



# ISLAMIC INNOVATORS AND VENTURE BUILDERS IMMERSION

IE Lab Immersive Entrepreneurship  
& Innovation Programme

*Bridging Ethical Values with High-Impact Innovation*  
*Build a real, Shariah-compliant venture, not just a business plan.*

In today's fast-changing world, having an idea is not enough, execution, validation, and ethical grounding are what truly define successful ventures.

Join a **5-Day Venture Sprint** where you and your team will compete to build, test, and pitch a real ethical venture under real-world pressure.

From problem discovery to venture validation, every day is a mission designed to **challenge creativity, resilience, teamwork, and entrepreneurial instincts.**

# What You Will Experience

**Challenge. Build. Validate. Pitch.**

Experience entrepreneurship beyond the classroom.



Navigate uncertainty and make decisions under **real-world pressure**

Experience how entrepreneurs think, adapt, and make fast decisions in dynamic situations.

Build **ethical and sustainable** venture strategies



Create solutions that balance business growth with values and long-term impact.



Experience **live venture creation** and market testing

Move beyond ideas by testing concepts and validating opportunities.

Design **scalable business** and value creation models



Structure ideas into practical business models that can grow sustainably.



Gain **startup intelligence and market positioning** skills

Learn how to analyse competitors, identify opportunities, and position your venture effectively.



# Programme Experience

Experience a transformative **5-Day Venture Sprint** designed to turn ideas into real-world impact. Throughout this immersive journey, you will:

## DAY 01 THINK LIKE A FOUNDER

Jump into real business dilemmas, discover entrepreneurial mindsets inspired by Islamic values, and build your startup team through interactive challenges.

## DAY 02 STEP INTO THE STARTUP WORLD

Get out of the classroom and into the field, explore real ventures, meet founders, and hear the stories behind their wins, failures, and turning points.

## DAY 03 SPOT THE OPPORTUNITY

Investigate competitors, uncover market gaps, and map the journey behind products and services to discover where your idea can stand out.

## DAY 04 BUILD, TEST & CREATE

Use AI tools, transform ideas into prototypes, experiment with 3D innovation, and get real feedback from users.

## DAY 05 PITCH LIKE A FOUNDER

Work closely with mentors, sharpen your business story, and step onto the stage to present your venture.

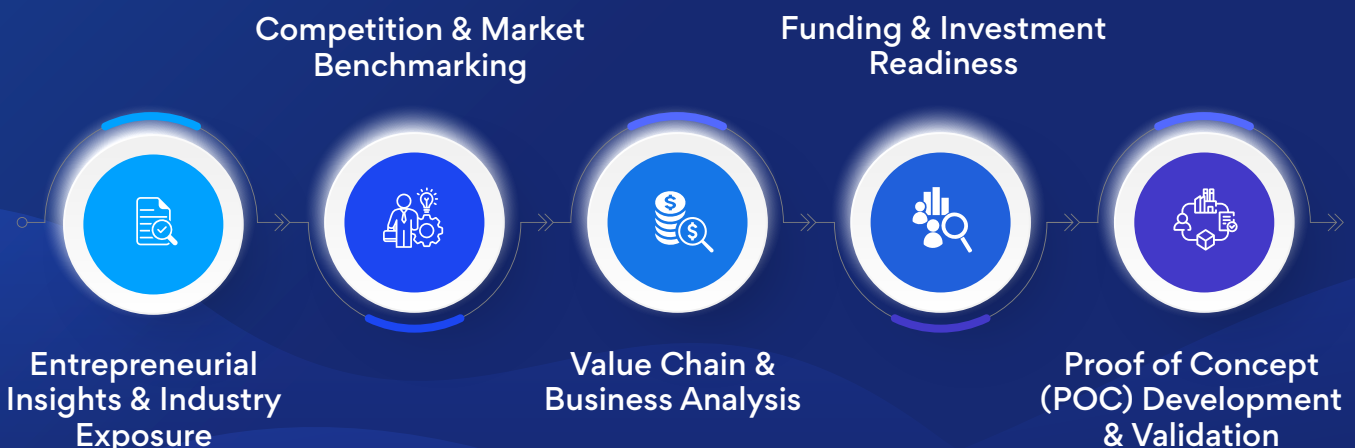
# What You Will Build

By the end of the module, you will develop:



## Curriculum Focus

Throughout the module, participants will focus on key aspects of business planning, including:



