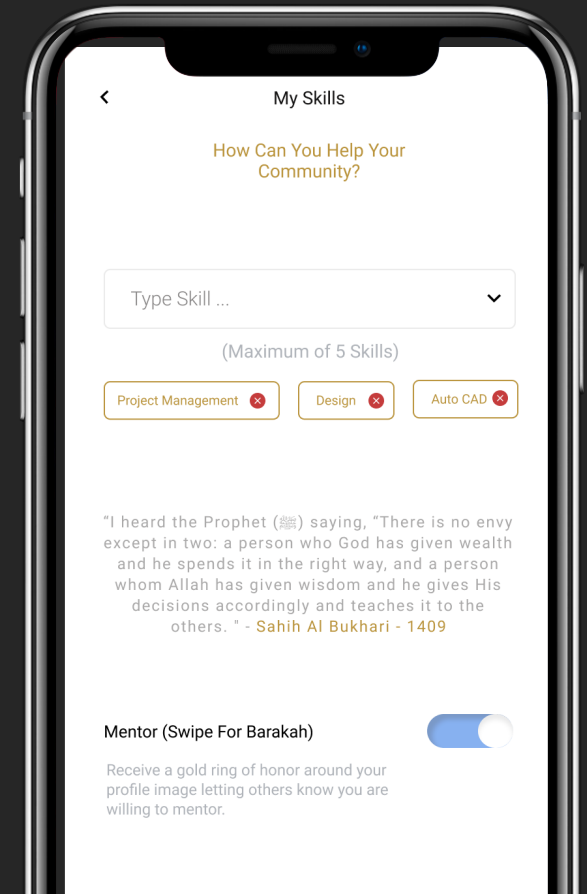
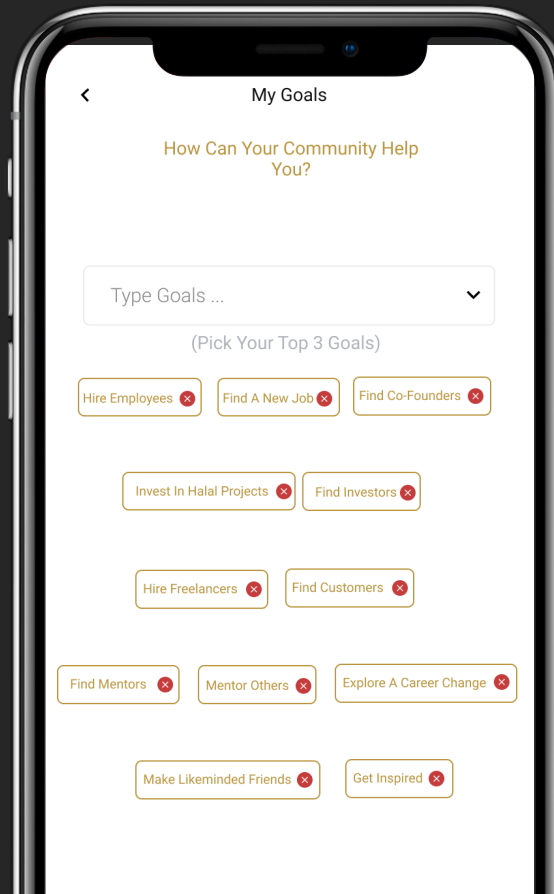
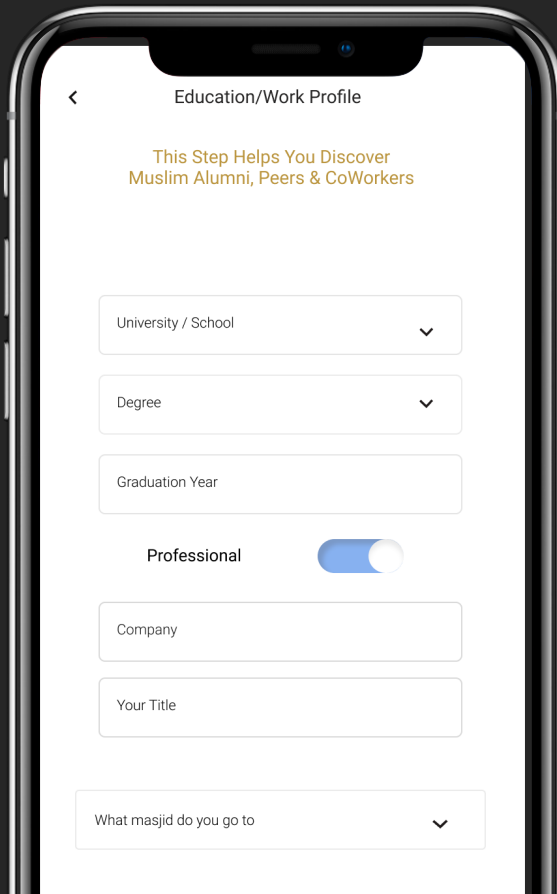
Discover & Collaborate at local events hosted by Your Community





ONBOARDING WITH IHSAN

OUR ONBOARDING PROCESS IS SIMPLIFIED USING A HUMAN CENTERED
DESIGN EMPOWERING MUSLIMS TO DISCOVER THE VALUE OF ONE
ANOTHER.





