



PITCH DECK

WEB VIRTUAL TOUR 360°
HAJI & UMRAH

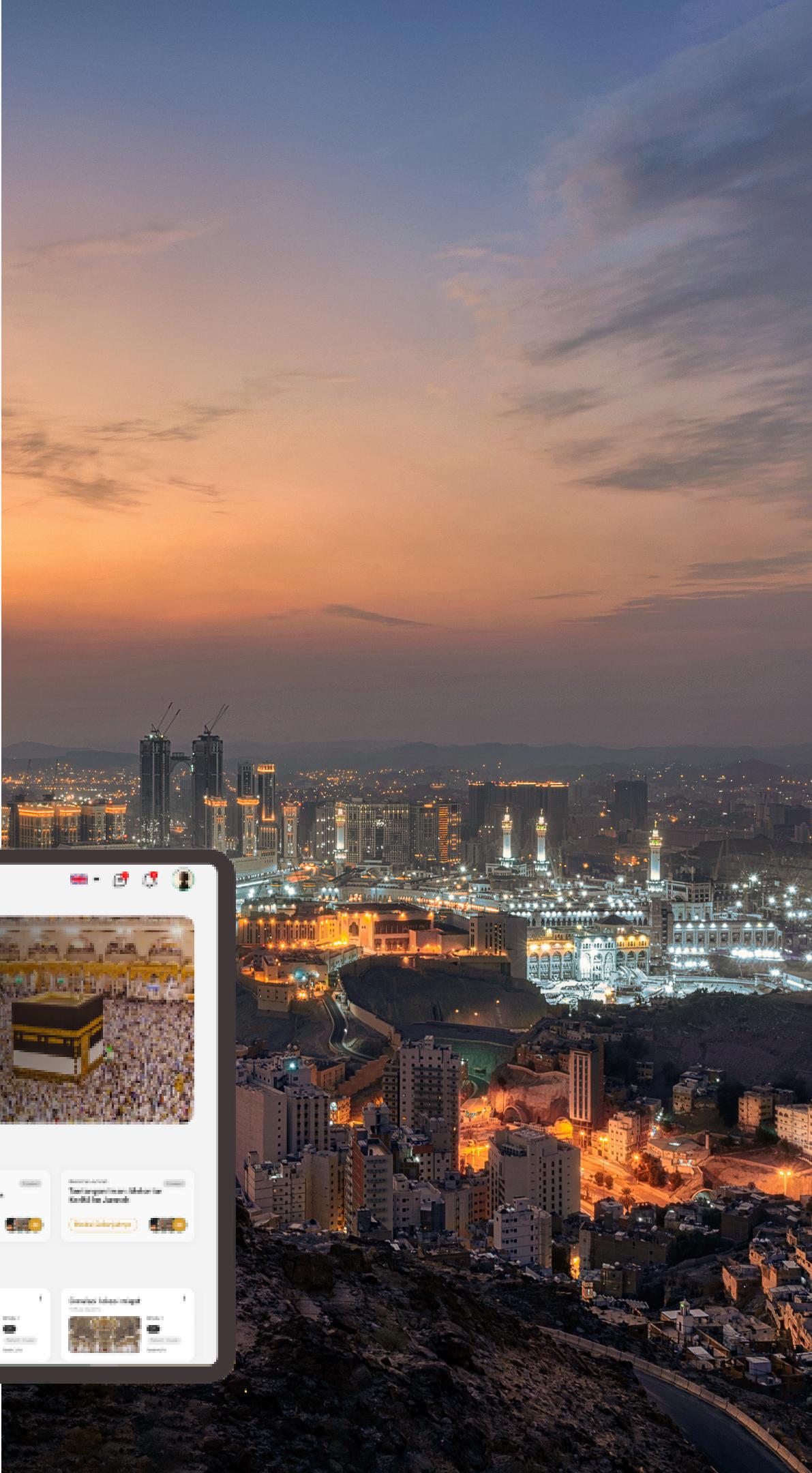
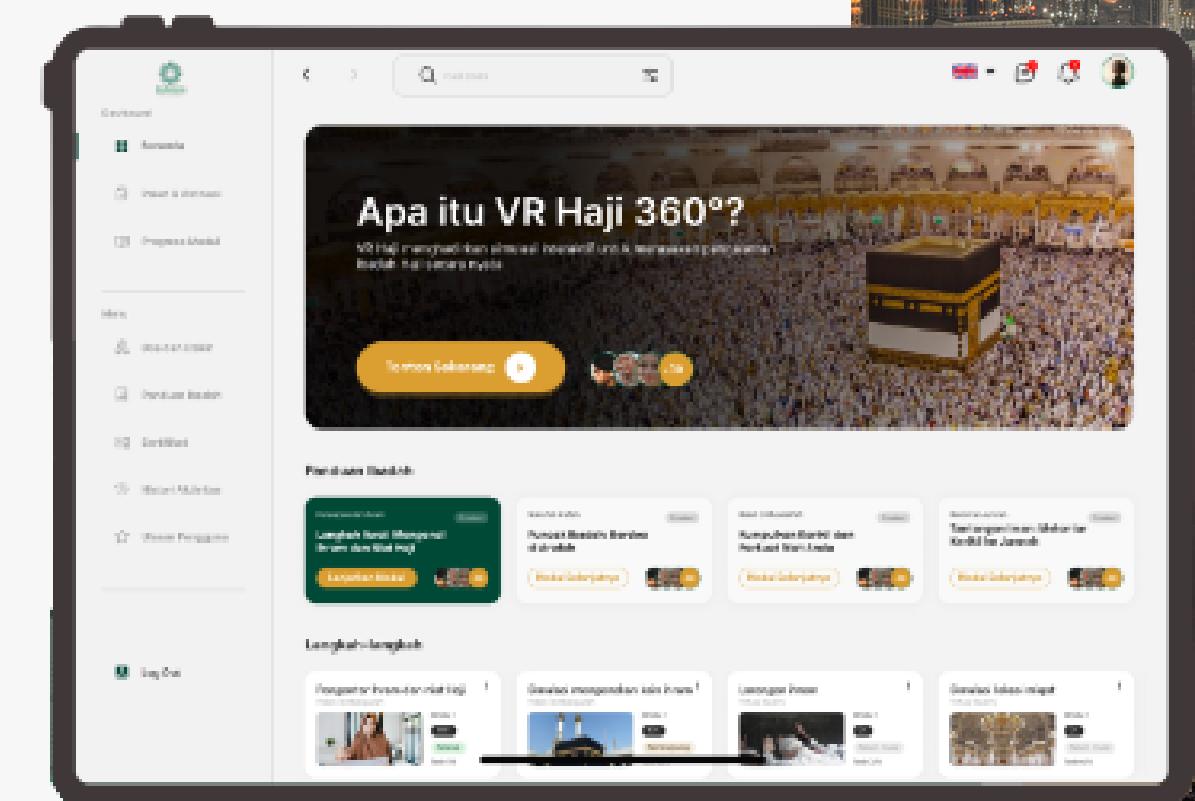
ABOUT US

