

You belong anywhere.

Eleven screens. The V1 mobile experience, with Brand Kit V1.0 applied. Anchored to the activation loop: *join* → *attend* → *reconnect* → *return* → *pay*. Every surface earns its place by raising the chance someone who arrived alone comes back with someone they know.



I Join.

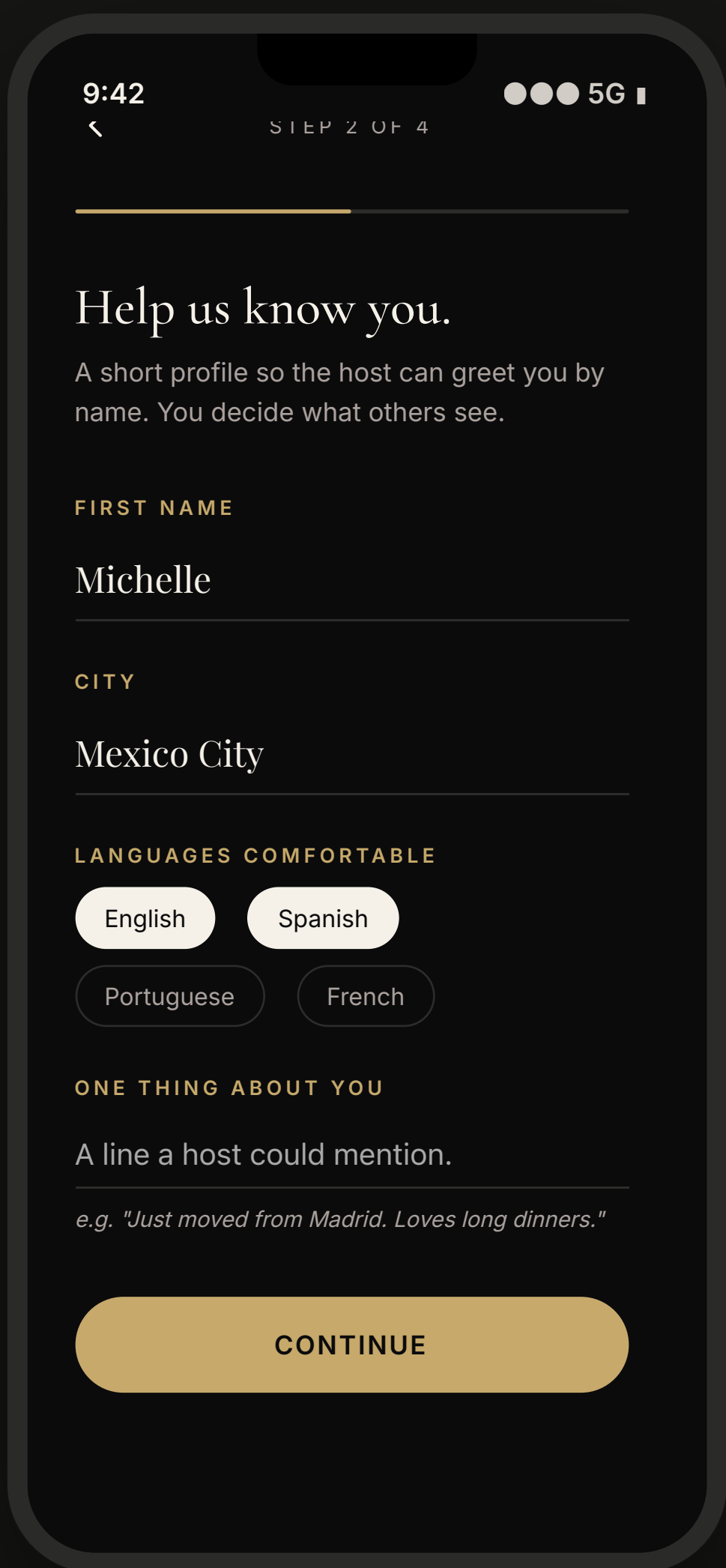
First impression to first table.



01 · WELCOME

Apply for access.

