

INTERSECT.

Saudi Expansion Engine

Helping Startups Launch and Scale in
Saudi Arabia

January 2026

All rights to Intersect Holding . © 2026
www.intersect.com.sa



Problem Statement

Saudi Arabia's innovation ambition requires commercialization and scaling, **not only funding.**

High-potential technologies often fail to move from **interest → pilot → contract → scale.**

The ecosystem lacks a **repeatable market-entry and scale-up pathway** that consistently converts innovation into **adoption.**

Challenges Faced by The Companies

Navigating Market

The Saudi market presents a complex landscape with varying regulations and cultural norms, posing significant challenges for businesses aiming to penetrate and establish a sustainable presence.

Fragmented Support Services

(BD, legal, compliance, delivery, partners not coordinated.

Commercialization Challenges

Deep tech commercialization faces hurdles due to limited local infrastructure and market readiness, requiring innovative approaches to effectively bring advanced technologies to the forefront of the economy.

Inconsistent Pilot Design

Unclear KPIs, weak success criteria, pilots become “experiments.”

IP/Know How Localization Issues

The lack of high-tech intellectual property localization hampers the growth of emerging technologies, as companies struggle to adapt solutions to fit regional needs and market demands effectively.

Regulatory and Compliance Requirements

Sector rules, vendor risk, audits slow onboarding.

INTERSECT[®]

1.0 Intersect



About Intersect

Intersect Holding, backed by Wadi Makkah, is a growth venture builder focused on building Saudi technology champions in deep tech and advanced manufacturing.

