



# Construction documents, built for **Saudi.**

Purpose-built for Saudi construction projects — from WIR to final approval, tracked, auditable, and fast.

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**TAQADAM COHORT 15**  
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# Construction in Saudi runs on paper — or on software hosted abroad.

Site engineers re-sign documents by hand. Project managers chase signatures across floors. Foreign platforms can't serve Arabic, can't price for the local market, and can't keep data in-Kingdom.

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## Paper-bound workflows

WIRs buried in filing cabinets. NCRs tracked on paper logs. Approvals stuck waiting on a signature three floors away. Engineers spend more time recreating lost paper than doing engineering.

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## Foreign software, foreign cloud

Aconex and Procore are the alternative. Enterprise pricing, hosted outside the Kingdom, no Arabic support, and built for projects nothing like the housing pipeline Vision 2030 is delivering.

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## No local fit

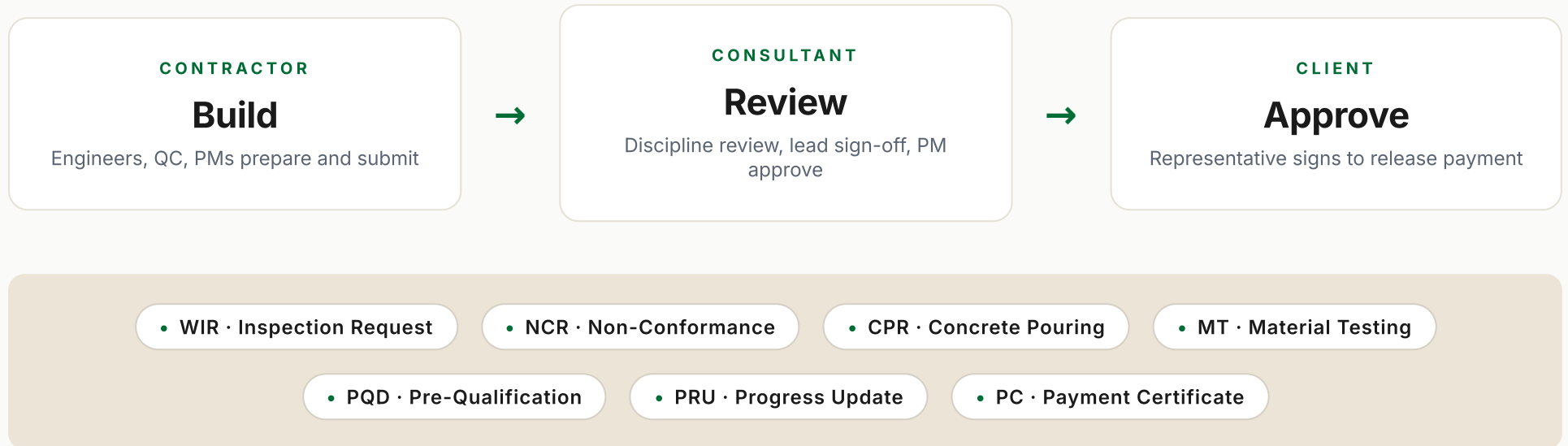
Per-seat or per-ACV pricing in USD. English-only training. Workflow templates from US/AU/UK construction. Adoption stalls at the site office.

*Customers complain about having to spend so much time signing paper, preparing paper, recreating lost paper.*

FOUNDER DISCOVERY INTERVIEWS, SAUDI CONSTRUCTION PMS

# We mirror the existing workflows digitally.

Mutamad replaces the paper trail with a single platform that matches how Saudi construction teams already work — contractor to consultant to client, every step tracked, every deadline enforced.