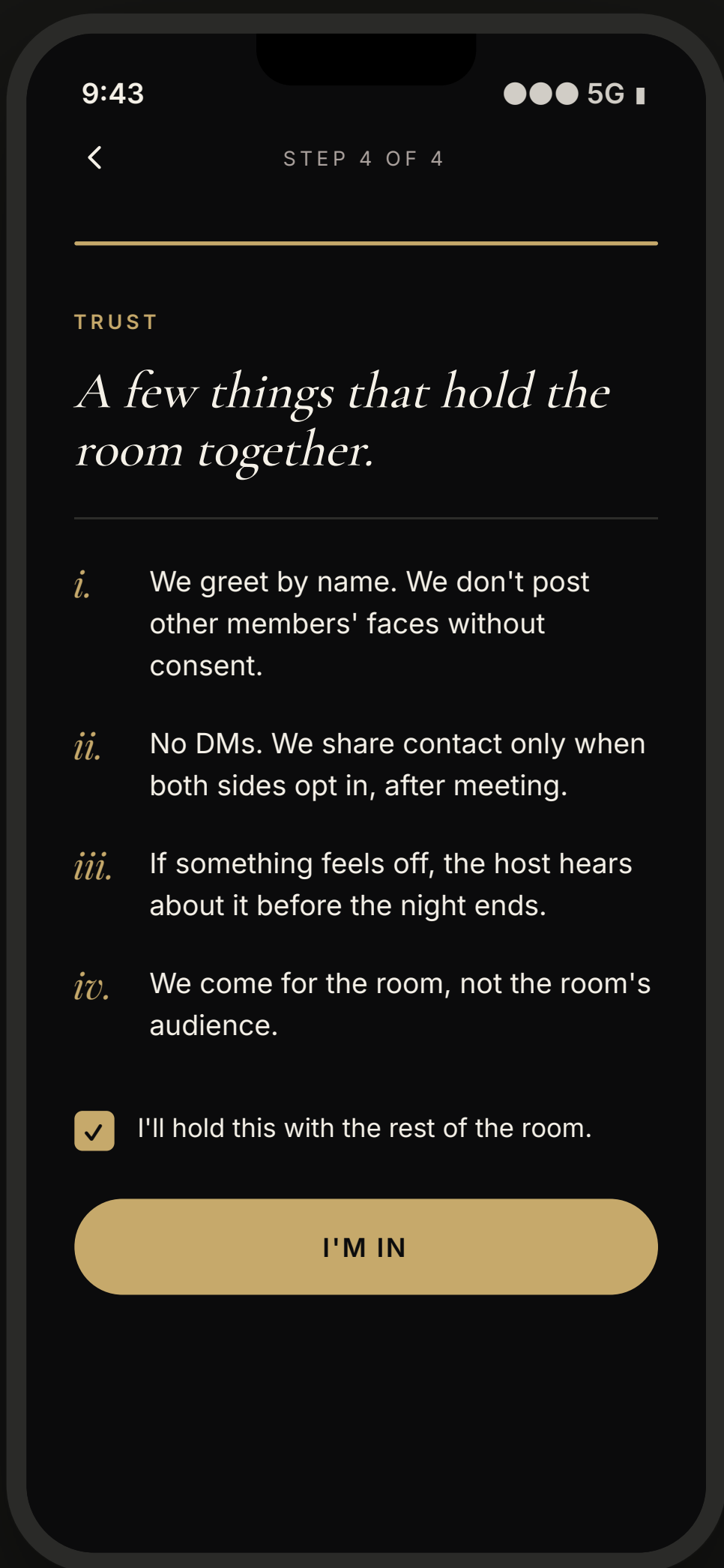
One promise, one CTA. The wordmark and Portal lead. No grid of features — the brand is the offer.



02 · PROFILE

Build the trust object.

Profile = trust, not browse-bait. Identity is contextual: the host uses it to greet by name, not for swiping.



