"*I want to help people find businesses that are safe spaces. As a non-binary person who lives in a progressive city and country, people might assume that any business would welcome queer customers,*"

"*That is just not true;* **I don't always know if a business will be safe** *for me. Sadly, some places I visited as a youth are no longer welcoming to me as a young adult navigating the world.*"

James Makiol, Partner at SEqueer

Introducing SEqueer

A Community Search Engine designed to identify and support small and intersectional businesses.

Focused on highlighting a business'
LGBTQIA+ Community Ownership/.

Operating as a digital platform to bridge the gap between an underrepresented consumer market and small businesses to support the ever changing social landscape.
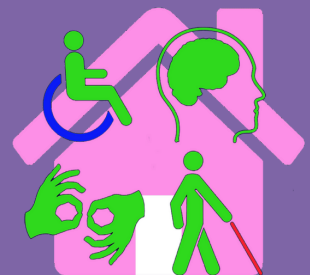
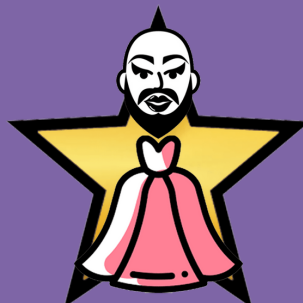Representation is important. We See You.

About SEqueer

Founded by Sirie Palmos, a working mother who noticed the gap in a personal sense when recently a family member entered the queer community. New to this community, they had no idea of where to go; what businesses would support them, offered specific facilities or accommodated expressions of self.

Unsure of how to help, Sirie reached out to family friend James Makiol, a trans non-binary uni student who themselves had noticed the queer comunity, especially in queensland, faced a lack of support and opportunity for guidance. They wanted to help other members of the community feel supported, and be able to support those and build relationships with the people and businesses that support them.

This is how SEqueer was born. Born from the desire to provide representation in business and highlight safe spaces for those who need them. A first-of-its-kind platform that empowers users to promote the businesses they encounter that support their preferences and accommodate their needs.

Examples of SEqueer Badges
(L:R All Gender Bathrooms, Gender Non-Conforming Clothes, Handicap Access

SEqueer's Impact

A platform for small businesses, going the extra mile to provide for their customers. From providing accessibility for disadvantaged consumers, or even common concerns such as free parking- SEqueer allows businesses to share these practices and users to recognise these efforts through a badge awarding system

SEqueer gives businesses the space to provide additional information about inclusive practices, for example for minorities and people with physical impairments. SEqueer also displays consumer ethical preferences and requirements, such as dietary offerings and sustainability practices.

As part of SEqueer's commitment to strengthening the intersectional community, at least **20%** of gross income goes back into the community to empower people and youths around the world.

Challenges of SEqueer

Resources of every description are stretched: time, money and marketing efforts. These are vital to the growth of SEqueer, as a crowdsourced platform- a crowd is needed.

The aim of SEqueer is to be the trusted place people to go to find businesses, a directory for those wanting to hire or shop from a queer owned or allied company. For consumers to actively make the choice to hire someone from the LGBTQIA+ sector, or a minority, or a person with disabilities when it is appropriate and when they want to include and diversify their lives in an organic and sustainable manner.

Function of SEqueer

Designed in two parts,
1. IOS/Android app for users and
2. Website for businesses

Our platform provides a seamless experience for each user.

The App

For users, SEqueer operates as a crowdsourced platform for consumers to search and locate businesses that align with their needs and preferences.

Users can search a business and award badges that identify the inclusive practices, facilities, ethical preferences and services they offer.

Badges provide a visual representation and confirmation to all other users of safe and welcoming environments for people across all business types.

The Website

For businesses that have been looking to support this diversifying community, SEqueer allows them direct entry into an underutilized consumer market by expanding their reach.

SEqueer advertises ownership diversity, and information about the practical, social, and sustainable practices of a company.

When corporations and government entities look to spend in this community, SEqueer provides procurement options for intersectional businesses.