

Disruption Manifesto



Mo El-Fatry
Dixrupt™

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History



History



History



History

darude
SANDSTORM



History



History



History



HELSINGIN SANOMAT

A Muslim MySpace based in Espoo

Mohamed El-Fatary, who moved to Finland in 2004, has set up a Net portal for Muslims

By Miska Rantanen


Click, click. Hmm. Huh? Hang on a minute...

There is something odd about this particular website, and yet something very familiar, too.

In principle, MuslimSpace performs the same task as its larger social networking namesake MySpace, though it should be pointed out that the two are not actually physically related in anything but the similarity of their names.

Like MySpace, it offers its users free web space, into which can be placed blogs, newsgroups, photos, music, and videos. What sets these MuslimSpace blogs apart from the other outfit is that they lack the familiar pubescent prattlings, the links to heavy bands, and the teasing pics of teenage girls that are found on MySpace.



 [print this](#)

History





BLOGS

NEW LG PHONES WITH ISLAMIC FEATURES LAUNCHED

Buzz



BLOGS

YAHOO! ACQUIRES LARGEST ARAB COMMUNITY MAKTOOB

StarUpArabia

Latest on muxlim

- Getting over Sentiments - Muslimness - 1 hour ago
- The Souq's free Eid giveaway - DetroitMuslimExaminer - 1 hour ago
- (Video) The Last Patch: A Funny Movie A... - ArabCrunch - 1 hour ago
- Food Glorious Food... Day 14 - MuslimahEngland - 1 hour ago

previous next

HomePurchasePlan

THE **HALAL** MORTGAGE ALTERNATIVE



IBB
ISLAMIC BANK OF BRITAIN

My Bank, My Values



BLOGS

OSLO ALLOWS "BURQINI" SWIMSUITS IN CITY POOLS

AlArabiyaEng




TV

PRESIDENT OBAMA GIVES RAMADAN MESSAGE

Buzz

Peak Time 2012
Join the Adventure. Apply till February 6th

Partners



Fans



Muxlim on Facebook

20,328 people like Muxlim.

Sander Ville Nasser Heidi Mirja

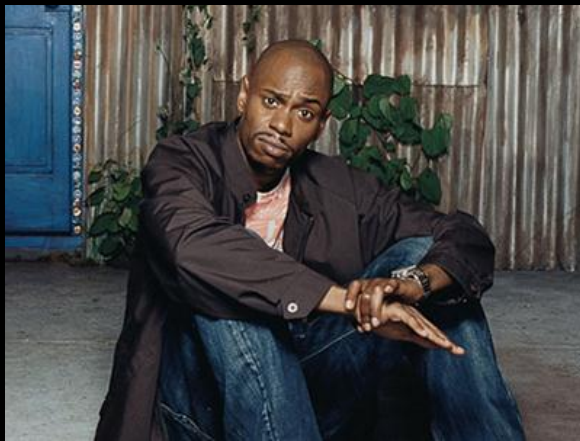
Natalia Yusuf Mustafa Milad Shean

Facebook social plugin

Muxlim Blog

- Muxlim CEO interviewed on Finland's National Television about Muxlim, Finland & the Arab Spring
- Muxlim CEO Named Among the World's 500 Most Influential Muslims For Second Year
- Muxlim CEO Selected Among Chief Executive Magazine's "Leaders of Tomorrow"
- Muxlim CEO Delivers Keynote at the Inaugural Oxford Global Islamic Branding and Marketing Forum
- Muxlim CEO Delivers Opening Keynote at the Saudi Brand and Communication Summit
- Muxlim CEO Participates in President Obama's Entrepreneurship Summit
- Muxlim Awarded by the President of Finland
- TechCrunch Interviews Muxlim CEO

Disrupting Perceptions



190 Countries



Global Brand



UNIVERSITY OF
OXFORD

INSEAD



THUNDERBIRD
SCHOOL OF GLOBAL MANAGEMENT



MIT Sloan
MANAGEMENT

EE

Handbook of
Islamic Marketing

Edited by Özlem Sandıkçı and Gillian Rice



Muslim brands keep faith with their audience

EMERGING BRANDS

TOPIC

If Muslim products stand a chance of going head-to-head with their Westernised counterparts, they need ethical branding and mainstream global positioning, writes Josh Colley

"Every product in the Muslim market is a mainstream product." On paper it seems so simple. In practice, however, the number of Muslim brands managing to marry the ethics inherent within the religion with the capitalist beliefs that typify the Western world are few and far between.

For JWT Middle East chairman Roy Haddad, the issue is one that can appear more complex than it actually is. "Whether it [a Muslim brand] will be accepted in the West depends on how you position it and how you market it against the competitive brands," he says.

GLOBAL RELEVANCE

Muslim lifestyle network Muxlim maintains a global perspective by pulling together relevant content from around the world. With more than



Haddad: consumer understanding is the way to win Western hearts

Muxlim, JWT's parent, has been ranked the second most-recognised Finnish brand behind Nokia, and its English-language version extends across

15 European markets. It has certainly helped sports manufacturer Wilson become one of the most popular brands in its sector. A tie-up between the two parties offers users the chance to track Muslim basketball players from different professional leagues.

offering across four continents, including dedicated cafés.