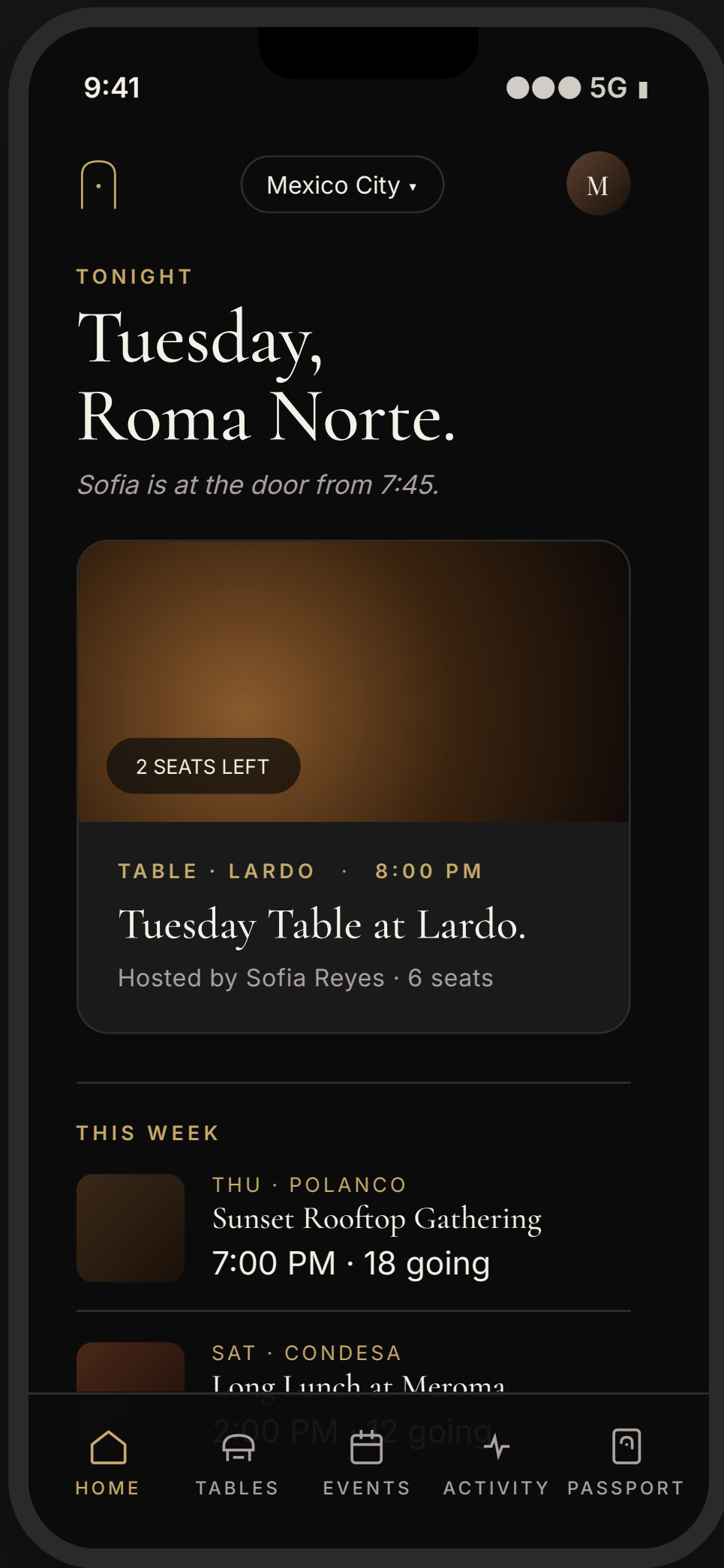
03 · CODE OF CONDUCT

Trust is a product surface.

Four short principles, one button. Read in 10 seconds, signed in 12. Sets the room temperature before they're in it.

II Attend.

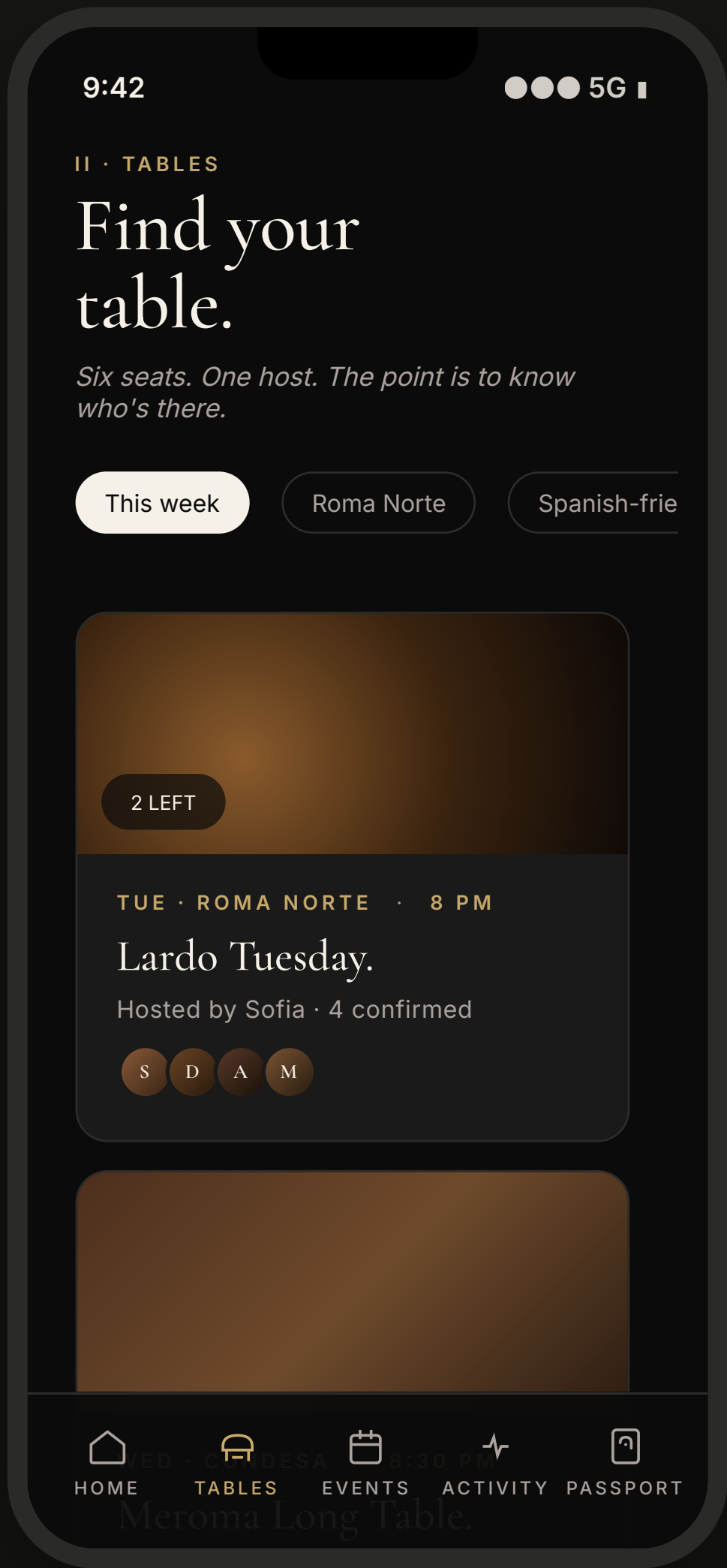
From home, to the table, to the doorway.



