

Building What Benefits People

Journey, Greentech, and the future of Islamic Computing

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It is an honour to be at CMC

Remembering Fahim bhai



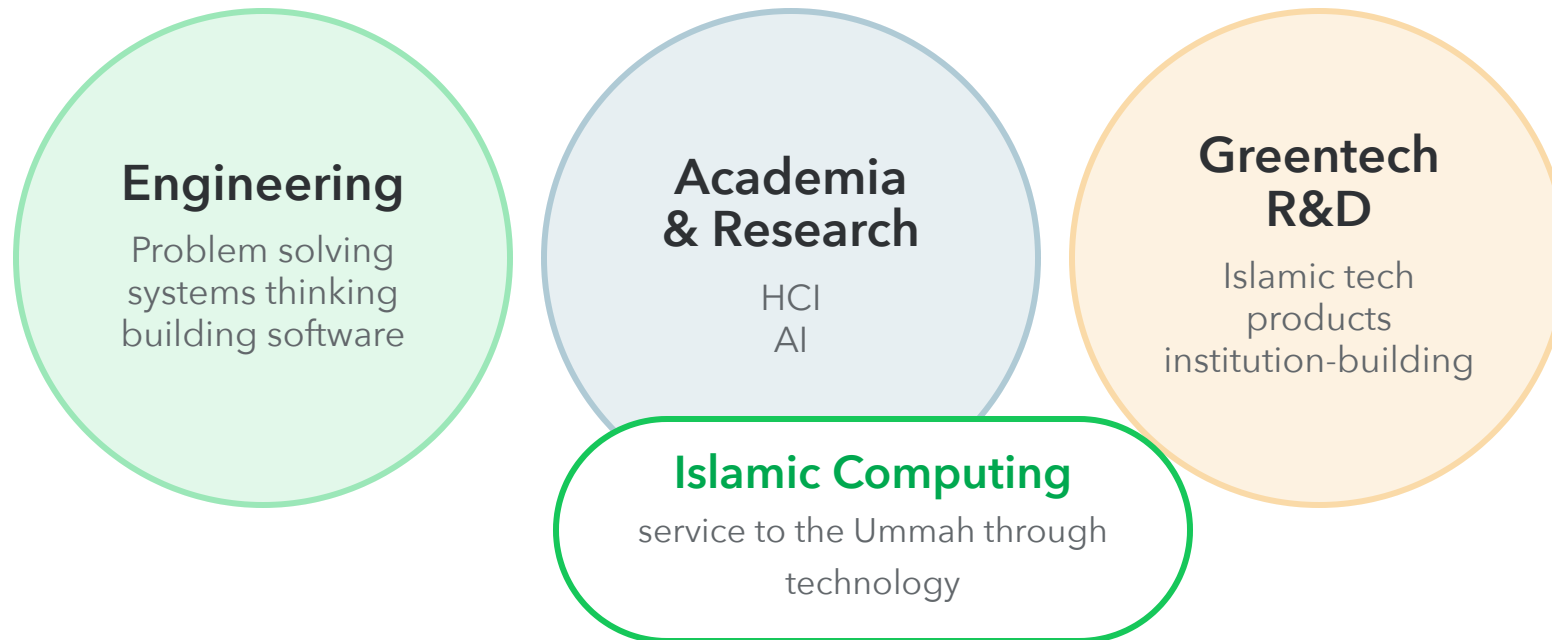
Fahim bhai would have been very happy to see this gathering.

..... وَخَيْرُ النَّاسِ أَنْفَعُهُمْ لِلنَّاسِ

"...the best of people are those most beneficial to people."

Reported by al-Tabarani.

My work sits across three connected areas



At 22, I wanted to study Islam full-time

After engineering, I asked my ustadh.

His advice changed my path:

"Focus on engineering. Create impact for the Ummah."

Istikharah is not passive

It taught me to combine:

Dua

Turn to Allah first

Mashwarah

Take serious advice

Action

Act responsibly and accept
outcomes

Before Greentech, there were failures

Two early attempts did not become sustainable.

