

Every party of the event, in one workspace that remembers.

A Saudi platform for weddings, events and multi-party projects — role-based dashboards, verified partners, structured quotations and bookings, and an append-only Trust Log.

نربط الأطراف. نبني الثقة. · We connect the parties. We build trust.

wasl-global.nttgroups.com · Riyadh, Saudi Arabia · August 2026

THE PROBLEM

Coordination without a record.

A Saudi wedding routinely spans two families, a planner, a venue and six to ten suppliers — coordinated over tools that cannot hold a commercial record.

CONVERSATION

Scattered decisions

Agreements live in WhatsApp threads and forwarded emails; the moment of agreement cannot be produced when it matters.

COMMERCE

Incomparable quotations

Three suppliers, three formats, three sets of exclusions. The cheapest headline number is often the dearest commitment.

MONEY

Approval after the fact

Deposits move on a phone call; who approved what, at which limit, is reconstructed from memory afterwards.

DELIVERY

The day runs on one person

Arrival windows, dependencies and escalation paths live in one coordinator's head.

Three forces arrived together.

01

Events as an economic sector

Entertainment, tourism and private-event activity in Saudi Arabia has expanded under Vision 2030 programmes, professionalising a market long run informally.

02

Digital-first families and suppliers

Both sides of the market already transact digitally in every other category; event coordination is the outlier still run on chat.

03

A trust gap with no incumbent

Directories list suppliers; nobody holds the record between the parties. The evidence layer is unclaimed ground.

THE INSIGHT

The record is the product.

Tools that schedule are abundant. What no party in this market holds is proof — of the scope, the price, the approval and the change. WASL sells the workspace; the Trust Log is why it is chosen.

Append-only

Nothing edited, nothing deleted; corrections supersede earlier events.

Attributed

Actor, role and reliable timestamp on every event.

Valued

Before and after values captured for every change.

Exportable

An ordered evidence chain for disputes and audits.

Create it, or be guided — same workspace either way.

PATH A

Create a project

Wedding, engagement, birthday, corporate forum, exhibition or custom. WASL classifies the project, asks adaptive questions, and drafts requirements, budget bands, timeline and risks.

PATH B

Guided event package

A localised Saudi wedding planner: city, date, guest count, hall arrangement, budget, venue tier, food and service preferences — returning configurable packages and matched verified partners.

THE WORKFLOW

Intake to closure, on one record.

01 · Register and create the project — or answer the guided planner

02 · AI drafts the checklist, partner categories, budget bands and risk alerts

03 · Family approvers and planners join with scoped visibility and limits

04 · RFQs issue to verified partners; quotations return structured

05 · Like-for-like comparison; award creates the booking and deposit record

06 · A named approver decides within a delegated limit — refusals are logged too

07 · The run sheet governs the day; closure settles, rates and archives

Eleven portals, one shared record.

Every stakeholder authenticates into their own dashboard; authorisation is enforced in the data layer with project-level isolation.

Demand side

Client / project owner · family approver with a spending ceiling · event planner.

Supply side

Venue / hotel · service providers · verified freelancers · training partners.

Platform

Operations & verification · finance · super administration.

Oversight

Executive/investor aggregates · read-only auditor with evidence access.

USE CASE

A Riyadh wedding, 450 guests, two halls.

The demonstration dataset ships this exact journey: separate arrangement, a SAR 320,000 ceiling, a family approver limited to SAR 20,000, venue and catering awarded, photography and décor in sourcing.

Culture as configuration

Separate, combined and custom hall arrangements are equal options; nothing assumes one tradition.

Privacy by default

Female crews for the women's hall stated in the RFQ scope; media consent signed before delivery.

Approval inside the family

The father approves deposits within his limit — and sees approvals, not partner pricing.

Evidence at every step

Fourteen Trust Log events cover the journey before the day itself begins.

THE PLATFORM

Sixteen modules, one foundation.