Building on Muslim consumers' desire for a Sharia-compliant product is another vehicle that brands are using to help separate themselves in competitive industries. Islamic businesswoman Layla Mandi's OnePure beauty products look to instill ethical principles at the heart of its products. So far, the brand has stores in Egypt, Saudi Arabia and the UAE, and it has deals to place its products in French department store Galeries Lafayette. A travel range is also available on Saudi Airlines.

For Haddad, the one thing that connects the growing success of these brands is the fact that their model transcends any notions about religion. "I'm a great believer that absolutely everything goes back to understanding the consumer. It can be a Muslim consumer or a Christian consumer," he says. "I've never heard of Christian marketing actually. If you're not relevant to the consumer, you don't stand a chance. It's true all over the world."

M&M VIEWPOINT

Best Startup



UN Security Council



Muslim 500



President's Award



White House Summit



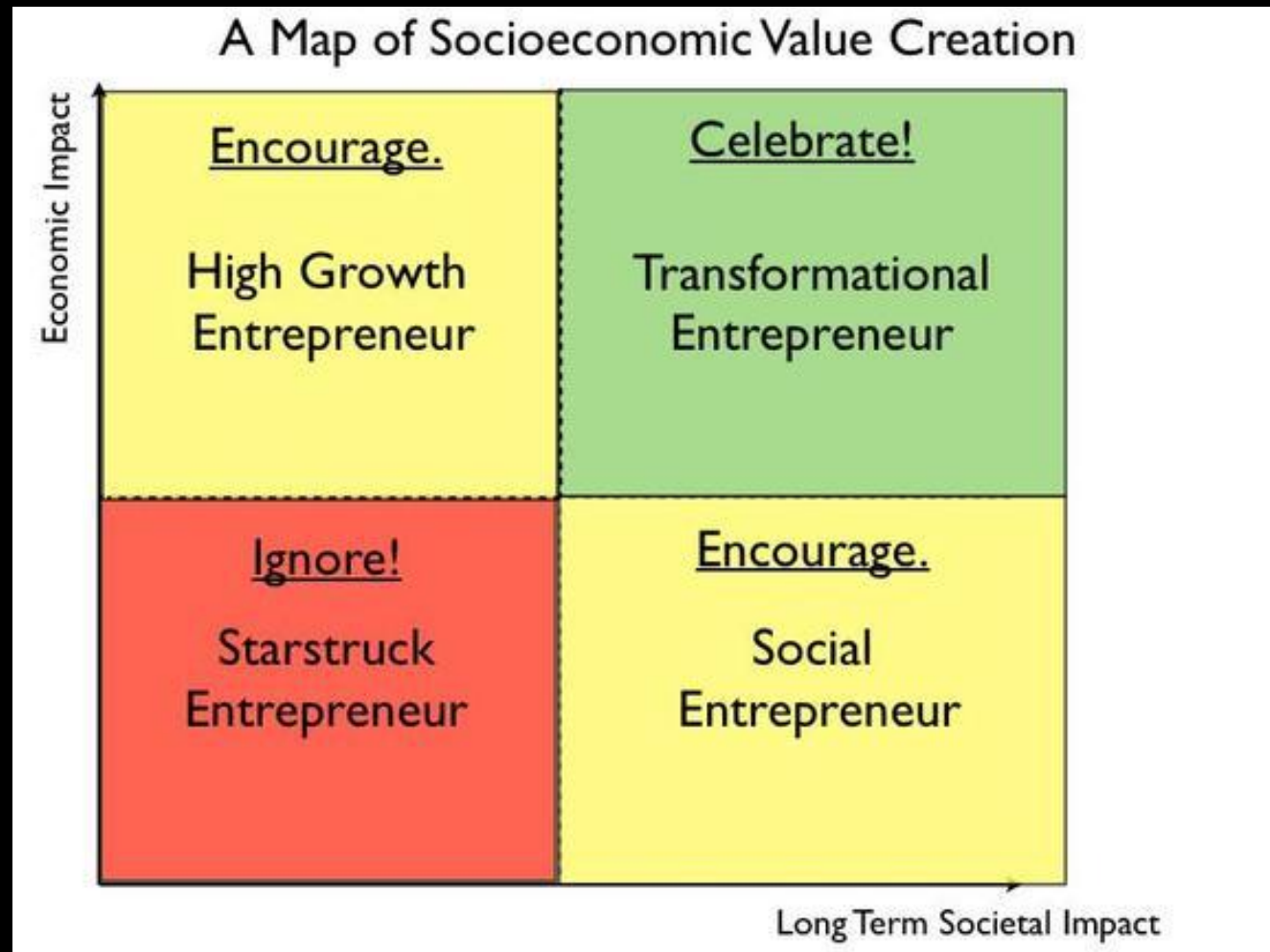
Sammon Tekijät



Biography



Entrepreneurship is not sexy

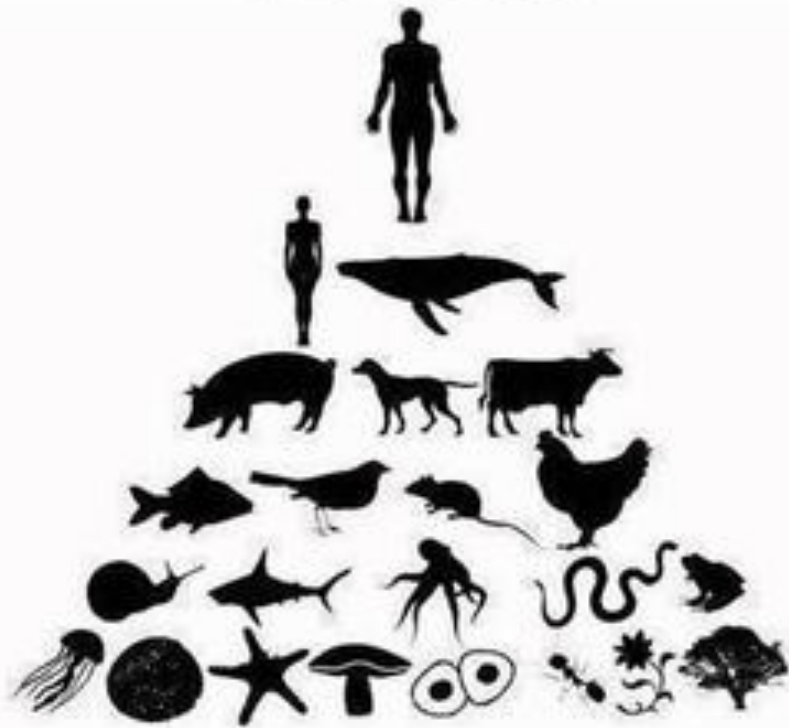


