Quick Digital

JLINK

Personal Intelligence. Always With You.

Product Engineering, Intelligence & Commercialization Proposal

Prepared by Quick Digitals DMCC · Dubai, United Arab Emirates

CONFIDENTIAL — SEPTEMBER 2026



EXECUTIVE OPENING

THE NEXT WEARABLE CATEGORY IS NOT ANOTHER SCREEN.

It is intelligence that quietly understands your body, remembers what matters, and brings it back when you need it.

JLINK IN ONE SENTENCE

JLINK understands your body, remembers what matters when you press the band, and brings the right thing back into your day.

BODY + MEMORY + CONTEXT + ACTION = JLINK

THE CORE LOOP

WEAR → UNDERSTAND → PRESS → REMEMBER → ACT

THE OPPORTUNITY

TODAY, PERSONAL INTELLIGENCE IS SPLIT ACROSS SIX PRODUCTS THAT NEVER TALK TO EACH OTHER.

HEALTH

Oura · WHOOP · Garmin

- Recovery, sleep and strain — with no memory of your life

ACTIVITY

Strava

- Training and community — disconnected from daily context

MEETINGS

Plaud · transcription tools

- Records audio — does not know your body or your day

AI

ChatGPT · Claude

- Powerful reasoning — no persistent personal context

PLANNING

Calendar platforms

- Knows your schedule — not your readiness

HISTORY

Apple Health · Health Connect

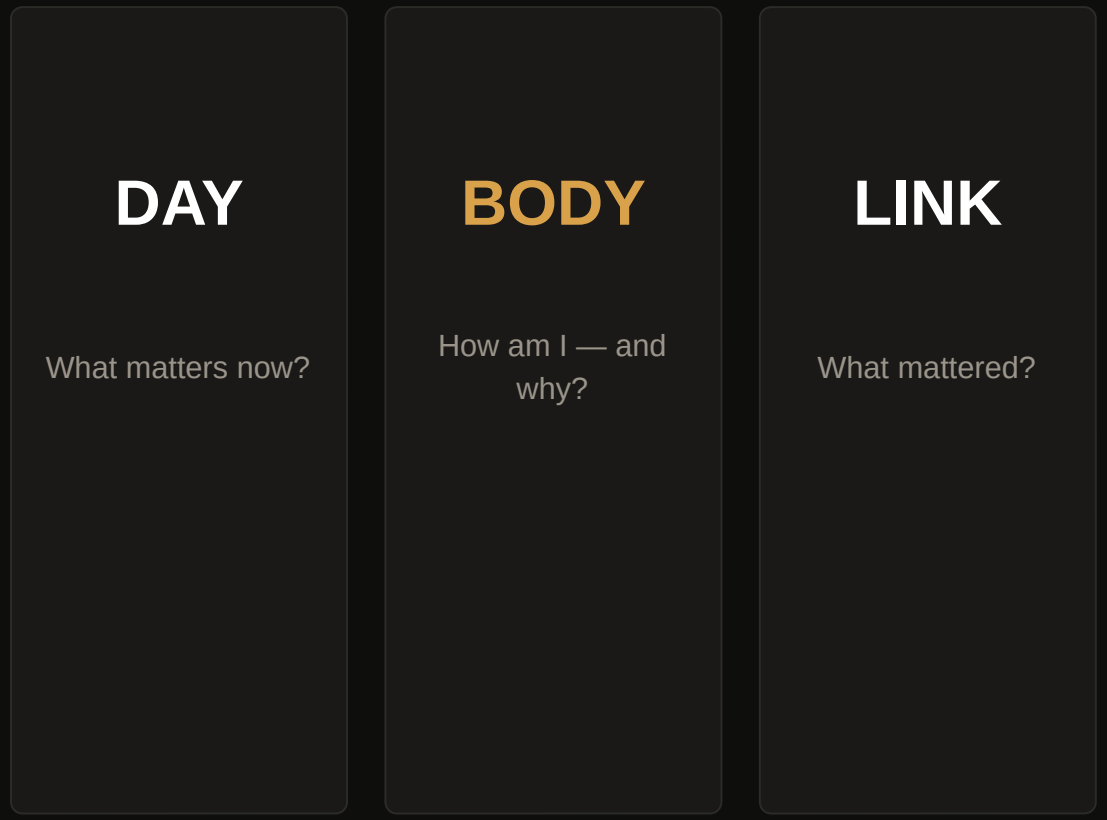
- Stores data — does not interpret what it means for you

Six accounts. Six mental models. Zero shared understanding of the person wearing them.

THE ORCHESTRATION LAYER

JLINK CONNECTS THE EXPERIENCE.

JLINK does not replace every competitor. It becomes the layer that orchestrates body signals, personal memory and daily action into one intelligence system.



One wearable · one personal intelligence layer · three surfaces

PRODUCT VISION

JLINK LEARNS ME.

JLINK BAND	Continuous health signals + deliberate Link capture from a single physical button
↓	
JLINK MOBILE APP	DAY | BODY | LINK — one system, three surfaces
↓	
PERSONAL INTELLIGENCE LAYER	Body baseline · Link memory · commitments · people · context
↓	
THE RIGHT THING, AT THE RIGHT MOMENT	Surfaced in My Day — not buried in a dashboard

EXPERIENCE ARCHITECTURE

THREE SURFACES. ONE INTELLIGENCE SYSTEM.

DAY

What matters now?

Core / Recovery / Sleep
Vitals status
One personal insight
NEXT
Relevant activity
Accepted Link actions

BODY

How am I — and why?

