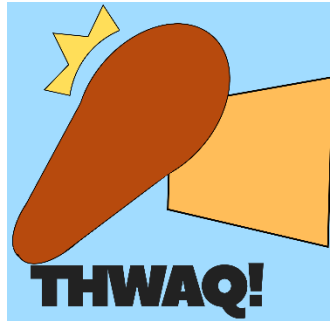




PUBLICITY KIT

About THWAQ!

Purpose & Functionality

THWAQ! is a social media app designed to connect users with nearby clubs, teams, organizations, and volunteer groups, or any other kind of group you may want to form or join, also known as Qlubs.

The app combines the standard dating app structure with cooperative group organizational tools, creating an all-in-one platform for both finding and managing groups. After creating a profile and entering information about their hobbies, interests, location, etc., users are presented with publicly available Qlubs that match their criteria.

There is also an option to use a search function to find specific Qlubs.

Qlub creation is also a simple process. Standard users are allowed to be the owner of two Qlubs per account, and owners of ULTRA THWAQ! accounts will be able to own an additional three. Being the owner of a Qlub means that you have ultimate control over your Qlub's homepage, and you have access to the inverse of the Qlub search feature, where you can see users who have interests that match your own Qlub's criteria and can send them invitations to join.

Every Qlub's homepage is a space that makes organizing real-life meetings with Qlub members as streamlined as possible. Standard Qlub pages include group chats, collaborative calendar software, and member lists with an easy system for promoting individual members to leadership roles and tracking those roles. ULTRA Qlubs will have the opportunity to try out new organizational tools before they become available for standard use, and this will give THWAQ! more opportunities to respond to complaints and adjust the functionality of its tools to maximize their usefulness.

What Sets Us Apart

The main difference between THWAQ! and similar apps in the dating/socializing app industry is that their primary focus is to serve users in suburban and rural areas. A common complaint I heard while brainstorming this app was that similar apps were only effective in densely populated areas, which is an issue inherent in a business model that requires user input to function. Because connecting with this demographic is a business priority, more effort will be devoted to raising awareness of the app among potential small-town users through location-specific marketing.

Aside from different demographic priorities, there are a few other differences that were made in response to peer feedback. Interviewees felt their complaints about other users on existing social apps were not taken seriously by the company, and that any reports they submitted were not received or given attention. THWAQ ensures that users who report other users for inappropriate behavior are kept up to date on the offending user's internal investigation and the status of their account until they are satisfied with the outcome. Another common complaint concerns user privacy. Entering personal information into their profiles on other apps made these users uncomfortable because they did not know exactly how the company would use this information. This is due to a combination of the app's ownership by tech conglomerates, advertiser contracts, and concerns about AI. THWAQ! is an independent app not owned by a large tech company, and any information entered the app's database is guaranteed not to be sold to third parties.

Growth Plan

THWAQ! will have early test launches in small towns and suburban areas throughout North Carolina. With an initially limited user base, we will be able to consider user complaints and adjust to better meet their needs as the app's reach slowly expands across the U.S. and eventually becomes global.

Founder's Bio

My name is Zachary Comerford, and I am the founder of THWAQ!, a social media app designed as a central hub for joining and managing clubs, teams, volunteer organizations, and any other kind of group users are interested in forming.

While enrolled in high school, I earned an Associate of Arts degree through Johnston Community College. I completed my Bachelor's in Accounting at Western Carolina University, and through the same school, I am working toward a Master of Accountancy.



I started thinking about the concept of THWAQ! very shortly after completing undergrad and moving back home to finish my degree. I have spent roughly a year developing hobbies while continuing my graduate studies, with little to no outlet for sharing them with like-minded people. This is primarily because my hometown is a small, spread-out suburban area with very few opportunities to meet people outside of school and work. There are apps that can be used for this purpose, but I found myself dissatisfied with each due to a different set of frustrating features. THWAQ!'s features were based on doing the opposite of everything that left me feeling so frustrated with each of these apps.

Contact Information:

Zachary Comerford

Owner, THWAQ

zachbcomerford@gmail.com

PRESS RELEASE

August 9, 2026

Clayton, NC – Zachary Comerford is launching THWAQ!, an app designed to streamline the process of creating, joining, and managing Qlubs, which can be sports teams, book clubs, volunteer organizations, or any other group you may want to be a part of.

Clayton, NC, will be given exclusive early access to the app, which is completely free to use. This app was created to support and bring together small-town communities, and I wanted to start by supporting my own small town. This early access will give any users the opportunity to try out the app with ULTRA benefits (described below) and give feedback directly to the development team to suggest areas of improvement with a guarantee that the team will read and respond to your feedback. Our goal is to provide an important tool to local communities, so we want to ensure that users feel their voices are heard and prioritized.

There is also an option to sign up for ULTRA THWAQ! The app is fully functional with just a standard account, but ULTRA benefits include an ad-free experience, the ability to own additional Qlubs, and access to new features before they become available to standard users. After creating your account, you can get 2 FREE MONTHS of ULTRA THWAQ! This trial is set by default to end at the end of the 2-month period, so there is no need to provide credit card information until you are sure you want to continue the service.

For more information, please visit www.zachcomerford.com