



Competition | MAX TANK

MAX TANK is an annual application-based program that invites selected young Muslim Entrepreneurs to pitch their innovative business plans to our panel of reputable advisors in a “Shark Tank” style competition. Our goal is to be a catalyst for Muslim entrepreneurship by cultivating an environment of ongoing mentorship, network support and resources.

Who can be a MAX TANK participant?

- An aspiring Muslim entrepreneur (or group with a Muslim member[s]), with a current business or business idea
- Require either funding or non-monetary assistance (mentorship or business consulting)

The Competition

The competition will follow a similar format to Dragon’s Den or Shark Tank. In the competition, selected applicants will be selected to present in front of a panel of judges following completion and review of a business plan. Similar to Dragon’s Den, it is at the judge’s discretion on what support they would like to offer. Support could include monetary considerations or potential mentorship or expertise offers. If applicants are interested, they will accept the offer and both parties are responsible to make the necessary arrangements thereafter.

Timeline:

November 1, 2020 - January 31, 2021: The application period is open, interested can submit their business plans as per the instructions below:

All interested parties, please use the following [Business Plan Pitch Deck Template](#). as a guide to complete your application. Please limit your Pitch Decks to 12 pages, and submit your document in a PDF format to Business@maxgala.com following the subject line "MAX TANK Submission [Your Business Name]".

Winter 2021: Review period for all Applications submitted by MAX’s network of Advisors.

Spring 2021: Pitch competition - Date TBC

How do participants benefit?

1. The opportunity to fulfill a particular need or requirement to grow or initiate your business.

2. The opportunity to present and potentially obtain the services of judges such as Robleh Jama (Product Director, Shopify), Asma Shahsmand (Head of Canada Ventures, Accenture), Qasim Mohammad (Director, Wittington Ventures), Huda Idrees (CEO, DotHealth), Saud Juman (Founder, PolicyMedical Inc.) and Haroon F. Mirza (Co-founder & CEO of DemandHub).
3. Join the MAX network and participate in future MAX Business Events that focus on entrepreneurship.
4. The opportunity to give back to the Muslim entrepreneurship community and be part of future MAX Tank competitions.

Judges:

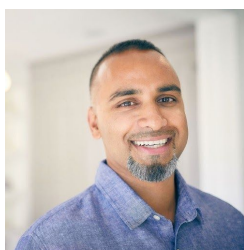


Robleh Jama is a Product Director at Shopify, working on the Shop app. Previously, Robleh founded an award-winning mobile product studio called Tiny Hearts that was acquired in 2016 by Shopify. At Tiny Hearts, Robleh launched several highly regarded apps including Quick Fit (featured in an Apple commercial, #1 Health), Wake Alarm (#1 Utilities) and Pocket Zoo (#1 Education). These apps have been downloaded by millions of people and have appeared in the New York Times and Wired Magazine.



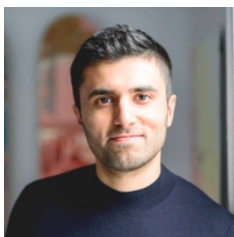
Huda Idrees is the Founder and CEO of Dot Health, a real-time personal health data platform. With a background in engineering from the University of Toronto and a prolific career at some of Toronto's best-known startups including Wappad, Wave, and Wealthsimple. She has won numerous awards including Excellence Canada's Board of Governors' Special Recognition of Achievement Award in 2019 and YWCA Toronto's Young Woman of Distinction in 2019, amongst others. She also serves on the

Board of Directors for TechGirls Canada, Ontario MD, and the Sinai Health System.

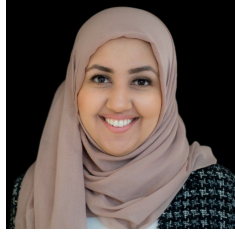


Saud Juman is the Founder of The CEO's Secret Weapon and Founder of PolicyMedical Inc. Saud has over 20 years of experience as an entrepreneur and business owner. Most recently he has grown, run, and sold a multi-national business called PolicyMedical Inc. that developed numerous hospital data management systems trusted by over 3000 hospitals. He is now launching new tech and social equality ventures, functioning as a founder, mentor, and secret weapon in the background for

CEOs and executives.

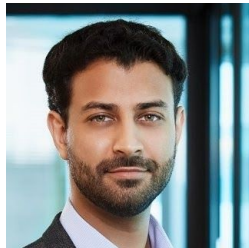


Qasim Mohammad is Director at Wittington Ventures and Founder and Author of Fire Ant. Qasim is a technology entrepreneur and investor with a focus on the digital commerce sector. He invests in startups through Wittington Ventures and writes a commerce-focused publication called Fire Ant. Previously he was building products in the enterprise software vertical, and investing at OMERS Ventures. He is also a contributing writer for the Globe & Mail.



Asma Shahsamand is the Accenture Ventures Lead for Canada. Asma focuses on developing partnerships and engaging key stakeholders from the start-up and venture capital ecosystem, with the aim to accelerate the transformation of her clients. Prior to her current role, Asma was the Digital Transformation Manager within the Canada Innovation Hub. Asma is a strategic driver in the creation of customer-centric incubators with a core focus on moving startups to commercialization. Over the last five years, Asma has worked with over 200 start-ups and supported promising startups to scale

their business and create innovative technology that impacts human life. Through her work in strategic ideation and design thinking, she is a key activator for the start-up ecosystem.



Haroon F. Mirza is the Co-founder & CEO of DemandHub, a growth platform for local businesses. He is an angel investor and advisor to tech startups across North America. Previously, he was Co-founder & CEO of CognoVision (acquired by Intel), Director of Business Development – Anonymous Viewer Analytics at Intel, Entrepreneur in Residence at OMERS Ventures, and Managing Director & EIR at OneEleven.

We look forward to hearing from you!

If you have any questions about the competition, please contact us at Amir.Ahmad@maxgala.com with the subject line “**Pitch Competition**”.

Please note, to maintain fairness in our application process, we can only offer informational, technical and high-level support.