Core
Recovery
Sleep
Vitals
Heart
Activity
Training load
Trends
Body Profile
Health Sources

LINK

What mattered?

Ask Link
Search
Brief
Key points
Decisions
Actions
Dates
People
Processed Link intelligence

MY DAY CHANGES WITH CONTEXT.

It is not a static dashboard — the Abu Dhabi time-of-day atmosphere and the content both move with the day.

MORNING

Abu Dhabi sunrise

Core · Recovery · Sleep
Vitals status
One personal morning sentence
NEXT — what the day asks of you
Relevant activity or Link action

EVENING

Saadiyat / Louvre dusk

Daily state and what changed in the body
Completed commitments
Relevant Link memory
Tomorrow's context
Quiet close, not a report

Environmental backgrounds can be turned off. Light, dark and environment modes are user-controlled.

MY BODY

NOT “NORMAL.” NORMAL FOR YOU.

JLINK interprets each signal against your own history — not a population average.

RESTING HR

58

bpm today

- Your usual range: 55–61 bpm

SLEEP

7h 18m

+34 min

- vs your 30-day average

ACTIVITY

Within

personal range

- Load consistent with your recent weeks

Core · Recovery · Sleep · Heart · Activity · Vitals · Trends · Body Profile

Every hardware-derived metric shown is subject to ES100 hardware validation. No sensor capability is claimed before it is proven on the physical device.

HEALTH CREDIBILITY

TRUST BEFORE FEATURES.

JLINK will never display a health metric because it looks impressive. Every hardware-derived measurement must pass validation before it enters the product.

- Physical device validation
- Signal quality
- Repeatability
- Skin-tone testing
- Motion testing
- UAE heat & environment
- Benchmark comparison
- Confidence thresholds

If confidence is insufficient:
“Not enough reliable data.” — never a fabricated score.

ACCURACY BUILDS THE BRAND.

BODY PROFILE & HEALTH HISTORY

AI CAN READ THE REPORT. ONLY THE USER CAN CONFIRM IT.

BODY PROFILE

Confirmed personal record

- Name · Age · Height · Weight
- BMI
- Body fat
- Muscle mass / composition where supported
- Full history timeline per measurement
- Trend view across weeks and months

BODY SCAN IMPORT

Photograph an InBody or Tanita-type report

- Weight — 91.4 kg
- BMI — 27.9
- Body fat — 24.2%
- Muscle mass — extracted where legible
- Then: Confirm & Save

Confirm & Save

AI-extracted health values are never written silently. Every record stores the measurement, its date, its source and its confidence / confirmation state.

BIOLOGICAL AGE

HOW OLD THE BODY IS BEHAVING — NOT HOW OLD THE USER IS.

JLINK reads what it can genuinely observe — sleep regularity, resting heart rate against the user's own six-month standing, HRV where contact allows, movement and recovery. The output is a range.

01

BAND ONLY

38 – 44

Four weeks of the user's own nights and days produce a wide, honest range.

02

BAND + BLOOD PANEL

38 – 40

Shared markers narrow the range. Markers used and markers missing are both named.

03

CHRONOLOGICAL AGE

41

Shown alongside, never as a pass or a fail. No score, no ranking, no lifespan claim.

WHY A RANGE, NOT A NUMBER

A single figure implies precision the inputs do not carry. A range is defensible in front of clinicians, regulators and investors — and it still moves visibly when the user's habits change.

EVERY INPUT NAMED. EVERYTHING ELSE DELIBERATELY LEFT OUT.

WHAT GOES IN

SLEEP REGULARITY	Bed and wake consistency across 28+ nights	Strongest wearable signal in published ageing research
RESTING HEART RATE	Against the user's own six-month standing	Personal baseline, never a population average
HEART RATE VARIABILITY	Used only when contact quality passes	Poor-contact nights are dropped, never smoothed over
MOVEMENT & STILLNESS	Daily active minutes and uninterrupted sitting	Behaviour the band can measure directly
BLOOD MARKERS (OPTIONAL)	HbA1c · hs-CRP · HDL · creatinine	Narrows the range; user shares them by choice

NOT A DIAGNOSIS. Left out on purpose: single unusual days, clinical interpretation, and any claim about lifespan or disease risk.

A BODY DESTINATION THAT EARNS A SUBSCRIPTION, NOT A NOVELTY.

THREE SCREENS, ALREADY PROTOTYPED

BODY → BIOLOGICAL AGE

The range, its drivers, and what was too thin to count.

BLOOD RESULTS

Add or remove a panel at any time; both lists stay visible.

HOW THIS IS WORKED OUT

A plain-language method screen, reachable in one tap from the estimate.

LEARNING STATE

Until enough valid history exists, JLINK says it is still learning.

WHY IT MATTERS COMMERCIALLY

A REASON TO WEAR IT DAILY

One number that only improves with consistent behaviour.

A REASON TO RETURN MONTHLY

The range narrows and shifts as history deepens.