Know Thyself



Ego

EGO



ECO



Proactive



Communication

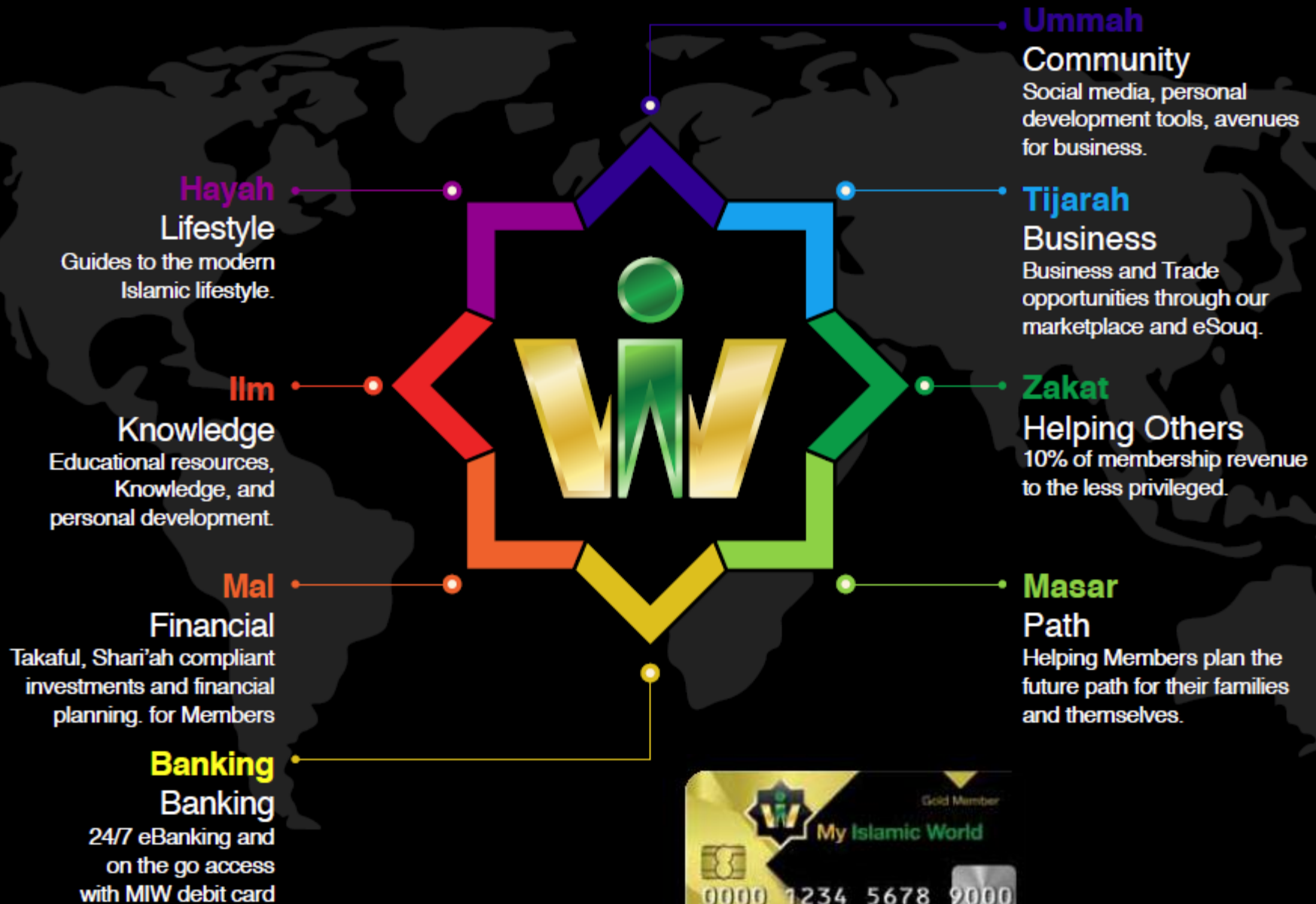


Coaching & Writing



**tekniikka
& talous**

My Islamic World™

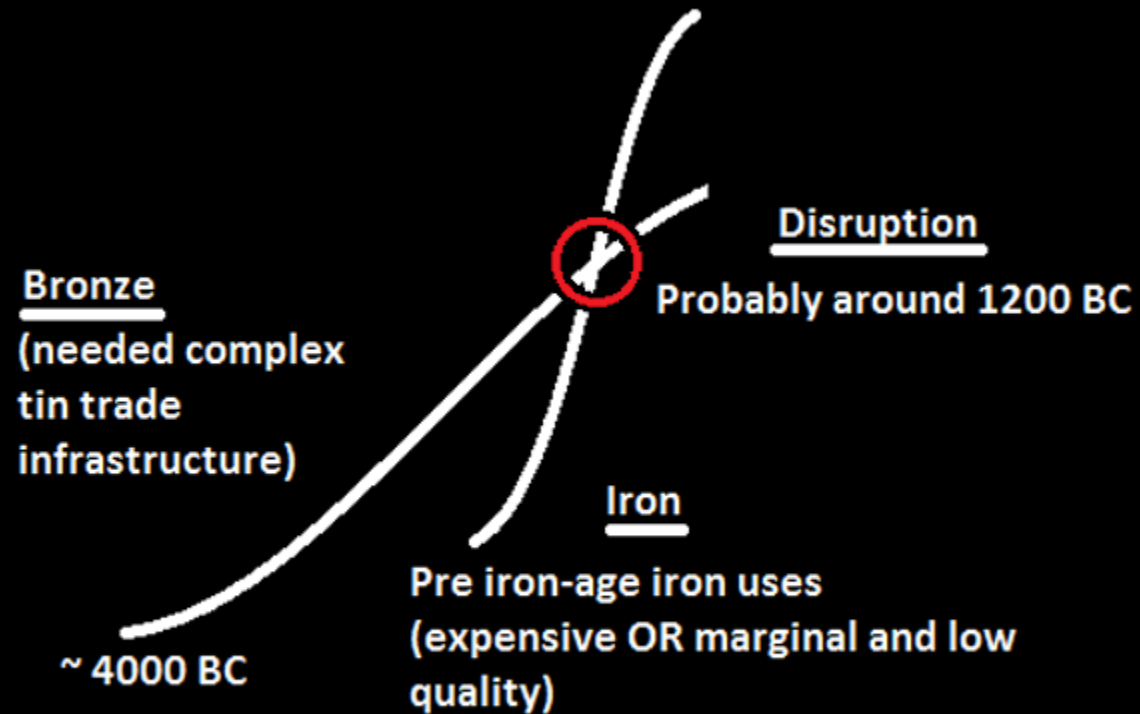


Future

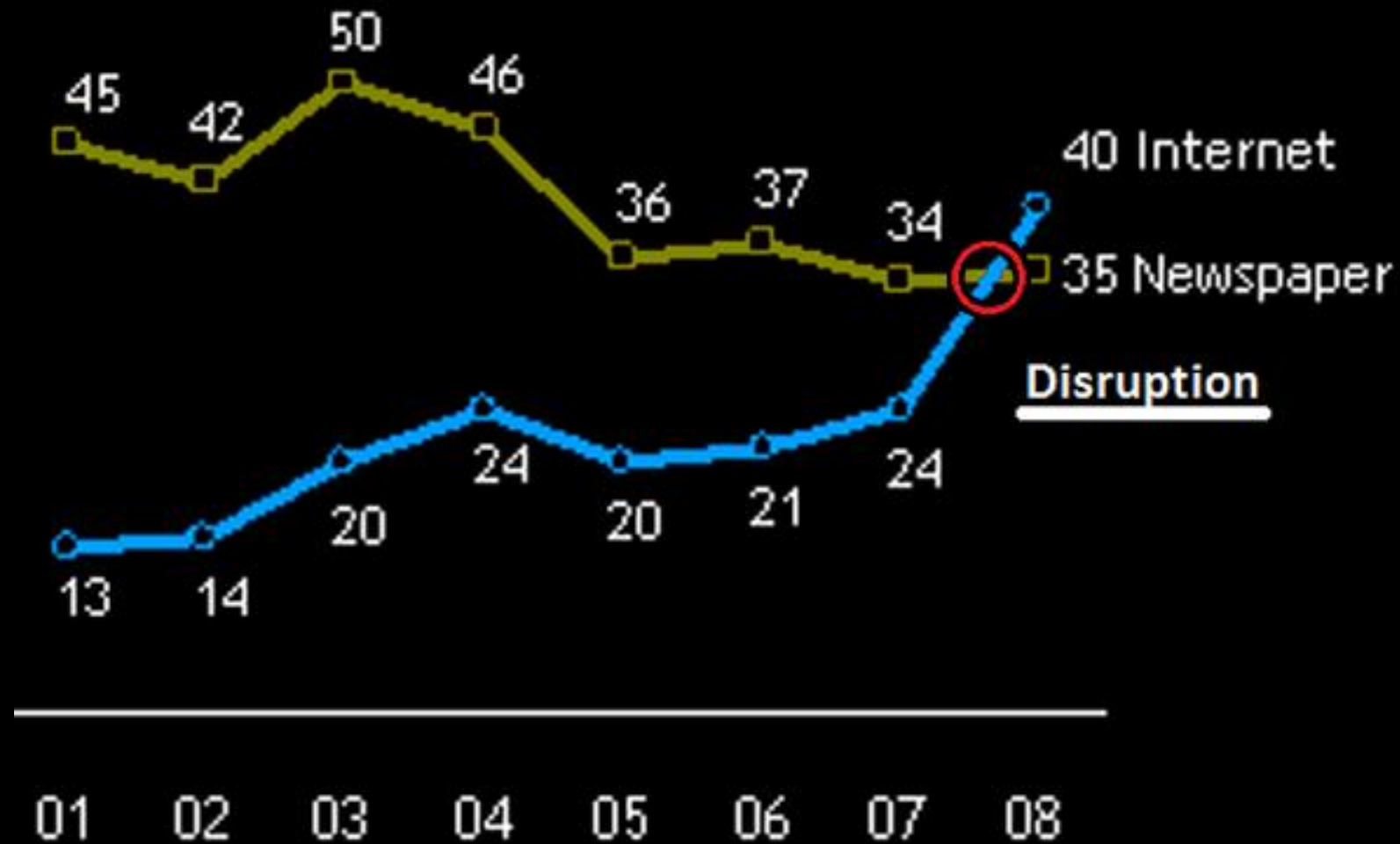


More Disruption?

History



Now



Digital Media

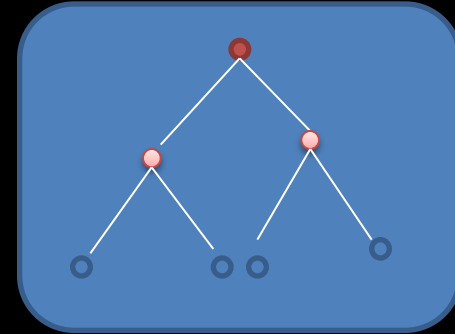
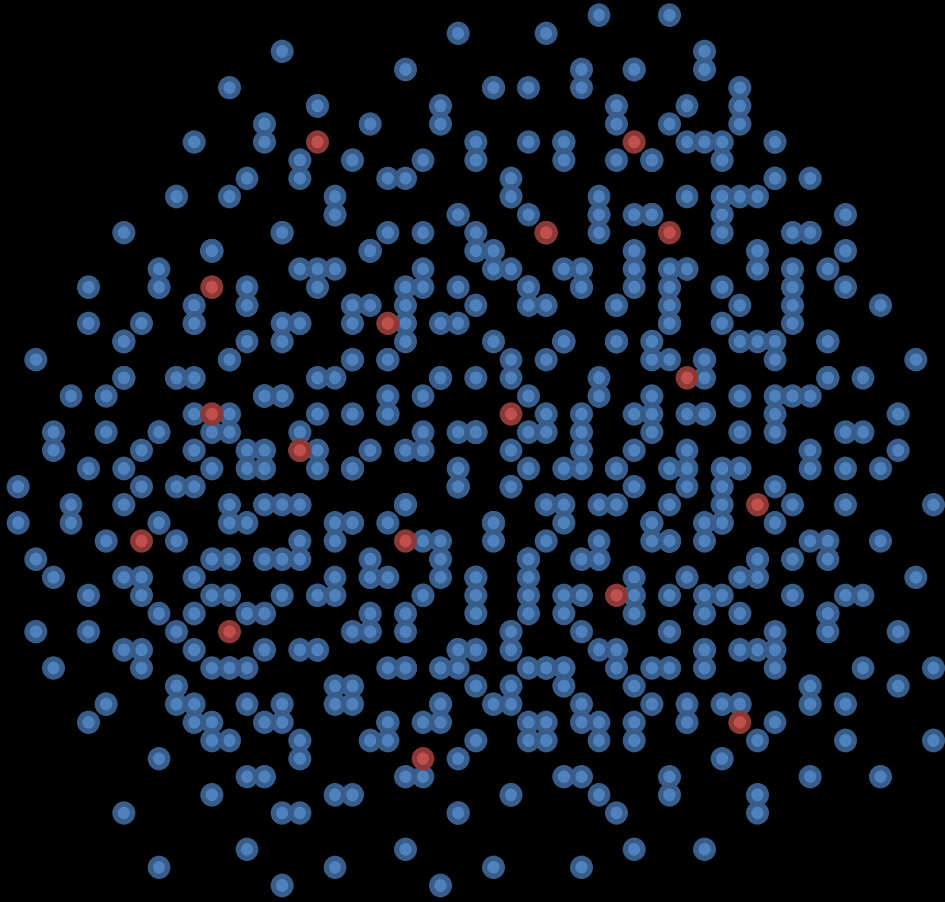