EMPOWERING THE COMMUNITY

FACILITATED VALUE CREATION

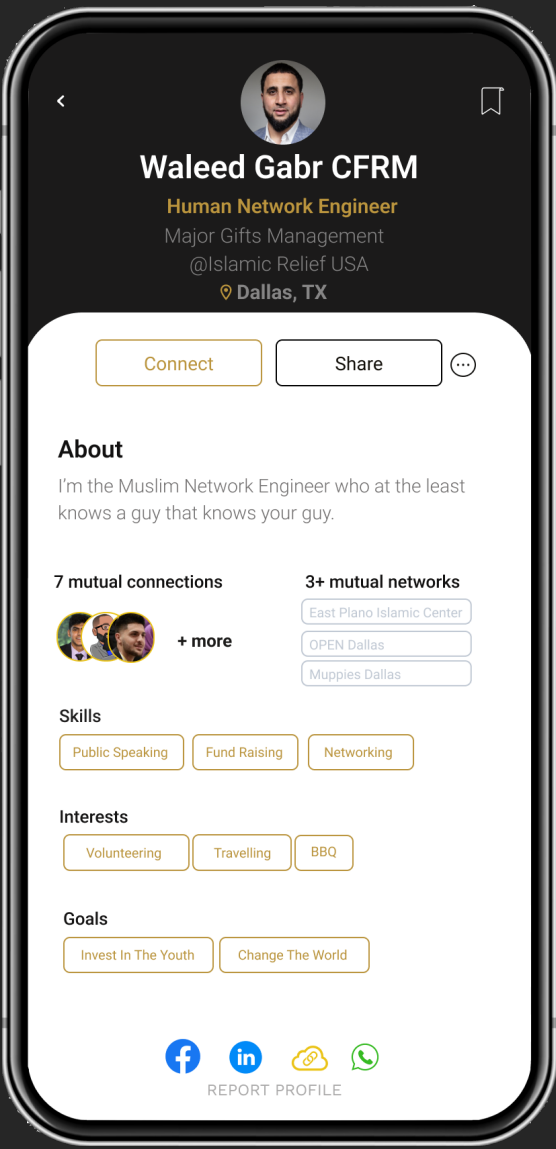
- SIMPLIFYING COMMUNICATION WITHIN THE MUSLIM COMMUNITY.
- GENERATE AND SHARE OPPORTUNITIES WITH EASE.
- CONNECTIVITY LEADS TO AN IMPROVED SENSE OF IDENTITY.
- INCREASE ENGAGEMENT AS YOU ADD VALUE TO YOUR MEMBERS.
- ORGANIZATIONS CAN EASILY SHARE EVENTS WITHOUT THE NEED FOR MULTIPLE PLATFORMS.





MAKE EPIC DISCOVERIES!

MEMBERS IMMEDIATELY DISCOVER THEIR FELLOW **MUSLIMS!**



- **HOW CAN YOU HELP THE UMMAH?**

- ADD YOUR SKILLS TO HELP UPLIFT FELLOW MUSLIM SEEKERS OR YOUR BUSINESS FOR THEM TO FIND.

- **HOW CAN THE UMMAH HELP YOU?**

- ADD YOUR GOALS IN ORDER TO CONNECT WITH LIKEMINDED GIVERS.



EVENT DISCOVERY

YOUR MEMBERS WILL BE ABLE TO FOLLOW LOCAL MOSQUES, ORGANIZATIONS AND ASSOCIATIONS AND HAVE ALL THE EVENTS STREAMLINED INTO A SINGLE PLATFORM WITH THE ABILITY TO FOLLOW, BOOKWORK AND REGISTER.

- PHASE OUT THE NEED TO SEND OUR PEOPLE TO SOCIAL MEDIA PLATFORMS OWNED BY COMPANIES THAT MAY NOT HAVE OUR BEST INTEREST IN MIND.
- NO MORE SCOURING THROUGH TEXT MESSAGES, E-MAILS, INSTAGRAM, FACEBOOK OR OTHER SOCIAL MEDIA PLATFORMS.