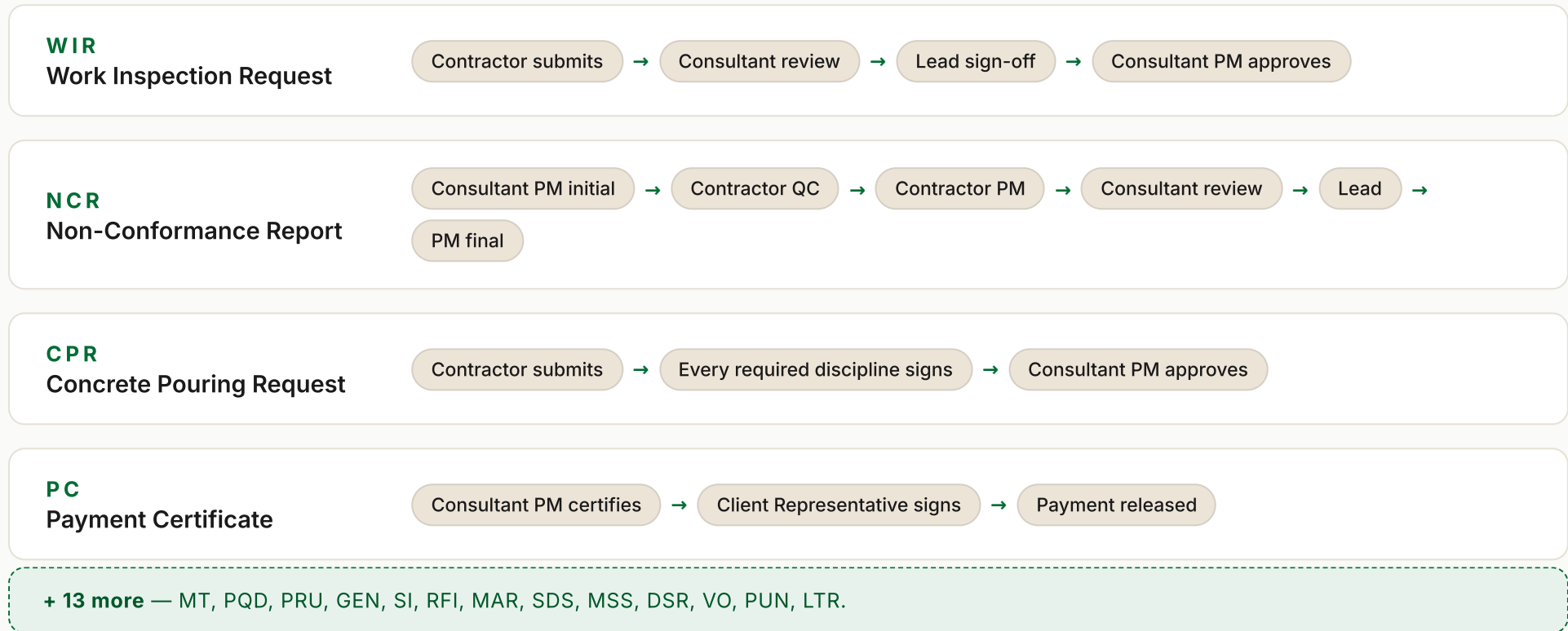


*From WIR to final approval — tracked, auditable, and fast.*

README · MUTAMAD

# Every document type in the Saudi construction lifecycle.

17 document types, role-based workflows, automatic numbering, SLA enforcement, A/B/C/D response codes, Arabic UI, PDF + Excel exports — running on Saudi-hosted PostgreSQL.



**17**  
DOCUMENT TYPES

**A/B/C/D**  
RESPONSE CODES

**EN + AR**  
NATIVE RTL UI

**SLA**  
AUTOMATIC ENFORCEMENT

# Three forces just collided.

The Saudi construction sector is mid-execution on Vision 2030, the data-protection regime now regulates foreign-cloud workflows, and Arabic-first is no longer optional for site teams.

## 01 — DEMAND

### Vision 2030 is delivering homes right now.

The Housing Program targets 70% Saudi homeownership by 2030. It hit 65.4% by end-2024, beating its 65% interim target. The next five years are the construction wave.<sup>2</sup>

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**+48,000** Saudi families moved into new homes in H1 2025 alone.<sup>2</sup>

## 02 — COMPLIANCE

### Saudi PDPL changed the cloud calculus.

SDAIA's Regulation on Personal Data Transfer Outside the Kingdom (Aug 2024) requires risk assessments, contractual safeguards, and in some cases SDAIA approval to send Saudi project data abroad.<sup>5</sup>

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**In-Kingdom hosting** eliminates the transfer-impact-assessment overhead foreign SaaS now carries.