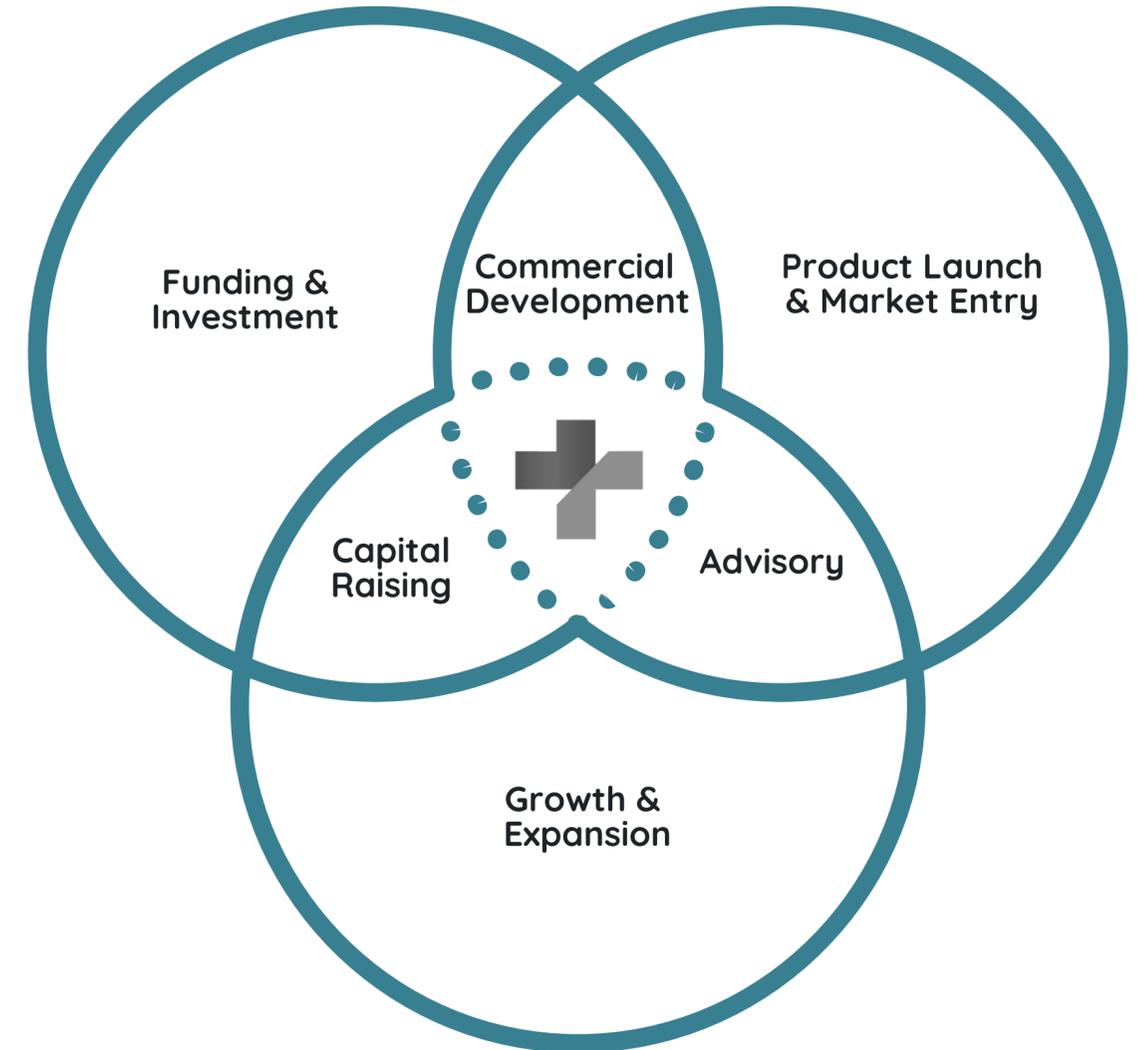
Proven Success and Strategic Milestones

- \$1B+ in pipeline value
- 10+ granted PoC with industry leaders
- 4 awarded R&D grants

Our Portfolio:



We unify funding, market entry, and growth into one integrated pathway



Our Methodology

Scouting & Discovery

- Identify market gaps aligned with Vision 2030
- Source global technologies, IPs, and proven models
- Evaluate scalability and relevance to the Saudi context

Venture Deployment

- Co-invest with strategic partners
- Apply a venture studio model to build or localize companies
- Enable royalties, equity stakes, or revenue sharing