04 · HOME

One night, one room.

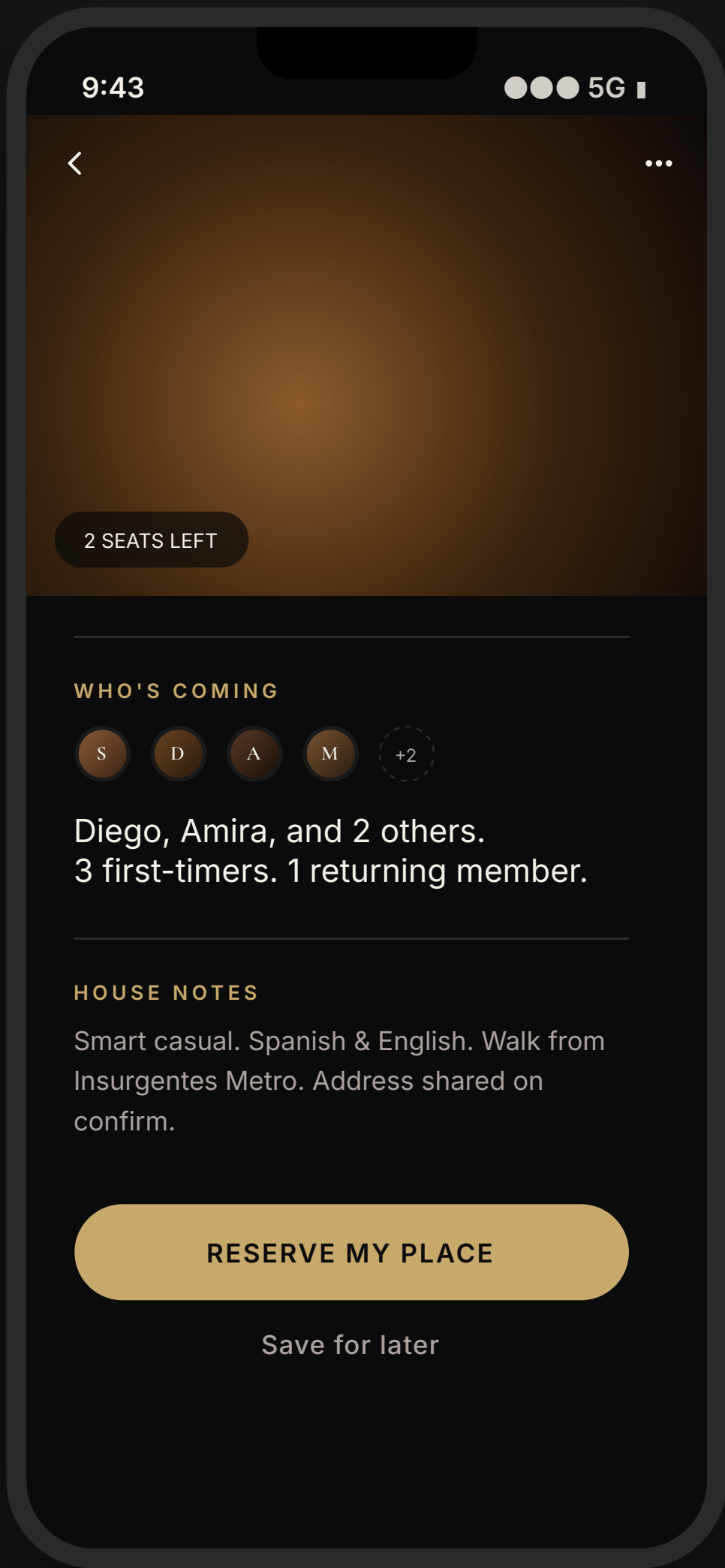
Home answers a single question — what's tonight, where, with whom. No feed, no notifications wall. Tonight is the headline.



05 · TABLES

The hook feature.

