

One Million People Join Sol as Americans Search for Purpose & Meaning in the Age of AI

Fast-growing platform reaches milestone as new research finds Americans rank purpose above skill, creativity, or relationships in what makes life worthwhile

NEW YORK, NY, UNITED STATES, June 8, 2026 /EINPresswire.com/ -- [Sol](https://www.getsol.app) (getsol.app), a platform for inner life and wellbeing, today announced that it has surpassed one million users worldwide, making it one of the fastest-growing platforms focused on purpose and wellbeing.



The milestone comes amid growing public concern about burnout, loneliness, identity, and the impact of artificial intelligence on work and society. While Sol has grown more than 30% month-over-month and maintains a 4.9-star App Store rating, its founders believe the significance of the milestone extends beyond business performance.

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As AI transforms our work and society, it is also transforming how we think about ourselves. Success in life is now seen as coming from having meaning and purpose, not just skills or abilities.”

Nazar Yasin, Co-founder & CEO, Sol

According to an early finding from the forthcoming Sol Inner Life Index — a national research study on purpose, meaning, and human flourishing in America scheduled for release in July 2026 — Americans overwhelmingly prioritize purpose and meaning over traditional measures of achievement.

Purpose Seen as 14x More Important to Achieving “Success” than Technical Ability

In a nationally distributed survey of U.S. adults conducted in June 2026, 35.5% of respondents selected “purpose and

meaning” as the single most important quality for a fulfilling and successful human life. Relationships and community ranked second at 21.8%, while analytical and technical ability

ranked last at just 2.5%.

"As AI transforms our work and society, it is also transforming how we think about ourselves. Americans increasingly see success as coming from meaning and purpose, not just skills and abilities," said Nazar Yasin, Co-founder and CEO of Sol.

The Scientific Case for Purpose

"Decades of neuroscience research shows that when we orient our lives around meaning and ultimate purpose, we become not only healthier but also more able to realize our goals," said Dr. Lisa Miller, Chief Science & Wellness Officer at Sol and Professor of Psychology at Columbia University.

From Achievement to Meaning

Yasin, who spent more than fifteen years as a tech entrepreneur and investor before founding Sol — including roles at Tiger Global, Goldman Sachs, and as CEO of a 'unicorn' startup he grew to over 100 million users — added: "We tend to think success creates meaning, but it's actually the opposite. Throughout my career I've seen that inner capacities like purpose, compassion, and emotional intelligence are often what create outer success. As AI becomes more capable, those uniquely human capacities are becoming more valuable, not less."

Why One Million People Use Sol

Like a "Strava for inner wellbeing," people use Sol to build daily wellness routines that reflect their values, beliefs, and sense of identity while connecting with others on similar journeys. The platform combines personal growth tools, social connection, and guided experiences to help users build greater purpose, resilience, and belonging.

The full Sol Inner Life Index will be released in July 2026 and will explore how Americans think about purpose, burnout, belonging, spiritual life, relationships, and AI-related anxiety during a period of rapid technological and cultural change.

About Sol

Sol is your inner life companion, helping you build clarity, connection, and purpose through daily practices and community. Sol serves more than one million users worldwide and is available on iOS, Android, and the web.

Media Kit and supplemental resources :

getsol.app/press

Research and analysis:

getsol.app/research/purpose-in-the-age-of-ai

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