

SOLA

The solo travel app built for women.
V1 is ready.

THE PROBLEM

Women travel differently. No app is built for that.

There is invisible labour behind every trip a woman takes alone. Safety research, neighbourhood checks, questions you can only ask another woman. Which hostels actually feel safe. Which streets to avoid after dark. What to wear in which country.

None of this lives in one place. It's scattered across Reddit threads, Facebook groups, and outdated blog posts. Women deserve better tools.

72% of solo travelers are women
Solo Travel Society, 2024

\$125B solo travel market by 2028
Allied Market Research

OUR STORY

Born in Poblacion, Manila.

We met traveling. That corner of Manila where every traveler passes through on their way somewhere. We kept hearing the same thing from women on the road. The same frustrations, the same unanswered questions, the same gaps that no app or travel blog was filling.

So we spent a year listening. Hundreds of conversations with solo women travelers about what they actually need.

Then we taught ourselves to code and built it. No funding, no team of fifty. Just a deep belief that women should be able to travel freely, and that someone should build the tools to support that.

"Everything in here was built because a woman told us she needed it."

Self-taught founders

Bootstrapped

100+ women interviewed

1 year of listening

SECTION 01

The Product

A complete solo travel platform. Not a prototype. Not an MVP.
A real, working app submitting to the App Store this week.

What we built.

Five pillars. One app. Everything a solo woman traveler needs.

D

Discover

Country guides, city pages, places, experiences, budget breakdowns, safety info. All researched for women traveling alone.

C

Community

Ask the questions you can't google. Real women, real answers. Safety alerts, tips, shared experiences.

T

Travelers

Find women heading where you're heading. Smart matching by destination, interests, travel dates, and home country.

P

Trip Planning

Day-by-day itineraries, saved places, budget tracking, travel companions, comfort checks. Replace your spreadsheet.

H

Home

Personalized feed. Your trips, community activity, traveler recommendations, profile progress, all in one place.

This is not a prototype.

Real depth. Real content. Real infrastructure.

74

APP SCREENS

222

UI COMPONENTS

136

DB MIGRATIONS

v1.0

APP VERSION

19

COUNTRIES

75

CITIES

658

PLACES & EXPERIENCES

2,313

PLACE IMAGES

React Native

Expo SDK 54

Supabase

TypeScript Strict

PostHog Analytics

Apple Auth

Push Notifications

iOS + Android

Destination intelligence for solo women.

Not another travel guide. Structured, practical information that answers the questions solo women actually have. Safety, budget, vibe, what to expect on the ground.

- ✓ **Country guides** with solo friendliness levels, budget grids, visa info, cultural notes, transport summaries
- ✓ **City pages** with neighbourhood breakdowns, areas to explore, local experiences, social spots
- ✓ **658 curated places** with real descriptions. Cafes, hostels, experiences, landmarks, wellness spots
- ✓ **Smart filtering** by tags, categories, budget level, neighbourhood
- ✓ **Volunteer opportunities** hub with curated organizations across Southeast Asia

CONTENT COVERAGE



Regions Covered

Southeast Asia (Thailand, Vietnam, Indonesia, Philippines, Cambodia, Laos, Myanmar, Malaysia, Singapore) · East Asia (Japan, South Korea, Taiwan) · South Asia (India, Sri Lanka, Nepal) · Southern Africa (South Africa, Namibia, Mozambique) · Europe (Portugal)

The social layer that doesn't exist yet.

Discussions

A space for the questions you can't google. "Is it safe to walk alone at night in Medellin?" "Which hostels in Bali actually have a solo female vibe?" Real women, real answers.

- ✓ **Post types:** Questions, Tips, Experiences, Safety Alerts
- ✓ **Threaded replies** with voting system
- ✓ **Sola Team posts** with verified badges
- ✓ **First-time onboarding** with guided composer

Travelers

Find women heading where you're heading. Not a dating app. Not a random social feed. Context-aware matching that actually helps you find travel companions.

- ✓ **Smart matching:** near you, shared countries, shared interests, trip overlap
- ✓ **Together feature:** post activities, find companions
- ✓ **Direct messaging** with real-time delivery
- ✓ **Connection requests** with accept/decline flow

Safety by design: Identity verification system, content moderation, admin review dashboard, reporting tools, and Sola Team oversight built in from day one. Not bolted on later.