Workspace & templates · AI intake & planner · partner directory · RFQ engine

Quote normalisation & comparison · bookings & change orders · budget & deposits

Approvals & delegated authority · internal inbox & channels · guests & RSVP

Run sheet & command centre · document vault · ratings & disputes

Academy & certification · membership & entitlements · the Trust Log

Explainable where it counts, forbidden where it must be.

DRAFTS

The planner drafts

Classification, adaptive intake, checklist, category map, budget bands and risk alerts — every allocation traceable to a published rule.

COMPARES

The engine normalises

Quotations with different exclusions, VAT treatments and validities are normalised before any ranking is shown.

NEVER

The human commits

No AI action creates a binding booking, payment or contract. Over-limit approvals are refused — and the refusal is logged.

Sized by method, not by headline.

The feasibility model sizes the market twice — top-down from wedding and event volume, bottom-up from addressable subscriptions — and carries ranges, not point claims.

2

Launch cities

Riyadh and Jeddah first; a wider Saudi launch is an open founder decision.

2

Sizing methods

Top-down and bottom-up, reconciled in the workbook with sensitivity tables.

3

Scenarios

Conservative, base, upside — monthly for 36 months, annual to year five.

0

Unlabelled claims

Every figure is sourced or labelled an assumption in the research register.

COMPETITION

Plotted honestly.

The competitor evidence matrix records verified current capability against every substitute — including the strongest one, which is free.

SUBSTITUTE

WhatsApp + spreadsheets

Free and universal — and the source of the evidence problem WASL exists to solve.

ADJACENT

Vendor directories

List the supply side but hold no workflow, no approvals and no record between the parties.

ADJACENT

Generic project tools

Hold tasks, not commerce: no RFQ, quotation, verification or culturally-aware planning.

MOAT

WASL's position

Multi-party workflow + verified supply + the Trust Log — a record none of the above holds.

Membership-led, trust-protected.

Launch monetisation is subscription-based on both sides. Commission and featured placement are deliberately deferred so early matching cannot be pay-to-win.

Demand plans

Client Free and Client Plus (SAR 99/mo)
— workspaces, collaborators, guest management, document vault.

Professional plans

Planner Pro (SAR 299/mo) and
Supplier/Venue Verified (SAR 199/mo) —
portfolios, RFQs, bookings, ratings.

Enterprise

SAR 1,499/mo — multi-team tenancy,
custom approval flows, executive KPIs,
auditor access.

WASL records money. It does not move it.

What the platform does

Budget baselines, quotation values, deposit records, milestone status, settlement evidence and reconciliation views — all approved by named humans and written to the Trust Log.

What it deliberately does not

No gateway collection, no split settlement, no escrow — until the founder decision on payment handling is made with legal and regulatory review. The policy is a design gate, not a missing feature.

Supply first, then demand, then density.

01

Seed verified supply

Onboard and verify anchor venues, caterers and creatives in Riyadh and Jeddah, trained through the Academy's onboarding track.

02

Win guided-demand cases

High-touch pilot weddings and corporate events where WASL operations supports the full journey and the Trust Log proves its value.

03

Let the record recruit

Every completed project leaves rated partners and an evidence chain — the strongest acquisition asset in a trust-poor market.

No traction is claimed. This is the plan to earn it.

20-30 structured interviews across families, planners, venues and suppliers

Prototype walk-throughs against the seeded journey, in both languages

Supplier onboarding test: documents, verification friction, quotation quality

Pricing validation against the published assumption set

Pilot success gates: activation, quote-to-book rate, completion, satisfaction

A modern stack with a deliberate switch.

Next.js + TypeScript + Tailwind on Vercel; Convex as the reactive backend, email notifications via Resend. One environment variable switches showcase mode to connected mode.

Bilingual by construction

Every string is an Arabic/English pair; logical CSS mirrors the whole interface under RTL.

Authorisation in the data layer

Role checks, project isolation and delegated limits enforced server-side, not hidden client-side.

Trust Log as append-only events

Chained digests give tamper evidence; corrections supersede rather than overwrite.

Saudi data posture

PDPL requirements assessment in the repository; residency options are an open hosting decision.

Assessed and designed — not yet audited, and said so.