- Intention is necessary, but not enough
- Solve a clear problem
- Build with a team
- Keep going consistently

Greentech began by improving the Islamic app experience

The problem then

- Poor-quality apps
- Inappropriate or distracting ads
- Weak design and user experience
- Unclear trust in content



Greentech's response

- No ads
- High-quality, user-friendly apps
- Authentic Islamic content
- Tools to help people understand Islam

The 2015 starting point

Vision

Bring people closer to Allah

Mission

Help Muslims better understand Islam



From project to institution

- Volunteers
- Charity registration
- First employee
- Team and process
- Long-term commitment

Many good projects need an institution around them.

11 years. 8M+ users. 50 team members.

11

years of consistency

8M+

users reached

50

team members

Scaling is trust multiplied over time.

Lessons from building

1. Start with a real need
2. Care deeply for beneficiaries
3. Build trust slowly
4. Improve with ihsan
5. Make the team win

Entrepreneurship is not only starting a company

It can mean:

- Solving real problems
- Creating halal income
- Building a team
- Sustaining families
- Serving the Ummah at scale

Academia and Greentech strengthen each other

Academia gives

- Methods
- Evidence
- Theory
- Critical thinking

Greentech gives

- Real beneficiaries
- Real problems
- Product impact
- Long-term responsibility

Do not serve from assumptions

Research is a discipline of listening.

- Who are we serving?
- What are they actually struggling with?
- What would help them learn, practise, and stay connected?
- What evidence should shape our work?

Case study: Islamic Lifestyle Applications: Meeting the Spiritual Needs of Modern Muslims | <https://doi.org/10.1080/10447318.2025.2595545>

What does the Ummah actually need?

State of the Ummah 1447

Research pointed to knowledge, discipline, and support.

1,530

Muslims

87

countries

1447

AH survey

We are working for mission-driven Muslims

People who want to lead a mission-driven life.

إِنَّ إِبْرَاهِيمَ كَانَ أُمَّةً

Prophet Ibrahim (عليه السلام) was described as an Ummah. Qur'an 16:120.

One mission-driven person can change the world for better.

Looking forward: preparing for the future

AI will change how people learn, search, and ask.

- Search becomes conversation
- Islamic knowledge needs sources and context
- Computing systems need scholar-guided evaluation
- The measure is benefit, not engagement

Search is changing. Islamic search must change too.

Global shift

After 25+ years, Google Search is moving toward AI answers, follow-ups, and meaning.

Islamic use case

People are already asking AI tools for Islamic information.

Greentech is building the next-generation Islamic search engine: SearchDeen.



AI drafts. Humans review. Scholars guide.

Responsible Islamic AI needs:

- Clear sources
- Known limits
- Human oversight
- Scholar review
- Adab

Upcoming challenges that interest me

Trust

Source-grounded answers

Arabic meaning

Nuance across texts

Authority

Scholars in the loop

Evaluation

Benefit, not clicks

Learning

Information to transformation

Institutions

Teams, funding, governance

Serve through your edge, with ihsan

1. Serve people so they truly benefit
2. Identify your edge
3. Build one useful skill deeply
4. Find sincere people
5. Do the work with ihsan


Build institutions, not only projects.

Greentech Engage 02

Connecting with the Qur'an

 17 13 June 2026

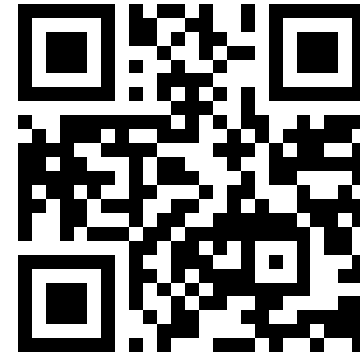
 5:00 PM - 9:00 PM

 The Coneygear Centre
Huntingdon, PE29 1PE

 Limited spaces left

 Food and refreshments provided

 luma.com/5cpr4l8f



Scan to register

Build what benefits people.

..... وَخَيْرُ النَّاسِ أَنْفَعُهُمْ لِلنَّاسِ

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Reported by al-Tabarani.

Q&A

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إِنَّ اللَّهَ كَتَبَ الْإِحْسَانَ عَلَى كُلِّ شَيْءٍ

"Allah has prescribed excellence in everything."

Reported by Muslim.



Queen Mary
University of London



Greentech



SearchDeen