Enablement & Incubation

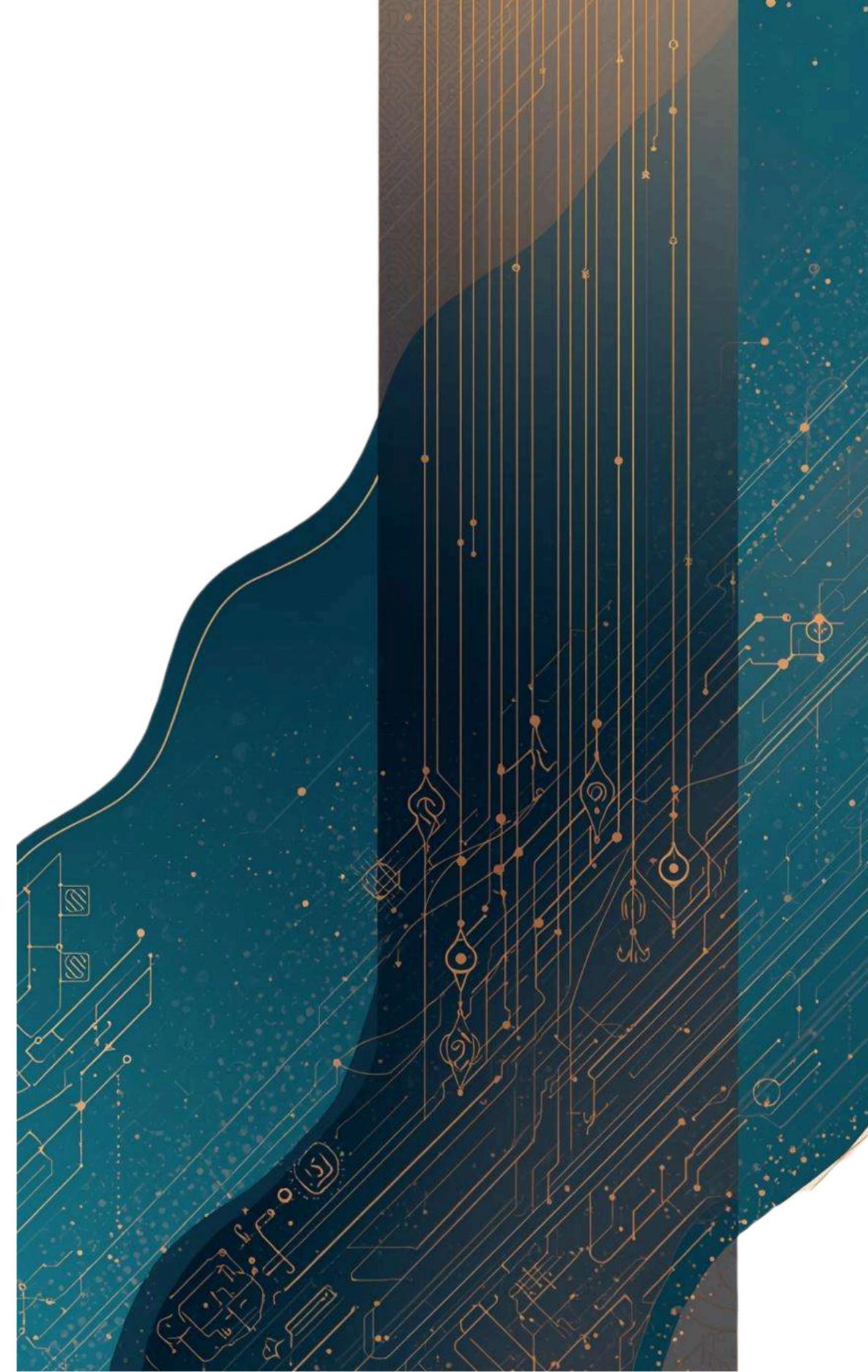
- Provide tailored consulting for market entry or restructuring
- Set up JV structures, SPVs, or local operating entities
- Offer back-office, legal, and compliance infrastructure

Strategic Localization

- Align global solutions with local regulations, culture, and needs
- Structure IPs transfer and licensing where relevant
- Engage early with local stakeholders and regulators

Execution & Governance

- Intersect embeds a governance layer with KPIs
- Ongoing performance monitoring, reporting, and alignment
- Ensures long-term success through transparency and accountability





What Makes Us Different



Our unique approach lies in delivering the full commercialization stack - not just strategy or soft landing.

Beyond research and GTM planning, Intersect executes entity setup (MISA), provides shared services, drives sales and business development, supports engineering/AI localization, and secures pilots - creating an end-to-end pathway from market entry to scaled adoption.

Pillar	Strategy Firms	GTM Agencies	G Soft-Landing	INTERSECT.
Strategy/Research	✓	✓	✓	✓
GTM Plans	✓	✓	✓	✓
Entity Setup (MISA)	✗	✗	✓	✓
Shared Services	✗	✗	✗	✓
Sales / BD	✗	✗	✗	✓
Engineering / AI	✗	✗	✗	✓
Secured Pilots	✗	✗	✗	✓

Operationalizing Synergy: A Strategic Venture Building Ecosystem

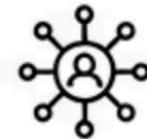
THE FOUNDATION & PLATFORM



شركة وادي مكة للتقنية
Wadi Makkah Company For Technology



Proven Track Record
Stability & History



Established Ecosystem
Network Access



Back-Office Capabilities
Operational Infrastructure

THE MECHANISM

**Strategic Investment &
Exclusive Partnership**



This alliance enables Intersect
to collaborate and leverage
exclusive resources.

THE ACTIVE AGENT

INTERSECT.



