

CIRCL - the app that brings real-life encounters back

Today's youth are constantly connected - and yet, increasingly disconnected. Especially in semi-urban and rural regions, a clear paradox has emerged: although plenty of local events and initiatives take place, young people often end up staying at home. It's not that nothing is happening, the problem is that event details don't reach them in time, or not at all. The information is scattered across social media, stories and chats, and without a clear plan or the right people to go with, the motivation to attend disappears.

What's missing is not opportunity, but visibility, structure and accessibility in everyday social life. And while digital tools dominate our routines, they rarely lead to spontaneous, real-life interaction. Platforms like Instagram or WhatsApp are not designed for real-time event discovery or meaningful planning - they fragment rather than connect.

CIRCL is a response to that gap. Not just another event platform, not just another network, but a digital infrastructure for social life. CIRCL creates a space that shows what's happening, who's going, how to get there, how to stay safe, and how to turn a moment into a memory. It's a tightly integrated system that combines social features with real-time event discovery, safety tools, private friend spaces and shared galleries. But more than the features, it's about the mindset: real connection over digital noise.

The app does not aim to increase screen time, it aims to reduce it. It does not simulate experience, it facilitates it. It does not replace friendship, it enables it. CIRCL is built around the rhythms and realities of a generation that craves spontaneity, freedom and presence. A generation shaped by years of isolation, algorithmic pressure and digital overstimulation - and now ready to reconnect in the real world.

What we're building is not just a product, but a cultural shift. A move away from endless scrolling and passive consumption towards active participation, shared experiences and emotional memory. CIRCL makes it easy to say yes to a night out, to meet up without stress, to discover what's nearby and what matters now. It's a tool for being present - before, during and after the moment.

The long-term vision is clear: CIRCL aims to become the go-to platform for young people's social lives: first regionally, then nationally, and ultimately beyond borders. With every event discovered, every memory created and every spontaneous plan made, CIRCL helps rewire how a generation interacts with its free time - not as content, but as experience.

This is not about more technology. It's about better connection. And the belief that the best nights don't happen in group chats, they happen out there.

CIRCL is not just a product. CIRCL is a mindset. An invitation to go out. Together. Tonight. And again and again.