



The Missing Piece for Green (MPG): Maximizing and Leveraging the Success of NEOM



NEOM نيوم



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Mission Statement

Our team at MPG (The Missing Piece for Green) aims to help NEOM achieve its full potential by driving financial success and transforming it into a movement that advances the entire Middle East. We seek to collaborate with Crown Prince Mohammed bin Salman's visionary NEOM project, positioning it as **the global symbol of Sustainability, Economic Opportunity, and Peaceful Coexistence.**

Three Continuing Development Phases for NEOM

NEOM is arguably the most ambitious construction project in history, but its scale presents significant challenges. **MPG believes a slight realignment of priorities can help ensure that NEOM fulfills its vision as a thriving, sustainable reality.**

We propose a **three-phase integration** to achieve this: Phase One focuses on key elements to maximize NEOM's financial success. Phase Two introduces essential components that will elevate NEOM as a global beacon of innovation and hope. Phase Three leverages this success to establish a neutral pathway to peace, shaping a new future for the Middle East and beyond.

Phase One: Maximizing Profits

To establish a strong working relationship with Crown Prince Mohammed bin Salman, the visionary behind NEOM, we aim to enhance NEOM's immediate financial success through the following initiatives:

- **MPG will lead a delegation** of top venture capital leaders and high-potential startup CEOs to Saudi Arabia to present a plan for developing a self-contained startup ecosystem at NEOM.
- **The delegation will include** startups on the cusp of unicorn status, specializing in cutting-edge green technology and AI.
- **A Global Investment Fund** can be established and managed by leading venture capital firms to attract unicorn startups to NEOM and to secure additional global investment for its long-term development.
- **MPG aligns with the Crown Prince's commitment** to combating climate change and advancing AI. We propose the creation of a **Greentech Incubator**, evolving into a full-fledged **Green Industrial Zone** within Oxagon, where companies will leverage transformative green and AI technologies to tackle climate change, clean water access, food production, healthcare, green energy, and carbon capture.

- **MPG envisions leveraging oil profits** to drive green innovation, building new economic engines and creating millions of high-quality jobs.

The success of **Phase One** will be measured by NEOM’s financial viability and its emergence as a global hub for innovation and economic growth.

Phase Two: Transforming NEOM into a Beacon of Hope

It is widely recognized that NEOM has the potential to transform the world. MPG has developed **The DESTINY Model**, a methodology uniquely designed to turn a business venture into a global movement for positive change—helping NEOM achieve its highest potential.

D-E-S-T-I-N-Y is an acronym, with each letter representing a key element. Together, these elements create a powerful framework to shape NEOM into a universal model for progress.

- **D – Diversity:** The Green Industrial Zone at Oxagon will bring together workers of all backgrounds—Muslims, Christians, Jews; Israelis and Palestinians; and men and women—collaborating in an environment that fosters mutual understanding, trust, and cooperation. Imagine a workplace where differences fade, and only shared purpose remains.
- **E – Education, Employment, and Entrepreneurship:** Each participating company—startup or established—will run **apprenticeship-to-employment programs**, equipping individuals with skills for high-paying jobs. Aspiring entrepreneurs will receive **mentorship, training, and financial support** to launch their own ventures.
- **S – Sustainability:** A **Greentech Startup Incubator will nurture companies** within the Green Industrial Zone, using cutting-edge technology to tackle global challenges: climate change, clean water, food production, healthcare, green energy, and carbon capture.
- **T – Tolerance and Trust:** Partnering with local artists, **we will cultivate a culture of tolerance and unity** through films, concerts, theater, and other art forms—highlighting our deep connection to each other and the natural world.
- **I – Ideology:** We will promote an **Ideology of Common Sense**—a new framework for rational discourse. Inspired by Crown Prince Mohammed bin Salman’s efforts, including those of his emissary Sheik Muhammad Al-Issa, this approach encourages logic over bias, reason over division. In a better world, common sense—the collective wisdom of shared experience—guides thought, speech, and action. In our fractured world, it must be our common denominator.
- **N – New Models:** Instead of theorizing about solutions, we can **build tangible models**, as Crown Prince Mohammed bin Salman is doing—proof that **hope is more than just a slogan**. When people can see and touch progress, belief turns into reality.