Venture Builder
Primary Output Role



Business Development Arm
Serving Waddi Makkah

Intersect functions as the specialized execution engine for Waddi Makkah, transforming established infrastructure into scalable new ventures.



2024

Entity

Al-Balad Studio

One Month

Makkah

4

Practical Activities

32

Applicants

4

Experts

2

Workshops

Entrepreneurial Programs Training Camps

Electronic Game Development Camp

In partnership with Al-Balad Studio, Wadi Makkah Investment Company organized an electronic game development camp, which aims to teach video game programming and design skills, as well as the basics of artificial intelligence. With the aim of contributing to supporting entrepreneurship in this field.

Camp Objectives

- Learn the basics of video game programming
- Game design skills are common
- Learn the basics of AI



Entity

2023-2021 monsha'at

2 Years Makkah

23 Workshop Activities
614 Consultation Hour

36 Graduate Project
50 Joint Project

4 Entrepreneurial Events

Entrepreneurial Programs
Training Camps

An innovative community

The scope of work is to activate the innovation ecosystem in the Makkah region to support owners of traditional medium and small enterprises by enabling specialized technologies and providing business acceleration services, technical support, and specialized consultations to entrepreneurs, small and medium enterprises, and innovators by Wadi Makkah Investment Company, represented by a growth incubator throughout the duration of the project.

30% financial impact achieved in each project (increase revenue and reduce costs)

	2024	Entity  جامعة أم القرى UHM AL-QURA UNIVERSITY
	One Month	Makkah
Highlights		
	16 Innovative idea	189 Applicants
	2 An enrichment journey	8 Workshops
	3 Winning teams that qualified to join the incubator program	

Entrepreneurial Programs Training Camps

Health Innovation Camp

A training camp that aims to develop creative and entrepreneurial skills for various health specialties, with the aim of providing pioneering solutions starting from the stage of researching and formulating the idea and ending with building prototypes.

Camp Objectives

- Enabling innovation and entrepreneurship in the health sector
- Increasing the number of health innovations
- Achieving team integration across university disciplines

Entrepreneurial Programs Business Incubators & Accelerators

Prose Mining Exploration Incubator

The Exploration Incubator Initiative (Nathri) was launched by the Ministry of Industry and Mineral Resources in cooperation with the Geological Survey and the General Authority for Small and Medium Enterprises (Monsha'at) with the aim of empowering emerging explorers in the mining exploration sector, including local individuals and companies, in order to create a sustainable local exploration environment to develop the Kingdom's wealth sites to become an entry point for promising industries.



هيئة المساحة الجيولوجية السعودية
SAUDI GEOLOGICAL SURVEY
sds.sgs.org.sa

2024 -2023

Entity



وزارة الصناعة والثروة المعدنية
Ministry of Industry and Mineral Resources

month 14

Riyadh

Highlights

<p>24 Advanced Incubator Company</p> <p>76 Training Hour</p> <p>3 Field visits to mines around the Kingdom</p>	<p>400 Individual Applicant for Incubator</p> <p>33 Open discussions and interactive workshops</p> <p>50 Specialized Consulting Hour</p> <p>11 Memorandum of Understanding with Private Sector Entities / Government Entities / Incubators</p>
--	--



مجموع الصغيرات - القصيم
قام الفريق بقيادة لمجمع الصغيرات أحد مشاريع شركة معادن



صور مقتطفة من ورش العمل والأنشطة التدريبية



مجموع أمك - حجاز
قام الفريق بقيادة مختص خاتم الحادي في جنوب المملكة والذي تملكه شركة أبات

Entrepreneurial Programs Business Incubators & Accelerators

Occupational Safety and Health Incubator

Wadi Makkah Investment Company, in cooperation with the National Council for Occupational Safety and Health and the Ministry of Human Resources, organized a hackathon program and an incubator for research and innovation in the field of occupational safety and health in accordance with the requirements and challenges of the labor market in the field, and contributes to creating investment opportunities and providing a stimulating environment for researchers and innovators to develop the field.