Designed in

Least privilege, tenant and project isolation, delegated limits, consent capture, classification-driven file access, immutable audit evidence.

Documented

Threat model, Saudi PDPL requirements assessment, data classification and retention, backup/DR posture and test strategy — repository folder 14.

Not claimed

No third-party audit, penetration test or certification is asserted. Production gates are listed as open work, not passed milestones.

A working application, not a mock-up.

11

Role dashboards

Every portal from client to auditor signs in and sees scoped data.

16

Modules implemented

Workspace, planner, RFQ→award→booking, budget, guests, run sheet, inbox, Trust Log, admin.

2

Languages, one UI

Arabic-first RTL and English LTR from a single component tree.

1

Variable to production

Setting
NEXT_PUBLIC_CONVEX_URL
promotes showcase mode to the connected backend.

Evidence gates between every phase.

0 · 4-8 WKS

Validation

Interviews, prototype tests, supplier onboarding trial, pricing validation. Exit: problem evidence and founder decisions.

1 · 12-20 WKS

MVP build

Production hardening of the core multi-tenant product and one end-to-end wedding workflow. Exit: security/QA passed, pilot-ready.

2 · 8-12 WKS

Pilot

Selected Riyadh/Jeddah families, planners, venues and suppliers with high-touch support. Exit: activation and quote-to-book targets.

3-4

PMF, then scale

Retention, supply density, payments decision, more event types and cities, then GCC. Exit: repeatable acquisition and delivery.

Formula-driven, scenario-switched, in Riyal.

The five-year workbook links every output to assumption schedules — no hard-coded results, no unexplained circularity, and model checks that sources equal uses.

Revenue lines

Client, planner, supplier and enterprise subscriptions, Academy revenue, and deferred commission scenarios.

Unit economics

CAC, LTV methodology, payback, contribution margin and retention sensitivity by segment and channel.

Cash discipline

Burn, runway, peak funding requirement and break-even month, per scenario — read from the workbook, never retyped.

Training is supply-side quality control.

Eight tracks, 91 contact hours

Partner onboarding, quotation discipline, Saudi wedding coordination, run-sheet command, privacy and consent, hospitality standards, bridal beauty, freelancer scale-up. Women-focused tracks where they widen access — never to exclude.

A six-stage freelancer ladder

Assessment → training → verified profile → supervised assignments → ratings and evidence → advanced tier. Certificates state exactly what was assessed and never imply external accreditation.

The moat compounds with every closed project.

The record

Trust Logs accumulate into a body of evidence no chat tool or directory can retrofit.

Verified density

Every verified, rated, trained partner raises the cost of building a rival network.

Cultural depth

Configurable arrangements, privacy-aware crews, Hijri-aware planning — localisation as architecture, not translation.

Workflow lock-in, earned

Once approvals, budgets and disputes run on the record, leaving means losing the record.

Built to a VP-level delivery discipline.

How this package was produced

A staged protocol — inventory, discovery, research, planning, production, QA, handover — with stage gates, a decision register, and every claim labelled by its evidence class.

Open roles at funding

Founding engineers (full-stack, Arabic-fluent product), supply operations lead, partner-verification operations, pilot city managers for Riyadh and Jeddah. Founder decision required on structure and equity.

THE ASK

Founder decision required — scenarios, not a number.

WASL does not publish an invented funding figure. The financial workbook derives the requirement from the chosen scenario; this deck presents the three envelopes and what each buys.

ENVELOPE A

Validate

Interviews, pilot operations and MVP hardening in one city.

ENVELOPE B

Prove

Two-city pilot, supply seeding, Academy launch, the payments decision.

ENVELOPE C

Compound

Post-PMF density, enterprise tier and GCC preparation.

GOVERNANCE

For formal agreement

Equity, IP, decision rights and exclusivity flagged for formal agreement — nothing pre-committed here.

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The platform is live at wasl-global.nttgroups.com — eleven demo portals, one click from the sign-in page.
The 22-folder delivery repository documents every claim. The next step is validation — together.