As part of supporting Saudi Arabia's Vision 2030, we introduce an innovative solution: a 360° Virtual Hajj Manasik Platform.

This immersive, VR-based experience empowers prospective pilgrims to prepare for Hajj anytime, anywhere—removing barriers of space, time, and physical limitations.

“

**Closer to Makkah,
Every Day**



Vision

To be the leading provider of immersive and accessible Hajj and Umrah education through Web and Virtual Reality technologies—empowering every pilgrim to worship with clarity, confidence, and spiritual readiness

Mission

01 **To democratize access to high-quality manasik training via a combined Web and VR-based platform** that's affordable, flexible, and immersive.

02 **To support diverse pilgrim needs**, including the elderly and physically limited, with user-friendly tools that simulate real-life experiences.

03 **To collaborate** with religious institutions, schools, and travel agencies in delivering effective digital preparation programs.

04 **To continuously innovate** by integrating Web, VR, and multilingual features for highly engaging, realistic, and inclusive spiritual learning.

05 **To promote sustainability** by offering a low-emission alternative to traditional physical manasik sessions—supporting eco-conscious religious education.



Problem



01 Limited Accessibility

Many Indonesian pilgrims—especially the elderly—struggle to attend conventional manasik due to geographic distance, time constraints, or physical limitations. Training is often held far from their homes, and only a few sessions are available before departure.

03 Generic, Non-Immersive Training

Conventional manasik sessions are one-size-fits-all and lack visual immersion. Pilgrims often struggle to remember physical sequences or emotionally connect with rituals because they've never “seen” or “experienced” Mecca in advance.

02 High Cost and Logistical Barriers

Traditional manasik requires in-person sessions that involve transportation, accommodation, and materials. For many pilgrims, especially from rural or lower-income areas, this becomes an added financial burden.

04 Low Retention Due to Brief Exposure

Due to limited sessions, often held just a few times, pilgrims don't get repeated exposure to the material. This leads to poor understanding of Hajj steps—resulting in confusion, stress, and mistakes during the actual pilgrimage.

“Many pilgrims get overwhelmed upon arrival in Mecca due to unfamiliar surroundings, large crowds, and lack of preparation.”

