Silk Route

by **OurDarb**

Coordinated cross-border road travel in the GCC.

Once informal trips are now *bookable seats*.

WEBSITE & APP DUO

Market Reality & Core Inefficiency

Cross-border travel in the GCC is a massive, recurring behavior structured entirely by informal systems.

The Current State

- High-frequency corridors run daily across Bahrain to Eastern Saudi Arabia, Riyadh to Bahrain, and Jeddah to Makkah, etc.
- Coordination is highly informal; it relies on WhatsApp groups and private arrangements
- Due to a lack of structured visibility, vehicles frequently complete these journeys with empty seats (energy inefficiency)

The Structural Gap

- Existing mobility platforms (Uber, Careem) are optimized only for intra-city, on-demand requests rather than scheduled corridor travel
- Cross-border movement involves unique regulatory processes that cannot be adapted by existing globally recognized apps
- This is a capacity optimization problem on pre-existing routes...we can monetize this

The journey happens regardless, but *economic value is lost because of underutilized capacity...*

Product & Differentiation

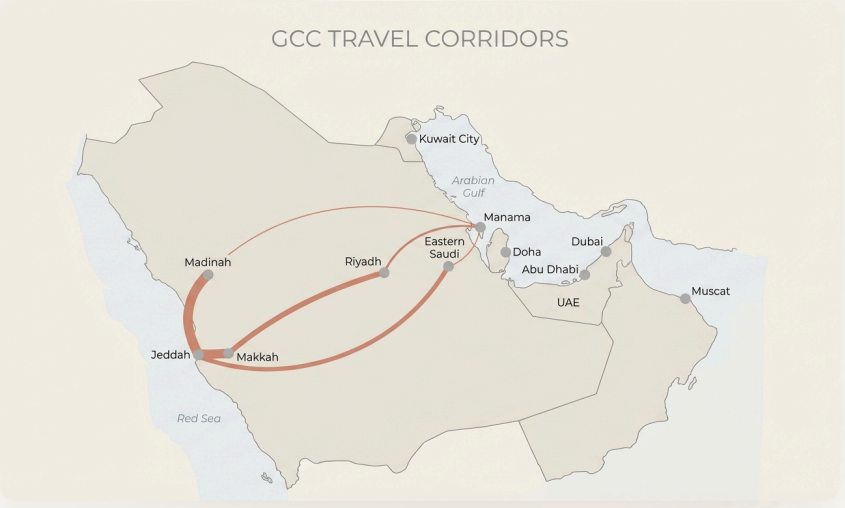
A corridor marketplace on the horizon

Core Architecture

- System matches supply and demand via escrow-secured flows
- Corridor-based rather than intra-city focused
- Scheduled supply rather than on-demand rides
- Capacity optimization

Platform Mechanics

- **Driver Economics:** Tracks estimated earnings; Seat fill progress indicators (e.g., "3 of 5 filled - trip now profitable"); Monetizes outbound and return journeys
- **Trust Layer:** ID verification and ratings handle coordination, not border compliance



Discovery & Operations

- **Explore Routes:** Transforms search into structured infrastructure
- Displays upcoming trips, average prices, and next departures
- **Structured Pickups:** Predefined locations reduce coordination friction

Strategic Differentiation: *The Umrah Layer*

This is a system-level use case capturing the region's largest recurring mobility flow.

- Dedicated mode supporting group booking
- Pilgrimage-ready drivers and specific trust signals
- Structured pickup and drop-off zones

Priority Pilgrimage Corridors:

- Jeddah to Makkah
- Madinah to Makkah
- Makkah to Madinah
- Broader GCC directly to Makkah

Positioning: Structures the most vital regional mobility system.

Strategic Positioning

Business Model (Light)

- **Commission** per seat booked on the platform
- Optional **premium service tiers** for drivers and riders (special destinations)
- Potential for **corridor-level pricing optimization**

Does anyone need this? Is Uber going to adopt this soon?

- **Corridor-specific network effects** that compound deeply per route
- Supply is fundamentally **constrained by geography** and border logic
- **Behavior-based system:** Not easily generalized by broad ride-hailing algorithms
- Sits uniquely between mobility, logistics, and informal coordination

*Uber creates rides, and **Silk Route** captures travel that is already happening.*

Cross-border automotive travel in the GCC is inevitable.

Let us make it *bookable*.