



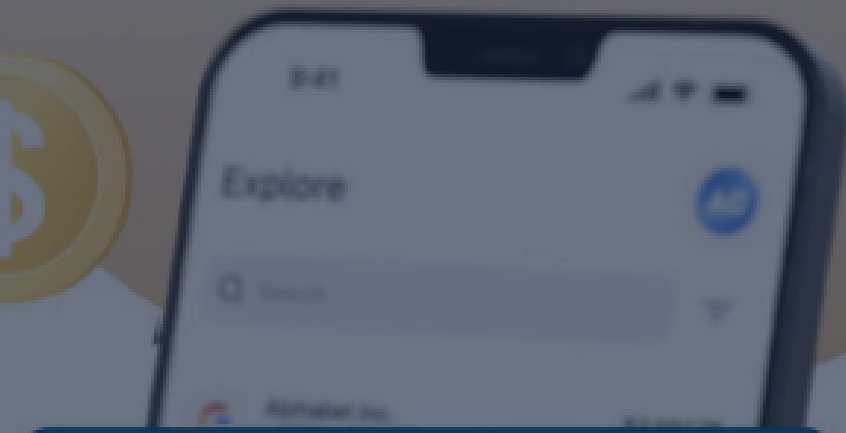
Where faith *meets finance.*

A BRIDGE LAUNCHPAD CASE STUDY

Halvestor - harvesting halal wealth.

0 → 1 CASE STUDY

Stock List
Along with
Shariah
Compliance



	Alphabet Inc. GOOGL COMPLIANT	\$2,650.78 ▲ \$81.98 (3.7%)
	Apple Inc. APPL COMPLIANT	\$168.88 ▲ \$3.67 (2.13%)
	Amazon AMZN NON-COMPLIANT	\$159.22 ▼ \$4.72 (2.9%)

4 wks

IDEA → LIVE MVP

3

CO-DESIGNED SYSTEMS

2

PLATFORMS SHIPPED

1

ENGAGEMENT CYCLE

AT A GLANCE

A Shariah-compliant trading platform,
built *with* the founders, in *four weeks*.

01 / Engagement

4 weeks

From first workshop to investor-ready MVP.

Idea sprint, design sprint, build sprint, polish & handover.

02 / Surface

iOS ·
Android

Native cross-platform, React Native + AWS.

Same trust experience on every device, day one.

03 / Systems

3

Compliance ·
Purification · Education.

Three engines that make trust visible at every step.

04 / Outcome

1

Engagement → product they can defend.

Founders walk into any room owning every decision.

01

The starting *line.*

Two domain experts. One conviction. A market that gives faithful investors no real way to act on their values. We start with who, and why.

- 04 ABOUT BRDGE LAUNCHPAD
- 05 THE FOUNDERS
- 06 THE ORIGINAL BRIEF

ABOUT BRDGE LAUNCHPAD

A 0 → 1
engagement *built
on co-creation*, not
handoff.

We embed with founders, reframe the brief, and build the product alongside them - so when it ships, they own every decision and can defend every trade-off.

01	Discover Workshops to surface the real problem behind the brief - talking to users, scholars, and stakeholders.	WK 01 Reframe the problem
02	Design Co-design the systems and UX with the founders, validate against real user expectations and scholarly review.	WK 02 Make trust visible
03	Build Engineering velocity with founder feedback in the loop, every release reviewed against the trust thesis.	WK 03 Ship the MVP
04	Hand over Founders own the codebase, the roadmap, and the conviction to walk into any room.	WK 04 Hand the keys back

THE FOUNDERS

Domain experts with *lived* conviction - not just a market opportunity.



Abdulla

CO-FOUNDER · CEO

Founder of Halvestor. Originally from Sri Lanka and now based in London, Abdulla is a graduate of the Founder Institute and previously co-founded Sastho.lk. Through Halvestor, he is building tools that let Muslim investors practise and learn to invest with confidence.

PRODUCT

SHARIAH FINANCE

USER RESEARCH



Shabir

CO-FOUNDER · CTO

Software Engineer at Meta. He holds a Master's in Computer Science from McGill University, where his research focused on cloud computing, software-defined networking, and containerization. Prior to Meta, he contributed extensively to Google Cloud Platform. A published researcher with work featured in IEEE.