Plan it. Live it. Remember it.

Trip Planning

Replace the spreadsheet. Full trip lifecycle: planning, traveling, completed. Everything in one place.

TRIP FEATURES

Day-by-day itinerary	Time block scheduling
Saved places / wishlist	Budget tracking
Travel companions	Comfort checks
Transport tracking	Trip recap & analytics

Personalized Home

A smart home feed that adapts to where you are in your travel journey. New user? Get discovery. Planning a trip? See your itinerary. On the road? Live travel mode.

FEED CARD TYPES

- TRIP** Active, upcoming, and past trip cards
- STATS** Travel map, profile progress, stats snapshot
- SOCIAL** Trending threads, traveler recommendations
- NUDGE** Profile completion, first trip, verification

New user experience: Dedicated onboarding flow with welcome screen, profile setup, travel preferences, interests picker, and identity verification.

SECTION 02

Tech & Operations

Built to scale. Instrumented from day one.

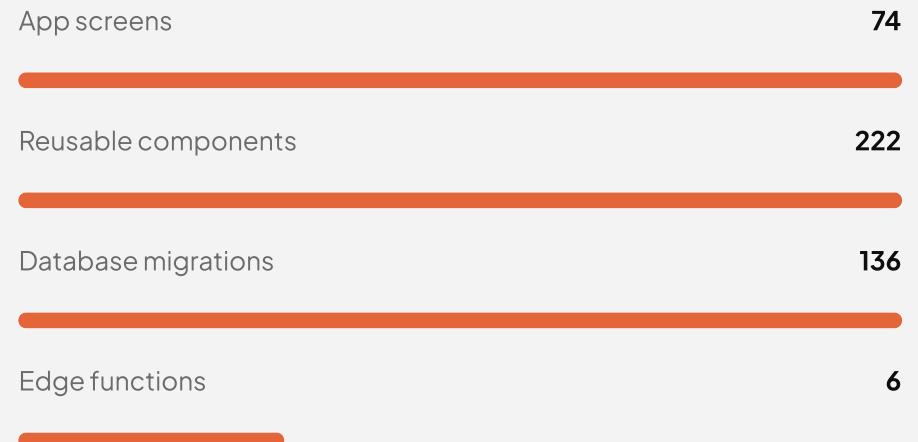
Not a hackathon project.

The stack.

Production-grade from the start. TypeScript strict mode. Full test coverage path.

FRAMEWORK	React Native 0.81 + Expo SDK 54
NAVIGATION	Expo Router 6 (file-based)
STATE	React Query (TanStack) v5
BACKEND	Supabase (Postgres, Auth, Storage)
AUTH	Apple Sign-In, Google OAuth
ANALYTICS	PostHog (full event instrumentation)
ERRORS	Sentry (crash reporting)
ANIMATIONS	Reanimated v4
PUSH	Expo Notifications
EDGE FUNCTIONS	6 Supabase functions (auth, proxy, push, email, account)

