

**What is the business?**

At FILO, which translates to 'friend' in Greek, we're committed to addressing loneliness among men. Our mission is to develop a user-friendly app that assists men in forming friendships and joining social groups based on their interests and location. We aim to cultivate authentic connections and combat the issue of isolation in contemporary society.

**What is the product/service?**

At our company, we're dedicated to creating genuine connections for men, with a focus on fostering camaraderie. Our platform offers a unique service designed to help men build meaningful connections based on shared interests. It's important to note that our mission is to create an inclusive and supportive environment for all men, irrespective of their sexual orientation.

**What makes you stand out?**

We stand out from the crowd by offering a distinct and vital service. Unlike dating apps, our platform is exclusively focused on genuine friendships among men. It caters to male-oriented social needs while emphasizing a strictly platonic and inclusive approach. Our commitment is to provide a safe and welcoming space.

**Who are you trying to reach?**

Our mission is to provide a valuable platform for men to build friendships and combat social isolation, prioritizing genuine connections over other considerations.

**Any specific groups you want to aim for?**

We have a strategic focus on creating groups based on both geographic proximity and shared interests. By facilitating these connections, we provide our users with the opportunity to form bonds with like-minded individuals in their local communities.

**What do you want your website to do?**

Our website's primary purpose is to serve as an informational hub, providing an 'About Me' section to introduce our mission and services. It will also include a direct link to access our app, making it easy for users to join our platform. In terms of design and functionality, we're looking for a website that represents our brand effectively.

**Are there colours, logos, or styles you're into?**

We have a specific aesthetic in mind for our brand. We're drawn to a blue colour palette, which we believe conveys a sense of masculinity and coolness. Additionally, we'd like to incorporate elements that pay homage to our Greek-inspired name, 'FILO,' to create a unique and culturally resonant brand identity.

**Do you have the words and visuals ready for the site, or could you use some help with that?**

The client has expressed a need for support in the development of website content and visuals. Further collaboration will be required to determine the specific requirements and preferences for these elements.