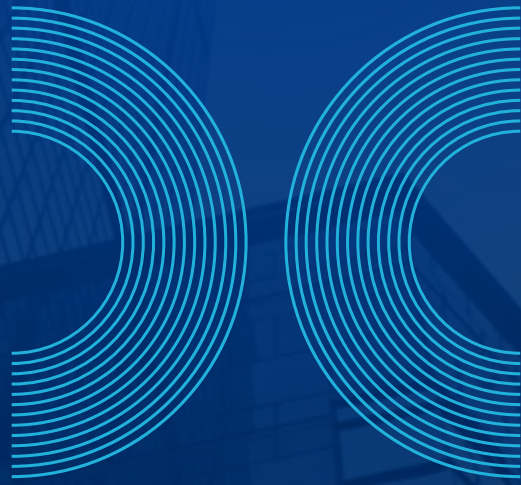


STARTUP LAB BY FORERUNNERS

SEP 15TH - OCT 17TH



2025

www.forerunners.org

Startup Lab by Forerunners

FROM DREAMER TO DOER

Launch your startup in 5 weeks
with **integrity** and **purpose**, guided
by mentors and peers.



”

**Transforming
the people
that will
transform the
world.**

Muhammad Yunes

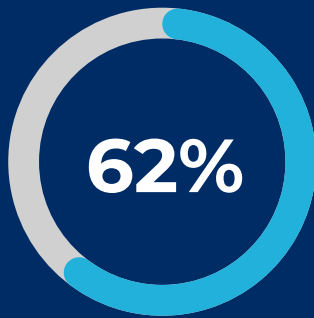
President of Bangladesh and
Founder of Social Entrepreneurship

*Startup Lab by
Forerunners redefines
entrepreneurship—
teaching leaders to build
impactful ventures that
drive social change while
leaning into our collective
values.*



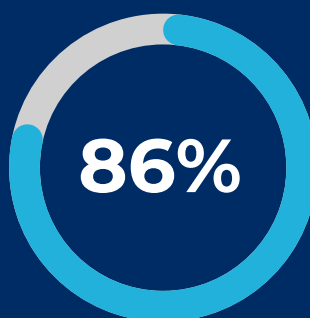
Startup Lab by Forerunners

The world is changing fast – **be part of the change**



of U.S. adults

say they would prefer to be their own boss



of employees

want their workplace to align with their values*



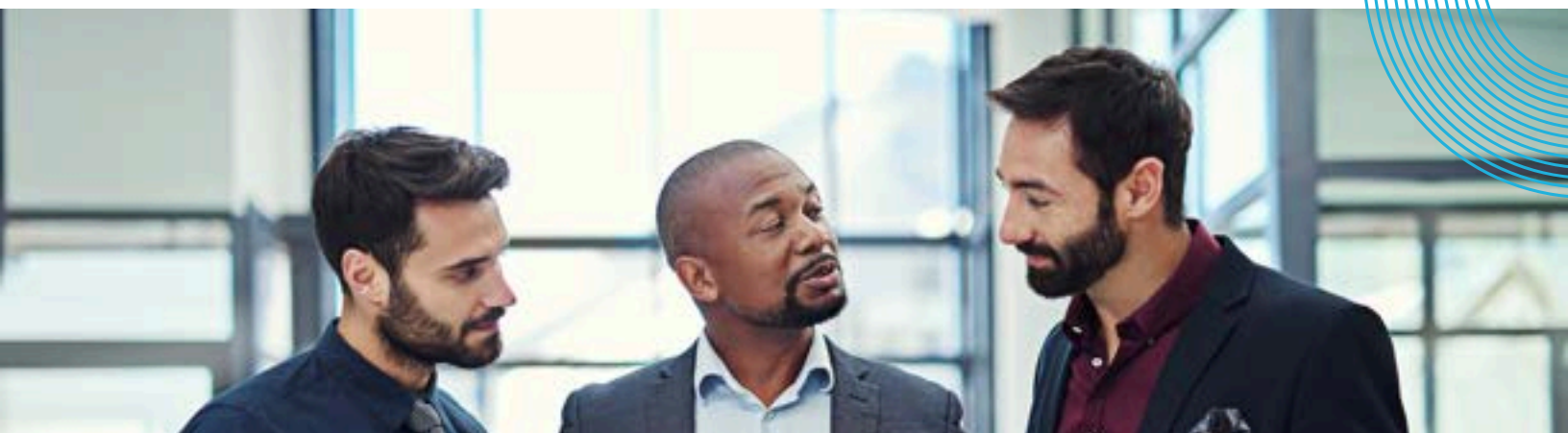
of wealth transfer

is leading to the largest generational shift in consumer behavior

A launchpad for founders who make the rules, not follow them

The world isn't waiting—and traditional careers are moving at a glacial pace. Generational wealth is shifting, values are changing, and the next wave of founders isn't aiming to join the future—they're here to build it themselves.