Super Human



Laptop, Smartphone, Chrome, Facebook, Google, Netbank,
Spotify, Skype, DropBox, uTorrent, Amazon, Godaddy

Value Creation



Individuals vs. Institutions

Motivation



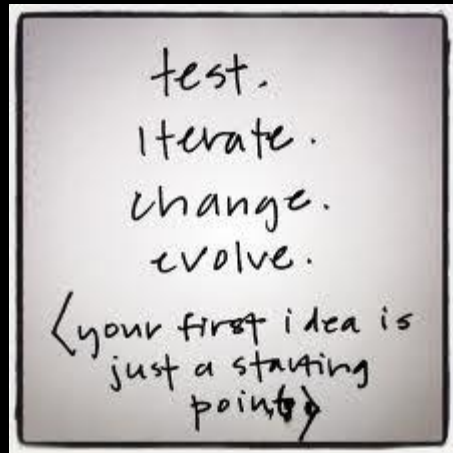
Intrinsic vs. Extrinsic

Problem Solving



Creative vs. Simple

Jobs



Adaptive vs. Ladder

Influence



David vs. Goliath

New Reality

Traditionalists
1925-1945

Value logic and discipline, stability, want a legacy.

Baby Boomers
1946-1963

Idealistic, competitive, questions authority, dislikes change, recognition, stellar career.

Generation X
1964-1980

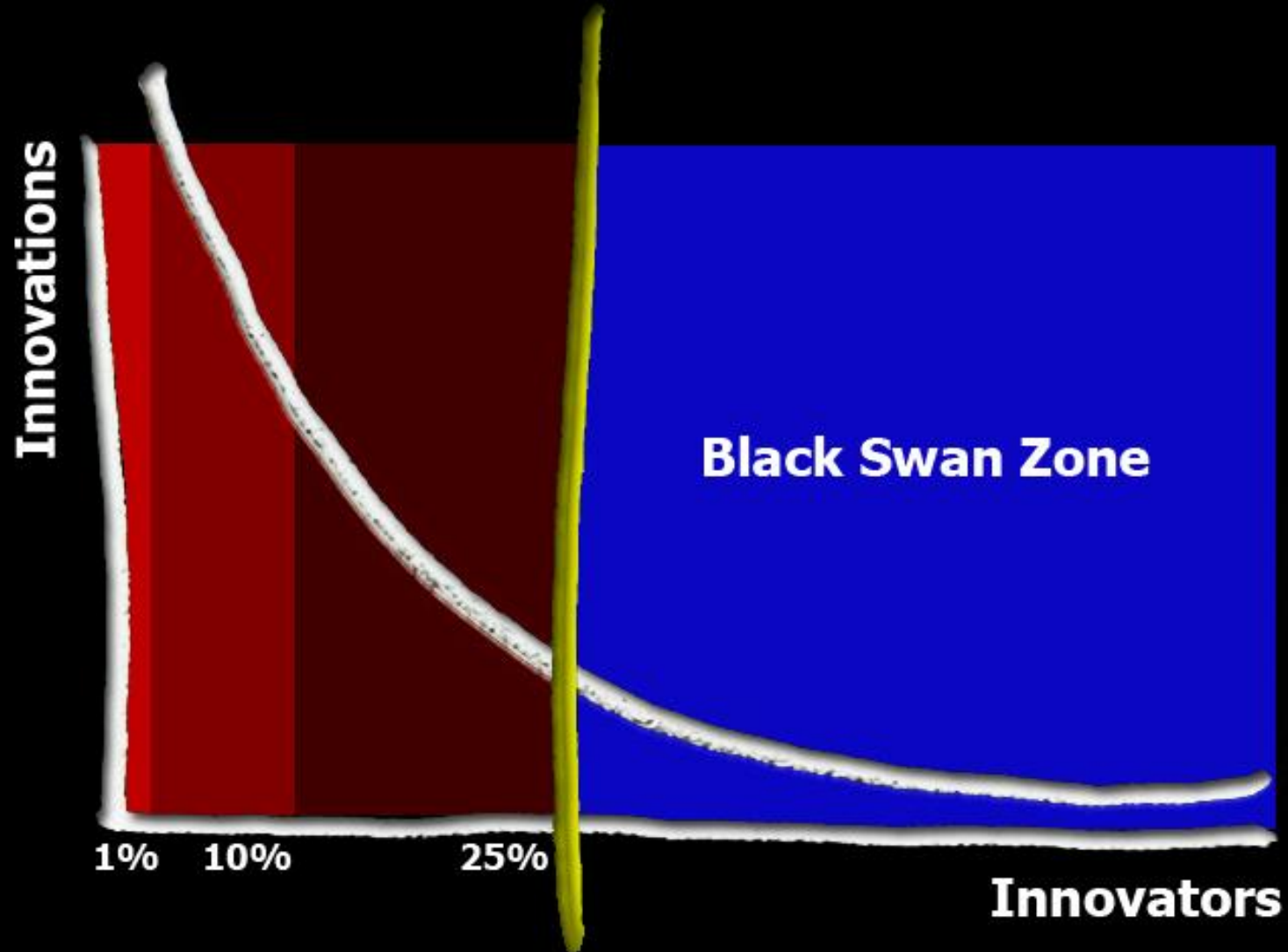
Work/life balance, career portability, flexible, some anxiety, dislike micromanagement.

