

Arabic Lab is an online platform teaching non-Arab Muslim families **Classical Arabic through natural acquisition** — listening, memorising, speaking, reading and writing — with the Qur'an, Hadith and the books of the Salaf as the core material, not abstract grammar drills. The language is the key that unlocks 1,400+ years of Islamic scholarship.

\$250K

Seed via Musharakah · 18-month runway

10%

Equity offered · ≈ \$2.5M post-money

1,000

Year-1 founding-family target

\$120→\$240

Founding → standard annual price

The opportunity

AI and automation are dissolving the credential economy that schooling was built to serve. The asset that does not depreciate is the one never built for the job market: access to revelation and the scholarly tradition — and its single gateway is **Arabic**.

- ◆ 1.8B Muslims worldwide; the overwhelming majority are **non-Arab** and cannot read the primary sources.
- ◆ Existing Arabic courses are grammar-first and have a poor completion record.
- ◆ No category-defining product serves Muslim families with a true **acquisition-based** method.

The solution

- ◆ A mastery-based staircase: **beginner (online) → intermediate (ustadh-led halaqa) → advanced (campus)**.
- ◆ Self-paced levels, dynamic exercises, a personal word bank, and AI-assisted explanation & tutoring.
- ◆ Parent (mother-led) controls; gamified progress; milestone reviews.
- ◆ Anchored in the Salafi scholarly tradition under direct scholarly guidance.

Traction (pre-launch)

- ◆ **247 of 1,000** founding families already reserved — with no paid marketing.
- ◆ Trilingual site (EN/AR/BN) live; reservation, analytics and AI assistant in production.
- ◆ Scholar endorsement secured; MVP targeted for ~June 2026.

Business model

Annual subscription: **\$240/yr** standard · **\$120/yr** founding (first 1,000 families) · **5%** sibling discount per additional child. Recurring revenue compounds with renewals and base growth; later halaqa and campus tiers add higher-value revenue.

THE OFFER — MUSHARAKAH

A Sharia-compliant equity partnership

Instrument	Musharakah — equity partnership, no riba
Raise	\$250,000
Equity offered	10% (≈ \$2.5M post-money)
Runway	18 months to traction milestones
Profit & loss	Shared by ownership ratio
Final terms	Valuation & definitive agreement confirmed ~3 months post-launch, in shā' Allāh, against early traction

USE OF FUNDS

Platform development & content	40%
AI infrastructure & licensing	15%
Marketing & community	15%
Bangladesh halaqa pilot	15%
Scholar honoraria & curriculum	10%
Operations & contingency	5%

THE INVESTOR'S RETURN — TWOFOLD

Worldly	Eternal
Equity upside realised at the next priced round or acquisition, entered at the earliest price.	Sadaqah jariyah — an enduring reward in every learner who comes to read the Qur'an.

Founder — Mahmudur Rahman, 79mplus Pty Ltd

Scholarly guidance — Sheikh Waliur Rahman bin Abdullah bin Fazl (ibnfazal.com)

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