TRADING

COMPLIANCE

OPERATIONS

THE ORIGINAL BRIEF

"Build us" a halal trading app.

Existing platforms offered no transparency, no clarity on how purification worked, and no way to donate with confidence - so we decided to build the solution ourselves.

- FAIZ & ALI · CO-FOUNDERS, HALVESTOR

WHAT THEY ASKED FOR

- 01

Real-time compliance signals

Stocks screened against Shariah principles - and the screen itself auditable.
- 02

Visible purification

Show users exactly which gains came from non-compliant sources, calculated per-trade.
- 03

Confident donations

A path from "purification owed" to "donation made" that feels respectful, not transactional.
- 04

Cross-platform launch

iOS and Android day one, with a stack the founders could grow into.

02

- REFRAMING, OPTIONS, THE TURNING POINT

The work *before the build.*

A faster team would have started coding. We started by asking what the product was actually for - and the answer rewrote everything that came after.

- 08 REFRAMING THE PROBLEM
- 09 BUILD OPTIONS WEIGHED
- 10 TURNING POINT
- 11 THREE SYSTEMS CO-DESIGNED
- 12 FOUR-WEEK BUILD PLAN

REFRAMING THE PROBLEM

The real problem was not *compliance*. It was *trust*.

TREATED AS TRUST

Transparency baked into interaction.

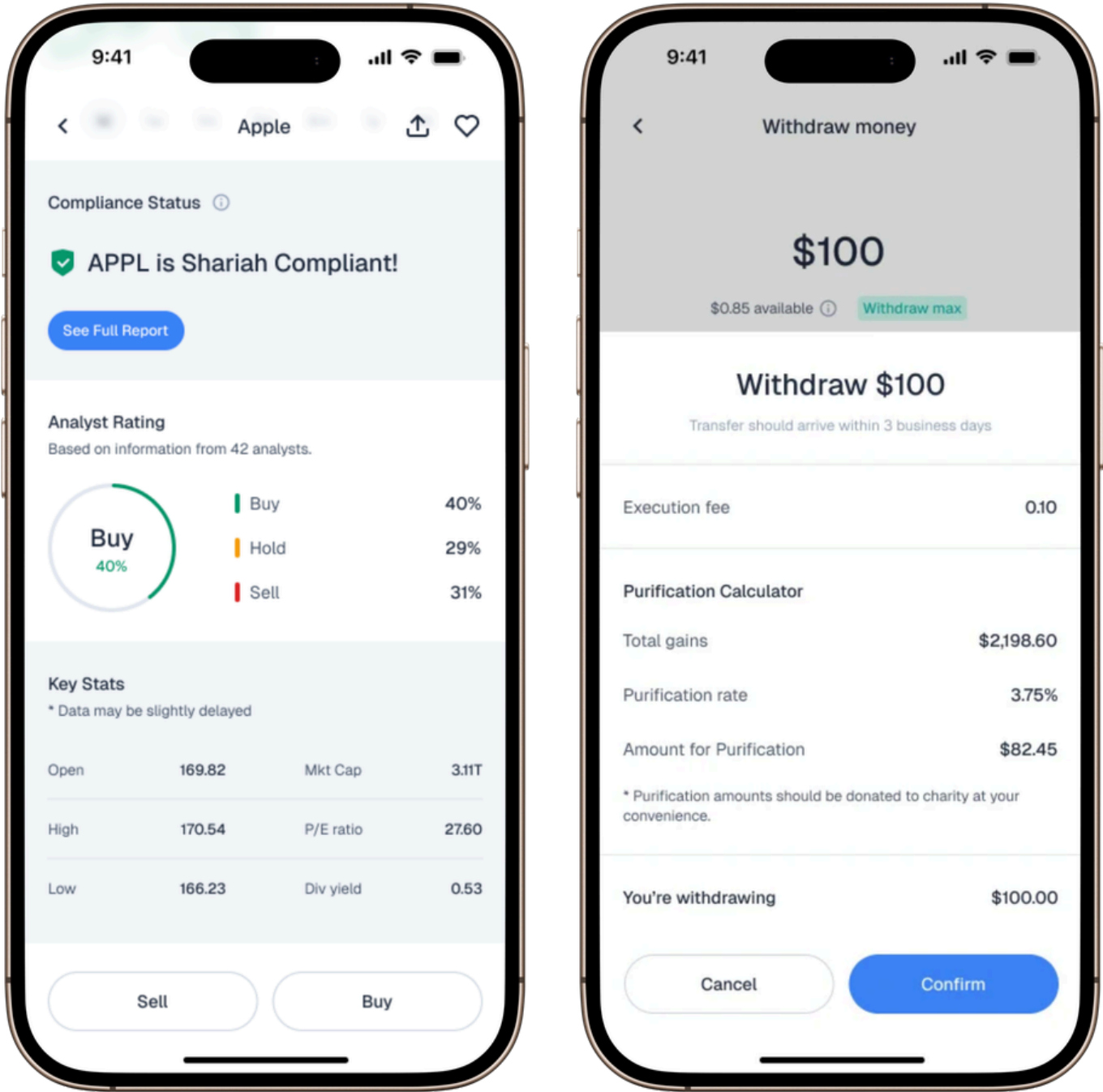
WHY THIS STOCK?