Codebase Scale



Design System

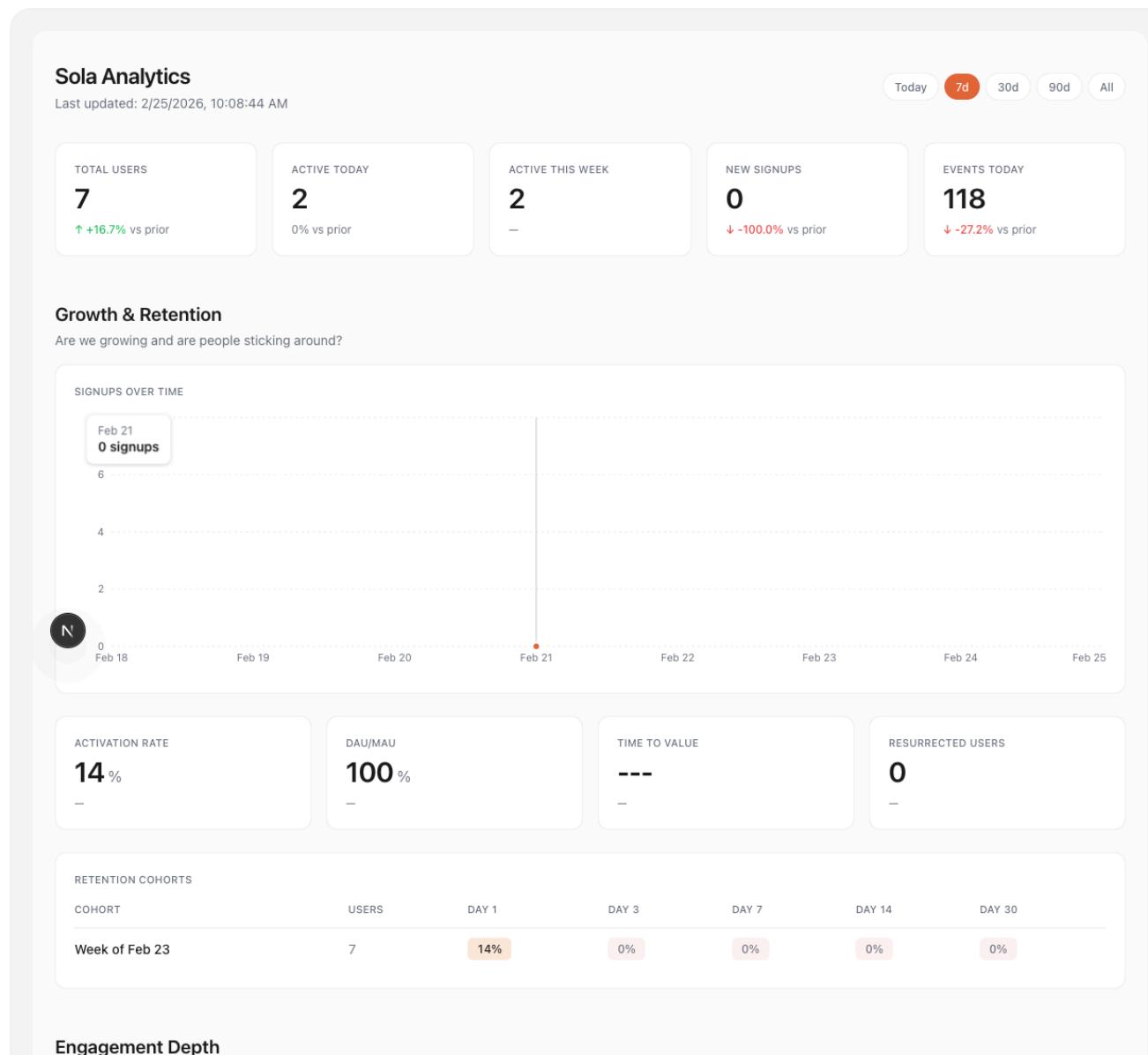
Single source of truth for all design tokens. Colors, spacing, typography, radius, animations. 44pt minimum touch targets. WCAG-aware contrast ratios. Consistent across every screen.

Cross-Platform

iOS primary. Android supported. Same codebase, native performance. Hermes engine optimized. New Architecture ready.

We built the dashboard before launch.

Full analytics from day one. Growth, retention, engagement, funnels, content performance, geo demand.



DASHBOARD SECTIONS

- Growth & Retention
- Engagement Depth
- Content Intelligence
- Funnel Analysis
- Geo Demand Heatmap
- Community Health
- Audience Demographics
- Power Users
- Churn Risk

BUILT WITH

Next.js 15, Recharts, Supabase queries, auto-refresh. Separate app at sola-dashboard.

Built to run, not just to demo.

Admin tools, moderation, automated emails, error tracking. The boring stuff that separates real products from demos.

M

Moderation

Admin tab with content reports, user reports, and verification review. Flag system with severity levels. Not visible to regular users.

Built

V

Identity Verification

Profile verification flow with admin review. Verified badges on traveler profiles. Trust signals throughout the app.

Built

E

Automated Email

Welcome email triggered on signup via Supabase Edge Function. Professional branded template with Sola voice.

Built

A

Analytics Pipeline

PostHog instrumented across every screen and interaction. Event tracking, session recording, feature flags ready.

