

SalamLink — Value Proposition

A NOORIX PRODUCT

Value Proposition

One-liner

SalamLink turns a handshake into a private, real-time conversation bridge — so any two pilgrims can speak heart-to-heart in their own language during Umrah and Hajj.

Problem

Pain	Who feels it	Current workaround
Cannot speak to fellow pilgrims	Solo international visitors	Silence, gestures, or avoidance
Cannot serve multilingual crowds	Volunteers, Mutawwifs	Rotating staff by language
Awkward translation setup	Anyone with a smartphone	Google Translate, typing, passing phone
Lost human connection	Culturally curious pilgrims	Paid human guides only
Poor connectivity	Everyone near Haram	Apps fail or lag

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

Solution

SalamLink pairs a **companion wearable** with a **phone-based conversation layer** (app):

1. **Open to Connect** — toggle when you want to meet people; off means handshakes stay social only
2. **The handshake** — when both pilgrims are open to connect, the natural greeting opens a private session (no extra phone taps)
3. **Push-to-talk** — speak naturally; receive translated text and optional audio on the peer's phone
4. **Closing the session** — end the conversation the same way you opened it
5. **Umrah-aware context** — glossary and phrase intelligence for religious and logistical terms
6. **Offline path** — architecture designed to evolve toward on-device translation when cloud is unavailable

The specific pairing mechanism and session-bootstrap protocol are part of SalamLink's protected design and are described under NDA.

Customer promise

"I wore SalamLink. I shook his hand. We spoke — me in Urdu, him in Arabic — and for a moment, we were not strangers in the Haram. We were brothers."

Differentiation

Dimension	Generic translation app	Translation earbuds	SalamLink
Social ritual	None	None	Handshake / Salam
Session start	Manual, awkward	Pair earbuds	Instant via greeting
Openness signal	None	None	Visible wearable
Umrah context	Generic	Generic	Glossary + journey terms
Phone number exchange	Often required	N/A	Not required
Offline evolution	Partial	Device-dependent	Designed from day one
Pilgrimage brand	None	None	Core identity

Key messages by audience

PILGRIMS

"Connect with the ummah in your own words."

HOTELS & TOUR OPERATORS

"Offer a differentiated hospitality experience – multilingual connection included in the package."

AUTHORITIES & PARTNERS

"Reduce friction for volunteers and improve dignified self-service for international visitors."

INCUBATORS & INVESTORS

"A culturally native interaction model in a market with 30M+ annual addressable encounters and an aligned national digitisation agenda."

What we are not

- Not a replacement for Nusuk or official pilgrimage logistics
- Not a crowd management / density analytics platform (though sessions could inform future products)
- Not always-on surveillance translation — push-to-talk with explicit consent
- Not handshake-only — alternative initiation modes support gender norms and non-touch contexts