

Bruce Gurfein on Building Marzūm: Saudi Arabia's Strategic Bridge Between Innovation and Impact

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Interview by the Marzūm Editorial Team

Marzūm recently launched with strong ambitions. Tell us about the driving force behind the platform.

Bruce Gurfein:

The idea behind Marzūm is to bring purpose, capital, and partnership into alignment. Too many accelerators focus on early-stage hype, but not on long-term scalability or market relevance. Marzūm was built as a mechanism for bridging the global innovation ecosystem with the practical opportunities that exist in Saudi Arabia — and more broadly, across the region.

We designed this platform not just to mentor startups, but to **activate them** inside one of the most promising markets in the world. We're here to create value — not noise.

You've spent decades working across global markets. Why Saudi Arabia, and why now?

Bruce Gurfein:

Because this is the moment.

Saudi Arabia is transforming rapidly, and doing so with remarkable structure. What's happening here is not just about economic diversification — it's about rethinking how ecosystems grow. We saw an opportunity to embed Marzūm into this movement, contributing to Vision 2030 in a very real way by helping global startups understand the region, build trust, and grow sustainably.

What makes Marzūm fundamentally different from other accelerator models?

Bruce Gurfein:

Marzūm isn't about cohorts and slideshows. It's about **high-value strategic enablement**. We're working with founders who are ready to scale, not just build MVPs. We focus on sectors like AI, fintech, tourism tech, agrotech, and sustainability — all aligned with national development goals.

What sets us apart is our proximity to decision-makers. Our board includes public sector veterans, technologists, and investment leaders who understand the pulse of the Kingdom and

can help founders plug into real opportunities — not theory.

What do you look for in founders or ventures applying to Marzūm?

Bruce Gurfein:

Resilience and clarity.

I want to see founders who know *why* they're building — not just what they're building. That means clarity of mission, but also adaptability. Saudi Arabia isn't just another market; it's a complex and dynamic space. We're looking for people who are ambitious enough to go global, but grounded enough to localize.

"What I've done for decades is connect the dots — between where technology is developed and where it's truly needed. That's the work of Marzūm."

What's next for Marzūm in 2025?

Bruce Gurfein:

We're launching industry-focused accelerator tracks, working with global partners to bring best-in-class startups into the region, and building out a network of family offices, institutional partners, and regulatory allies. The goal is to not just support startups — but to shape the future of innovation in the Middle East, led from Riyadh.

Want to learn more about Marzūm or explore partnership opportunities?

→ Visit: marzum.com

→ Connect with Bruce: [LinkedIn Profile](#)

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