



SALAH
سَلَاةٌ

SALAH Whitepaper

V1.3

Let the Revolution Begin!

SALAH TOKEN - PROJECT WHITEPAPER

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SALAH Token

The World needs bold leaders and visionaries. Fortunately, leaders and visionaries from the past inspire us as we work towards creating a better future—with technology.

Salah ad-Din token is a cryptocurrency designed to help people achieve a better and more stable future. It is an BEP20 token on the Binance Smart Chain (BSC). It is also a mission of peace and prosperity for the Muslims and world.

Who Is Salah-ad Din?

The token is inspired in Al-Nasir Salah al-Din Yusuf ibn Ayyub, better known as Salah ad-Din, a legendary Muslim commander and respected ruler.

After beginning his military career in Damascus, he made a name for himself as a competent commander, fighting against Crusader forces.

He eventually moved to Alexandria, where he rapidly rose through military ranks, becoming the Vizier of Egypt. His power grew as a result of his reputation as a devoted Muslim and legendary commander. He would become the first Sultan of Egypt and Syria and later found the Ayyubid dynasty.

Salah ad-Din (or Saladin, as he is called in the West) would become a legend during the Third Crusade, as he led a campaign against the Crusader state in Lepant and defended against the invading Christian armies from Europe. His cunning tactics allowed him to take back Jerusalem from the Crusaders. However, he was also generous to the conquered. He allowed Eastern Christians to remain and let Jews resettle in Jerusalem.

He also helped broker peace between Christians and Muslims by allowing Christian pilgrims to visit Jerusalem safely. He preserved Christian and Jewish places of worship, ordering churches to be open on Sundays.

For Salah ad-Din, “Victory is changing the hearts of your opponents with gentleness and kindness.”

He is respected for his bravery, military skill, and nobility, and revered by Muslims and Christians alike.

Salah ad-Din was of Kurdish origin, led Armies of Arabs and Turks, and ruled fairly over Muslims, Christians, and Jews. His name is a symbol of peace, unity, and prosperity, which is what we want the SALAH token to be.

Message of Hope

The World is facing geopolitical instability, not unlike that of Salah ad-Din’s times. The world is scarred by war and plagued by ethnoreligious division, authoritarianism, and misguided policies.

In the middle east Syria is divided and in ruins. Libya is experiencing a power vacuum due to an ousted strongman. Iraq is recovering from the devastating war with the Islamic State, and Yemen remains at war.

Even the more geopolitically stable countries with no war are in a precarious position. Recently, Lebanon suffered a financial crisis, bankrupting many of its citizens and creating hyperinflation. Turkey has witnessed the rapid devaluation of its currency due to misguided economic policies. Throughout the region, prices of necessities are rising rapidly, eroding living standards.

Even the wealthy Gulf States are struggling to find opportunities to grow and diversify away from their over-reliance on oil. The entire region requires drastic change to succeed.

This is why blockchain enthusiasts from the MENA region have developed the Salah ad-Din token, a crypto token designed to bring hope to the world.

Store of Value

Salah ad-Din (SALAH) token will address all aforementioned issues by shielding people from economic risks in their respective countries.

Crypto tokens **cannot** be printed on demand by governments, reflecting a quality that makes some people call such tokens “digital gold.” That is how the SALAH token will protect holders from inflation; they will be able to protect their savings and hedge against rising prices.

Minimizing Geopolitical Risk

When any country experiences geopolitical risk, its currency rapidly drops. This will not be the case if people use the SALAH token.

When populations feel safe in their assets and futures, they are more likely to build a positive future for everyone. Radical actors **cannot** win when people believe that the future is bright.

Promoting Peace and Cooperation

A common currency is likely to contribute to peace and prosperity between nations. This extends beyond just symbolism and identity. When multiple countries use the same currency, there is no risk of currency wars and competitive devaluations. This means that it is easier to build trust and cooperation.

Reducing Corruption

Moreover, a hard, decentralized currency means that control over money is not in the hands of politicians and strongmen. Accordingly, cronies and politicians can control central banks, but not crypto.

Cryptocurrencies provide a transparent, fully decentralized system that **cannot** be tampered with. No one can change, hide, or cancel any transaction on the blockchain.

