

London, 30 October 2026

Murat Bilican launched 14 projects in under a year with hundreds of AI agents

One entrepreneur. Hundreds of AI agents. Fourteen projects.

Entrepreneur Murat Bilican, working alone with hundreds of AI agents, built a technology group in London with AI: from a rating authority to an online academy, from a boat show to a marketplace for square metres.

Entrepreneur and businessman of thirty years Murat Bilican is launching, one after another, projects that rewrite how entire industries work, through Bil Enterprises in London.

MURAT BILICAN • CHAIRMAN, BIL ENTERPRISES

London, 30 October 2026. Murat Bilican, an entrepreneur and businessman for more than thirty years who has created employment for 850 people through his businesses, turned to artificial intelligence over the past year. Here is the story: under Bil Enterprises in London, he achieved alone, but with a vast team of AI agents, in under a year what a conventional company might do over many years with hundreds of employees: fourteen projects, each proposing a new model for its industry. These are the milestones of that year.

1 FOUNDER

100+ AI AGENTS

14 PROJECTS

<1 YEAR TO LAUNCH

WHAT HE BUILT IN A YEAR

Twelve months of Murat Bilican

01 • BIL STUDIO

First, he built his own AI company.

Bilican's first move was to found Bil Studio, the engine behind every other project. The company builds AI products and today designs, trains and runs the group's hundreds of agents, which handle the work of departments from the press office to accounting.

bilstudio.ai

02 • HOSPITALITY BRANDBOOK

A new rating authority that scores on real data.

An approach Bilican describes as the first of its kind at this scale: Hospitality Brandbook assesses hotels and restaurants on public, verifiable evidence rather than anonymous inspector impressions. The ambition is bold: to stand alongside the Michelin Guide, Gault&Millau and The World's 50 Best, and soon to see the HBB plaque at the entrance of the world's leading hotels and restaurants.

hospitalitybrandbook.com

03 • HBB NEXUS

An invention for the restaurant industry.

HBB Nexus brings restaurants, suppliers and influencers onto one platform for the first time. Ordering, stock, supply chain and promotion are run from a single AI brain. According to company data, the system lightens the workload of restaurant operations and the supply chain by up to 70 per cent.

hbbnexus.com

04 • HBB DECOR

He solved the problem he faced building his own hotels.

While building his hotels, Bilican found that finding the right supplier often came down to asking people around him. HBB Decor grew out of that experience: a global B2B marketplace that connects hoteliers and architects directly with manufacturers, with no middlemen.

hbbdecor.com

05 • HOSPITALITY ACADEMY

It began for his team of 850 and became an online university.

Driven by a wish to develop better-qualified people in his own hotels and restaurants, Bilican founded Hospitality Academy, where courses are taught by AI. Offering courses in English and Turkish, one-to-one AI roleplay training and verifiable certificates, the academy quickly reached a broad user base. It aims to rank among the three most respected hospitality academies in the world.

hospitalityacademy.online

06 • ADALETAI

An AI employee for lawyers.

AdaletAI gives law firms an AI employee that never clocks off: it welcomes clients around the clock, prepares case files, and handles payments and appointments. Bilican's formula is simple: lawyers practise law, AI does the rest.

adaletai.com

07 • MP AI STUDIO

A regional digitalisation drive.

MP AI Studio builds AI assistants and digital products for professionals such as lawyers, accountants and estate agents, delivering a first version in 72 hours. Starting in Turkey's Aegean region, it aims to speed small businesses into the AI era.

mpaistudio.com

08 • BOAT OWNERS PLATFORM

The world's largest online boat show.

A professional captain for thirty years who founded a boatyard that built more than forty boats, Bilican has returned to the marine world with a bold platform. On Boat Owners Platform, which he calls the world's largest online boat show, owners can for the first time manage everything in one place: a digital boat passport and papers, route maps, maintenance reminders, equipment tracking and BOP AI, a boat assistant that works day and night.

boatownersplatform.com

09 • VILLAGETAWAY

The new home of ultra-luxury holidays.

Villagetaway brings prime-location luxury villas from the world's leading agencies, from Bodrum to Mykonos, Ibiza to Saint-Tropez, into one refined showcase. Bilican's vision is to make it the global hub for ultra-luxury villa holidays.

villagetaway.app

10 • WHITMORE CIRCLE

A stock exchange for square metres.

Now in development, Whitmore Circle combines a members' club with an online real estate investment platform. Bilican is adapting the technology behind crypto and stock exchange trading to property: what changes hands on the platform is not a coin or a share, but square metres.

whitmorecircle.com

“Every problem I saw over thirty years in hotels, restaurants and on boats, I turned into a project within a single year. I did it alone, but with a vast team of AI agents. Work that once needed hundreds of employees can now be done by one entrepreneur and his agents. This is how the companies of the future will work; I already do.”

MURAT BILICAN • CHAIRMAN, BIL ENTERPRISES • FOUNDER, BIL STUDIO

ABOUT THE FOUNDER

Murat Bilican

Entrepreneur, businessman and captain. In business since 1996, he has founded companies in fields from tourism to marine. He serves at board level as the sole Turkish partner in the Turkey investments of Dubai-based Sunset Hospitality Group. Between 2005 and 2010 he founded Ada Boatyard, which built more than forty boats. Today, as Chairman of Bil Enterprises and founder of Bil Studio, he runs this vast organisation of hundreds of AI agents from London together with Ada Bilican, Vice President UK at Bil Enterprises and co-founder of Bil Studio.

VERIFICATION

Independent sources

The facts in this release can be verified through the sources below and each project's live website.

COMPANY REGISTRATION

Companies House, England and Wales · BIL ENTERPRISES LTD · No. 16856290

companieshouse.gov.uk

CORPORATE WEBSITE

Group structure, companies and brands

bil.enterprises

FOUNDER PROFILE

Murat Bilican's biography and press images

bil.enterprises/founder

NOTES TO EDITORS

Registered name	BIL ENTERPRISES LTD
Company number	16856290 · England and Wales
Headquarters	London
Founder and Chairman	Murat Bilican
AI company	Bil Studio
Projects	14
Press images	bil.enterprises/founder

ABOUT THE PRESS OFFICE

This release was prepared by the Bil Enterprises press office, which is run by AI agents. For further information, images and verification requests: pr@bil.enterprises

Murat Bilican's interview schedule is limited and reserved for selected international business and lifestyle titles.

ABOUT BIL ENTERPRISES

Bil Enterprises is a London-based multi-brand technology holding company. Its AI company, Bil Studio, delivers digital transformation projects for organisations. The group serves markets worldwide, including Turkey.

Bil Enterprises Press Office

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