Built

S

Error Tracking

Sentry integrated for crash reporting and performance monitoring. Real-time alerts on production issues.

Built

P

Push Notifications

Expo Notifications with Edge Function triggers. Message notifications, community activity, trip reminders.

Built

SECTION 03

Launch Readiness

Submitting to the App Store this week.
Here's where everything stands.

The checklist.

Completed

- Bundle ID registered**
app.solatravel.sola (iOS + Android)

- App icons and splash screen**
1024x1024 icon, adaptive Android icons, branded splash

- Apple Sign-In implemented**
Required for App Store. Google OAuth also available.

- Privacy permissions configured**
Photo library, camera, notifications, location

- All 74 screens functional**
Auth, onboarding, all 5 tabs, admin, settings

- Content populated**
19 countries, 75 cities, 658 places, 2,313 images

- Analytics & error tracking**
PostHog + Sentry in production

- Welcome email automation**
Supabase Edge Function trigger on signup

This Week

- Final QA pass**
End-to-end testing of all flows on device

- App Store screenshots**
6.7" and 6.1" iPhone, iPad Pro

- App Store listing copy**
Description, keywords, category

- TestFlight build**
Internal testing before submission

- Submit for review**
Apple review typically 24–48 hours

Target: Live by early March

Submit this week. Apple review takes 24–48 hours. Aiming to be live on the App Store within days of submission.

200+ people waiting. Before a single ad.

Organic interest from solo women travelers who found us through word of mouth and Instagram.

200+

TOTAL COMMUNITY

125

WAITLIST SIGNUPS

100+

SOLO TRAVELERS ENGAGED

Where they came from

Direct conversations	<div style="width: 60%; background-color: #e65100; height: 10px;"></div>	100+
Instagram (@with_solatravel)	<div style="width: 40%; background-color: #e65100; height: 10px;"></div>	70
Waitlist (website)	<div style="width: 10%; background-color: #e65100; height: 10px;"></div>	25

What this tells us

Zero paid acquisition. Every person found us organically or through direct conversation. The problem resonates. Women hear the concept and immediately want access. We haven't started marketing. These numbers are pure pull.

"When do I get access? I'm traveling to Vietnam next month and I need this."

Waitlist signup, January 2026

SECTION 04

Beta Strategy

100 people. Two cohorts. Every one intentional.

Two cohorts. Different purposes.

Not a public launch. A controlled opening to the right 100 people.

50

Cohort A: Community

Real users. Real feedback. Product validation.

- ✓ Women from our 100+ direct conversations
- ✓ Waitlist early signups (highest intent)
- ✓ Instagram community members
- ✓ Active solo travelers (currently traveling or planning)

GOAL

Bug reports, UX feedback, content gaps, feature requests.
These women shape the product before public launch.

50

Cohort B: Strategic

Investors. Partners. Amplifiers. Distribution.

- ✓ Previous investor conversations (Dennis + network)
- ✓ Travel industry contacts and partners
- ✓ Grant organizations (women in tech, travel, social impact)
- ✓ Cold outreach to aligned organizations

GOAL

Early credibility, warm investor pipeline, partnership conversations, grant applications with a live product to demo.

Who gets access and why.

Every seat is intentional. Each person opens a door.

CATEGORY	SEATS	WHO	WHY
Investors	15	Dennis + his network. Previous conversations from last year. Angel investors in travel/consumer.	Re-engage warm leads with a live product. "We talked last year. We built it. Try it." Much stronger than a pitch deck.
Personal Network	10	Friends, mentors, advisors in tech. People who've been following the journey.	Amplification. These people share with their networks. They become advocates who say "my friend built this."
Organizations	10	Women Who Travel (Conde Nast), Girls Love Travel, Solo Female Travelers network, Women in Travel Summit.	Partnership pipeline. Content partnerships, community integrations, co-marketing. One partnership = thousands of users.
Grant Bodies	10	Google for Startups, Techstars Social Impact, UN Women, She Loves Tech, Cartier Women's Initiative.	Non-dilutive funding. Social impact angle is strong. A live, functional product dramatically improves application odds.
Cold Outreach	5	Travel tech journalists, solo travel influencers (10-50K followers), hostel chain partnerships.	Press and content. "Woman-first travel app launches" is a story that writes itself. Early coverage = organic downloads.