WHICH RATIOS PASSED?

WHAT WAS PURIFIED?

WHERE DID IT GO?

Earns the right to be trusted.



BUILD OPTIONS WEIGHED

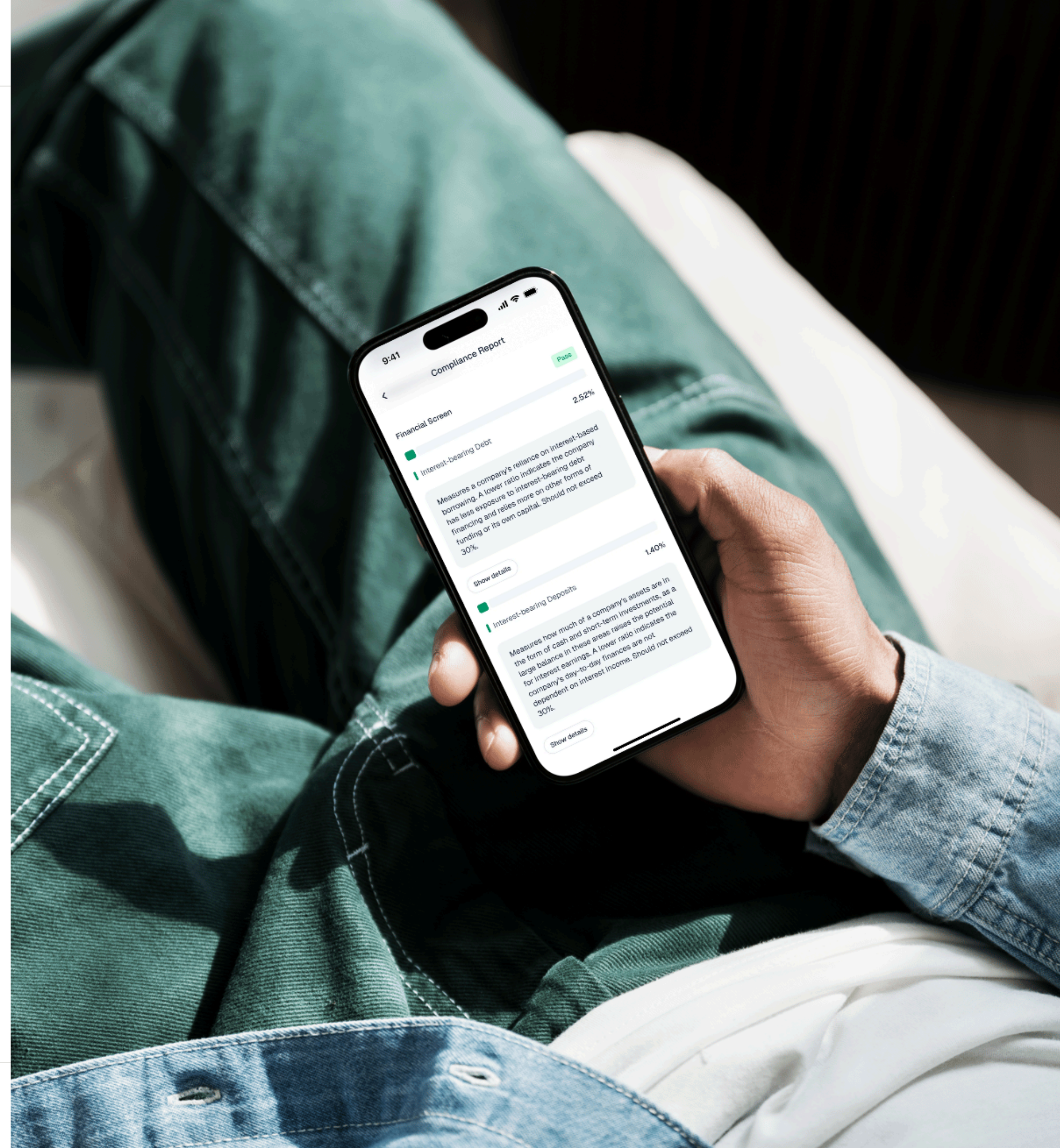
Every traditional path had a *trap*.

