

5C WAQF

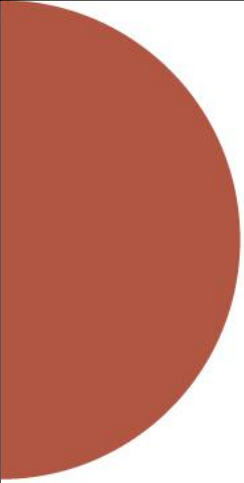
INNOVATION
STRATEGY

IMAM NUR AZIZ



Objective

Waqf to empower
Economy, Health, Education
(according to SDGs)



C A M P A I G N



- *A step to educate people and increase waqf literacy.*

1





Campaign Strategy

Online

Publish in Social media (Website, Instagram, Facebook, LinkedIn), including wakaf online learning, wakaf podcast, and wakaf video (youtube). so that millennials can take part in waqf movement.

Offline

Waqf Campaign Goes to Campus, Wakaf seminar and conference.

CREATE



- *A step to create a supporting ecosystem for Wakif, Nazhir, Mauquf, Mauquf Alaih based on innovation*

2

Create Strategy

Wakafpreneur

Bootcamp (to increase collaboration):

- Waqf design bootcamp: People in UX (User Experience) field to emphasize and understand the underlying problems in waqf ecosystem.
- Waqf product bootcamp: People in PM (Product managers) field to initialize Product Planning (Product Requirements Documents) from UX, to create waqf products.
- Waqf tech bootcamp: People in Technological area to develop features, planned by products.

Ensuring innovation

innovation to take part in waqf, including implementation of end-to-end waqf participation in blockchain technology. As blockchain will solve waqf today's problem in regards of Transparency, Traceability, Accountability.

Collect Big Data

Big Data of waqf mobility and robo-advising donation management.

Innovation Example

a mobile app for waqf gamification.



CONVERSION

3

- *A step to manage and convert unproductive asset to be productive (non-moving-assets), and collecting cash waqf (moving-assets)*

Conversion Strategy

Convert non-moving waqf assets from unproductive to be productive.

Collect moving-waqf such as waqf linked sukuk and cash waqf.



COMPETENT

- *A step to help nazhir to become more competent and trusted*

Competent Strategy

Waqf Knowledge

- Create an incubator to improve personal and organizational Nazhir.
- Waqf supervision.
- Waqf mentoring and coaching.

Syaria Knowledge

Syaria Management

Financial Knowledge

- Combination of Waqf, Zakat, and Sadaqah.
- Pendanaan
- Dukungan Manajemen Usaha mikro

Branding

Reporting

COMPLY

- *A step to comply with regulations*

5



Comply Strategy



- Legal knowledge seminar and consultation
- Legislation to support nazhir to grow
- Easiness of nazhir registration.
- Tax deduction for waqf ecosystem: wakif, waqf productive, mauquf alaih.



PARFUMGWE
INTERNATIONAL

WAQF FRAGRANCE STARTUP COMPANY





Tubagus Wijaya (TW) tried to get up and establish PT. Perfume Gwe International which is a transformation from the previous company, namely PT Parfum Gue Indonesia. Together with his new business empire, TW succeeded in achieving his goal of becoming a "Socialpreneur", he founded PT Parfum Gwe Internasional with an investment and stock-based scheme **"WAQF PRODUCTIVE"**.

PT Parfum Gwe International became the first "Fragrance startup company" in the World with 100% capital injected from Productive Waqf funds. In addition, PT Parfum Gwe International's Founders and Co-Founders agreed to endow as much as **51%** of the company's shares so that the company was dominated endowment as **"Majority Share Holder"**



PARFUMGWE is supported by more sophisticated technology with formulas involving 144 - 288 types of fragrances, which are derivatives of 12 basic types of fragrance in the world today, namely Fruty, Oriental, Citrus, Woody, Green, Floral, Oceanic, Leather, Aromatic, Gourmand, Chypre, Fougere. PT. Gwe International Perfume is now managed by people who are more competent and professional such as Tubagus Wijaya, the inventor of perfume, following the formula and technology of Persona (Personalized Scent Online Application), which has more than once received a Diploma of Perfumer from the international world and in November. In 2019 Tubagus Wijaya with his company and the products received awards from MURI