Advancing Technology

Cryptocurrencies are a crucial vehicle for technological innovation. Blockchain technology powering crypto is so innovative that it drives advancements in other industries.

We aim for the MENA region to be at the forefront of blockchain technology, which will help create economic opportunities and drive growth. The industry could be a valuable source of high-paying jobs for the region that is either falling back or becoming too reliant on oil.

Learning Hub

The best investment is an investment in yourself. Learning more about trading will enable you to make better investments and increase your returns exponentially over the long run.

We will provide our traders with an interactive and fun way to learn about crypto trading and the SALAH ecosystem.

Our Learning Hub will feature courses that are made to give traders all of the tools they require to succeed. Users will be able to access all courses on our Learning Hub using SALAH as a means of payment.

Charity

Giving to those in need is one of the pillars of Islam, and it is also crucial for this project. We intend to give back to the community directly by benefiting those who do not know about crypto.

We believe that giving back helps us make a difference in people's lives and spread awareness about our project. By giving to charity, we all win. That is why charity is an important part of our project as SALAH will support charitable organizations in all around the world. Accordingly, 220,000,000,000 SALAH has been put aside in a charity wallet. 44 Charities in 44 different Muslim countries will get 5,000,000,000 SALAH tokens each.

The distribution will be left up to a vote that will take place six months after the launch of SALAH. Each wallet holding SALAH will receive one vote. By purchasing SALAH users will be able to give back to their communities and the world.

Our charity will also expand worldwide and not be limited to the Muslim world.

SALAH Foundation

Behind the SALAH token will be an organization, which will direct its development. We will aim to transform it into a for-profit charitable organization.

The SALAH Foundation will further the values of the SALAH project and participate in technological development. Additionally, it will be legally registered in Dubai.

For the time being, it will be responsible for all matters related to the SALAH ecosystem, which includes, but is not limited to, burns, marketing, utilities, governance, growth, etc. The success of the enterprise depends solely on our users as they will make the crucial and governing decisions.

Tokenomics

Contract Address: 0x9F07C9112E482eb5e21d3c279d82203893e45CBa (Contract Ownership Renounced)

SALAH Token will be the underlying utility token that will power our ecosystem. SALAH holders will have exclusive benefits based on the number of tokens held.

SALAH holders will also have exclusive access to educational resources, exclusive NFT drops, and more.

The team behind SALAH are here for the long haul. That is why the founder wallet will be locked for a vesting period before a timed release. We will not be able to use our share of SALAH before a specific period, thus offering you peace of mind regarding our long-term intentions with this project.

The total supply of SALAH will be 1,000,000,000,000 SALAH.

The token will comply with the BEP20 standard, and it will be live on the BSC network. We will employ a series of security and risk-mitigation features to ensure a successful launch.

BSC is a new smart contract platform launched by Binance based on the Go Ethereum (Geth) client, making it compatible with blockchain apps developed for the Ethereum network. It is, however, much cheaper, and faster to run the same apps on BSC than on Ethereum.

To support the project and SALAH token, There will be a Buy Tax of 1.5% and a Sell Tax of 2.5% which is distributed as to the table below:

	Foundation		Charity		Marketing		Liquidity		Total
Buy Tax	0.25%	+	0.25%	+	0.75 %	+	0.25%	=	1.5%
Sell Tax	1.00%	+	0.50%	+	0.50%	+	0.50%	=	2.5%

Initial Distribution:

- Founder: 100,000,000,000
- Charity Wallet: 220,000,000,000
- Foundation: 100,000,000,000
- Airdrops & Giveaways: 80,000,000,000

- Liquidity: 500,000,000,000 (around 250,000,000,000 of liquidity to be offered in a Fair Launch)

The founding team will receive 100,000,000,000. Of these tokens, 90,000,000,000 will be locked for 180 days, after which they will be released at a rate of 10% every 30 days.

The charity wallet will receive 220,000,000,000 to be distributed among charities in 44 Muslim Countries. These tokens will be locked for 180 days, after which they will be released at 4.54% per every 30 days.

The SALAH Foundation will receive 100,000,000,000 to help kickstart its operations and further its mission. Of these tokens, 75,000,000,000 will be locked for one year.