2024

2 Months



Highlights

170
Subscriber

190
Consultation
Introduction
5
Workshop

650
Registered

40
Team
5
Coaches



Our Intersections



Entrepreneurial Programs Business Incubators & Accelerators

Nomu Incubator 2024

A program that aims to empower and help entrepreneurs advance their businesses within a short period of time, by providing a range of services to support and accelerate the growth of startups, and the incubator targets specific

sectors:



Occupational
Health and Safety



Hajj and
Umrah



FinTech



Educational
Technologies



2024
2 Months

Entity
الموارد البشرية
والتنمية الاجتماعية
المجلس الوطني
للسلامة والصحة المهنية
مقر التنفيذ
Makkah

Highlights

170
Subscriber
190
Consultation
Introduction
5
Workshop

650
Registered
40
Team
5
Coaches



Investor Network

Wadi Makkah Company's Investment Initiatives



Conclusion of Nomu Business Incubators and Accelerator Programs

-2023-2022-2019-2018
2024

[2018 @nomow sa](#)
[@nomow sa 2019](#)



PALM

Demo Day

Connecting startups incubated in a Nomu incubator with Palm Venture Fund on a day of presentation to investors Demo Day

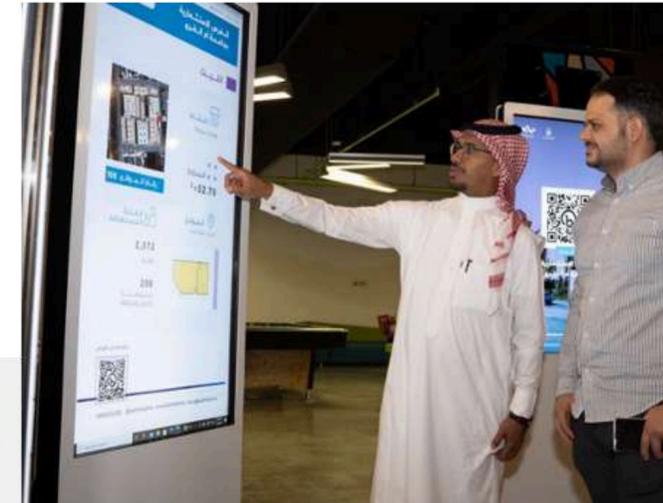
2021



Investor RoundTable

Hosting nearly 50 of the elite venture capital sector from venture fund managers, incubators, accelerators, angel investors, consultants, and decision-makers to discuss, build alliances and exchange investment opportunities for startups.

2021



Monthly Investor Event

Organizing a periodic event for individual investors from various sectors to present, study and share the investment opportunities offered.

Present - 2023

Investor Network

Wadi Makkah Company's Investment Initiatives



Key Achievements

- ✓ Entrepreneurial meetings and dialogue sessions in the presence of investors interested in angel investment (Demo Day) ✓
- ✓ Closing an investment round with the participation of a group of angel investors



Main Objectives

-  Raising the skills of angel investors
-  Raising awareness about angel investing
-  Engaging faculty in startup success stories
-  Linking with ready-made and promising investment opportunities



University Angel Investor Initiative

It aims to enable university employees and faculty members to invest in startups based on innovation through training, qualification, and the practice of investing in startups in their early stages, and it also provides a range of services that help build a professional angel investor

Present - 2024

Our Intersections



Intersect Monthly event with VCs and Industry leaders



Intersect Mixer for 30 Chinese CEOs at PIF Co-Builder Office



Intersect Mixer for 30 Chinese CEOs at PIF Co-Builder Office



Intersect Monthly event with VCs and Industry leaders



Intersect Monthly event with VCs and Industry leaders



Intersect Monthly event with VCs and Industry leaders



Intersect Monthly event with VCs and Industry leaders

Masterclass
Jan 26 | 6 pm KSA

TRUSTWORTHY AGENTIC AI

Why Decentralization matters in multi-stakeholder workflows.
A Hands-on Masterclass with Fetch.ai