# Transferable Skills Developed



**Innovative and  
Critical Thinking**



**Strategic  
Decision-Making**



**Ethical and Islamic  
Value-Based  
Leadership**



**Venture Building  
and Execution**





# Module Content Outline



Islamic Ethics  
and Business

Teamwork in  
Business



Islamic Entrepreneurial  
Leadership



Proof of  
Concept (POC)

Bankable  
Business Plan



Data Analytics & AI for  
Business Insights



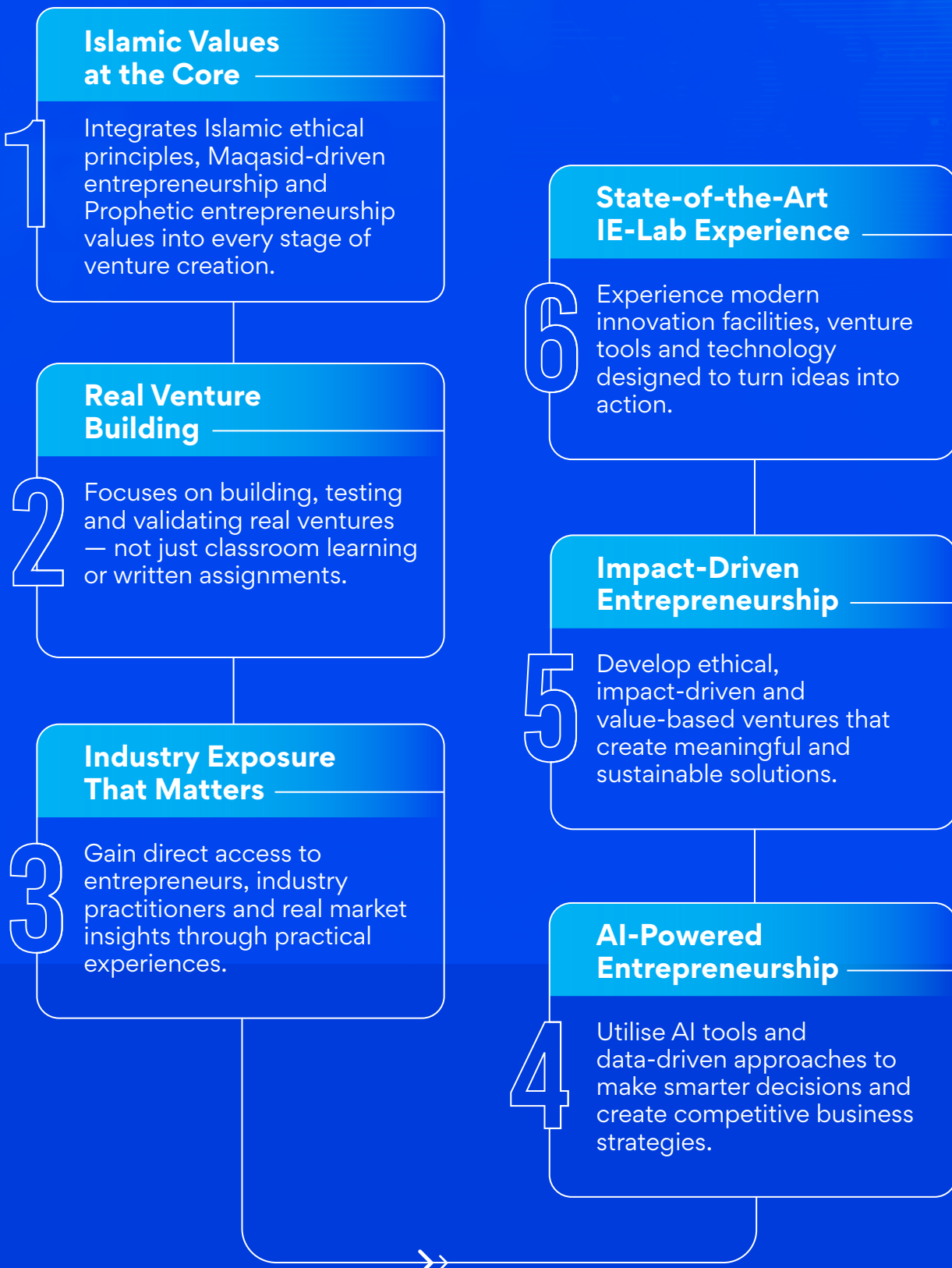
Learning from  
Entrepreneurs

Value Chain  
Analysis



Competition Benchmarking

# Why This Is Not Your Typical Entrepreneurship Programme



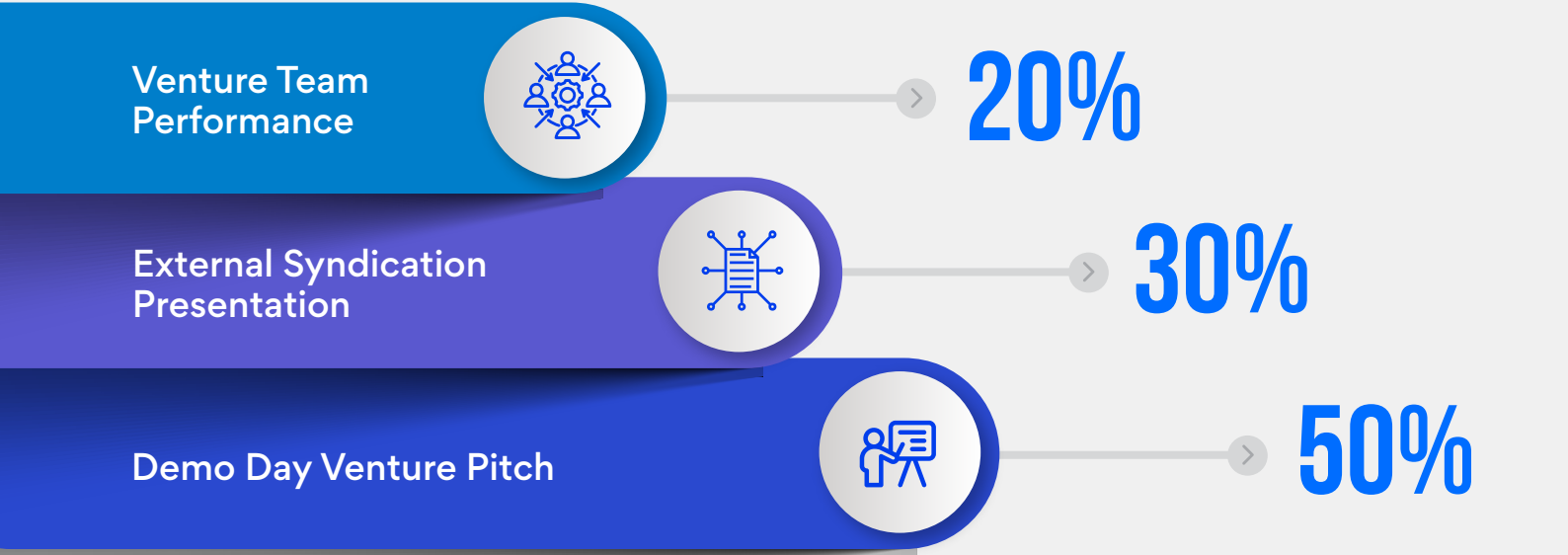


# Who Should Join

This programme is designed for:



# Assessment Structure






# Venture Tools & Innovation Ecosystem

Experience a startup-inspired environment designed for venture creation, innovation, collaboration, prototyping, and investor-ready pitching.




Founder  
Collaboration  
Zone

A photograph of a modern lounge area with blue and orange modular sofas, a large screen, and a circular light fixture on the ceiling.


AI-Assisted  
Building  
Stations

A photograph of a workstation with a computer monitor and a specialized device, likely used for AI-assisted building or prototyping.

Smartboard  
and  
presentation  
systems

A photograph of a large, interactive smartboard in a meeting room.

Pitching and  
training area

A photograph of a bright, open-plan area with a large screen and comfortable seating, suitable for pitching and training.

Prototype &  
Innovation  
Studio

A photograph of a studio with multiple computer workstations, ergonomic chairs, and a whiteboard, used for prototyping and innovation.

# Programme Information

Duration:  
**Intensive  
Startup  
Immersion  
Experience**



Mode:  
**On-campus  
@ INCEIF**

Intake:  
**June 2026**



Fee:  
**RM 2,500  
(inclusive of  
training, materials,  
and industry)**

Application  
Deadline:  
**Early Bird  
10 June 2026  
(10% discount)**

**EARLY BIRD**

Last date  
**20 June 2026**





*Assoc Prof  
Dr Ismail Nizam*

*Prof Dr Zulkarnain  
Muhamad Sori*

*Mr Zusuff Kan*

**COACHES**

COACHES

COACHES

# Ready to Build Your Venture?

Take the **first step towards** becoming  
a values-driven entrepreneur.

**Limited seats available.**

**Apply now**  
to secure your place.



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