

BUILT. Madinah

An engine in Madinah that turns the city’s own builders into companies — so that the journey of a lifetime comes within everyone’s reach, and the people who welcome the pilgrims share in the good of it.

DRAFT — for founder review · Not for distribution

The city is growing.

Madinah — the city of the Prophet Muhammad ﷺ

The airport is being expanded from **8 million to 18 million passengers a year**. Madinah is being rebuilt at speed. Its technical workforce is not growing at the same speed.



The courtyard of Al-Masjid al-Nabawi, Madinah.

Why now: the cost is real, and the door is open.

THE COST

Hajj from the UK typically costs **£4,500 to £12,000 or more** per person. For many families, the journey of a lifetime is priced beyond reach.

Wise, 2026 · 2025 Nusuk listings via The Pilgrim

THE TARGET

The Pilgrims Experience Program is working towards capacity for **30 million Umrah pilgrims by 2030** — up from 8.5 million in 2019. More guests are coming than the city's services were built for.

Pilgrims Experience Program — official targets

THE INVITATION

The Kingdom has **publicly invited entrepreneurs to build services for pilgrims on Nusuk** — the Minister of Hajj and Umrah named personal assistants, guides, childcare and mobile medical care — and BUILT. Madinah exists to answer that invitation from inside Madinah.

Ministry of Hajj and Umrah — reported January 2024

Each cohort leaves companies behind it.

Local builders take real problems — from the pilgrim's journey and from the city's own life — and build working products, tested in public. The best become companies.

FOR THE PILGRIM

An affordable, five-star journey of a lifetime.

The real price, up front — the total cost of an Umrah shown before booking, every layer visible.

Guidance in your language — spoken help in the pilgrim's own tongue, from approved sources only.

Calmer dates, coordinated groups — off-peak journeys found and group travel organised, so surge prices are avoided, not just paid.

Help to make the journey well — proper support for elderly and disabled pilgrims, arranged before they travel.

FOR THE CITY

A better life for the people who welcome them.

Fair earnings for local business — tools that let Madinah's small firms earn from pilgrim spending, without layers of middlemen.

Residents first at peak — transport and services in the busiest weeks planned around the people who live here.

Year-round jobs — residents trained as builders, and hired into work that lasts beyond the season.

The whole city visited — pilgrim visits spread to the city's heritage and neighbourhoods, beyond the Haram ring.

Briefed by the people who own the problem. Judged in public at Demo Day.

Don’t take our word for it. Check.

Every line below can be checked.

1 Maya, our AI assistant, is live on our own website — you can go and test her now. Before she went live she sat a formal exam: 10 out of 10, 30 out of 30, 7 out of 7.

2 Damson, our events platform, launched publicly in October 2026.

3 Our agent-assurance work went through an acceptance programme with an independent verdict at the end: 9 of 10 steps passed. The step that failed is in the report. We published it rather than tidy it away.

4 We hold partner status with the firms whose technology this runs on: Microsoft AI Cloud Partner (Active), the OpenAI Partner Network, and the Claude Partner Network (Registered).

5 The founder has taught AI for Business at the University of Hertfordshire since 2007.

THE FOUNDING KEY

The Principal Founding Partnership of BUILT. Madinah

What it means, in one sentence: your name on Madinah's AI lab — the place that trains the city's builders and launches its first AI companies — proved in public step by step, with what you risk first limited to the first milestone.

£300,000 over three years — released only against verified milestones.



Demo Day: the work shown in public, employers in the room.

1. **Their name on the lab —** "The [Partner] AI Lab at BUILT. Madinah" — on the building, Demo Day and the launch announcement, for three years.
2. **A seat on the board —** a founding seat on the programme board, with the right to verify milestones and receive the reporting.
3. **Demo Day carries their name —** the founding Demo Day, where the first cohort shows products in public, is presented with the holder.
4. **A short film and a proper report, every year —** an annual impact film and an independently reviewed outcomes report.
5. **Training for their own staff —** up to 12 places a year on executive and practitioner programmes, for their teams in Saudi and Madinah.



EXPERIENCE THE DREAM

Before you decide anything, live it.

Live a day in the Madinah this builds — the lab at work, a builder’s product in a pilgrim’s hands, the city beyond the ring.

Experience it here: **[EXPERIENCE LINK]**

You fund £90,000. The institution earns the rest.

Don’t fund an empire. Fund the proof.

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