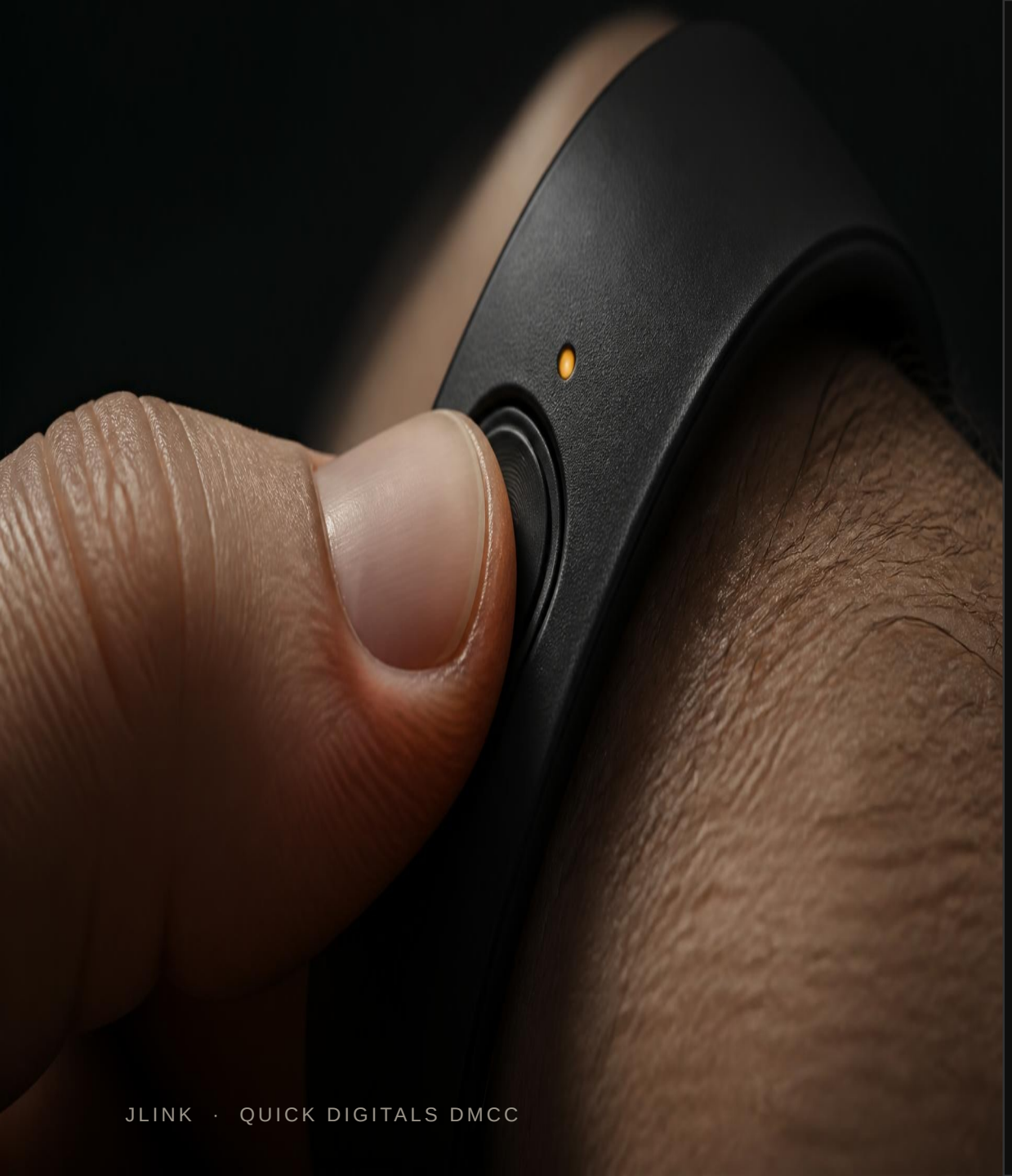
A BRIDGE INTO CLINICAL PARTNERSHIPS

Blood panels create a natural lab and insurer channel.

A DEFENSIBLE PREMIUM TIER

The category's strongest willingness-to-pay signal.

DELIVERY Estimate engine and the three screens land in Phase 2 alongside BODY depth; blood-panel intake follows health sources.



PRESS WHEN SOMETHING MATTERS.

- **PRESS** — Physical button on the band · haptic confirmation
- **CAPTURE** — Visible amber indicator — the user always knows
- **PROCESS** — Transcription + speaker separation
- **UNDERSTAND** — Decisions · actions · dates · key moments
- **REMEMBER** — Searchable personal memory in My Link
- **ACT** — Accepted action appears in My Day

There is no giant “New Link” button. Link begins from the band.

ONE MEETING IN. SIX STRUCTURED OUTPUTS OUT.

A mixed English–Arabic conversation between Mohamed, Amir and the Owner — processed into structure, not a wall of transcript.

WHAT MATTERED	DECISIONS	ACTIONS	DATES	KEY POINTS	BRIEF
3	2	4	2	6	1
points	decisions	actions	deadlines	highlights	summary

Accept Action

- Accepted actions leave My Link and appear in My Day — with the person, the date and the commitment attached
- Speaker labels stay editable: an uncertain speaker is confirmed by the user, never guessed silently

ASK LINK

DON’T SEARCH RECORDINGS. ASK YOUR MEMORY.

ماذا قال محمد عن موعد الإطلاق؟

What did Amir say about prototype testing?

What did we agree regarding the first 200 devices?

Show my commitments from yesterday.

What decisions did Mohamed make about the straps?

RETRIEVAL POLICY

Personal data only

- Answers are retrieved only from the user's own authorized Link data
- Every answer can be traced back to the Link it came from
- No cross-user retrieval, ever

PERSONAL INTELLIGENCE

JLINK LEARNS ME.

Six layers of personal context — the part of JLINK that competitors cannot copy by buying the same sensor.