Startup lab isn't just an accelerator, it's a movement. This is where purpose meets hustle. Early-stage founders get the tools, guidance, and grit to launch ventures that actually matter. Forget just "learning to launch"—this is about rewriting the rules, building with impact, and making your values the backbone of your business from day one.



Startup Lab by Forerunners

Startup Lab Team

Ahmad Ashkar

Ahmad Ashkar is a decorated American-Palestinian entrepreneur and pioneer in global startup education. Recognized among the “100 Most Powerful Arabs in the World” and named GQ’s Entrepreneur of the Year, he has built programs that graduated over one million students across 100 countries.

As founder of multiple award-winning companies—including Falafel Inc, America’s largest privately owned falafel chain—Ahmad is an impact pioneer who blends purpose with profit. Through his work at Forerunners, he now equips elite founders to build startups that win with purpose.



Muna AbuSulayman

Muna AbuSulayman is one of the Arab world’s most recognized media personalities and humanitarians, consistently named among the 500 Most Influential Muslims. She is a social impact investor focused on AI for education, media awareness, and effective philanthropy.

As the former Secretary-General of the Alwaleed Bin Talal Foundation, she championed poverty reduction, women’s empowerment, and Islam-West dialogue. A Yale World Fellow and the first Saudi UNDP Goodwill Ambassador, she continues to drive change through Directions Consulting and Saudi Sustainable Solutions.



Omar Altalib

Omar Altalib is a seasoned entrepreneur and business leader who helped build a multibillion-dollar business at Amazon Web Services, where he served as Director of Growth, Partnerships, and Strategy. With over 25 years of global leadership experience, he has built and scaled high-performing teams that generated billions in revenue through value-based strategies, innovation, and culture.

As a co-founder of Forerunners, Omar focuses on empowering founders and organizations to discover their strengths, lead with purpose, and build ventures that create lasting and meaningful impact on society.



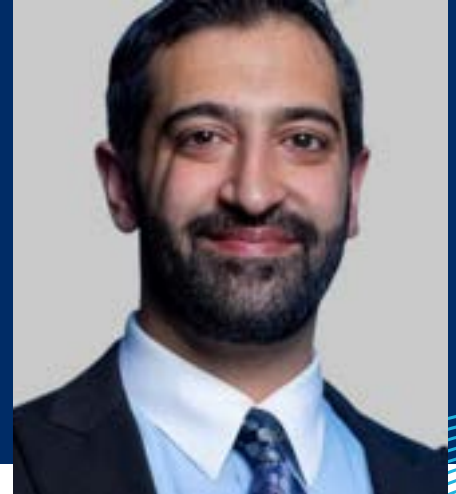
Startup Lab by Forerunners

Startup Lab Team

Awais Sheikh

Awais Sheikh is a design thinking guru and innovation expert who has led transformative initiatives across some of the world's most influential organizations. At Amazon Web Services, he directed strategy and execution for the company's largest Public Sector sales division, driving multi-billion-dollar revenue growth. At MITRE, he built and scaled Capability Development, embedding design thinking and lean startup practices to spark enterprise-wide innovation.

A premier advisor to Muslim-American executive leaders and startup founders alike, Awais now serves at Forerunners, where he oversees innovation and transformation.



Kathleen Rodgers

Kathleen Rodgers, President of Earth Day Network, has spent over 20 years as an environmental attorney and advocate, shaping international and domestic environmental policy and law. She has held senior positions with the National Audubon Society, the Environmental Law Institute, and multiple U.S. Olympic Organizing Committees, bringing expertise in legal strategy, policy, and leadership.

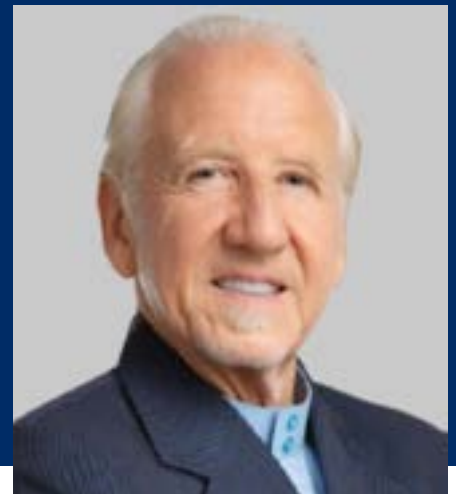
Kathleen has led programs on biodiversity, international trade, and migratory species, and represented the U.S. in global environmental initiatives. She is a recognized, award-winning leader, inspiring founders to integrate purpose, impact, and sustainability into their ventures.