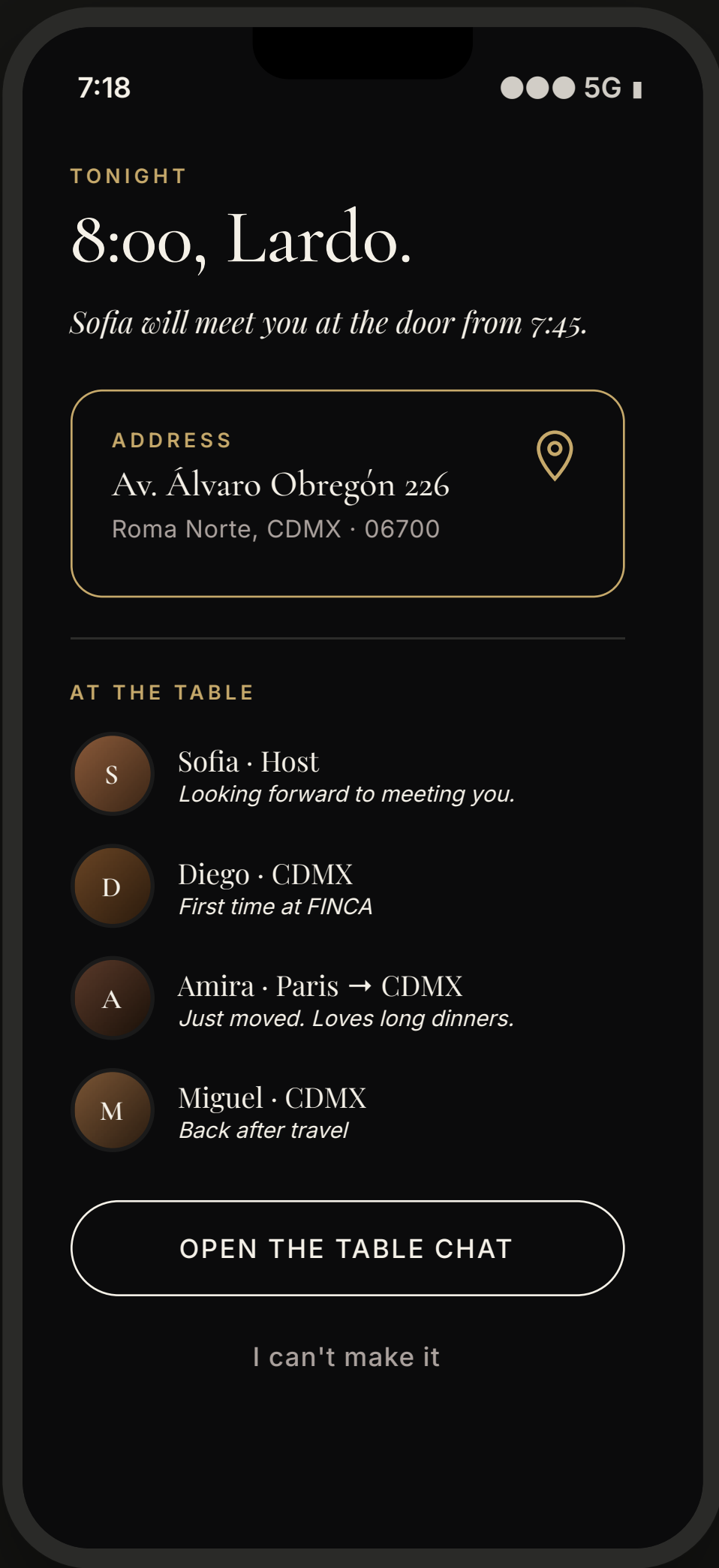
Tables are the magic moment. List view emphasises host, neighborhood, and seats. Filters are utilitarian — never algorithmic.



06 · TABLE DETAIL

The commitment screen.

Host before description. Attendees before logistics. House notes before address. The order is intentional — relationship-first.