01

MY IDENTITY

- Profile and confirmed personal information

02

MY BODY

- History, personal baselines and trends

03

MY VOICE

- Owner identification where technically and legally appropriate

04

MY PEOPLE

- Named speakers and recurring relationships

05

MY COMMITMENTS

- Actions, promises, decisions and dates

06

MY DAY

- The right body and life information at the right moment

HARDWARE + SOFTWARE

ONE SYSTEM, FIVE LAYERS.

JLINK BAND	Physical button · haptics · microphone · validated health sensors · BLE/SDK · battery · firmware · secure device identity
↓	
MOBILE	iOS SDK · Android SDK · BLE device management · background sync · health integration · audio transfer · offline handling
↓	
JLINK INTELLIGENCE	Speech · diarization · summary / decision / action extraction · personal retrieval · health normalization · baseline & confidence engines
↓	
SECURE DATA LAYER	Encrypted user data · vector memory · health history · Link memory · device data · audit logs · consent controls
↓	
APPLICATION	DAY | BODY | LINK

PHASE 0 — ES100 HARDWARE VALIDATION

THE PHYSICAL DEVICE IS THE TRUTH.

We begin with the actual ES100 unit and the supplied SDKs — not with assumptions.

01

HARDWARE INTAKE

- Receive and inventory the ES100 / current JLINK device

02

SDK REVIEW

- iOS + Android SDK audit and capability gap list

03

SENSOR CAPABILITY MATRIX

- What the physical unit truly measures

04

BENCHMARK TESTING

- Comparison against reference devices

05

AUDIO / LINK TEST

- Button, microphone, haptics, transfer, transcription

06

UAE ENVIRONMENT TEST

- Heat, sweat, movement, outdoor conditions

07

CAPABILITY LOCK

- Only validated capabilities enter the production UX

AI & LLM ARCHITECTURE

THE MOAT IS NOT THE BASE MODEL. THE MOAT IS JLINK'S PERSONAL CONTEXT.

Controlled AI orchestration

- Foundation-model layer
- JLINK proprietary prompts, policies and guardrails
- Speech-to-text + speaker diarization
- Structured extraction (decisions, actions, dates)
- Personal retrieval over vector memory
- Health context engine
- User permission, consent and deletion controls

Technologies to evaluate

- OpenAI · Anthropic · Whisper-class STT
- Open-model options (e.g. Llama) where appropriate
- Hugging Face ecosystem · pgvector / vector DB

Selection benchmarks

- Accuracy · latency · Arabic–English performance
- Privacy · cost per user · hosting requirements
- Vendor choice is a benchmark outcome, not a preference

PRIVACY BY ARCHITECTURE

PRIVATE BY DESIGN. TRUSTED BY BEHAVIOR.

Link only begins deliberately	Clear recording indicator	Microphone off outside Link	Encryption in transit and at rest
Explicit consent controls	Deletion controls	Account export and deletion	Minimal retention
Health-data separation	Privacy-sensitive analytics	Role-based internal access	Audit trails

Final UAE PDPL, recording-consent, health-data localization and cloud architecture requirements to be validated with qualified UAE legal counsel before the production architecture is frozen.

HEALTH SOURCES

ONE BODY RECORD. A CLEAR ORDER OF TRUTH.

SOURCE

JLINK Band

- Validated on-device sensors only

SOURCE

Apple Health

- Approved read scopes, user-granted

SOURCE

Android Health Connect

- Later, approved rollout

SOURCE

Body Scan imports

- User-confirmed external measurements

PRIORITY & CONFLICT RESOLUTION

Validated JLINK sensor → **Trusted health integration** → **User-confirmed external measurement** → **Unverified data excluded**

