See Circles Opens Private Beta to Test a New Approach to Everyday Discovery

The company is testing software designed to do more of the sifting — bringing forward a few relevant, reachable possibilities instead of another feed to search

Less Searching. More Time for What Matters

LOS ANGELES, CA, UNITED STATES, September 1, 2026 /EINPresswire.com/ -- Technology has made more of the world accessible: more information, more places, more events, more communities and more possibilities. But much of the work still falls on the person — searching, comparing, filtering and deciding what is actually worth their attention.

See Circles is built around a simple idea: software can do more of that first-pass work.

The company is opening a private beta of software designed to bring forward a smaller number of relevant, reachable possibilities instead of giving people another feed or directory to sort through.

FROM POSSIBILITY TO OPPORTUNITY

The idea began during a cross-country drive. Avi Shaked, one of See Circles' co-founders, realized he was probably passing remarkable places and experiences without knowing they were there. Drew Mohar, his co-founder, gave the obvious answer: search for them.

Avi replied: "By the time I think to look, the moment's gone."

The information existed. The opportunity did too. What was missing was the connection between the person and something that might genuinely belong in the day they were already living.

> Search is great when you know what you're looking for. But you can't search for something you don't know is there"
>
> *Dror Mohar, Co-Founder, See Circles*

"People don't need another feed fighting for their attention," said Mohar. "Search is great when you know what you're looking for. But you can't search for something you don't know is there. We think software can do more of the sifting and bring forward a few things that genuinely belong in your day."

See Circles is designed to bring together different kinds of opportunities — people, communities, events, places, offers and experiences — without asking the user to manage them as separate information problems. Geography helps answer one important question immediately: is this actually within reach?

The goal is not to show more. It is to make a few worthwhile possibilities easier to see, understand and act on.

THE USER STAYS IN CONTROL

See Circles becomes more useful with context, but the principle is straightforward: people decide what they want to share.

"You decide what you want See Circles to know about you. From there, it can do more of the work," Mohar said.

The goal is not maximum knowledge about a person. It is enough context to make the experience genuinely useful, while keeping the user free to act, ignore, correct or redirect it.

The same standard applies when businesses, venues and organizers participate in See Circles. Relevance remains the gate. An offer or experience should add something useful to the moment rather than simply buy attention.

A PRIVATE BETA BUILT TO LEARN

The private beta will test whether See Circles can reduce searching and sifting, present fewer and better starting points, and make the path from discovery to action easier in everyday life.

The company is also testing a different measure of success: not simply how much time people spend in the app, but what the experience sets in motion.

"If we do our job well, See Circles won't be defined by what people did on the screen," Mohar said. "It will be defined by the experiences, connections and discoveries that began because of

what they found there.”

See Circles is inviting journalists and selected partners to request a private demonstration and founder briefing during the beta period.

ABOUT SEE CIRCLES

See Circles is building software designed to sort through the people, places, events, communities and opportunities around a person and bring forward a smaller number that are relevant and within reach. Using context people choose to share, See Circles aims to reduce searching and sifting while making worthwhile possibilities easier to discover and act on. See Circles is developed by See Circles LLC.

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