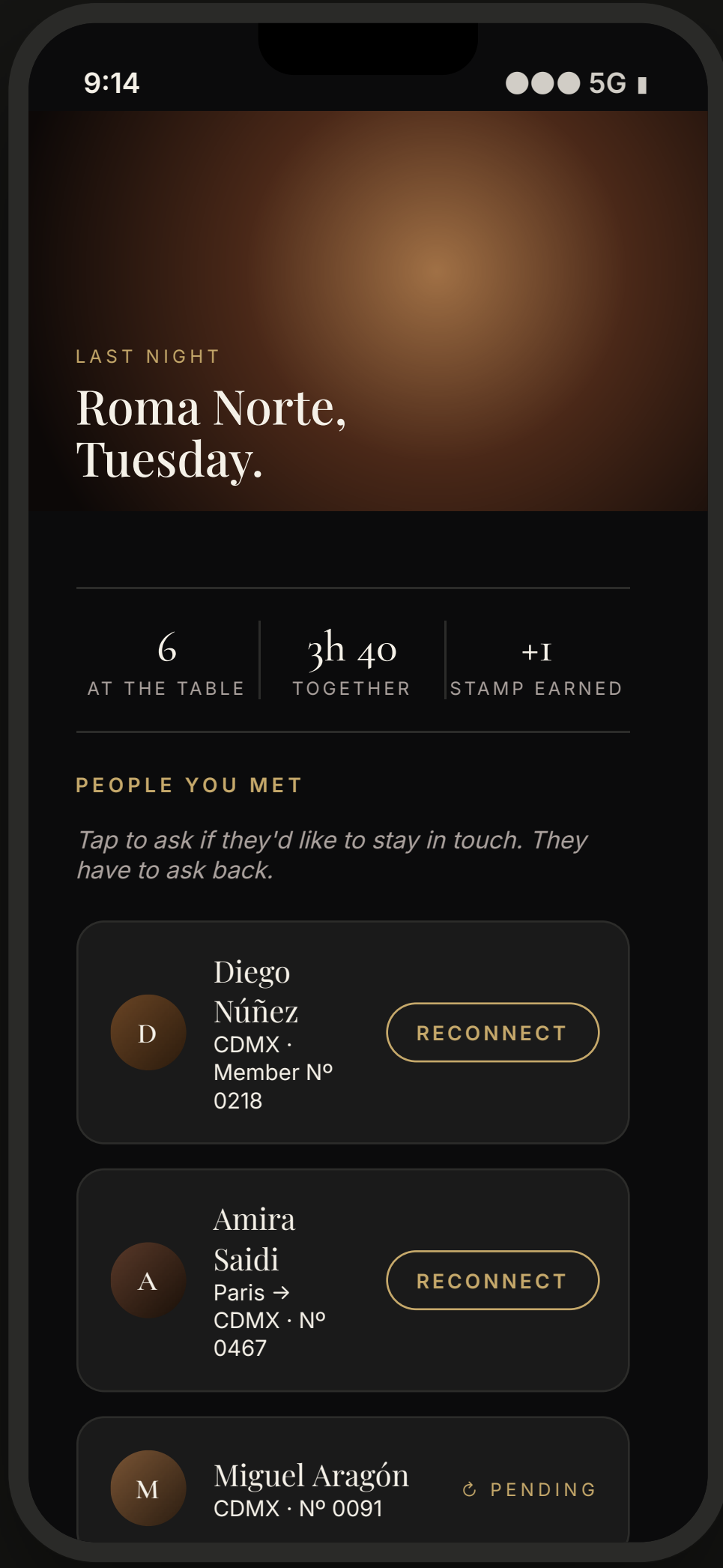
07 · THE DOORWAY

Be greeted by name.

Pre-night context the host has too. The Doorway Moment isn't a feature — it's an operating commitment, surfaced in product.

III Reconnect.

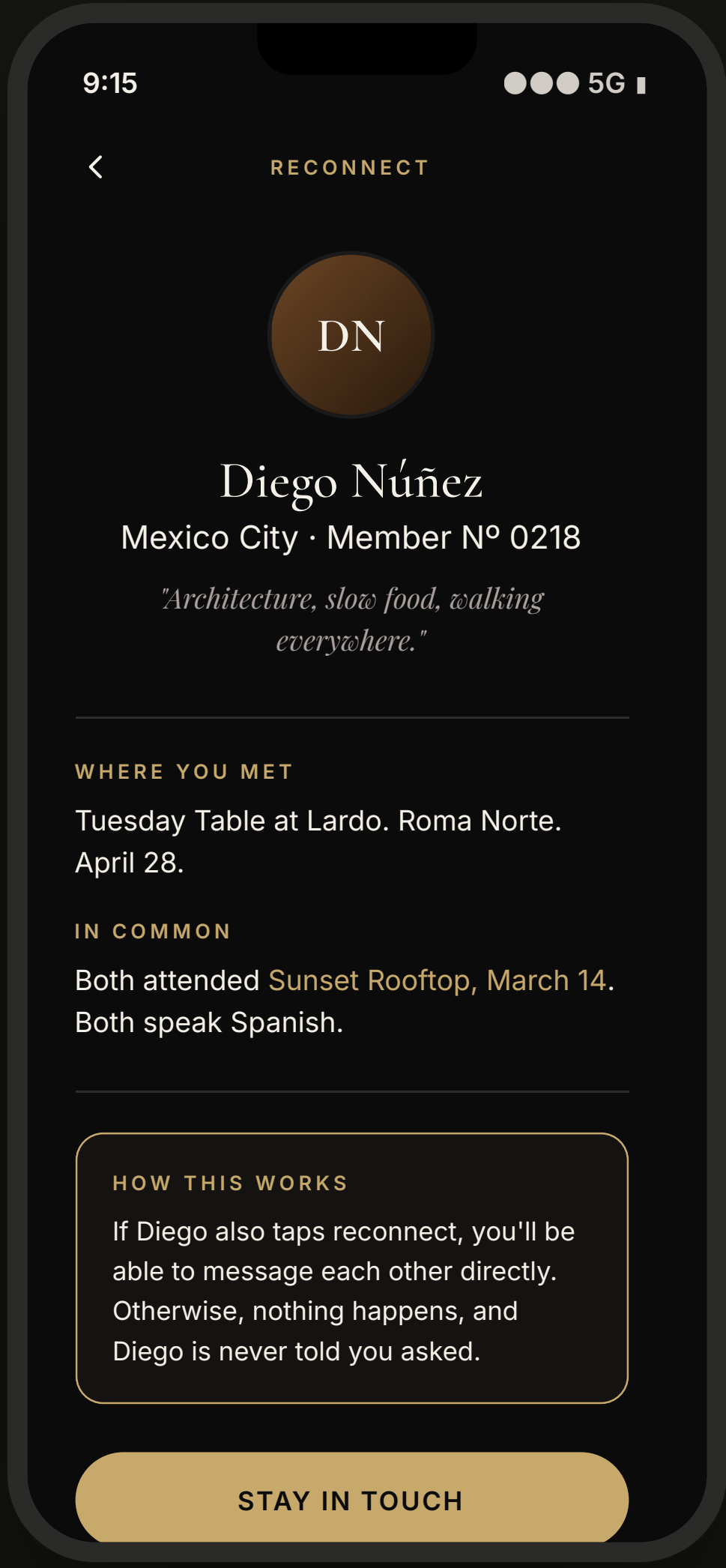
Where the night becomes a network.