	OPTION A Hire dev studio	OPTION B Solo agency designer	OPTION C Off-the-shelf SaaS	OPTION D · CHOSEN Co-create with Bridge
SPEED	Slow 3–6 months to wireframes	Mixed Design fast, dev bottlenecked	Fast Live in days, wrong product	4 weeks End-to-end MVP
TRUST THESIS	Lost in handoff	Surface only	Generic UX	Built into every screen
FOUNDER OWNERSHIP	Black-box code	Limited	Vendor lock-in	Full IP & conviction
TOTAL COST	\$\$\$\$ · enterprise spend	\$\$ · plus integration	\$ · plus rework	\$\$ · single engagement

- THE INSIGHT THAT REWROTE THE PRODUCT

Transparency is *not the* *constraint*. It is *the feature*.

A halal app that hides its working is no different from a conventional one. Show every calculation, surface every reason, and the product earns the right to be trusted.



WHAT WE BUILT TOGETHER

Three interconnected systems - *none* of which existed in the original brief.

SYSTEM 01

COMPLIANCE

✓ Business activity

Pass

✓ Debt ratio

28%

! Interest income

4.1%

✓ Cash & receivables

31%

✗ Liquidity

Fail

Shariah Compliance Engine

An auditable system, not a filter. Business-activity screening, financial ratios, configurable thresholds scholars can validate.

SYSTEM 02

PURIFICATION

MAIN WALLET

\$12,840.21

↓ PER-TRADE AUDIT

PURIFIED GAINS

\$84.62

Purification Engine

Visible per-trade calculations. Dual wallets so users see exactly what happens to their gains - to the penny.

SYSTEM 03

EDUCATION

WHY THIS STOCK?

Passes activity. 28% debt within thresholds.

PURIFICATION

\$0.32 of this gain came from interest income.

DONATE TO

Verified causes vetted with the founders.

Educational UX

Every interaction teaches. Every screen explains. Every flag has context - users learn ethical investing as they invest.

INPUTS

Stock data + scholar thresholds

LOOP

Trade triggers per-trade audit

OUTPUTS

Trust expressed as a UX surface

HALVESTOR CASE STUDY · BRDGE.AI

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FOUR-WEEK BUILD PLAN

Reframe first. *Then* build at speed.

WEEK 01 · DISCOVER

WEEK 02 · DESIGN

WEEK 03 · BUILD

WEEK 04 · SHIP

Workshops & reframe

FOUNDERS + SCHOLARS + USERS

WORKSHOPS

UX systems & flows

TRUST SURFACE DESIGN

CO-DESIGN

Compliance engine

SCREENING + RATIOS + CONFIG

ENGINEERING

Purification + wallets

PER-TRADE CALC + AUDIT

ENGINEERING

Cross-platform polish

IOS + ANDROID PARITY

SHIP

03

- WHAT SHIPPED, WHAT IT UNLOCKED

A product the founders *own*.

Not a deliverable. A platform - and the conviction to walk into any room and defend every decision in it.