## 03 — ADOPTION

### Arabic-first is non-negotiable.

Site engineers reject translated UIs. Mutamad ships native Arabic copy with full RTL, not a machine translation bolted on — every form, every notification, every PDF.

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**EN + AR** shipped from day one, with IBM Plex Sans Arabic for native typography.

# A \$196B construction sector, no local document platform.

We size the opportunity from the top: Saudi construction contract awards, narrowed to the software-addressable spend, narrowed again to what consultant-led GTM can realistically capture in three years.

## TAM — 2025

# \$196B

SAUDI CONSTRUCTION CONTRACT AWARDS

Saudi giga-project and infrastructure contract awards reached \$196 billion in 2025, up 20% YoY. Cumulative giga-project spend has exceeded \$120B.<sup>1</sup>

## SAM — BY 2030

# ≈ \$408M

CONSTRUCTION & DESIGN SOFTWARE, KSA

Saudi construction & design software market is projected to reach \$407.6M by 2030 at a 10.1% CAGR. Per-project spend benchmarks to ≈0.1–0.2% of contractor ACV.<sup>3,4</sup>

## SOM — 3-YEAR

# ≈ \$8M

ARR TARGET VIA CONSULTANT PULL-THROUGH

Winning 4% of SAM through 15–25 consultant firms supervising Vision 2030 housing, each pulling 3–8 contractors onto the platform per project.

Methodology: TAM grounded in published Saudi contract-award data. SAM derived from a published vertical-software forecast for KSA, cross-checked against the Procore pricing benchmark (≈0.1% of ACV). SOM modeled bottom-up from the consultant-led GTM motion.

≈ denotes modeled or derived figures. Hard figures cite published sources (see references, slide 13).

# The incumbents are global. We are Saudi.

The competition isn't another local SaaS — it's Aconex, Procore, and paper. Each loses on the dimensions that matter for Saudi housing projects.

	NATIVE ARABIC	IN-KINGDOM HOSTING	PER-PROJECT PRICING IN SAR	BUILT FOR HOUSING WORKFLOWS	LOCAL SUPPORT
Aconex (Oracle)	—	—	enterprise quote, USD	—	regional rep only
Procore	—	—	≈0.1–0.2% of ACV, USD <sup>4</sup>	—	remote
Paper / Email	yes	yes	free	<b>slow, lossy</b>	internal admin
Mutamad	✓	✓	✓	✓	✓

*No Arabic support, data isn't hosted locally. Requires a dedicated employee to manage.*

THE USER'S OWN SUMMARY OF ACONEX / PROCORE IN SAUDI

# How Mutamad makes money — on one page.



# Sell consultants. Onboard contractors automatically.

“ Win the consultants supervising Vision 2030 housing projects, and let them drag every contractor on their projects into the platform.

FOUNDER — TAQADAM APPLICATION, GTM ANSWER

1

## Land the consultant.

Target the 15–25 consultancy firms supervising Vision 2030 housing programmes. One LOI = one paying customer. Sales motion is in-person, in Riyadh, in Arabic.

2

## Run the first project live.

The consultant runs one housing project on Mutamad end-to-end — WIR through to payment certificate. All contractors on that project onboard free during go-live.

3

## Expand by project, not seat.

Every new project the consultant supervises adds 3–8 contractor firms to the platform — with their engineers, QC, and PMs already trained. The consultant becomes the distribution channel.

# Pre-revenue. MVP shipped. Workflow engine complete.

- Currently in development — no paying users yet. Honest line, real product.