Peter Busch
Director Technology
Mgmt Mobility @
Bosch Chair Fetch.ai
Foundation

Online Masterclass

Hosted by

W3ff
Venture Builder

WASA

Web3 Alliance of
Saudi Arabia

INERSECT

Powered by

BOSCH SANDBOX

TRUST & PAY Hacathone hosted by Intersect and Powerd by Bosch



2.0 Market Analysis

Saudi Market Context

Key growth indicators influencing
investment opportunities



+ Vision 2030

Vision 2030 aims to diversify the economy, reduce dependence on oil, and promote sustainable development across various sectors.

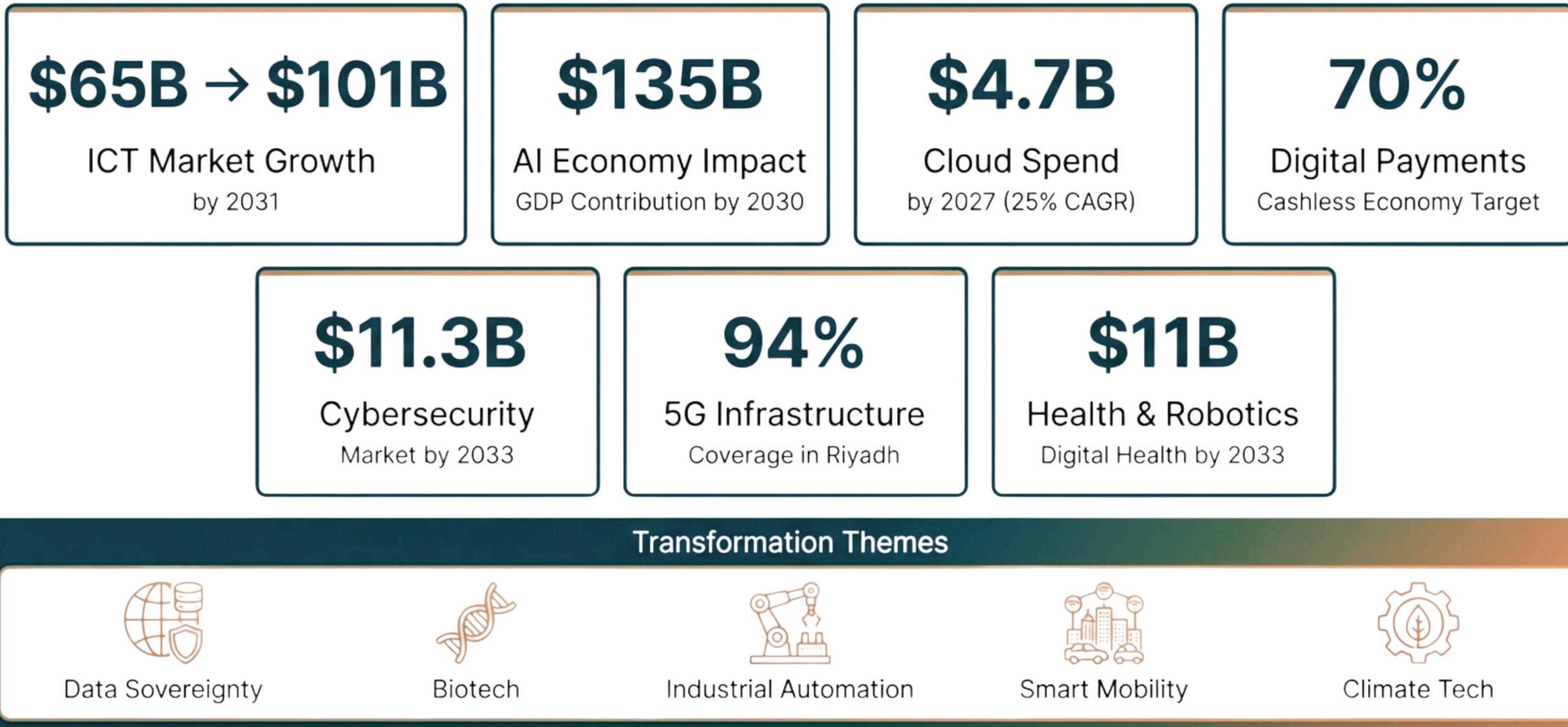
+ Giga-Projects

Mega projects such as NEOM and Red Sea Project are driving foreign investment and creating numerous opportunities in technology and infrastructure.