To reward the community and keep it engaged, 80,000,000,000 tokens will go to airdrop giveaways.

To support the token price, 500,000,000,000 will be directed towards liquidity, which will be locked for 180 days, after which liquidity will be moved to a new locker, and about 250,000,000,000 of it will be allocated to a fair launch.

Transparency

To be as transparent as possible we are sharing the major wallets for the SALAH token at launch:

- Foundation Wallet (This is the wallet to manage the Token):
0x30de33f6f557acd66e7919b9379044e2de4294b6
- Marketing Wallet (This is our marketing wallet and welcomes donations):
0x1a51380dfe215971d375f67666504d4f4669c16b
- Charity Wallet (This is our charity wallet, donations are welcome):
0x9ea8ea380eaef925406231f37c8e6aec729b5f06
- Temporary Founders Wallet (This is the Founders wallet):
0x3c59E279C302c8edDb5189673055164348858a0A
- Airdrop Wallet (This is where all the Airdrops & giveaways will be coming from):
0x1A039eb50948d95Fe824Ae7932Cd79Ca78d5f332

Utility

SALAH token is only the tip of the iceberg and will lead to a complete ecosystem. As the ecosystem grows, we will be adding multiple utilities and tokens. However, to keep the community involved, every step will be discussed and put up for a vote. Below is a look at planned utilities and expected timeframes. Prior to starting work on each utility, we will open a discussion with the community and collect feedback, which will be followed by a vote to decide whether to proceed in implementation or not:

- SALAH Wallet: The SALAH wallet will be a Web 3, non-custodial wallet that will offer safe storage of our native assets. It will also be equipped with the best tools in the DeFi landscape. Some additional features will be accessible to everyone as part of a marketing strategy. However, the most powerful features will be reserved for traders who hold a certain quantity of SALAH.

- SALAH Exchange: This will be a full-fledged DEX or CEX. After careful consideration of the market, a final determination will be made regarding which path to take and whether or not to include staking. Once a decision is made, we will issue additional details.
- NFT: An NFT collection based on Salah ad-Din life will be issued. These NFTs will provide holders with specific benefits and rights on the SALAH ecosystem.
- NFT Marketplace.

The following utilities and sister coins will depend on the implementation and success of the SALAH Wallet and Exchange (i.e., the financial driving force behind what comes next) and regulatory environments at time of implementation:

- SALAH Invest: This will be a vehicle to invest SALAH revenues into cyber and real-life investments. This would be into other cryptocurrencies, stocks, real estate, and the metaverse. Profits from these investments will support SALAH Foundation and issue dividends to SALAH holders.
- SALAH Stablecoin: This will be a new stablecoin based on a multi-currency bag instead of a single currency. This approach means a diversified stablecoin that is not reliant on a single fiat currency.
- SALAH Small Loans: This will be an entity that provides small loans to individuals and small businesses at an extremely low rate. This will be a charitable enterprise.

On day one, all of these utilities will be released in Arabic and English, and further languages will be added over time.

This is only the tip of the iceberg. Where we end up is anybody's guess, but we are starting a revolution, and this is only the start.

Certified Audits & KYC

All assets on the platform will undergo rigorous audit checks and certifications. If they pass, assets will be featured with their audit scores visibly displayed on the platform.

The token audit includes intelligent contract security and risk factors. Some of the factors will be the amount of locked liquidity, the security of the mint function, the share of the tokens in owner wallets, etc.

These metrics will provide traders a simple overview of the critical risk factors. Moreover, the audits will provide users with a base level of security when acquiring the tokens.

Security is our number one priority; accordingly, the platform will feature a blacklist of all wallets involved in theft and hacks.

You can check our first audit report at <https://github.com/blocksafu111/audit/blob/main/SALAH-Audit-by-BlockSAFU.pdf>

A KYC of the developers has been done to ensure that in case of fraud, the individuals involved are found and held responsible.

You can check our KYC certificate at

https://github.com/SpyWolfNetwork/KYCs/blob/main/june/KYC_Salah_0x9F07C9112E482eb5e21d3c279d82203893e45CBa.png

Marketing Strategy

Branding

We realize that we need to stand out in today's world, which is defined by consistent noise. Our brand identity is the core of all of our marketing campaigns.