Solution

We provide an immersive, **realistic 360° VR platform to help Indonesian pilgrims**, especially the elderly to **learn and practice Hajj rituals more effectively and accessibly**.

Contribute to SDGs



Full simulation of the Hajj journey

Users can experience the full ritual flow—from Ihram to Tawaf, Sa'i, Wuqf at Arafah, and more—through interactive scenes modeled after the real pilgrimage route.

Narrated 360° Video Available via Web & VR App

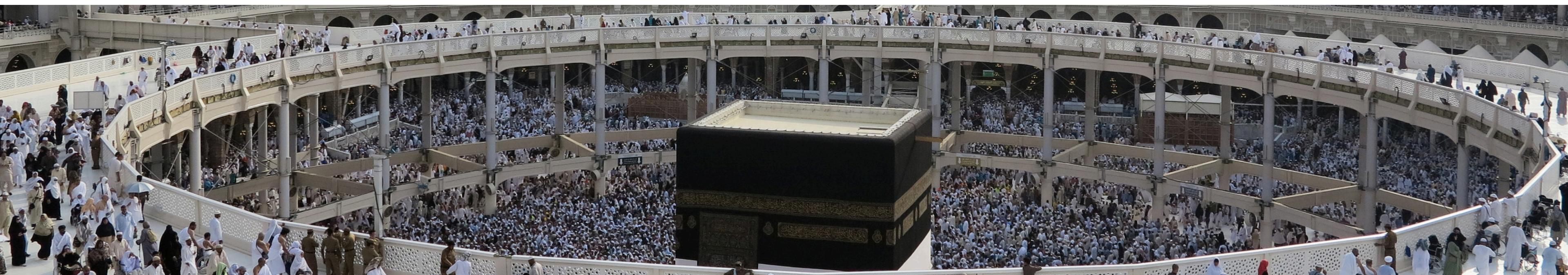
The platform combines high-quality 360° video and spatial orientation with voice narration in Bahasa Indonesia and English. Users can access it via desktop, mobile browser, or Android-based VR headsets.

Realistic Visuals Inspired by the Holy Sites

Our media team captures authentic representations of key Hajj landmarks such as the Kaaba, Masjidil Haram, Jamarat, and Mina—giving users a true sense of place and scale.

Repeatable, Self-Paced Learning

Pilgrims can revisit key rituals as many times as needed. This encourages stronger retention and builds confidence before traveling to Mecca.



VISION رؤية



المملكة العربية السعودية
KINGDOM OF SAUDI ARABIA

Saudi Vision 2030

Why Now

01 Saudi Vision 2030

02 Strong support from Indonesian and Saudi governments for digital transformation



"As saudi arabia is privileged to serve the two holy mosques, so is the pilgrim experience program to honor this duty by enhancing the sacred religious and cultural experience."

H.E. Dr. Tawfig Bin Fawzan AlRabiah

Chairman of the Program, **Minister of Hajj and Umrah**, & Member of the Council of Economic and Development Affairs

03 Growing awareness among pilgrims about proper preparation

Market Size

A Massive Untapped Market

With minimal competition in the space,
our solution is uniquely positioned to become the market leader in Indonesia – and potentially,
on a global scale.
We've clearly defined and mapped out our target market,
which is increasingly driven by rising public awareness of the need for comprehensive Hajj
education ahead of departure.