What's already shipped and running — the full Saudi construction document lifecycle, multi-org access, Arabic-first UI, and SLA enforcement on Saudi-hosted PostgreSQL:

- ✓ **17 document types end-to-end**  
WIR, NCR, MT, PQD, CPR, PRU, PC, GEN, SI, RFI, MAR, SDS, MSS, DSR, VO, PUN, LTR — every type a Saudi construction project needs.
- ✓ **Role-based, project-scoped workflows**  
Contractor Engineer, Consultant Engineer, Contractor / Consultant PMs, Discipline Lead, Client Representative — scoped permissions per project.
- ✓ **Multi-org project isolation**  
Three firms (client, consultant, contractor) on the same project, each seeing only what their role and firm should see. No cross-contractor leakage.
- ✓ **Automatic numbering & SLA enforcement**  
PROJ-WIR-CIVIL-0023-style IDs, per-stage deadlines, automatic overdue flags, real-time PM dashboards.
- ✓ **A/B/C/D response codes + full audit trail**  
Mandatory comment on every response, every action logged, immutable revisions — the system of record auditors expect.
- ✓ **PDF + Excel exports, Arabic UI, in-app notifications**  
System-generated PDFs with full workflow history. Excel logs filterable by discipline, code, date. Native Arabic with RTL.

# One founder. Engineering-led. Pre-incorporation, by choice.

Mutamad has been built to feature-complete MVP by a single founder, in public, on a modern stack. TAQADAM is the moment to incorporate and run the first paid projects.



## Yousif Eltayeb

**FOUNDER & ENGINEER**

<b>Education</b>	BSc Computer Science
<b>Experience</b>	1 year software engineering
<b>Dedication</b>	Part-time on Mutamad
<b>Location</b>	Riyadh, Saudi Arabia
<b>LinkedIn</b>	<a href="https://www.linkedin.com/in/yousufaltayeb">linkedin.com/in/yousufaltayeb</a>
<b>External investors</b>	None

### What one engineer has shipped.

17 document types with multi-stage workflows, role-based permissions, multi-org project isolation, SLA enforcement, PDF/Excel exports, and an Arabic-first UI — on a modern TanStack Start / Prisma 7 / Postgres 17 stack, deployable on Saudi cloud.

The product was built carefully and is feature-complete for an MVP. What comes next is the legal entity, the first consultant LOI, and the AI lanes on top.

# What TAQADAM unlocks for Mutamad.

From the application, verbatim: integrate AI into the system, cover server costs, and establish the legal entity. TAQADAM gives us the runway and the network to do all three.

## USE 01

### Establish the legal entity.

Mutamad is currently pre-incorporation. TAQADAM provides the legal counsel and CR-registration support needed to stand up the Saudi operating entity so we can sign LOIs and invoice consultants in SAR.

## USE 02

### Server runway.

Production hosting on Saudi cloud, plus AI-inference budget for the first paid projects. The cost curve is small but real, and we'd rather spend the first revenue on growth than on infrastructure.

## USE 03

### Integrate AI on top of the workflow engine.

Auto-classify NCR severity. Summarize daily site reports. Draft contractor responses for engineer review. AI as the layer above the workflow we've already shipped — not the product itself.

**Plus the network.** TAQADAM's mentor and partner ecosystem is the fastest route to the consultant decision-makers Mutamad needs as founding customers — the GTM motion is the bottleneck, not the product.

# Every Vision 2030 housing project, on one **Saudi-hosted** platform.

Mutamad is the document and workflow system Saudi construction has been waiting for — Arabic-first, in-Kingdom, and priced for the local market.

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**REFERENCES**

- 1 Knight Frank via Arab News — Saudi giga-project contract awards reached \$196B in 2025, up 20% YoY (arabnews.com, 2025).
- 2 Saudi Vision 2030 Housing Program — 65.4% homeownership end-2024 vs 70% target by 2030; 48,000+ Saudi families moved into homes in H1 2025 (vision2030.gov.sa, momah.gov.sa).
- 3 Grand View Research — Saudi Arabia construction & design software market projected to reach \$407.6M by 2030 at 10.1% CAGR (grandviewresearch.com).
- 4 Procore pricing benchmark — annual fee approximately 0.1–0.2% of project hard costs (ACV); unlimited users (planyard.com analysis of Procore pricing).
- 5 SDAIA — Regulation on Personal Data Transfer Outside the Kingdom of Saudi Arabia, Aug 2024; Risk Assessment Guideline, Feb 2025 (sdaia.gov.sa, dlapiperdataprotection.com).
- 6 IMARC Group — Saudi Arabia construction market valued at \$101.4B in 2025 (imarcgroup.com).