08 · RECAP

The night, kept.

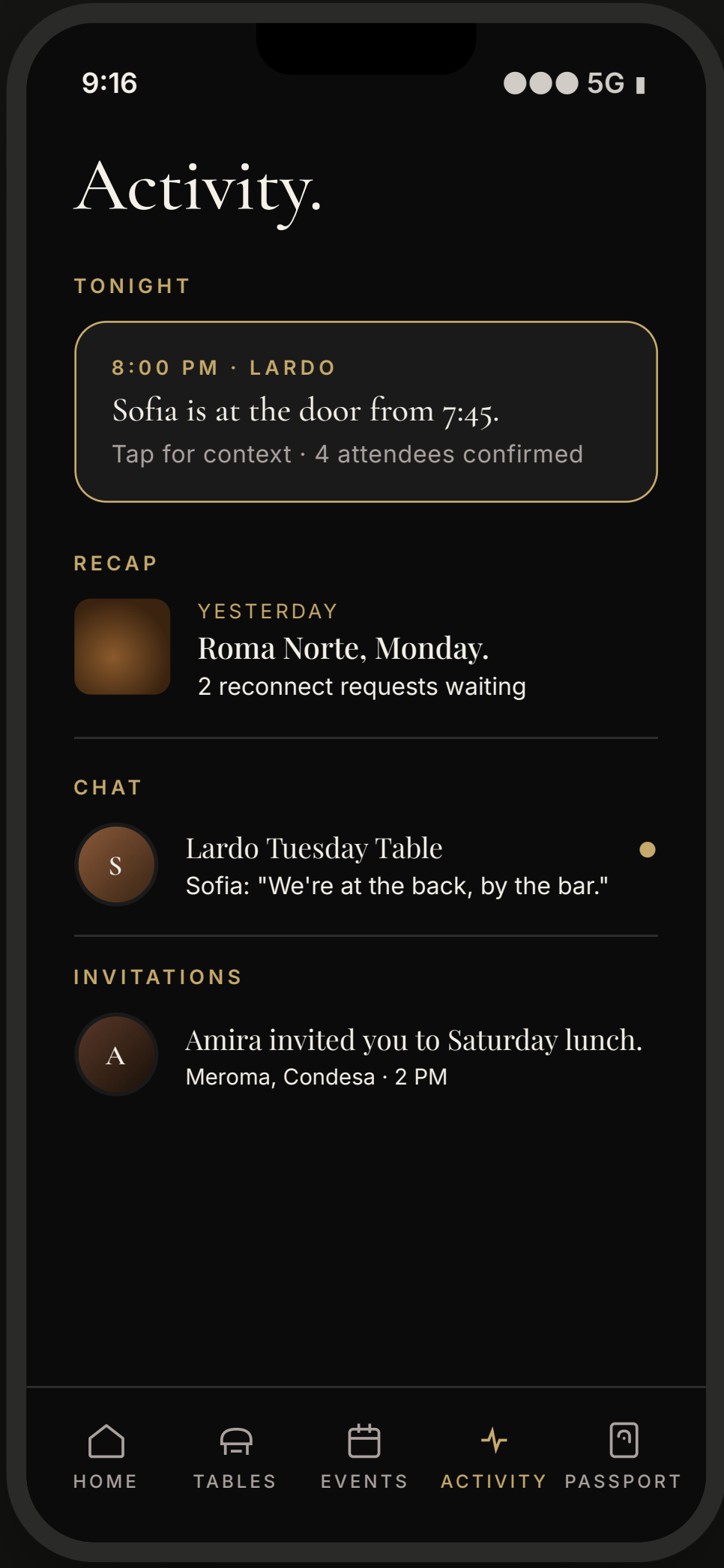
Sent the morning after. Mutual reconnect requests live here. The KP: % who reconnect AND return within 30 days.