We developed a world-class brand identity that visually conveys our vision spectacularly, creates maximum recall in our users' minds, and stands out as a recognizable brand with a unique identity. This includes our fonts, colors, tonality, and visual look and feel. It is the guiding star for our great website UI.

Community Building

With significant projects come great communities! This used to be the case until last year, when project launches were few and far between, and communities were hungry to be part of interesting Web3 products, services, NFTs, and exchanges.

Now, they are bombarded with whitelisting offers, giveaways, and contests to the point where it's nearly impossible to get proper attention.

We intend to involve partnerships and influencers to pull attention and get creative with our giveaways and contests.

Our Channels

Website <https://Salah.finance>

Twitter <https://twitter.com/SalahFinance>

Discord <https://discord.gg/bHxRbVm23y>

Telegram https://t.me/salah_finance

Reddit https://reddit.com/r/SALAH_Official

Choosing the proper channels can be vital for an up-and-coming project. After all, we have to hang out where our customers are to attract them.

Twitter

This will be our primary tool for written communication outside of our website.

Twitter will also be instrumental in engaging the community, announcing giveaways and contests, and getting earned media by using hashtags and shout-outs.

Discord

This is where we will engage and retain the community during and after the launch date. Discord is significant for the gamer + trading communities, and has a massive audience that is hungry for genuine projects.

We will have qualified and experienced Discord moderators for on-boarding, troubleshooting, and helping the community 24/7.

Telegram

Telegram has come out as the main community place for crypto on the internet. Accordingly, we have launched a Telegram channel where we post news and announcements, and two Telegram groups for our communities to interact and participate—one in English and another in Arabic.

Reddit

Reddit is another major community for tech-savvy crypto traders and holders. With our sub in Reddit, our community can participate in a topic-centric way.

Partner Recruitment

A proper affiliate/partner/influencer recruitment campaign will be part of our process, where we'll have win-win-win scenarios for our community, partners, and brand.

Partnerships

Partnerships are critical to the marketing plan, as they not only spread the word far and wide, but also they lend added credibility to the project by getting the “right” people involved. Man is a social animal, and we see what others are buying, flaunting or promoting. When big-name celebrities, popular social media icons, public content creators, and the right influencers promote something, the public follows!

ROADMAP

Q2-Q3, 2022

- Recruiting & Outreach - Launch social media channels - Twitter, Telegram, Reddit, and Discord to begin building initial support and hype for the project, first attracting crypto enthusiasts.
- Create our website to show off a Premium membership brand. Notable inclusions; how to section for new buyers, video clips including future of the project showcased for investors.
- Launch our token on the blockchain as BEP20 standard. The price is TBD depending on market conditions.

June 2022

- Fair Launch

July 4, 2022

- Trading Launch (anniversary of the great victory of Salah ad-Din in the Battle of Hattin)

Q1, 2023

- Launch our Charity drive.

Please Read and Understand

The Content of this document is for informational purposes only, you should not construe any such information or other material as legal, tax, investment, financial, or other advice. Nothing contained on our Site constitutes a solicitation, recommendation, endorsement, or offer by SALAH Token or any third-party service provider to buy or sell any securities or other financial instruments in any jurisdiction.

All Content on this site is information of a general nature and does not address the circumstances of any particular individual or entity. Nothing in the Site constitute a comprehensive or complete statement of the matters discussed or the law relating thereto. You assume the sole responsibility of evaluating the merits and risks associated with the use and purchase of the tokens and for your actions taken after having read this document. We shall not be liable for damages arising from any decision you make based on this document.

Please note that there are risks associated with purchasing, holding and using the Tokens, including risks related to the price, risks related to the technology, security risks, risk of total loss, loss of value, governmental and legal risks and others not discussed herein. By purchasing the Tokens, you assume all risks.

Purchasing the token is not an investment nor a securities transaction. We do not guarantee that the SALAH token will be resalable on the secondary market for profit or that there exist a future merchantability or value of the tokens. Before acquiring the SALAH token please note that you shall not expect a profit derived from us. The SALAH tokens are intended to be an in platform means of exchange.