LinkedIn launch content plan.

4-week content calendar. Build momentum before and after App Store launch.

WEEK 1 — PRE-LAUNCH

"We spent a year listening"

Origin story post. How two founders met in Manila, talked to 100+ solo women, taught themselves to code. No jargon. Just the story. End with: "It's almost ready."

WEEK 2 — LAUNCH WEEK

"We just submitted to the App Store"

Product reveal. Share 3–4 app screenshots. Lead with the problem. Show the solution. Include real numbers (74 screens, 19 countries). Tag relevant people. Ask for TestFlight testers.

WEEK 3 — DEPTH

"What 'safety info' means for women"

Problem-focused post. The invisible labour of solo female travel. Specific examples. "Here's what we built to solve it." Show a country page, a community thread. Educational, not salesy.

WEEK 4 — MOMENTUM

"First 100 users are in"

Early feedback and learnings. What users said. What surprised you. What you're changing. Be honest about what's working and what's not. Vulnerability builds trust. End with a CTA.

Story / Credibility

Launch / Social Proof

Education / Awareness

Traction / FOMO

LinkedIn assets needed: App icon (have it), 4–5 app screenshots (create this week), product stats graphic, origin story photo (Poblacion, Manila), founder headshots. All posts from personal profile, not company page. Personal profiles get 5–10x more reach.

The outreach playbook.

Different message for each audience. Same core: "We built it. Try it."

To Investors (Re-engage)

"Hey [name], we spoke about Sola back in [month]. Quick update: we've built the full product (74 screens, 19 countries, real content) and we're submitting to the App Store this week. Would love to give you early access. Here's a 2-min walkthrough: [link]. Worth 10 minutes?"

To Organizations (Partnership)

"Hi [org name], we've built Sola, a travel app specifically for women traveling alone. We're launching with 19 countries, 75 cities, and a community feature for the questions you can't google. We'd love to explore a partnership. Our first 100 users are going in now. Happy to demo."

To Grant Bodies (Application)

"Sola is a mobile app that makes solo travel safer and easier for women. We've built a full product (live on the App Store), bootstrapped by two self-taught founders. 200+ women in our community. We're applying for [grant] to fund user acquisition in our first target markets."

To Press (Cold Pitch)

"Subject: Solo travel app built by two founders who met on the road. Two guys met in Manila, spent a year talking to solo women travelers, taught themselves to code, and built the app those women asked for. Sola launches this month. Happy to share the full story."

To Community (Waitlist)

"You signed up for the Sola waitlist. It's ready. You're one of the first 50 people to get access. We built this because of conversations with women like you. Everything in the app exists because someone said they needed it. Download here: [link]. Tell us what's missing."

Outreach Timeline

- **Now** Prepare templates, lists, assets
- **Submit** App Store submission + TestFlight invites
- **Week 1** Cohort A (community) gets access
- **Week 2** Cohort B (strategic) outreach begins
- **Week 3–4** LinkedIn content, press, partnerships

After launch.

V1 is the foundation. Here's what comes next.

MARCH 2026

Launch + Feedback Loop

Get 100 users in. Collect feedback aggressively. Fix bugs daily. Ship improvements weekly. Establish a rapid iteration cadence.

Q2 2026

Monetization

Subscription model via RevenueCat. Free tier with core features. Premium with unlimited trip planning, advanced filters, priority community access.

H2 2026

Scale to 10,000 Users

ASO optimization, partnership activations, press coverage, Instagram growth, referral program. Target: 10K users by end of 2026.

Content Completion

Fill remaining 7 country guides. Complete place tags. Add Tokyo and Lisbon city page content. Expand to 20+ countries.

Offline Support

Local cache for destination guides and trip itineraries. Sync queue for community posts. Essential for travelers with spotty connectivity.

Expand Coverage

Latin America (Colombia, Mexico, Peru), Central America, more of Europe, Middle East. Community-driven content where users contribute local knowledge.

SOLA

Built by two people.
Shaped by hundreds of women.
Ready for the world.

Get early access.

We're opening Sola to our first 100 users. If you want in, or know someone who should be, reach out.

team@solatravel.app

@with_solatravel