- 14 WHAT WE SHIPPED
- 15 WHAT IT UNLOCKED
- 16 STACK & PRINCIPLES
- 17 FOUNDER TESTIMONIAL

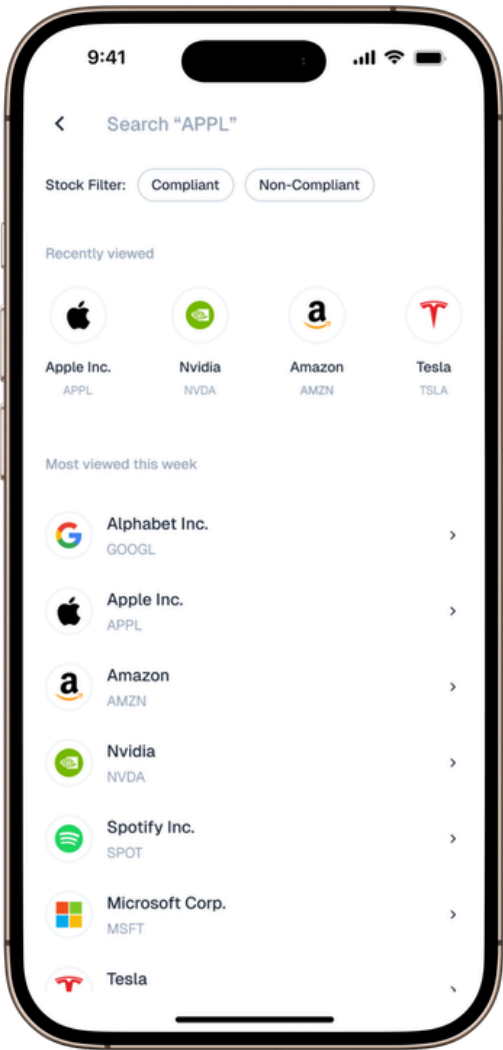
WHAT WE SHIPPED

A live, cross-platform MVP - *iOS & Android*, day one.



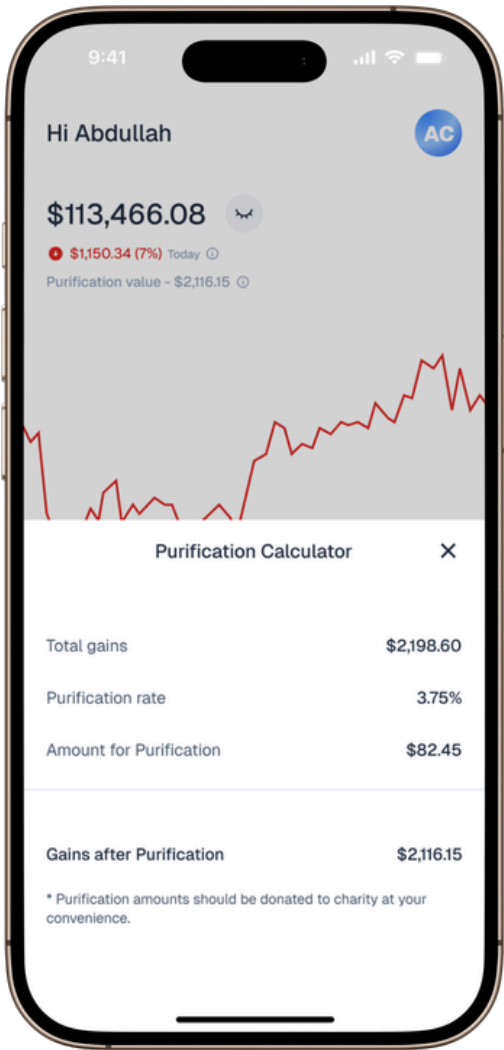
Portfolio

A daily home - gains, losses, and the prompt to purify them.



Discover

Every stock screened against Shariah principles - compliant or not, transparently.



Purify

Per-trade calculation, visible at withdrawal - no hidden maths.