- **Y – Young People:** The DESTINY Model will give young people **a seat at the table, marketable skills, a sense of dignity, and a vested interest in peace.** It will provide them with the hope that they, too, can inherit a sustainable world for generations to come.

When examining the DESTINY Model, it is useful to draw an analogy to the art of home cooking. Just as a masterful blend of spices enhances a dish, creating flavors and aromas that leave a lasting impression, the DESTINY methodology strategically integrates key elements into a business venture like NEOM. These carefully calibrated components elevate the project, enabling it to emerge as a beacon of innovation and inspiration. In alignment with the Crown Prince’s vision, NEOM is poised to drive transformative change that extends far beyond its immediate scope, shaping the future on a global scale.

Phase Three: Leveraging NEOM’s Success into a Movement for Positive Change

Once NEOM achieves demonstrated financial success through the creative application of the DESTINY Model, and arrives at the global prominence that is its rightful place in the world, it will be possible to leverage NEOM as a force for positive change throughout the region as a whole. This resonates directly with the vision espoused by Crown Prince Mohammed bin Salman himself. Here are the components of Phase Three:

- **A Neutral Pathway to Peace** – By hosting Israelis and Palestinians to work together, Saudi Arabia will put in place an economic model that will allow people to humanize one another and grow the trust, thus making it easier to broker an eventual political settlement.
- **A Military/Economic Alliance** – NEOM could become the catalyst for forging a military/economic alliance among Saudi Arabia, Israel and other moderate Arab states. Such a cooperative military alliance will provide a common defense against ideological extremism. The economic alliance will partner serious investment capital with game-changing innovation to create millions of jobs and to offer practical solutions to existential threats. An alliance of this sort can work directly toward bringing much-needed stability to the region.
- **A Hub for AI and Innovation** – **As NEOM evolves, it will become a world center for AI and innovation.** The synergy of economic growth and technical know-how showcased in a revitalized NEOM can serve to provide novel solutions for climate change, as new engines for economic growth emerge. The long-term result can be the face of a new kind of peace based upon shared interests and mutual cooperation. This will put Saudi Arabia in the driver’s seat for innovation and positive change in the entire region. As a result, **Saudi Arabia will actively reclaim a sense of Arab pride that can be shared by all the nations of the Middle East.**

- **A Green Industrial Zone in Gaza** – As part of the efforts to rebuild Gaza that are already underway, Saudi Arabia, using its experience accrued with NEOM, could spearhead the development of a Green Industrial Zone in Gaza itself. A project of this sort could help grow Gaza’s economy, bring a sense of dignity and hope to the people of the region, and serve to promote Saudi Arabia’s technological and moral leadership in the world as a whole. **The MPG vision achieves much of what is needed in Gaza, without offending great swaths of people. In short; everybody wins.**

Conclusion: A Defining Moment for Humanity

For those closely observing global developments, it is increasingly evident that humanity stands at a crossroads. Existential challenges—ranging from climate change and extreme economic inequality to the persistent threat of conflict—risk leading us toward an uncertain and precarious future. A fundamental shift is needed, guided by three essential principles: **Sustainability, Economic Opportunity, and Peaceful Coexistence.**

NEOM represents a beacon of hope, proving that the future is not yet lost. By inspiring the next generation with both vision and opportunity, NEOM has the potential to chart a new course—not only for the region, but for humanity as a whole. Given its profound significance in our time, it is incumbent upon us to support NEOM’s evolution into its highest possible expression—one rooted in Sustainability, Economic Opportunity, and Peaceful Coexistence.

The **MPG vision** as outlined in this document **has the power to elevate NEOM from an exceptional business venture into a global movement for positive transformation**—one capable of reshaping the world as we know it. This moment calls for a fundamental paradigm shift: from a zero-sum game of winners and losers to a model that fosters mutually beneficial, **win-win** solutions.

Together, **NEOM and MPG offer nothing less than a vision of lasting hope** for future generations. Now is the time—before time runs out—to dream beyond conventional limits and turn the impossible into reality.

Below is a schematic representation of what a **Green Industrial Zone** in NEOM could look like. While the final design is yet to be determined, it will be integrated into the existing plans for **Oxagon**, NEOM’s industrial sector.

Schematic: A Green Industrial Zone in NEOM



To view a five-minute video that demonstrates the MPG vision, please click here:

<https://www.youtube.com/watch?v=94Nte7dOzQk>

