

UMMAH CORE APPS

Faith-Centred Digital Ecosystem — Strategic Partnership Proposal

Ecosystem Vision: Building a globally trusted ecosystem of independent Muslim applications. By stripping out advertising noise, aggressive user-monetization, and intrusive tracking, we deliver quiet, beautiful solutions that help Muslims integrate their spiritual obligations with their digital lifestyle.

PRIMARY COLLABORATION CONTACT

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THE PORTFOLIO STRATEGY

Rather than attempting to build a single, bloated Islamic "super-app" filled with unrequested features, **Ummah Core Apps** operates as a **Micro-App Factory**. Our strategic model is simple yet highly defensible: *Take a proven daily behavioral habit, identify a recurring Muslim-specific friction point, remove all unnecessary complexity, and build a dedicated micro-app that performs that single function beautifully.*

Why the Micro-App Framework Succeeds:

• **Higher Organic Conversion:** Users rarely download entire ecosystems; they search for and download a direct solution to a single, specific problem (e.g., Qibla compass or custom Pomodoro).

• **Shared Operational Core:** Beneath the beautiful independent interfaces sits a single shared, robust backend infrastructure. All apps share authentication, subscription levels, prayer calculations (the *muslim_core* library), location caching, notification routing, and billing. This cuts development and maintenance overhead by up to 80%.

• **Cross-Brand Endorsement:** Trust earned in Waqt & Qibla automatically transfers to SalahFlow and Silaturahim under an endorsed master-brand architecture.

Our Three Main Brand Pillars:

WAQT & QIBLA	SALAHFLOW	SILATURAHIM
Discovery & Trust	*Flagship Distinction*	*Emotional Depth*
Entry-level prayer utility. Focuses on broad acquisition and establishing baseline trust by removing ads.	Premium prayer-aware scheduling app. Solves deep spiritual and workplace productivity conflicts.	Personal kinship and family relationship manager. Establishes community connection.

"Technology should support a believer's intentions and responsibilities, not compete with them. We build calm, distraction-free tools designed to quiet the noise, not exploit user attention for ad revenue."

FLAGSHIP PRODUCTS & VISUAL PROOF

Waqt & Qibla — The Trust Foundation

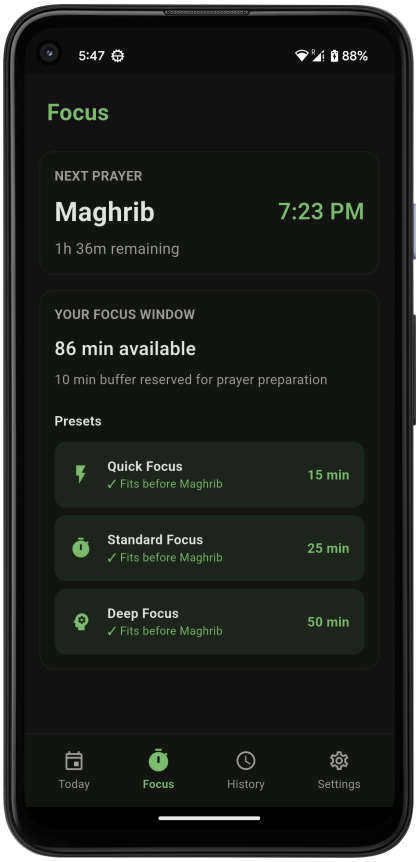
• **Precise GPS Logic:** Automatically resolves prayer coordinates worldwide using the custom *muslim_core* calculation engine.
• **Real-Time Compass:** High-precision magnetic deviation finder directing accurately toward the Kaaba.
• **Privacy-First Caching:** Offline-capable caching preserves accurate timetables even with weak signal or offline states.
• **1-Hour Spiritual Warnings:** Instead of disruptive buzzer alarms, the app sends quiet notifications paired with Quranic wisdom.

SalahFlow — The Focus Flagship

• **Dynamic Focus Windows:** Splits the 24-hour cycle into dedicated focus periods adjusted daily around your local prayer schedule.
• **Session Validation:** Before starting deep work, the app ensures the timer fits safely within the current prayer block.
• **Preparation Buffers:** Automatically reserves customizable windows (e.g., 10m) before Adhan for Wudu and transition routines.
• **Calm Design:** Removes gamified "streak pressure" and anxiety, encouraging mindful, focused consistency.



Waqt & Qibla — Live Settings Interface



SalahFlow — Task Scheduling Core

ECOSYSTEM EXPANSION ROADMAP

Our roadmap is organized into six functional micro-app "families." We maintain strict product testing discipline: **no unfinished app is ever promoted as available.** The following pipelines are prioritized based on verified user friction strength.

Ecosystem Family	Target Micro-App Concept	Core Problem Solved
Productivity	Salah-Synced Focus / Pomodoro (SalahFlow)	Aligns deep work sessions directly around prayer blocks to prevent task interruptions.
CRM for Obligations	Silaturahim CRM / Parent Organizer	Intelligent, private reminders and check-in prompts to maintain kinship bonds without social clutter.
Obligation Ledger	Qaza Ledger & Amanah Tracker	Enables tracking of missed prayers, fasts, and outstanding borrowed objects/debts (Amanah).
Infrastructure Mapping	Wudu / Bidet & Muslim Facility Mapper	A zero-clutter map to locate local clean prayer rooms, wudu points, and mosque facilities instantly.
Financial Intention	Sadaqah Goals	Acorns-style visualization of personal charity targets (e.g., well construction) without automatic funds access.
Ecosystem Utilities	Google Calendar Islamic Layer	Overlays fasting days, white days (Ayyam al-Bid), and Islamic anchors onto standard work calendars.