+ AI Policy

The Saudi government is prioritizing AI advancements, fostering a supportive ecosystem that encourages innovation and attracts global tech firms.

A \$100B+ Opportunity Landscape: The Vision 2030 Engine



Intersect's Value Creation Beyond Capital...



| Hyperview



Key Initiatives in Saudi Strategic Collaborations



JV Formation

Joint ventures have been established to foster collaborative growth, facilitating shared resources and expertise among stakeholders in the Saudi market.

Know-How Transfer

Strategic partnerships enable the transfer of know-how enhancing local capabilities and creating value-added innovations tailored for Saudi Arabia.

Strategic Partnership Collaboration

multiple collaboration with organizations like DHL, SADAFCO, P&G, AHG and Nahdi signify our commitment to long-term collaboration and mutual growth in key sectors.

| Swarm Robotics



RaS as a model

Swarm Robotics provides expertise in Robotics integration, IIoT, automation, intralogistics process optimization, and turn-key robotics solutions. Swarm products and services are supported through Software/Robot As a Service model, cloud technologies, and customized software solutions to assure satisfaction and smooth customer experience.

Key Initiatives in Strategic Collaborations



Global Partnerships

Strategic partnerships with JAKA, VISUAL COMPONENTS and many more enable the transfer of know-how enhancing local capabilities and creating **value-added innovations** tailored for Saudi Arabia.

| X-Kool

xkool 小库

Key Initiatives in Saudi Strategic Collaborations



وزارة الشؤون البلدية والقروية والإسكان
Ministry of Municipal Rural Affairs & Housing



Smart Parks Initiative

X-Kool aims to revolutionize urban spaces through innovative Smart Parks, integrating cutting-edge technology and sustainability to enhance community engagement and environmental health.

Know-How Transfer

Strategic partnerships enable the transfer of know-how enhancing local capabilities and creating value-added innovations tailored for Saudi Arabia.

Strategic Partnership Collaboration

multiple PoC collaboration with organizations like NHC, Roshn Group and MOMRA signify our commitment to long-term collaboration and mutual growth in key sectors.

| Mugafi



LLM for script writing

The Mugafi partnership exemplifies strategic collaboration through direct equity involvement and a phantom stock agreement, aligning interests and enhancing value creation for all stakeholders involved.

Know-How Transfer

Strategic partnerships enable the transfer of know-how enhancing local capabilities and creating **value-added innovations** tailored for Saudi Arabia.

Strategic Partnership Collaboration

PoC collaboration with organizations like MBC Group, SMP Group and Film Commission signify our commitment to long-term collaboration and mutual growth in key sectors. Including 12M usd Investment from MBC GROUP

Key Initiatives in Saudi Strategic Collaborations



 Intersect's Experience

| UniSound



Key Initiatives in Saudi Strategic Collaborations



HUMAIN



Market Entry Success

UniSound effectively entered the Saudi market through strategic matchmaking with Humain and SADAIA SinceTime, achieving significant milestones in localization and collaboration to enhance their technology offerings.

Know-How Transfer

Strategic partnerships with Umm Allqura university enable the transfer of know-how enhancing local capabilities and creating value-added innovations tailored for Saudi Arabia. via AI academy

Strategic Partnership Collaboration

PoC collaboration with organizations like SADAIA, Human and Sense Time signify our commitment to long-term collaboration and mutual growth in key sectors.

| The Platform



First Saudi Made EVTOL

Mr. Muneer Bakhsh is a visionary Saudi aerospace leader and co-founder of the new platform established with Intersect Holding to develop the first Saudi-made human eVTOL aircraft. With deep technical expertise and executive experience in aviation systems, advanced engineering, and high-impact program delivery, Mr. Bakhsh is the driving force behind the platform's technical strategy, innovation roadmap, and capability development.

