

THE MEDINA LAB SUMMIT.

Africa's Premier AI & Human Potential Event

Two days. One commitment. A movement.

You arrive with a question. You leave with a pledge.

Night 0

VIP Gala

2 Days

Public Summit

20,000+

Participants

\$5.75M

Revenue Target

Not a conference. A transformation.

Most summits are passive. You sit. You listen. You leave with a notebook full of notes you'll never open. The Medina Lab Summit is built on a different premise:

Every session has an output. Every day ends with a decision.

You leave having built something real and committed to something personal.

The Architecture of Transformation

SOUL

Mufti Menk

What does it mean to be human when machines can think? Faith, ethics, identity, and purpose in the age of AI. You leave Day 1 with a question that unsettles you.

CREATOR

will.i.am

AI is not replacing creativity — it is the greatest creative amplifier in history. You build a real AI product live, on stage, and demo it to 500 people.

COMMITMENT

The Pledge of the Atlas

Day 2 closes with a ritual. You write your pledge on parchment, seal it, and The Medina Lab mails it back to you at the v2 Summit one year later.

- › State before content. Move people emotionally before you teach them intellectually.
- › Output before exit. Every session produces something tangible — a product, a decision, a pledge.
- › Community over audience. Attendees are co-creators, not spectators.

Event Architecture

NIGHT 0 VIP Gala · Invite-Only · 300 Guests

- 19:00** **Arrival & Welcome Reception**
Gad Elmaleh hosts. Ministers, investors, speakers, press.
- 20:00** **Keynote: The Vision**
Toufic Assaf presents The Medina Lab story — past, present, future.
- 20:30** **Ministerial Moment**
Government partner address. MOU/LOI signing ceremony on stage.
- 21:00** **Gala Dinner**
Moroccan-international fusion. Live oud. Curated table conversations.
- 22:30** **Night 0 Close**
Gad Elmaleh closes. Press moment. Exclusive preview of Day 1.

DAY 1 SOUL — Faith · Ethics · Identity · 5,000+ Attendees

- 09:00** **Opening Ceremony**
Quran recitation. National anthem. Toufic & Bassem open the Summit.
- 09:30** **Keynote: Mufti Ismail Menk**
"What does AI mean for our humanity, our faith, our children?"
- 10:30** **Panel: AI & Ethics**
Islamic scholars + AI researchers + government. Moderated by Ken Rutkowski.
- 11:30** **Build & Ship Live — LAUNCH**
Teams form. The 24-hour AI build challenge begins. Mentors deploy.
- 14:00** **Keynote: Mo Gawdat**
"Scary Smart" — the AI future we must choose to build.
- 15:30** **Youth Session: Rana el Kaliouby**
Emotion AI, empathy, and why Morocco's youth will shape global tech.
- 17:00** **Keynote: Vusi Thembekwayo**
Africa's moment. Why the continent will define the next decade.
- 19:00** **Day 1 Close + Cultural Evening**
Moroccan music, art, and immersive experience. Networking.

DAY 2 CREATOR — Build · Ship · Commit · 20,000+ Attendees

- 09:00** **Day 2 Open**
Energy session. Gad Elmaleh + Toufic. State-setting before content.
- 09:30** **Keynote: will.i.am**
i.am.angel Foundation. AI + creativity + what he is actually building.
- 10:30** **Build & Ship Live — DEMOS**
Teams present their 24-hour AI builds on the main stage. Live judging.
- 12:00** **Keynote: Mel Robbins / Mustafa Suleyman**
The future is not something that happens to you — it is something you build.
- 14:00** **Sector Sessions**
Parallel tracks: AI in Education · AI in Health · AI for Creators · AI & Government.
- 16:00** **Youth AI Challenge Finals**
National student competition. Winners announced. Ministry awards.
- 17:30** **THE PLEDGE OF THE ATLAS**
Ritual close. Parchments. Wax seal. 20,000 commitments made.
- 18:30** **Summit Close**
Toufic & Bassem. The Declaration of Casablanca read aloud.

The Roster

Every name serves a strategic function. No one is on stage by accident.