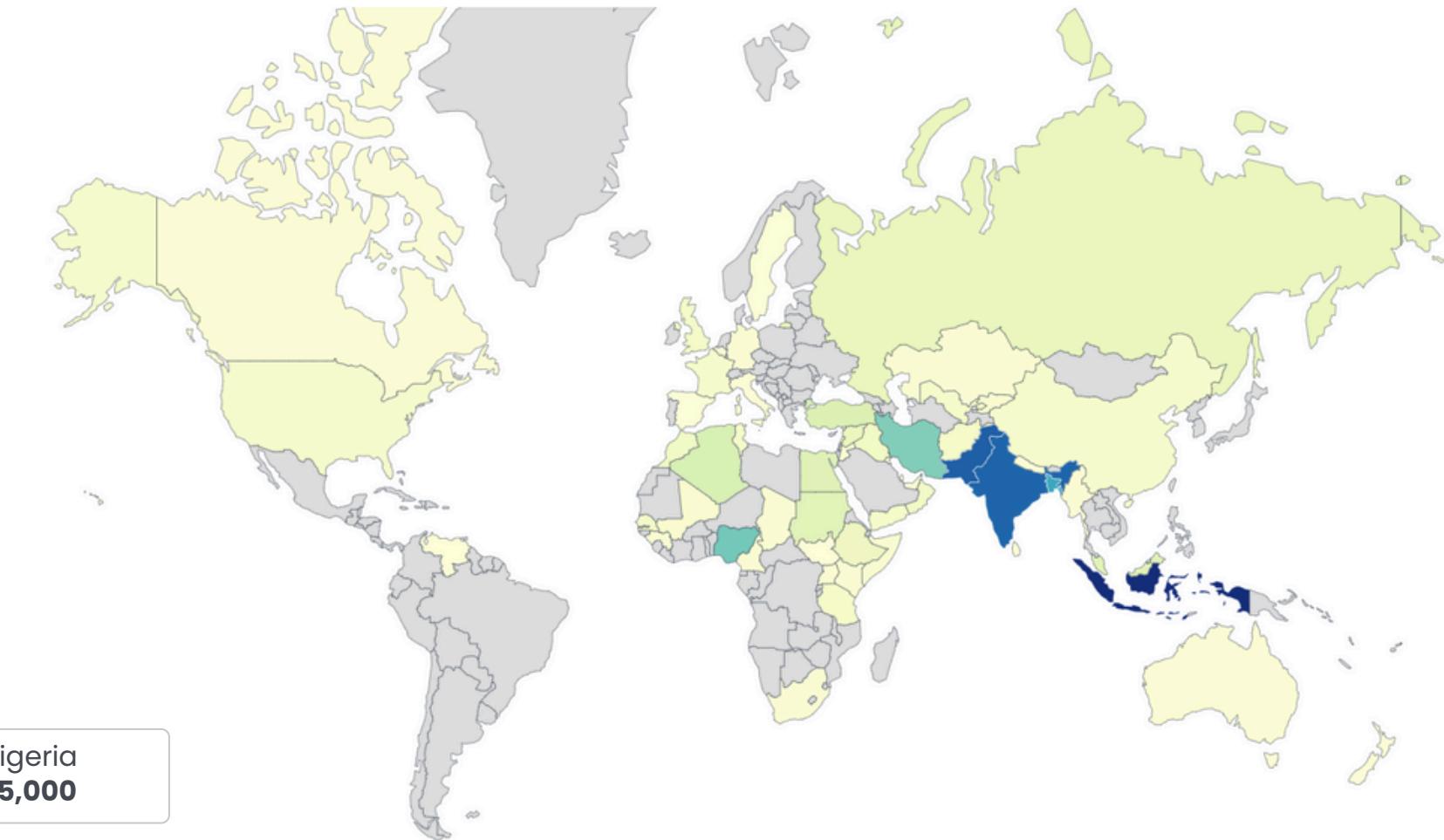
Indonesia
221,000

Pakistan
180,000

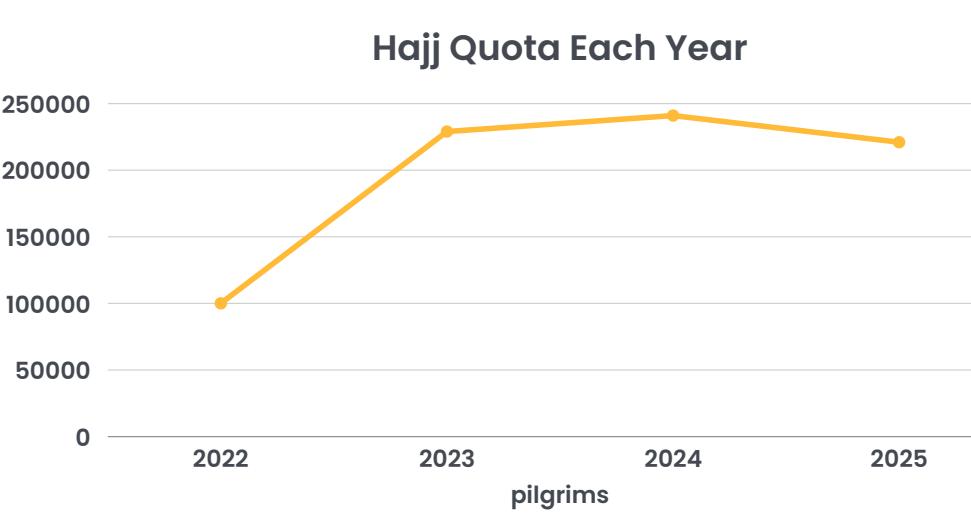
India
175,025

Bangladesh
127,198

Nigeria
95,000



Umrah Growth
+7,2%



Hajj Quota >220,000

Hajj Statistics 1446H | 2025

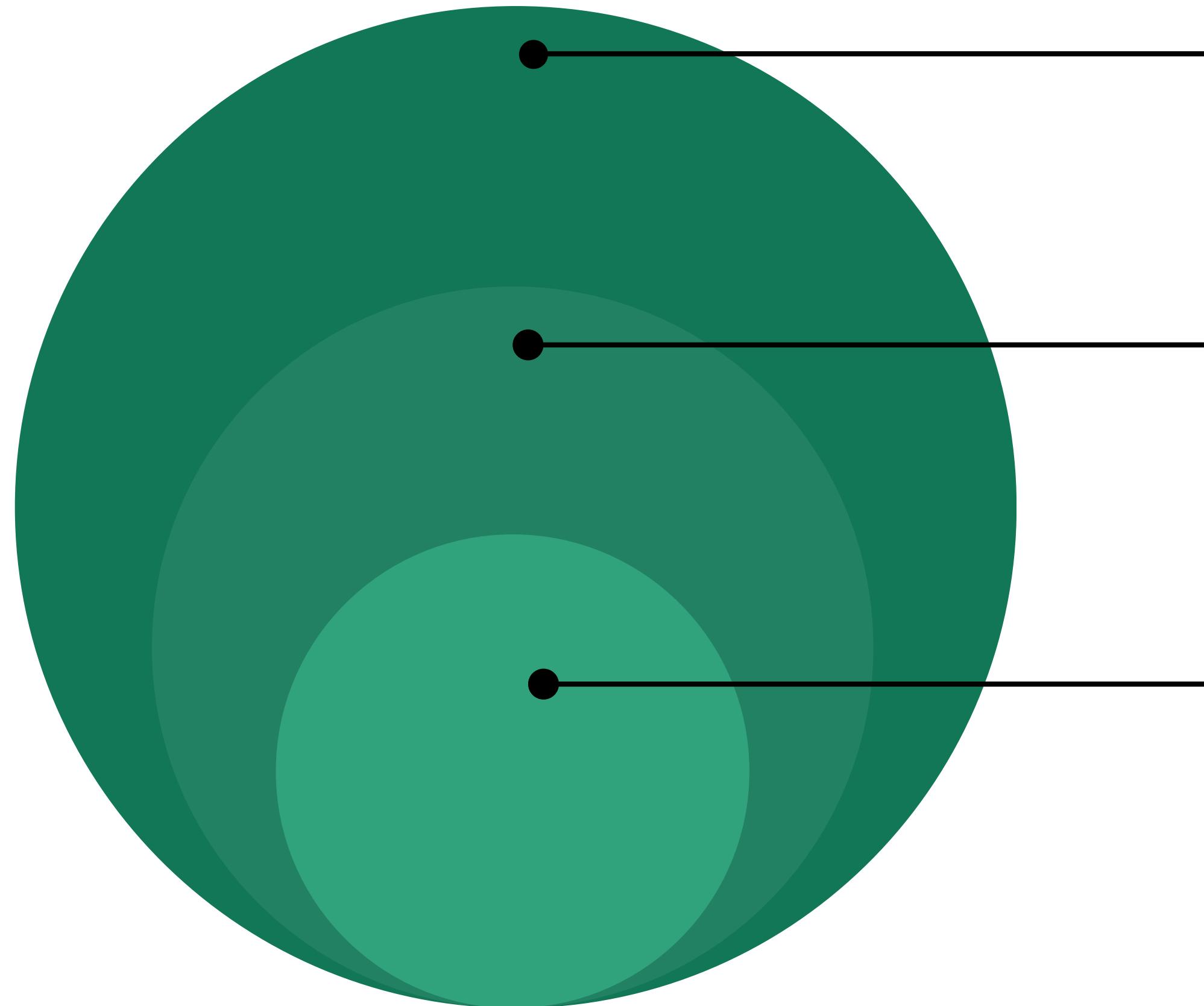
1.67 Million

pilgrims performed Hajj this year from around the world



B2B channels
Islamic schools, mosques, agencies

Market Size



TAM (Total Addressable Market)

15 Million subscribers



- general students from TK-PTN (under educational ministry)
- Hajj & Umrah pilgrims
- General subscribers

SAM (Serviceable Addressable Market)

+5.3 Million subscribers/year



- Students in Madrasah (under Kemenag)
- Religious universities running Islamic curriculum
- Institutional clients (Kemenag, travel agents, etc.)

