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.