High-Impact Future Focus: Safar Circle (Hajj/Umrah)

Separation from family and group leaders in dense Hajj/Umrah crowd conditions is a significant distress point for millions. To resolve this, we are researching **Safar Circle**, a privacy-conscious, consent-based pilgrimage group companion. By recognizing technical limitations honestly, we reject false "inch-perfect" tracking promises, implementing instead a robust, **layered recovery model**:

• **Far Range:** Temporary, consent-based GPS network ping displaying the last-known location with accuracy radius.

• **Near Range:** Peer-to-peer Bluetooth discovery on compatible mobile devices in immediate dense environments.

• **Close Range:** Ultra-Wideband (UWB) directional compass guidance (pointing 'left/right' and showing relative distance) where hardware allows.

• **Analog Fallbacks:** High-contrast, numbered meeting points, landmarks mapping, and timed automatic checkout features.

OPERATIONAL LAUNCH CALENDAR

We approach product rollouts through a highly disciplined, phased structure to preserve brand trust, protect user data, and optimize conversion before allocating capital to paid channels.

Month / Phase	Strategic Objective	Key Operating Deliverables
Month 1 **Phase 0 & 1**	**Establish Brand & Beta Infrastructure**	Commission the modular 4-shape logo system; build the official Website Trust Centre with transparent privacy policies; deploy isolated support lines; recruit and coordinate a 30-tester closed beta across Malaysia and Bangladesh.
Month 2 **Phase 2**	**Waqt & Qibla Credibility Campaign**	Roll out the Ummah Core endorsement in App Stores; invite existing Waqt & Qibla users to the Central Web Trust Centre; reach out to 20 community/student pages for unscripted feedback; establish initial organic brand authority.
Month 3 **Phase 3**	**SalahFlow Coordinated Flagship Launch**	Open private pre-launch waitlist; invite 20 micro-creators (productivity, study-with-me); launch a high-production 90s founder product film; hold interactive Q&A demonstrations; launch focused store listing experiments.
Month 4 **Phase 4**	**Silaturahim Story-Led Launch**	Position Silaturahim around intentional kinship connection; execute an emotional campaign on diaspora families; coordinate gentle cross-promotion inside Waqt and SalahFlow; analyze early retention patterns.
Month 5	**Funnel and Retention Optimization**	Evaluate Day 1, Day 7, and Day 30 retention metrics. Run conversion rate optimization (CRO) on onboarding flows. Deploy targeted search-intent App Store advertising on high-performing terms.
Month 6 **Phase 5**	**Consolidation & Safar Circle Research**	Establish the Ummah Core Ambassador Council (15–25 active users). Initiate the 8-week qualitative pilgrimage research program, interviewing 20 returned pilgrims, 5 group leaders, and 3 travel operators.

STRATEGIC PARTNERSHIP & INVESTMENT TERMS

We are actively seeking strategic partners, angel investors, and social media promoters who align with our mission of building clean, privacy-respecting tech for the global Ummah. We are structured for a dual-track collaboration pathway:

Strategic Investment Track	Social Media Promotion Track
Capital Allocation Focus: • **New App Pipeline:** Accelerating Flutter development of Silaturahim, Qaza Ledger, and Safar Circle (with or without selective hiring). • **Ecosystem Infrastructure:** Building a unified, lightning-fast backend core to manage accounts, calculations, and billing seamlessly. • **Multi-Platform Expansion:** Porting and optimizing our existing codebase for native releases on iOS, Android, and responsive Web layouts. • **Targeted Performance Marketing:** Deploying data-driven search-intent keyword campaigns across the App Store and Google Play. **Collaboration & Profit-Share Terms:** Investors will receive a **negotiated equity and profit-share of the ecosystem**. *Please note: During the first operational phase, our core focus is establishing user trust, stabilizing retention metrics, and scaling user acquisition, rather than aggressive monetization. Healthy, sustainable profit structures will be scaled as we enter later phases.*	**Coordinated Promotional Channels:** • **Affiliate Revenue Models:** Aligned partners receive a generous recurring percentage of premium subscription revenues driven through custom trackable referral links. • **Founder-Led Joint Content:** Co-creating high-production video carousels, behind-the-scenes vlogs, and unscripted user review features using the founder's personal filmography and photography skills. • **Exclusive Community Access:** Promotional partners receive unique invite codes granting early access to closed betas for their audiences. • **Sponsorship & Integration:** Aligned placement inside our ecosystem's central Trust Centre website and official press kits. **Alignment Requirements:** We strictly collaborate with creators and communities who respect user digital wellbeing. We do not use guilt-based marketing, fear tactics, or unverified claims to drive engagement. Our partnership is built solely around practical, calm utility and respectful communication.

> **Next Steps:** If you are interested in exploring either an investment or promotional partnership, we invite you to schedule a 15-minute live demonstration of our working Waqt & Qibla and SalahFlow MVPs. Let's build a quiet, respectful digital infrastructure for the Ummah together.