SOM (Serviceable Obtainable Market)

2 Million subscribers



- 221,000 Hajj quota + 1.8 million Umrah (2024–2025)
- Institutional bulk licensing via KBIH, schools, or Umrah travel agents

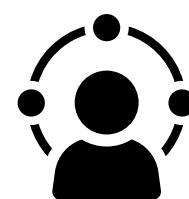
Market Landscape



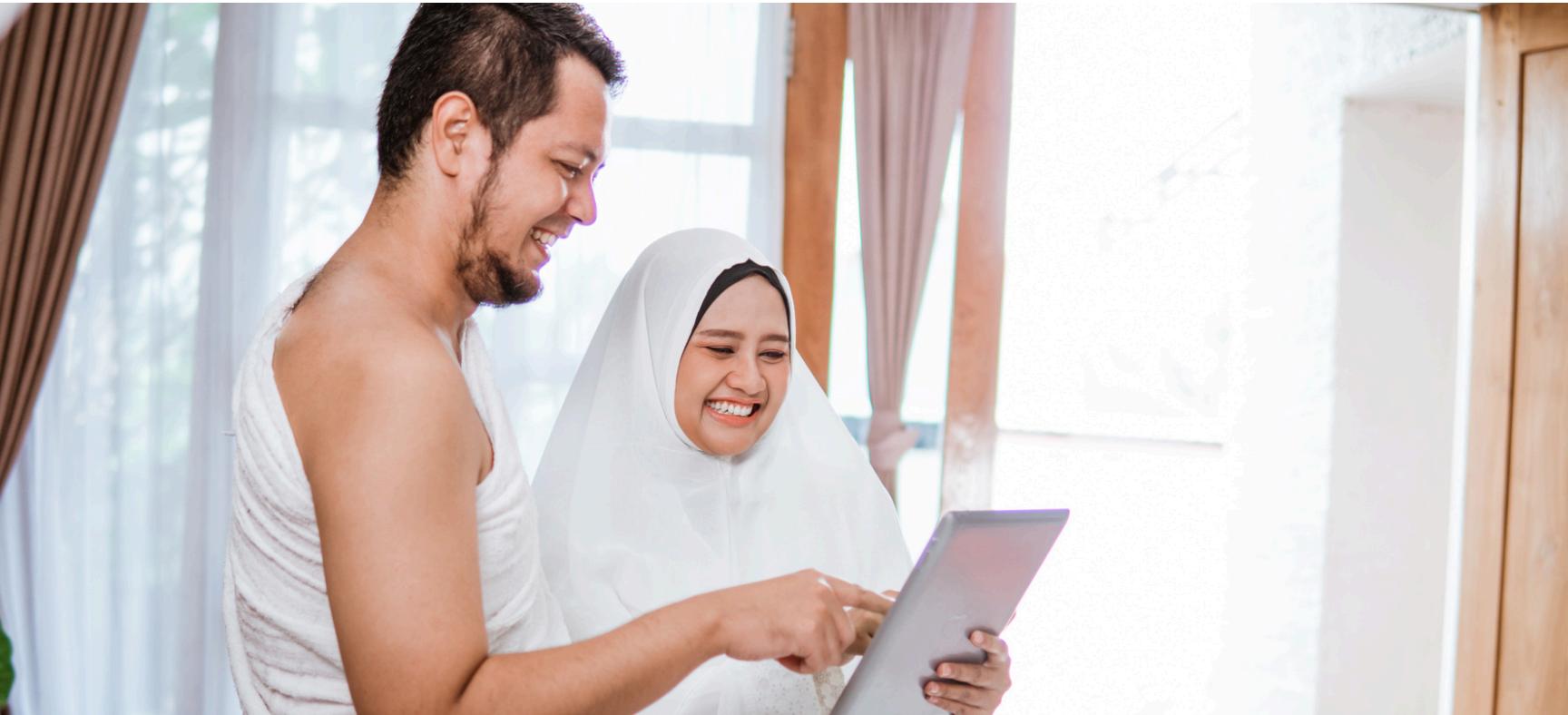
No VR-based and Web platform competitors in Indonesia (and globe) for manasik training