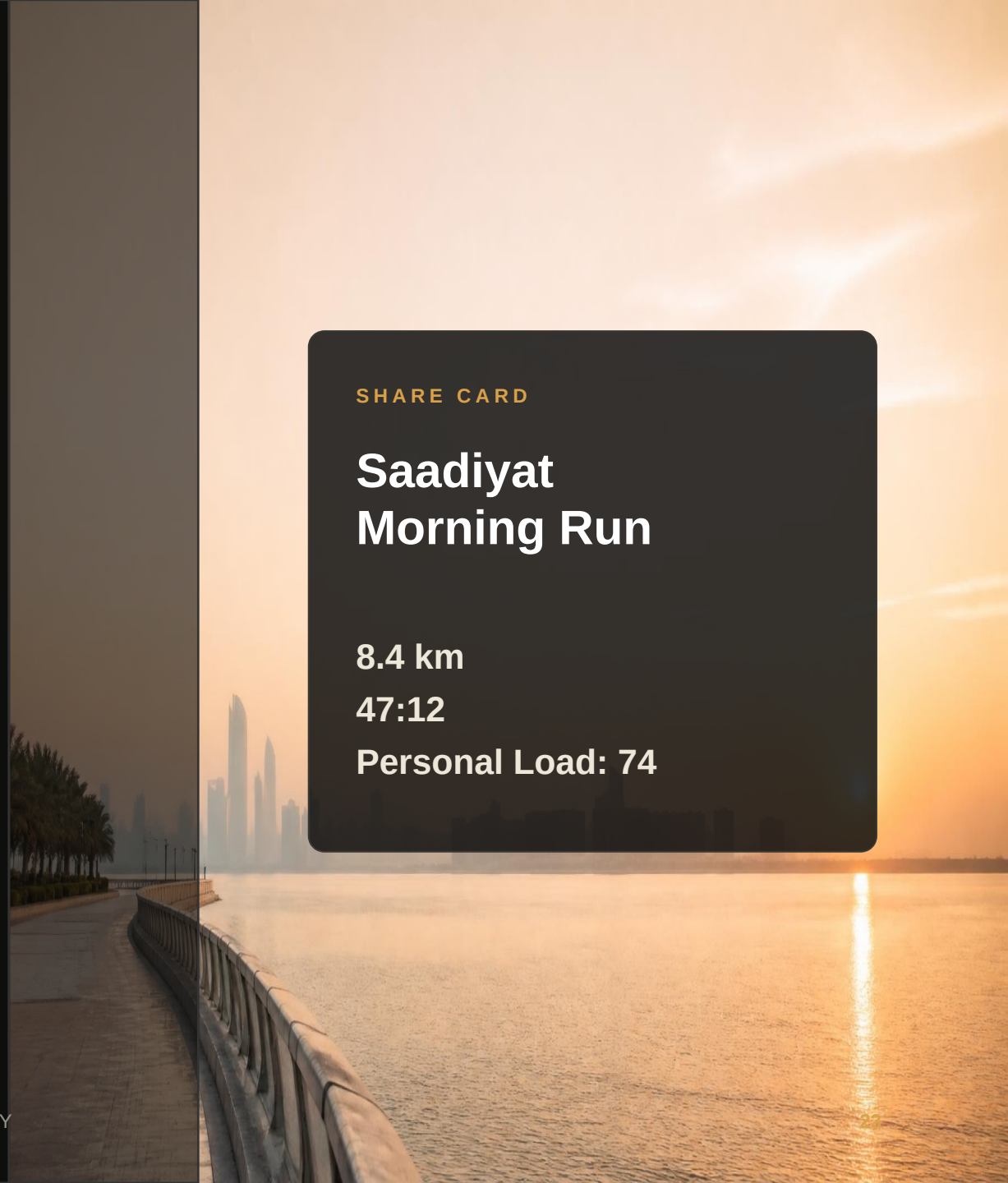
Where two sources disagree, JLINK shows the higher-trust value, records the alternative, and never averages measurements from different methods.

ACTIVITY INTELLIGENCE

ACTIVITY THAT KNOWS HOW YOU RECOVERED.

Walking · Running · Cycling · Gym · other validated types
Duration and heart-rate context
Distance via phone GPS where appropriate
Training / load intelligence against your personal range
Personal trend across weeks

Metrics appear only where the physical device and phone can support them reliably.



CONNECTED PRODUCT FLOWS

NOTHING SHOULD FEEL DISCONNECTED.

FLOW 01 — BODY

JLINK Band → Health data → My Body → Personal interpretation → My Day

FLOW 02 — LINK

Press Link → Capture → Process → What Mattered → Accept Action → My Day → Completed

FAILURE STATES

PRODUCTION THINKING, NOT MOCKUP THINKING.

LOW DATA

“Not enough reliable data.”

- Honesty instead of a filler number

BAND DISCONNECTED

Last sync + reconnect

- The user always knows the state of the device

SYNC ERROR

Retry, data protected locally

- Nothing captured is silently lost

LOW-CONFIDENCE SIGNAL

Metric hidden, not guessed

- Confidence thresholds gate every display

UNCERTAIN SPEAKER

Ask the user to confirm

- Identity is confirmed, never assumed

UNCERTAIN SCAN VALUE

Confirm before save

- No silent writes into health history

ADMIN & OPERATIONS

A COMMERCIAL PRODUCT NEEDS AN OPERATIONS PLATFORM.

OPERATIONS

- Executive dashboard
- User management
- Support tickets
- Push notifications
- Content & configuration
- Feature flags

DEVICE & FLEET

- Device management
- Pairing status
- Firmware version visibility
- Hardware batch management
- Link processing status
- System health

COMMERCIAL & TRUST

- Subscription & plan management
- AI usage / cost monitoring
- Integration status
- Consent & audit logs
- Privacy requests
- Analytics · crash monitoring

Private Link transcript content is not exposed to administrators by default.

QUICK DIGITALS APPROACH

TEN STEPS FROM PROTOTYPE TO PLATFORM.

01

DISCOVER

- Hardware + SDK + blueprint audit

02

VALIDATE

- Sensors · audio · BLE · health integrations

03

ARCHITECT

- Mobile · backend · intelligence · security

04

EXPERIENCE

- Complete DAY | BODY | LINK UX system

05

BUILD

- iOS · Android · backend · admin

06

INTELLIGENCE

- Link · personalization · health context

07

VERIFY

- QA · device · UAE · AI evaluation

08

PILOT

- Controlled 200-device launch

09

LEARN

- Telemetry · feedback · quality

10

SCALE

- 1,000 → 10,000 → international

DELIVERY WORKSTREAMS

SIX WORKSTREAMS, RUNNING IN PARALLEL BY DESIGN.

WORKSTREAM A

Product Strategy & UX

- Feeds every other workstream · owns the DAY | BODY | LINK definition

WORKSTREAM B

Wearable / SDK Engineering

- Unblocks C and D · owns the capability matrix

WORKSTREAM C

Mobile Applications

- Depends on A and B · delivers iOS and Android

WORKSTREAM D

AI & Personal Intelligence

- Depends on B audio + E data layer

WORKSTREAM E

Backend, Cloud & Admin

- Serves C and D · owns the secure data layer

WORKSTREAM F

QA, Security & Commercial Readiness

- Gates all workstreams at G0–G6

Dependency spine: A → B → (C · D · E) → F

DETAILED SCOPE — 1 OF 2

PRODUCT, EXPERIENCE AND APPLICATIONS.