His leadership combines:

- Aerospace engineering and R&D acumen — guiding complex aircraft design, systems integration, and prototyping efforts toward certification-ready outcomes.
- Strategic ecosystem building — establishing partnerships with government entities, industry collaborators, and academic institutions to accelerate development and localization.

Under Mr. Bakhsh's leadership, the platform successfully won the SIGP Grant from the Saudi Research, Development and Innovation Authority (RDIA) — a competitive and strategic award that underscores the platform's innovation potential and national importance. This achievement reflects both his technical credibility and his ability to articulate a compelling vision for Saudi Arabia's role in future aviation.

Beyond technical leadership, Mr. Bakhsh is known for:

- Fostering cross-disciplinary collaboration between design, systems, and manufacturing teams
- Driving rigorous engineering governance to meet global aerospace standards
- Aligning the venture with Saudi Vision 2030 goals for industrial diversification and advanced technology leadership

Through his stewardship, the platform is positioned not just as a product initiative, but as a national accelerator for urban air mobility innovation, capable of delivering both cutting-edge aerospace solutions and high-value economic impact for the Kingdom.

Key Initiatives in Saudi Strategic Collaborations



 Intersect's Experience

| EMPlus



The Only Vanadium Solid State Battery Technology

Vanadium Solid State Battery is revolutionizing stationary energy storage. These innovative battery units are over 100 times faster to charge (1000C Tennessee Univ tested) compared to lithium batteries, safer with no risk of fire, overheating or combustion, and more cost-effective thanks to the abundant global supply of vanadium.

Our batteries boast exceptional durability, lasting 150 times more charging cycles (Tohoku Univ tested) than lithium batteries, and are environmentally friendly with easy recyclability.

Key Initiatives in Saudi Strategic Collaborations



Know-How Transfer

Helping EMPlus access Scale X Program by KAUST allowing them to jointly develop local IPs and build use cases that fits the market.

Strategic Partnership Collaboration

PoC collaboration with organizations like Saudi Electricity and Principal Buyer signify our commitment to long-term collaboration and mutual growth in key sectors.

3.0 Our Offering

Intersect Value Proposition

Intersect is the **execution and commercialization layer** that turns advanced technologies into **enterprise adoption and scaled revenue in Saudi Arabia**. While many market-entry efforts stall at introductions or pilots, Intersect provides a repeatable operating model that converts **market fit → access → KPI-driven POCs → paid contracts → scale**, with governance and delivery accountability throughout.

KSA Market Access at the right level

Curated introductions to anchor institutions

Pilot-to-contract conversion engine

Standardized clear KPIs, acceptance criteria, and conversion gates—designed

Ready deployment & compliance packaging:

Ensures solutions are enterprise-ready for Saudi requirements).

Local delivery ecosystem orchestration:

Activates and manages , and operators to implement, support, and scale without forcing heavy hiring.

Commercial and legal acceleration:

Pre-built legal/commercial pathways to reduce procurement friction.

Embedded governance and performance management:

PMO reporting, and risk management to ensure delivery and transparency.

Scale blueprint and expansion playbooks:

Plans to expand across business units, sites, and entities, plus lighthouse reference enablement.

Collaboration Scope

— Program Management & Governance

— Customer Access & Deal Orchestration

— Compliance & Vendor onboarding support

— Commercial & Legal Enablement

— KSA Market Fit & Commercial Readiness

— POC / Pilot Factory

— Partner Ecosystem Activation

— Scale & Localization Support



An integrated approach to accelerate growth and innovation



Intersect.com.sa | info@intersect.com.sa | +966 502447888