

SalamLink — Pitch Deck (Public)

A NOORIX PRODUCT · FOR HAJJ & UMRAH 2026

SalamLink

SPEAK YOUR LANGUAGE. HEAR THEIR HEART.

A handshake becomes a private, real-time conversation between two pilgrims — in their own languages.

A Noorix product · Built for Hajj & Umrah 2026

The moment

Every year tens of millions of pilgrims gather from 180+ countries in the Haram.

Most cannot hold a real conversation with the believers standing next to them.

When a fellow pilgrim extends their hand, the most we share is silence.

The problem

Translation exists as a utility, not as part of the social ritual of meeting a fellow believer.

- Solo international pilgrims have no way to talk to those around them
 - Mutawwifs and volunteers rotate by language and burn out
 - Phone-based translation is slow, awkward, and breaks eye contact
 - Apps fail in low-connectivity environments around the Haram
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The insight

The handshake is already a universal Islamic greeting.

What if that same gesture opened a private, two-way translated conversation — without phones to unlock, codes to scan, or numbers to exchange?

The product

SalamLink = a companion wearable + a mobile app.

- **Open to Connect** — a pilgrim signals they're open to meeting people
- **The handshake** — when two are open, the natural greeting opens a private Salam Session
- **Speak naturally** — each person speaks their own language; translated text and audio appear on the other side, in real time
- **End respectfully** — the session closes with another greeting, or with a single tap

The mechanism that turns the handshake into a session is part of SalamLink's protected design.

Why now

- Saudi Vision 2030 — capacity expansion and a better pilgrim experience
 - MCIT CODE — government innovation programs investing in pilgrimage technology
 - On-device AI — offline translation finally viable on mid-tier smartphones
 - Post-pandemic — dignified, self-directed pilgrimage experiences are a priority
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Market

Layer	Estimate
Annual Umrah + Hajj visits	~15–20M / year
Pilgrims who could use cross-language sessions	~12–14M / year
Service & institutional seats (Makkah/Madinah economy)	~200k–500k
Pilot reach (Year 1)	5,000–50,000 sessions

180+ countries represented every season. Top languages: Arabic, English, Urdu, Indonesian, Malay, Turkish, Bengali.

What we've built

- Working **two-phone session flow** with translation, validated end-to-end
 - **Mobile app** — Flutter, iOS + Android, debug session UI
 - **Backend relay** — FastAPI, encrypted session registry
 - **Companion wearable** — in active development
 - **Public landing page** — salamlink.noorix.io
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Roadmap

When	Milestone
Now · 2026	Working prototype, two-phone session + translation
Aug 2026	Targeting public demo and pilgrim feedback sessions
Q4 2026 — 2027	Hotel & partner pilot via hospitality channels
2027+	Production: offline models, expanded language coverage

Business model

- **Pilgrim rental** — week-scale rental bundled with hotel / tour packages
- **Hospitality licensing** — premium guest amenity for 4–5 star Makkah/Madinah properties
- **Institutional fleets** — mutawwifs, volunteers, merchants
- **Repeat consumer** — international Muslim travelers, repeat pilgrims

Unit economics, full financial model, and pilot cash requirements are detailed in materials shared under NDA.

Team

A multidisciplinary team across design, engineering, AI, business, and operations — building SalamLink within Noorix.

- Jawad Mansoor — Design & Engineering
 - Imaad Mansoor — Business & Operations
 - Naufil Hassan — AI Specialist
 - Ateequa Yaqoob — Creative Design
 - Waneeza Zaheer — Software Engineer
 - Hamzah Zaheer — Software Engineer
 - Azm Waheed — Marketing & Growth
 - Aitezaz Sheikh — Technology Consultant
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The parent company

Noorix — faith-aligned technology platform.

Noorix builds digital infrastructure for Muslim life — strengthening the local masjid (**Muadhin**, live) and connecting the global ummah (**SalamLink**, in development).

noorix.io

What we're pursuing

- Incubation through the MCIT CODE 2026 Hajj & Umrah Tech Challenge (*application submitted; decision pending*)
 - Mentorship and industry connections in Saudi Arabia's pilgrimage ecosystem
 - Pilot partnerships with hospitality and pilgrimage service operators
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Contact

hello@noorix.io — incubators, investors, press, partnerships

salam@salamlink.noorix.io — pilgrim waitlist, hospitality pilots

noorix.io/salamlink — full press kit