Dr. Omar Fisher

Dr. Omar began his career in management consulting with A.D. Little, Inc., leading organizational transformations and development projects across 26 countries. In the 1990s, he co-founded several Islamic finance startups in the U.S. and Gulf region, including Takaful and Unicorn Investment Bank, and served on multiple Shariah advisory boards.

An internationally recognized speaker and author, Dr. Omar has published books and articles on Islamic finance, financial intelligence, and conscious leadership. He also develops gamified learning tools and apps, mentoring FinTech and social impact startups to build innovative, purpose-driven ventures.



Startup Lab by Forerunners

5-week program overview

Each week, participants will learn the latest theory, attend world-class workshops, enjoy fireside chats with entrepreneurs leading with values, and pitch before experts every Friday.

Week 1 Compass

Lay the foundation by aligning your team and validating your idea against real market needs. Using **Business Opportunity Mapping**, you'll identify where your product fits and secure your first **validated sale**.

Week 2 Discovery

Clarify your internal and external resources to craft a transformational growth strategy. Through **Customer Portraits**, you'll build your sales list (**CRM**) and develop targeted collateral to connect with the right audience.

Week 3 Validation

Learn the art of persuasive and principled sales. With a focus on **Value Proposition**, you'll refine your message and produce clear, compelling **pitch decks** for different audiences.

Week 4 Planning

Build the operational backbone for scaling. Develop a roadmap and pilot strategy, then use **Partnership Mapping** to fill capability gaps. You'll leave with **legal docs** and **partner agreements** in place.

Week 5 Takeoff

Launch with purpose and plan to grow. Explore scaling tools and finalize contracts as you project your startup's trajectory with a **1/3/5-year pro-forma** financial model.

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
AM 10:00-2:00					Pitch Friday 
					Jum'ah 
					Social 
PM 5:00-8:00	Weekly Workshop on Key Topic 	Coaching Session  Fireside Chat 	Workshop or Immersion Session 	Office Hours 	

Startup Lab by Forerunners

Frequently Asked Questions

- **What stage in the startup process would your ideal candidate be at?**

We're all about turning early-stage ideas into legit companies. If you've got a product and are ready to start making sales, you're in the sweet spot. If you're still doodling on napkins... maybe finish that first.

- **Is there a prize for the top pitch?**

Yep. The startup squad that slays the pitch takes home \$10,000. No pressure.

- **Is the program available to nonprofits?**

Absolutely. We're chasing impact, not profit margins. If your nonprofit idea is transformative and hits one of our focus areas, we want you.

- **What industries are you focused on?**

Tech, Food/Beverage, Real Estate, Apparel, Construction... basically, if it's solving problems and moving the needle for the community, we're interested.

- **What is the time commitment required?**

Expect to block evenings Monday–Thursday (5–8pm) and a half-day on Friday (10–2pm). Show up ready to grind—this is where ideas get real.



- **How much does the Startup Lab cost?**

\$0 to attend. Yep, free. 8% equity will be taken and held by our non profit to fuel the cause.

Startup Lab by Forerunners

Harmonizing Faith and Innovation: A New Era in Entrepreneurship

Startup Lab by Forerunners blends timeless ethical principles—like excellence, trust, and purpose—with modern business strategies to turn startup ideas into values-driven companies that shape the future with integrity and impact.

By combining insights from ethical traditions with global innovation, we equip founders to lead with purpose. Participants learn how entrepreneurship can create real-world impact, champion sustainability and equity, and drive meaningful, measurable change in society.

500,000

Graduates

Our team has built educational programs that have graduated over 500,000 entrepreneurs focused on impact.

0.4%

of top Muslim earners globally

American Muslims have an outsized ability to impact outcomes around the world.

Why Us?

We're founders, executives, and educators who've helped grow billion-dollar ventures and navigate complex industries. Along the way, we've seen just how much mindful, values-driven entrepreneurship is needed.

At Forerunners, we take a values-driven approach to startup acceleration. We guide founders to build thriving, impactful businesses that are grounded in ethics, sustainability, and purpose—because success feels a lot better when it means something.



Startup Lab by Forerunners

Idea to Impact Starts Now

Enrollment is now open for our first cohort, launching in September 2025. This is your opportunity to join a groundbreaking program that blends hands-on experience, world-class learning, and real-world impact.

Spaces are limited for this life-changing program designed to equip you with the tools, insights, and connections to turn your startup idea into an impactful company grounded in values. Don't wait to take the next step in your entrepreneurship journey. Apply today and secure your place in the Startup Lab by Forerunners 2025 cohort!

REGISTER NOW



THANK YOU!

[Register here](#) for **Startup Lab by Forerunners**.

If you have questions, read the FAQs.
If you still have questions, contact us.

Phone :

703-819-1723

Website :

<https://forerunners.org/startuplab>

Address :

1595 Spring Hill Rd Suite 104
Vienna, VA, 22182

Email address :

startuplab@forerunners.org