WHAT IT UNLOCKED

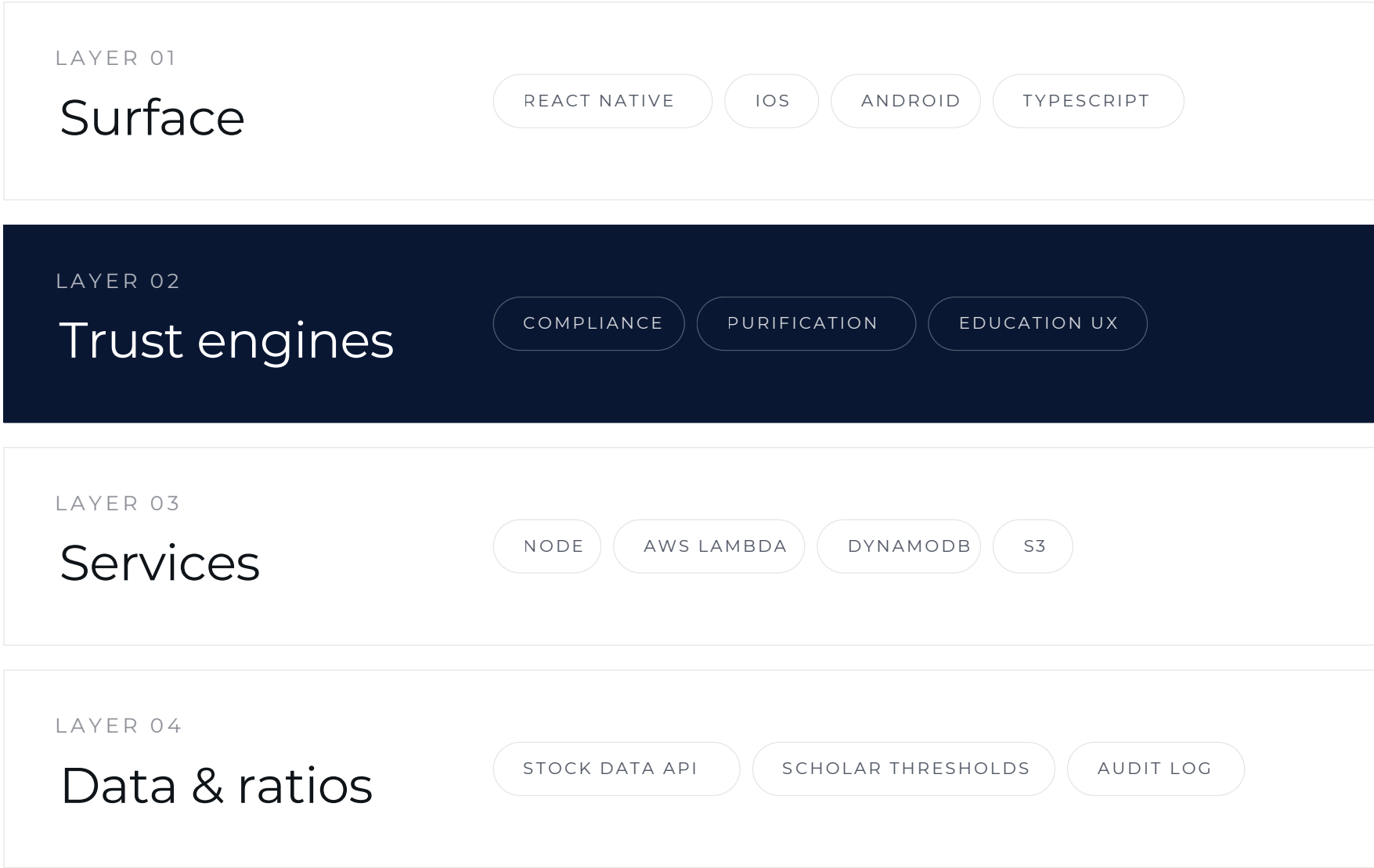
A working MVP - and the *conviction* to defend it.

TIME TO LIVE 4wks From first workshop to investor-ready MVP.	SYSTEMS BUILT 3engines Compliance · Purification · Education.	TIME SAVED 6+mo Of feature-first development avoided by reframing first.
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01 / Market Investor confidence Founders walk into rooms knowing they built the right product, not just a working one.	02 / Moat Compliance moat Auditable architecture competitors can't replicate with a filter.	03 / Clarity Founder clarity They co-created every decision - they own and defend the roadmap.	04 / Roadmap Clear next chapter Real-time trading, third-party APIs, dashboards - all shaped by real users.
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STACK & PRINCIPLES

A platform the founders can *grow into*.



01

Auditable by default

Every threshold, ratio, and decision is logged and explainable.

02

UX teaches

Every screen explains its own logic - no hidden layers.

03

Founder-owned

The codebase, the IP, and the roadmap stay with Halvestor.

04

Built to grow

Clear paths to live trading, third-party APIs, and dashboards.

Bridge didn't just build it. They *helped us see what we were building* - and gave us the conviction to defend it.