**Generation Y/
Millennials**
1980-2000s

Value diversity, technologically superior, change, want meaningful work.

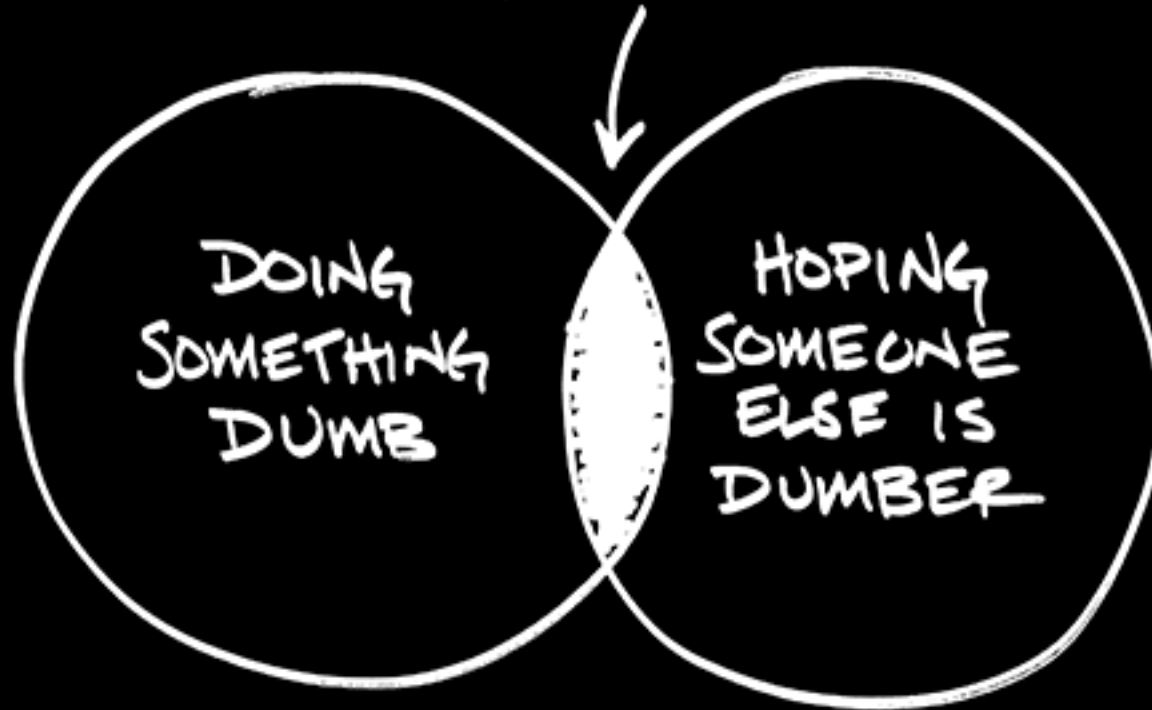
**50% of
workforce
in 10 years**

Black Swans



Greater Fools

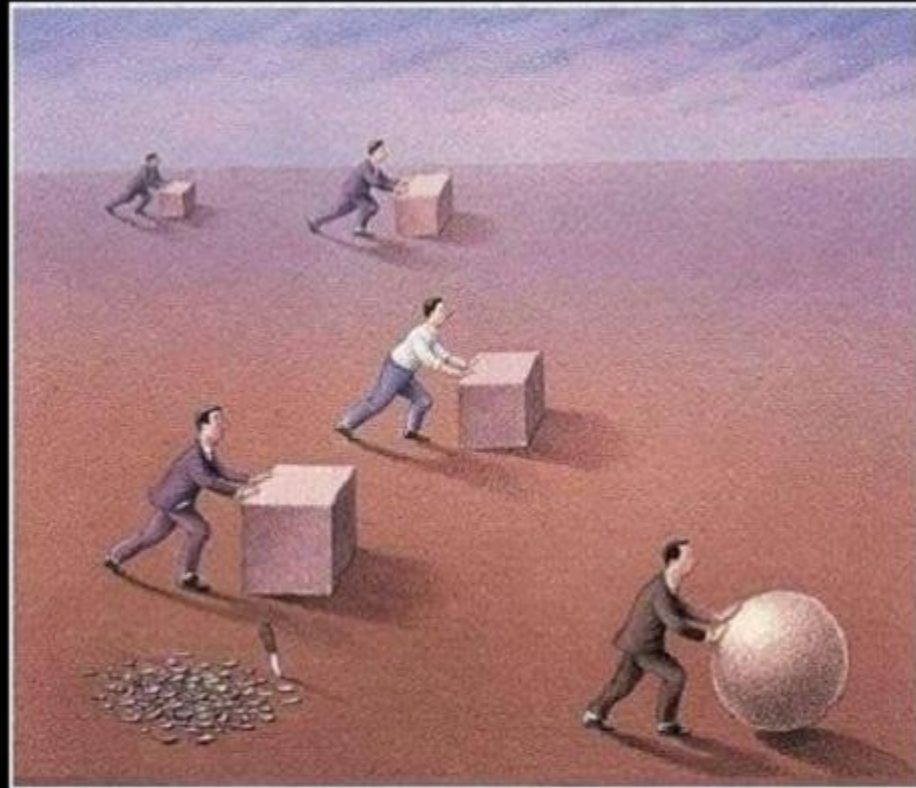
THE GREATER FOOL THEORY



Better Teams



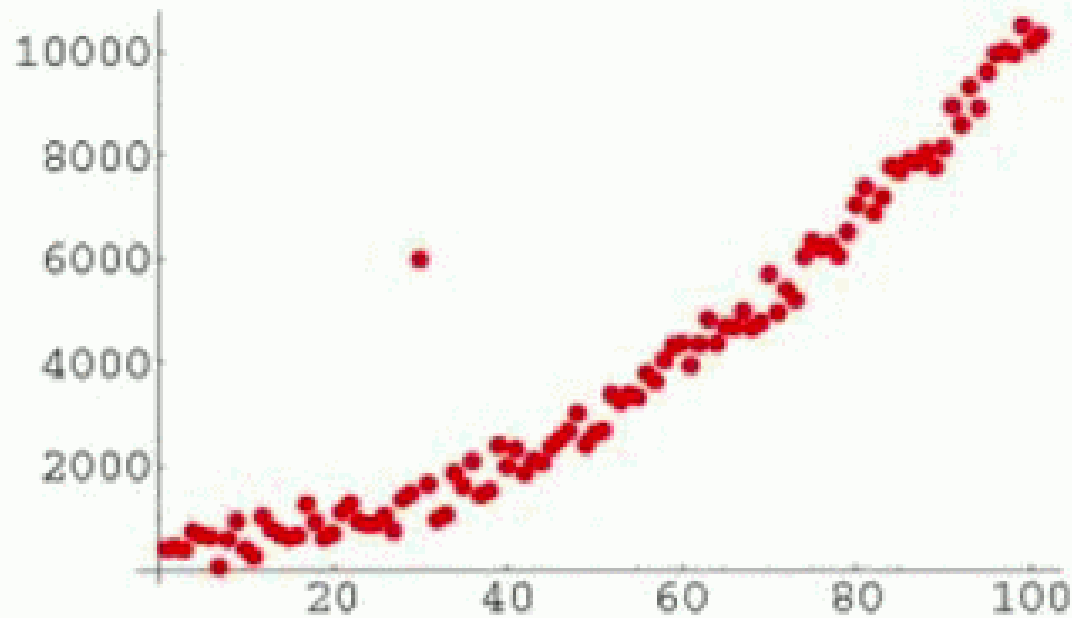
Smarter Work



**Don't work hard
work intelligent**

Average Not Good Enough

Escaping the Cult of the Average



You are "Scientist"

My main style is close attention to the inner world of possibilities, symbols, abstractions, images and thoughts.

2% of the population share your style



You are Futuristic Dreamer

" I Have a Vision "

You approach creativity by exploring different aspects of any complex issue. You can come up with completely new possibilities in an imaginative and rational way.

You are creative!

Celebrities who share your Creativity Style



Russell Crowe
Actor
Scientist



Isaac Newton
Physicist
Scientist



Mark Zuckerberg
CEO of Facebook
Scientist



Jane Austen
Author
Scientist

Build Your Innovative Team

- Invite your friends, and build your productive team.
- In the diagram, people with the different creative style, play different role in the team.
- Click the diagram picture, to learn his/her role, how to get along with, and who are the actual friends who can do what with you.

Show By Innovation Style

By Innovation Steps

By Innovation Approach

Show All My Contacts



Manager(0)



Engineer(0)



Motivator(0)



Artist(1)



Inspector(0)



Protector(0)



Commander(1)



Harmonizer(0)



Leader(0)



Mentor(0)



Scientist(1)



Prophet(0)



Inventor(0)



Designer(0)



Advocate(4)



Idealist(2)

Advocate

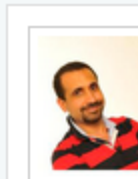
Innovation Process

- In **Market Research** My Role is: **Looking Ahead**
- In **Setting Goals and Decisions** My Role is: **Stretching The Goal**
- In **Finding and Selecting Solutions** My Role is: **Possibilities and Far Opportunities**
- In **During The Implementation** My Role is: **Motivation and TroubleShooting**

How to Get Along

Friends

Celebrities



Ahmed
Shalaby
Advocate



Bahgat
Advocate



Bahgat
Advocate



Bahgat
Advocate

Get it? ;)



Disruption is the new black.




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Myislamicworld.com

Novogenie.com

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