

# SalamLink — Executive Summary

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A NOORIX PRODUCT

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## Executive Summary

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**Company / product:** SalamLink — companion wearable + mobile app **Parent:** Noorix (faith-aligned technology platform) **Category:** Hajj & Umrah language and communication technology **Stage:** Working prototype — two-phone session and translation flow validated; companion wearable in active development

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### The opportunity

Each year, tens of millions of pilgrims perform Umrah and Hajj. They gather from 180+ countries in shared sacred spaces — yet most cannot hold a real conversation across language barriers. Existing translation tools are functional but transactional; they do not create human connection at the moment it matters most.

SalamLink embeds real-time translation into the universal Islamic greeting — the handshake — turning a language bridge into a ritual of brotherhood and sisterhood.

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### The product

**SalamLink companion wearable** — a palm-worn device that helps two pilgrims open an encrypted **Salam Session** as part of the natural greeting.

**SalamLink App** — handles conversation (push-to-talk), translation, and session consent on the pilgrim's phone. Designed to evolve from a cloud-assisted MVP toward fully offline on-device translation.

**Current state:** Working two-phone session flow with translation validated end-to-end. The companion wearable that triggers the hand-to-hand session is on the active roadmap.

*Hardware design, pairing mechanism, and the specific session-bootstrap protocol are described in materials shared under NDA. See the Request a private briefing section at the end of this document.*

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## Why now

- Saudi Vision 2030 and the digitisation of pilgrimage services
  - Government innovation programs (MCIT CODE) actively investing in Hajj & Umrah technology
  - On-device AI making offline translation increasingly viable in low-connectivity environments (Haram, Mina, Arafat)
  - Post-pandemic emphasis on dignified, self-directed pilgrimage experiences
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## Business thesis

SalamLink is not a translation app. It is a **social protocol for pilgrimage** — a way to signal openness, connect instantly, and speak heart-to-heart without exchanging phone numbers or navigating awkward app setup.

Revenue can come from pilgrim rentals, hospitality bundles, institutional licensing (hotels, tour operators, Mutawwif services), and eventually consumer purchase for repeat pilgrims and international Muslim travelers.

### UNIT ECONOMICS (HEADLINE)

- Rental ARPU and contribution margin are healthy enough to operate from a Pakistan-based engineering base while pursuing partner-led distribution in the Kingdom.
  - Pilot economics, unit cost detail, breakeven thresholds, and seasonal cash buffers are detailed in the **Financial Plan** — shared under NDA.
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## Traction snapshot

- Working two-phone prototype (session + translation flow)
  - 8-person multidisciplinary team (design, engineering, AI, business, ops)
  - Public landing page: [salamlink.noorix.io](https://salamlink.noorix.io)
  - Application submitted to the MCIT CODE 2026 Hajj & Umrah Tech Challenge
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## What we are pursuing

- Incubation and validation through the MCIT CODE 2026 Hajj & Umrah Tech Challenge (application submitted; decision pending)
  - Mentorship and industry connections via Saudi pilgrimage ecosystem partners
  - Pilot opportunities with hospitality and pilgrimage service operators in the Kingdom
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## Team

Multidisciplinary team covering design, engineering, AI, business, and operations — with clear ownership of hardware, mobile, backend/ML, and go-to-market. Full team list at [noorix.io/#team](https://noorix.io/#team).

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## Request a private briefing

Hardware design, pairing protocol, unit economics, full financial model, and competitive analysis are shared on request under NDA.

Contact: [hello@noorix.io](mailto:hello@noorix.io) · subject "SalamLink private briefing"