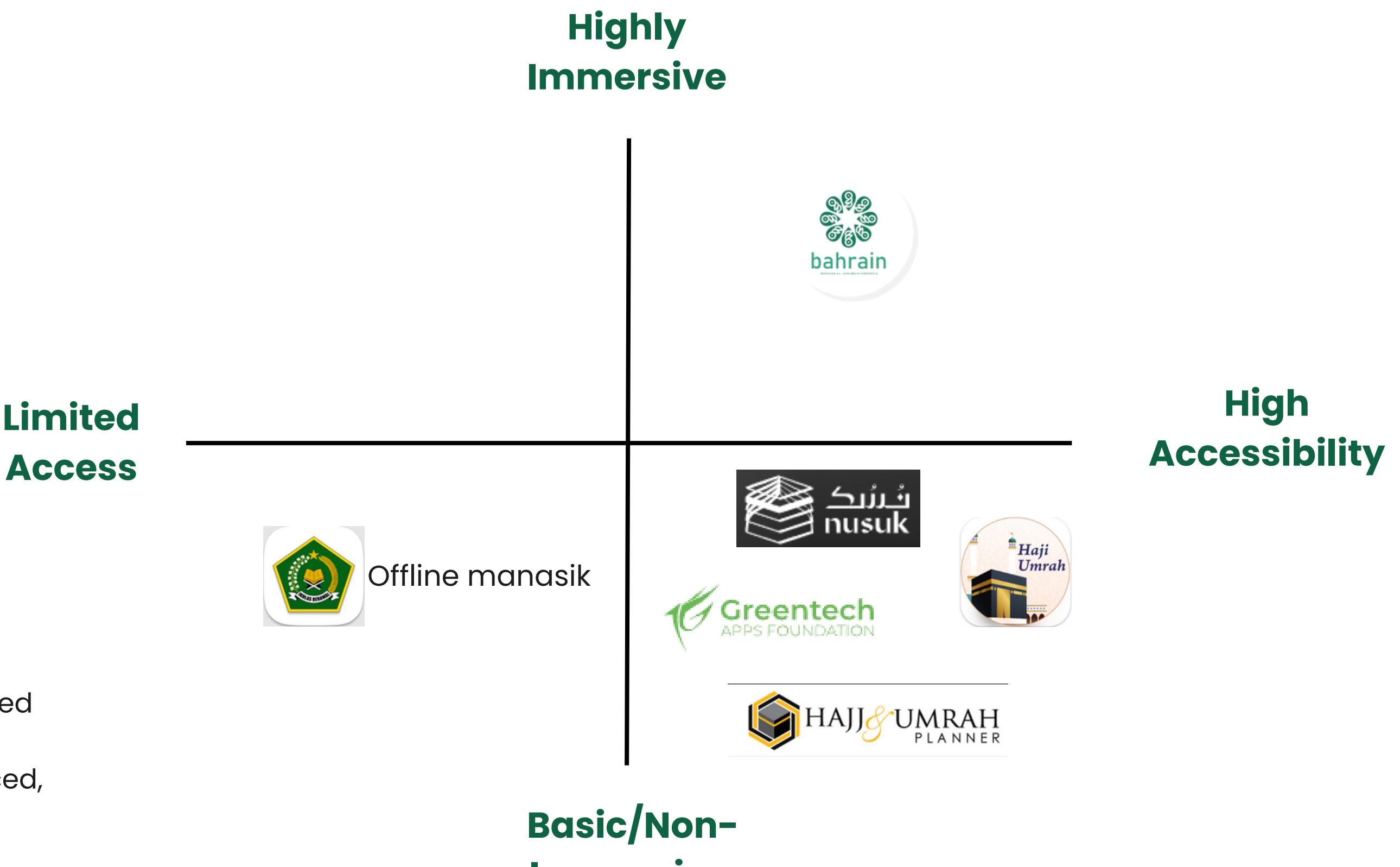
Current offerings: offline workshops, video tutorials, limited online modules.



First-mover advantage in **immersive learning for Hajj** rituals



Competitor Mapping



X-Axis: Accessibility

- Limited Access (e.g., in-person only, fixed schedules, geographic barriers)
- High Accessibility (e.g., online, self-paced, mobile/VR/web-based)

Y-Axis: Immersiveness & Realism

- Basic/Non-Immersive (e.g., text modules, booklets, standard video)
- Highly Immersive (e.g., 360° simulation, VR, guided experience)

Our Product

We offer a **360° Virtual Environment that simulates the full Hajj and Umrah journey**—accessible via both **desktop and mobile VR**. This platform makes spiritual preparation more **immersive, repeatable, and accessible** from anywhere.

Unique Value: Immersive, accessible religious experiences for a global Muslim audience.

360° virtual environment

Step-by-step guidance through each ritual—Ihram, Tawaf, Sa'i, Arafah, and more—recorded with real-world visuals from Mecca.

Integrated with Guidance Materials

Each section includes text overlays, tips, do's and don'ts, and Du'a recitations—aligned with the Ministry of Religious Affairs' official guidelines.