PRODUCT & UX

- Product architecture
- User journeys
- Design system
- Interactive prototype
- Accessibility
- Arabic-aware architecture
- Abu Dhabi dynamic environment
- Light / dark / environment controls

iOS

- Native / appropriate framework
- Hardware SDK integration
- BLE lifecycle management
- Apple Health integration
- Background sync
- Notifications
- Link capture
- DAY | BODY | LINK

ANDROID

- Hardware SDK integration
- BLE lifecycle management
- Health Connect-ready architecture
- Background sync
- Notifications
- Link capture
- DAY | BODY | LINK
- Device fragmentation testing

DETAILED SCOPE — 2 OF 2

BACKEND, INTELLIGENCE, OPERATIONS AND QUALITY.

BACKEND

- Authentication
- User profiles
- Device registry
- Health-data APIs
- Link processing
- Personal memory & search
- Actions and calendar layer
- Notification engine
- Analytics + admin APIs

AI

- Speech-to-text
- Arabic–English support
- Speaker diarization
- Summaries and key points
- Actions · decisions · dates
- Ask Link
- Semantic search
- Personal-context retrieval
- Quality evaluation harness

SECURITY & ADMIN

- Complete operations console
- Encryption
- Access controls
- Audit logs
- Privacy requests
- Secure secrets management
- Monitoring and alerting

QA

- Functional
- Device and BLE
- Battery and performance
- Security
- AI faithfulness / hallucination
- Arabic–English quality
- Health confidence
- UAE environment testing

RECOMMENDED STACK

CHOSEN FOR RELIABILITY ON REAL HARDWARE.

MOBILE	Swift / SwiftUI · Kotlin / Jetpack Compose. Flutter evaluated only if hardware SDK compatibility and background BLE reliability are fully proven.
BACKEND	TypeScript / Node.js / NestJS · Python / FastAPI for AI and health-processing services
DATA	PostgreSQL · Redis · pgvector or benchmark-selected vector infrastructure · encrypted object storage
AI	Whisper-class STT (benchmark winner) · LLM orchestration · diarization · structured extraction · RAG personal retrieval
CLOUD	AWS UAE / approved regional architecture subject to compliance review · containerized services · CI/CD · IaC
OBSERVABILITY	Sentry · cloud monitoring · centralized logs · AI evaluation dashboards
SECURITY	OAuth / OIDC · JWT & session controls · KMS · Secrets Manager · encryption at rest and in transit · RBAC · audit logging

PROPOSED ARCHITECTURE

FROM BAND TO INTELLIGENCE, IN SIX HOPS.

JLINK BAND
BLE

↓

NATIVE MOBILE LAYER
iOS · Android

↓

API GATEWAY
encrypted sync

↓

DATA
PostgreSQL · vector memory
encrypted object storage · cache

AUTH
service

DEVICE
service

HEALTH
service

LINK
service

PERSONAL CONTEXT
service

NOTIFICATION
service

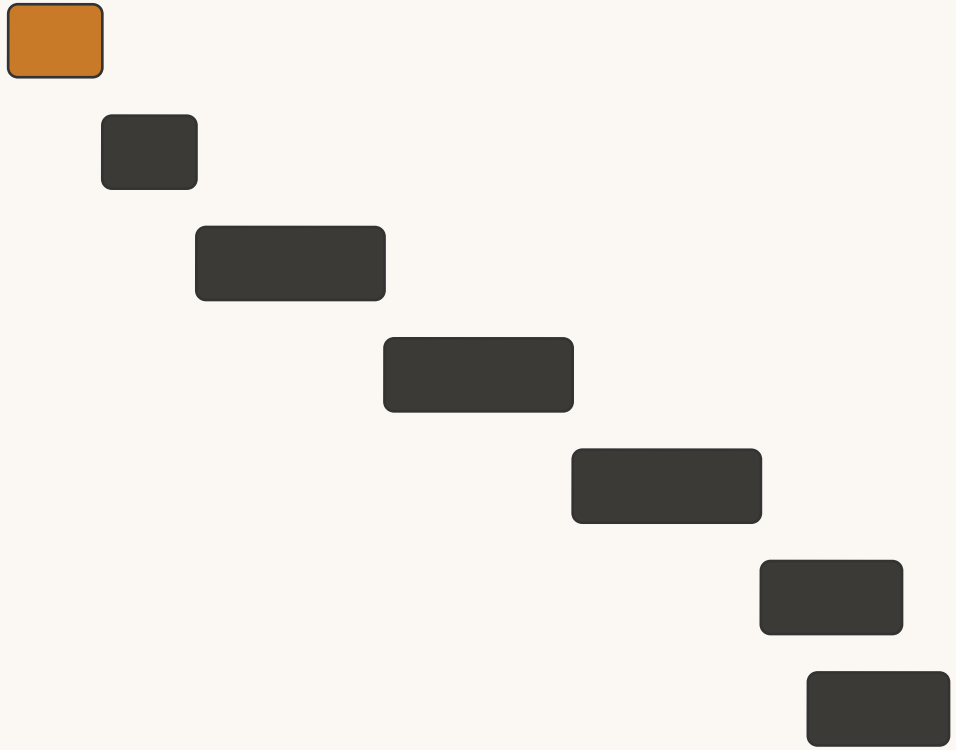
AI PROCESSING
STT · diarization · structured extraction · LLM · personal retrieval · quality guardrails

DAY | BODY | LINK

DEVELOPMENT ROADMAP

16–20 WEEKS, WITH OVERLAPPING WORKSTREAMS.

