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Plan

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Key informations

Africa, with 240 million of Muslims with a number expected to grow 60% in the next two decades and with a total population of 1.1 billion, has big potential for Islamic Finance.

Savings in Africa represent 20% of GDP of the continent according to The World Bank. And if africans take only 1% of the \$400 Billion they have in savings it would create a \$4 Billion dollar market.

The challenge for Islamic Finance is not only to reach the muslim population, Islamic Finance Industry should appeal to customers beyond the Muslim market and it is something that can only be achieved through new attractives insights such as Shariah Compliant Crowdfunding.

What is Shariah Compliant Crowdfunding and its benefits?

- It is a Shariah Compliant practice of funding a project by raising money from large number of people, typically via internet.
- Crowdfund solve a major problem for SME's, access to capital and for individuals, access to deals & funds.
- Crowdfund links entrepreneurs to pitch their ideas to a network of investors, who contribute small amounts of capital. The investors may invest across a diversified portfolio of startups to minimise their overall risk.
- Crowdfund has a multiplier effect through job creation, encouraging, entrepreneurship and impact “brain drain”.



How does it work?



- A simply peer-to-peer investment platform in conformity with Islamic Financial Regulations. The service connects businesses in need of capital to people who want to invest.
- Investors earn returns on their investments while beneficiaries are able to fund what they need for their businesses quickly and inexpensively.

Crowdfunding vs Traditional Investment

Traditional investment brings more than money to the table. Investors bring along their expertise and experience. This is not the case with Crowdfunding, but its not a shortcoming. The majority of small businesses, the problem lies in the lack of capital, not the lack of know-how.

Crowdfunding

- Small business owners benefit from a lower cost capital.
- For investors or individuals or working partners it provides alternative revenue streams.

Traditional Investment

- High cost capital for SME's and Startups.
- Individuals account holders are silent partners, the Bank is the sole working partner.