Web + Android VR Support

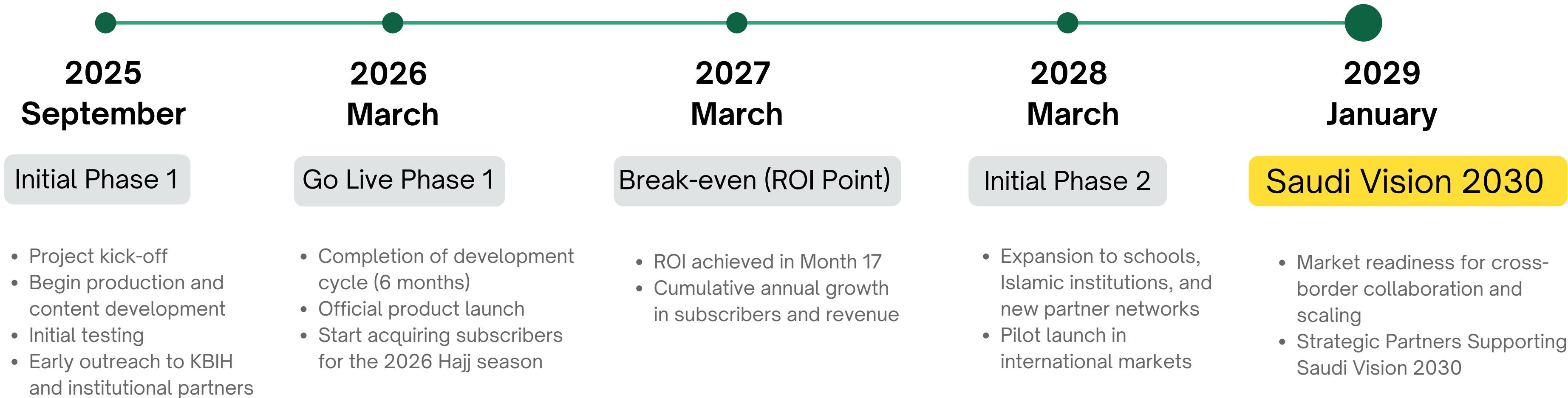
Accessible with or without a VR device, making it inclusive for all levels of tech access.

Multilingual, Inclusive Access

Beyond Bahasa and English, future versions aim to expand into Arabic and local Indonesian dialects, enabling a more inclusive religious education experience.



Roadmap



Funding

Acceleration target

IDR
13.8 Bn

Use of Funds:

- Product development;
- operational scaling;
- marketing, and
- partnerships for broader adoption.

Capex

27.85%

Opex

49.18%

Marketing

22.97%



Revenue Potential

Projected Annual Revenue:

IDR 45.39 Billion

Net Profit (After Cost & Contingency):

IDR 28.34 Billion

Profit Sharing Structure:

- **ROI** is projected to be achieved within **17 months**
- After ROI, the **investor receives 30% of profits** through a Revenue-Based Financing (RBF) model
- Key teams (IT, marketing, aggregator) receive balanced profit shares

A. REVENUE ANNUALY

ANNUAL	OPERATIONAL	GROSS PROFIT	COTIGENCY	NETT PROFIT
45,390,000,000	9,962,400,000	35,427,600,000	7,085,520,000	28,342,080,000

B. PROFIT SHARING FOR STAKEHOLDERS BEFORE ROI

NO	STAKEHOLDER	DESCRIPTION	PRESNTASE	MONTHLY PROFIT	ANNUAL PROFIT
1	Investor	Investor	20%	472,368,000	5,668,416,000
2	Management	IT Developer Team	15%	354,276,000	4,251,312,000
3	Marketing	Marketing Team	15%	354,276,000	4,251,312,000
4	Aggregator	Aggregator Team	15%	354,276,000	4,251,312,000
5	ROI	Investor	35%	826,644,000	9,919,728,000
ROI Achieved (Month 12)					14,052,948,000

C. PROFIT SHARING FOR STAKEHOLDERS AFTER ROI

NO	STAKEHOLDER	DESCRIPTION	PRESNTASE	MONTHLY PROFIT	ANNUAL PROFIT
1	Investor	Investor	30%	708,552,000	8,502,624,000
2	Management	IT Developer Team	25%	590,460,000	7,085,520,000
3	Marketing	Marketing Team	25%	590,460,000	7,085,520,000
4	Aggregator	Aggregator Team	20%	472,368,000	5,668,416,000

Our Team



Strategic Technology and Operations Advisor (STOA)

**A. ISKANDAR ZULKARNAIN,
SE., MM., CRP., CIFM., GRCP., CIB., CPM. ARCY**

Strategic Technology and Operations Advisor (STOA)

KI LYNN TAN, MSC

Chief Executive and Operations Officer (CEO)

YANA KUSUMA, SE

Chief Technology Officer (CTO)

MAN ROSYADI, S.KOM

Chief Legal and Corporate Affairs Officer (CLCAO)

ALUN WINDARI P, S.H., M.KN.

Chief Marketing Officer (CMO)

DENI D. ROMDONAH, S.H



THANK YOU



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Closer to Makkah, Every Day