PHASE 0	**2 weeks**	Hardware & SDK validation
PHASE 1	**2 weeks**	Product architecture + UX lock
PHASE 2	**4 weeks**	Core mobile + backend foundation
PHASE 3	**4 weeks**	Body + health intelligence
PHASE 4	**4 weeks**	Link + personal intelligence
PHASE 5	**2–3 weeks**	Admin + integrations + hardening
PHASE 6	**2–3 weeks**	Pilot QA + 200-device readiness



Indicative sequencing. The final schedule is locked after Phase 0 SDK / hardware discovery; safe overlap between workstreams reduces total calendar duration.

STAGE GATES

NO PHASE STARTS BEFORE THE PREVIOUS ONE IS PROVEN.

G0	G1	G2	G3	G4	G5	G6
Hardware feasibility confirmed	DAY | BODY | LINK UX approved	Core health pipeline validated	Link faithfulness validated	Security / privacy readiness	Pilot release candidate	200-device controlled launch

Gates are jointly signed. Each one converts a risk into a fact.

TEAM MODEL

A DEDICATED PRODUCT TEAM, NOT A POOL OF DEVELOPERS.

LEADERSHIP

- Engagement / Product Director
- Product Manager
- Solution Architect

EXPERIENCE

- UX / UI Lead
- Motion / Visual Designer

ENGINEERING

- iOS Engineer
- Android Engineer
- Backend Engineers
- DevOps / Cloud Engineer

INTELLIGENCE

- AI / ML Engineer
- Data / Health Algorithm Engineer

QUALITY & TRUST

- QA Automation Engineer
- Device / BLE QA Engineer
- Security Consultant
- Pilot support

Roles are named rather than individuals; the confirmed team sheet is issued with the final agreement.

COMMERCIAL MODEL

THREE WAYS TO ENGAGE. ONE RECOMMENDED PATH.

OPTION A — PROTOTYPE & VALIDATION

AED 95,000 – 125,000

- Hardware / SDK validation
- Product architecture
- UX refinement
- Link proof-of-concept
- Health capability matrix
- Technical architecture

OPTION B — JLINK V1 BUILD

AED 325,000 – 425,000

- iOS + Android applications
- Backend and secure data layer
- AI & personal intelligence
- DAY | BODY | LINK
- Admin platform + integrations
- Security and QA

RECOMMENDED

OPTION C — COMMERCIAL LAUNCH PROGRAM

AED 475,000 – 650,000+

- Everything in Option B, plus:
- Pilot support · 200-device launch
- Advanced analytics
- AI cost & quality optimization
- Production hardening
- Launch support & scaling prep

Ranges are engagement investment for product engineering only — not hardware manufacturing. The final fixed quotation follows Phase 0 hardware/SDK validation and mutually agreed final scope.

THIRD-PARTY COSTS

WHAT SITS OUTSIDE THE DEVELOPMENT FEE.

PLATFORM & CLOUD

- Cloud infrastructure
- Apple Developer Program
- Google Play
- Maps
- Monitoring
- Analytics

INTELLIGENCE

- AI inference
- Speech processing
- Third-party health APIs
- SMS / email delivery

HARDWARE & COMPLIANCE

- Hardware and manufacturing
- Packaging
- Certifications
- Shipping
- Lab testing
- Legal / compliance review

These are pass-through or client-held costs unless explicitly included in the signed scope. Quick Digitals will forecast and monitor AI and cloud cost per user throughout the build.

COMMERCIALIZATION MODEL

SELL A DEVICE. MONETIZE AN INTELLIGENCE LAYER.

DEVICE

799–1,199

AED · premium retail positioning

- One-time hardware revenue
- Positions JLINK against premium wearables

×

JLINK+ SUBSCRIPTION

39–69

AED / month · or 399–599 / year

- Deeper personal intelligence
- Extended Link processing
- Long-term personal memory
- Advanced Body insights
- Premium trend reports
- Higher AI limits
- Family / executive tiers later

ADJACENT CHANNELS

Beyond direct consumer

- Corporate wellness
- Executive programs
- Enterprise teams
- Healthcare / wellness partnerships where legally and clinically appropriate
- API & ecosystem partnerships later

Illustrative commercial scenarios for planning purposes — not guaranteed pricing.

GROWTH SCENARIO

FROM 200 DEVICES TO A PLATFORM.

VALIDATE

200 devices

Prove retention, Link usage, health trust and willingness to pay

UAE SCALE

1,000–10,000 devices

Premium UAE community, corporate partnerships and referrals

REGIONAL SCALE

25,000–100,000 devices

GCC expansion and recurring subscription revenue

10,000 USERS

AED 9.99M

device GMV at AED 999 ASP

40% convert to JLINK+ at AED 49/month → ≈ AED 2.35M annual subscription revenue

50,000 USERS

AED 49.95M

device GMV at AED 999 ASP

20,000 paid subscribers at AED 49/month → ≈ AED 11.76M ARR

ILLUSTRATIVE SCENARIO — NOT A FINANCIAL GUARANTEE. Figures are modelling assumptions used to show why the software and subscription layer matter.

UNIT ECONOMICS FRAMEWORK

DON’T JUST SELL A BAND.
BUILD RECURRING INTELLIGENCE REVENUE.