09 · MUTUAL RECONNECT

Selective contact, by consent.

Both must opt in. The "never told you asked" line is the trust mechanic. No DMs, no inbox — this is the only post-event channel.



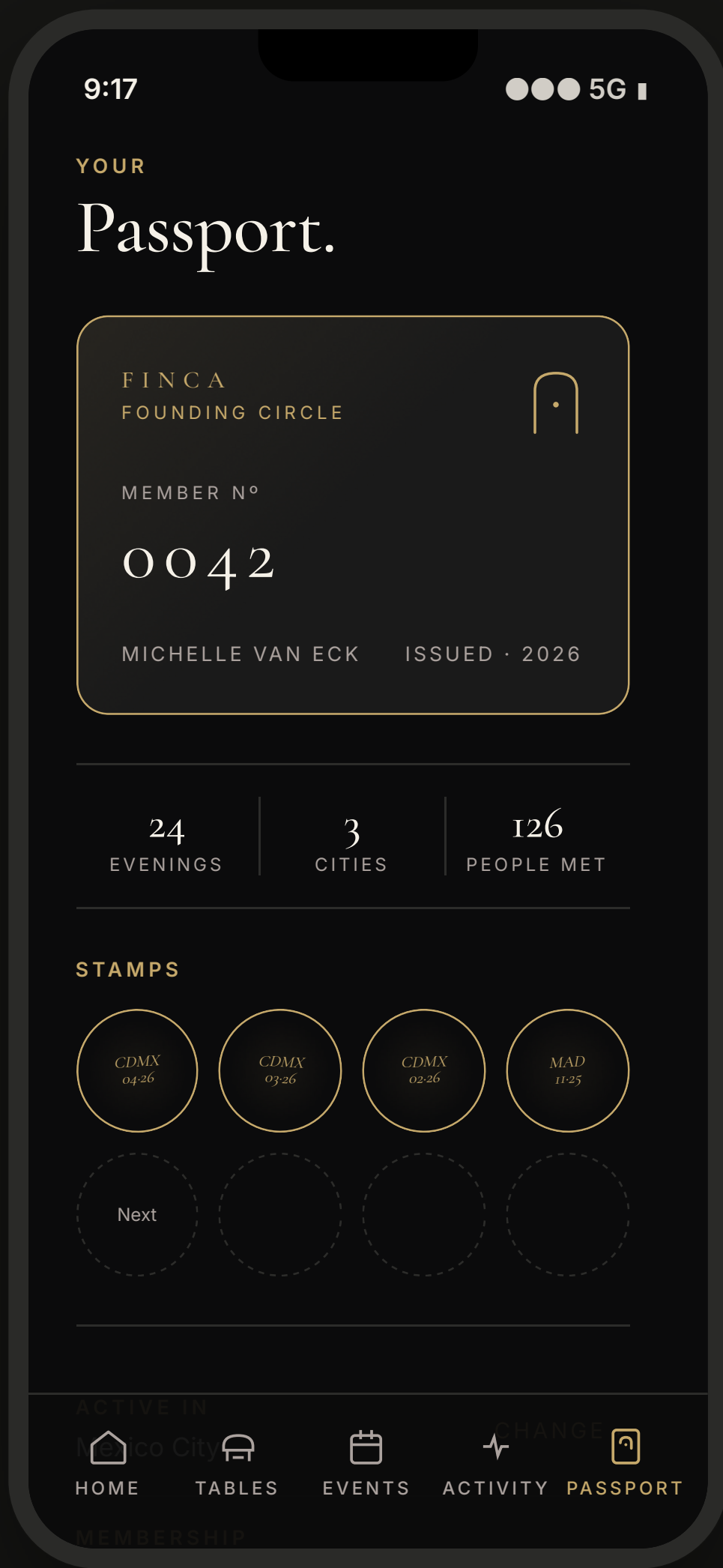
10 · ACTIVITY

Not Members. Activity.

Replaces the usual Members tab. Combines tonight, recap, chat, and invitations. Where members actually return — not where they browse profiles.

IV Return.

Identity that travels. Membership that earns its place.



11 · PASSPORT

Earned, never asked.

The Passport leads with stamps and member identity, not paywalls. Pay surfaces appear behind "Benefits" — value first, transaction second.

FINCA

SOCIAL CLUB

"FINCA is not a luxury brand. It is a system for belonging that happens to feel premium." Eleven screens, one promise. Hand to a designer. Build it Monday.

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