SPEAKER	FUNCTION	FEE EST.	STATUS	DAY
Gad Elmaleh	Anchor Host — all days	\$150–250k	Approach	ALL
Mufti Ismail Menk	Soul Keynote — faith & AI	\$50–100k	Approach	Day 1
will.i.am	Creator Keynote — AI & creativity	\$300–500k	Approach	Day 2
Mo Gawdat	AI Ethics — Arab world icon	\$50–100k	Approach	Day 1
Rana el Kaliouby	Emotion AI — youth session	\$75–150k	Approach	Day 1
Vusi Thembekwayo	Africa narrative — press magnet	\$75–100k	Approach	Day 1
Mel Robbins / Mustafa S.	Transformation keynote	\$200–400k	TBC	Day 2
Walid Regragui / Hakimi	National hero — youth energy	\$50–100k	Approach	Day 2
Ken Rutkowski	Curator / METAL host	Partner	Confirmed	ALL
Toufic Assaf	Founder — Vision & Close	—	Confirmed	ALL
Bassem Issa	Co-Founder — Morocco ops	—	Confirmed	ALL
Minister (Culture/Youth)	Government keynote	—	MOU Signed	Day 1

The Strategic Triangulation

- SOUL (Mufti Menk)**
 Faith, ethics, identity. Opens the heart before the mind. Unlocks the Moroccan family audience — mainstream, not niche.
- CREATOR (will.i.am)**
 Technology, music, youth. Proves AI is for builders, not just technologists. i.am.angel Foundation = education credibility.
- SYNTHESIS (The Pledge)**
 Not a speaker — a moment. The ritual that makes the event unforgettable. The parchment they'll receive a year later is marketing for v2.

The Two Mechanics That Make It Transformational

These are not features of the event. They ARE the event. Everything else is the container.

MECHANIC 01 — BUILD & SHIP LIVE

The Premise

Every attendee who opts in joins a team. Over 24 hours — Day 1 afternoon through Day 2 morning — they build a real, working AI product or prototype. On Day 2 at 10:30, teams demo live on the main stage in front of 5,000+ people. Winners are announced by the Ministry. Winners receive seed funding and Medina Lab residency.

Why this works

- › People remember what they BUILD, not what they hear.
- › Teams form across strangers — the best networking format ever designed.
- › Demos on the main stage = electric energy that no keynote can match.
- › Media covers it. Sponsors love it. Government can claim it as youth development.
- › The Medina Lab Academy recruits directly from the participant pool.

MECHANIC 02 — THE PLEDGE OF THE ATLAS

The Ritual

Day 2 closes not with applause — but with silence, then commitment. Every attendee receives a parchment card and a pen. They write one pledge: what they commit to building, changing, or doing in the next 12 months as a result of this Summit.

The cards are sealed in wax. A vessel of 20,000 pledges is sealed on stage.

One year later — at The Medina Lab Summit v2 — every card is mailed back to its author.

Why this works

- › Borrowed from Tony Robbins firewalks — state change through ritual, not information.
- › The parchment is the most photographed object at the event. 20,000 organic posts.
- › The v2 mailer is a marketing campaign that costs almost nothing.
- › It creates emotional closure — attendees leave feeling complete, not overwhelmed.
- › Calibrated for Moroccan culture: covenant, honour, written word carry deep weight.
- › The wax vessel becomes a symbol. It will be displayed at The Medina Lab permanently.

"You arrive with a question. You leave with a pledge. And in 12 months, the pledge finds you."

Budget Snapshot & Ministry Partnership

Revenue (Mid-Case)

Ticket Sales	\$1.2M
Title Sponsorship (x1)	\$1.5M
Gold Sponsors (x3)	\$900k
Government Grants	\$600k
Exhibition Fees	\$450k
Media & Broadcast	\$300k
VIP Night 0 Tables	\$300k
Merchandise & F&B	\$200k
TOTAL REVENUE	\$5.75M

Key Cost Lines

Speaker Fees	\$1.5M
Venue & Production	\$1.2M
Marketing & PR	\$600k
Operations & Staffing	\$450k
Government Relations	\$150k
Contingency (15%)	\$527k
TOTAL COSTS	\$4.43M
NET SURPLUS	+\$1.32M

Ministry of Culture — Partnership Roles

- Co-Presenting Government Partner — Ministry branding across all Summit materials and stages.
- Ministerial Keynote — Minister or nominee addresses 20,000 attendees on AI & Culture.
- Awards Presenter — Ministry presents at Youth AI Challenge and cultural innovation awards.
- Cultural Programme Co-Curator — Evening events, heritage, and creative identity sessions.
- Pledge of the Atlas Witness — Minister co-seals the wax vessel in closing ceremony.

Toufic Assaf

Founder, The Medina Lab · Co-Founder, Pixoul Gaming · Chairman, Robocom VR Studios

Available for a meeting or call to discuss the Summit partnership in detail.

The Medina Lab Summit · Q4 2026 · Casablanca, Morocco