HARDWARE

- Landed cost
- Retail price
- Gross margin
- Return rate
- Device failure rate

ACQUISITION

- CAC
- Activation rate
- 30 / 90-day retention
- NPS & referral intent

ENGAGEMENT

- Link captures per user per week
- Body engagement
- Paid conversion
- Subscription ARPU

COST TO SERVE

- AI cost per user per month
- Cloud cost per user
- Support cost
- LTV / CAC

PILOT SUCCESS METRICS

TARGETS TO VALIDATE ACROSS THE FIRST 200 DEVICES.

ONBOARDING

≥90%

successful onboarding

PAIRING

≥95%

BLE pairing success

STABILITY

≥98%

crash-free sessions

LINK

≥90%

processing success

AI QUALITY

Threshold

defined faithfulness failure limit

RETENTION

Week 4

strong retained usage

Healthy Link frequency per active user · measurable Body engagement · high confidence in validated health metrics

Subscription intent measurement · NPS and referral intent · support contact rate per 100 devices

These are proposed pilot KPIs to be measured — not achieved results.

COMPETITIVE POSITIONING

JLINK SITS WHERE BODY INTELLIGENCE MEETS LIFE INTELLIGENCE.

	WHOOP	Oura	Garmin	Strava	Plaud	JLINK
Continuous body context	●	●	●	○	○	●
Deliberate wearable capture	○	○	○	○	●	●
Personal memory	○	○	○	○	●	●
Action extraction	○	○	○	○	●	●
Personal baseline	●	●	●	○	○	●
Screenless interaction	○	●	○	○	●	●
Ask-your-memory	○	○	○	○	○	●
DAY integration	●	●	○	○	○	●

Comparison reflects publicly positioned product focus, not a technical audit of competitor firmware. JLINK's distinct position is the intersection — not superiority on every row.

SCOPE DISCIPLINE

DISCIPLINE IS A PRODUCT FEATURE.

What JLINK will deliberately not build in Generation 1:

Social network	Always-on recording	AI doctor	Medical diagnosis	Payments
Phone replacement	Food logging	Unvalidated health measurements	Unnecessary mode complexity	Chatbot-first interface

Every item removed protects battery life, privacy posture, review approval or user trust.

HARDWARE ECOSYSTEM SUPPORT

THE STRAP IS PART OF THE PRODUCT EXPERIENCE.

How Quick Digitals can assist

- Supplier research
- Strap specification development
- Material recommendations
- Sample comparison matrix
- MOQ negotiation support
- Supplier technical communication
- Quality checklist
- Packaging & digital experience alignment

Target strap characteristics

- Premium finish
- Sweat resistant
- UAE climate appropriate
- Skin comfortable
- Replaceable and low profile
- Easy cleaning
- Multiple sizes
- Commercially manufacturable at pilot MOQ

Manufacturing procurement and supplier contracts remain client-controlled unless separately contracted.

RISKS & MITIGATION

EVERY MAJOR RISK HAS AN OWNER AND A PHASE.

HARDWARE ACCURACY

Validation before any UX claim

SDK LIMITATIONS

Phase 0 technical spike

BLE RELIABILITY

Native integration + extensive device testing

AI HALLUCINATION

Structured extraction + faithfulness evaluation + confidence controls

ARABIC–ENGLISH ACCURACY

UAE-specific benchmark dataset

PRIVACY

Privacy architecture + qualified UAE counsel review

CLOUD & AI COST

Model routing, caching and optimization

BATTERY

Bounded Link captures + optimized sync

MANUFACTURING

Staged 200-device pilot before scale

JLINK NEEDS A PRODUCT PARTNER, NOT JUST DEVELOPERS.

One integrated partner removes the fragmentation between hardware, software, AI, product and commercialization — where wearable programmes usually fail.

Product Strategy	UI / UX	iOS	Android	Backend Engineering	AI / ML
Cloud	Device / SDK Integration	QA	Brand Experience	Commercialization Support	Launch & Growth

GOVERNANCE & DELIVERABLES

MANAGED LIKE AN EXECUTIVE PROGRAMME.

Governance

- Weekly product review
- Biweekly steering review
- Shared project board + sprint demos
- Design approval gates
- Technical decision log
- Risk register + change control
- Release notes + pilot dashboard
- Defined escalation path

Deliverables

Product architecture
Complete UX/UI + interactive prototype
iOS and Android applications
BLE / SDK integration
DAY · BODY · LINK · Link · Ask Link
Personal Intelligence services
Health integrations · Body Profile · Body Scan
Activity · Share · Settings
Backend · database · APIs
Admin portal · AI services
Cloud infrastructure · CI/CD
Analytics · monitoring · testing
Pilot build + deployment support
Technical and handover documentation

Deliverables are subject to the final contracted scope.

OWNERSHIP & CONTACT

CLEAR OWNERSHIP. ONE ACCOUNTABLE PARTNER.

IP & ownership

- Upon full payment and subject to the final agreement, project-specific source code, design assets and agreed deliverables are handed over to the client
- Third-party libraries, APIs, foundation models and licensed components remain governed by their own licenses
- Detailed IP, confidentiality and repository-access provisions are defined in the development agreement

Quick Digital

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LET’S BUILD THE DEVICE THAT LEARNS YOU.

JLINK

WEAR → UNDERSTAND → PRESS → REMEMBER → ACT

APPROVE PHASE 0

Hardware + SDK validation & product architecture

Prepared by Quick Digitals DMCC · Dubai, UAE

