

TrekMeet – Product Blueprint

Version: 9.0

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Status: Beta live. **Google Play, Closed Beta Round 2** (Android, invite via form) and **iPhone open to anyone via public TestFlight**, no invite wait.

Entity: TrekMeet Pty Ltd, ACN 701 247 145 · ABN 96 701 247 145, incorporated 10 August 2026

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Key Details

- **Website:** <https://trekmeet.com/> (trekmeet.com.au and trekmeet.app both redirect to .com)
 - **Google Play:** <https://play.google.com/store/apps/details?id=com.trekmeet.trekmeet> – Closed Beta Round 2
 - **iPhone:** open public TestFlight. No invite, no waitlist.
 - **How to join:** visit <https://trekmeet.com/> and enter your email via the "Join The Community" CTA. Android testers complete a short form with device details and are added to the closed track. iPhone users install straight from the public TestFlight link. While the beta runs, every member has the Explorer capabilities at no cost.
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Executive Summary

TrekMeet is a purpose-built mobile platform for organising outdoor experiences. It brings together everything an explorer needs for a trail day – group events, solo plans, offline maps, in-app chat and safety tools – in one quiet, carefully designed app.

It is built for hikers, trail runners, campers, cyclists, and anyone who finds peace in the outdoors. Whether you are a group organiser running weekly hikes, a solo explorer uploading a GPX route, or a parent planning a family bush walk, TrekMeet replaces the patchwork of Meetup, WhatsApp, AllTrails and PayPal with a single experience.

The app is live on Google Play as a Closed Beta and open to anyone on iPhone through public TestFlight. It went **from the first line of code in October 2025 to live on both platforms in eight months**, built by a solo founder, a computer science graduate and product manager by trade, working with an AI agent team.

Already shipped and running: **95 curated Australian trails** with offline vector maps on **our own map**

tiles, live location sharing, solo plan creation with GPX import, a full community stack of groups, events, chat, notifications, reputation and Trail Bonds, and a **live moderation and safety layer**.

Meetup is not the target. The target is the platform the outdoor community has never had.

1. The Problem We're Solving

1.1 The App-Stacking Crisis

Every outdoor enthusiast today, whether they are leading a hiking club, organising a family camping trip, or planning a solo trail run, faces the same fragmented workflow:

- **Meetup or Facebook** to post events and find people
- **WhatsApp or Discord** for real-time communication, because every events platform's chat is broken
- **PayPal or bank transfer** to collect event fees or split costs
- **AllTrails or Google Maps** to share the actual route
- **SMS** to share safety contacts before heading out

This "app-stacking" creates real overhead for anyone who takes the lead, whether that is a professional organiser running weekly hikes or a friend pulling together a weekend trip. For participants it is a disjointed experience spread across five apps. No one has solved this for the outdoor community.

1.2 Why Existing Platforms Fall Short

The dominant platforms were never built for outdoor logistics:

Platform Failure	TrekMeet Response
Meetup: Organiser fees running to hundreds of dollars a year, hostile to volunteers and casual leaders	Freemium model. Anyone can organise for free.
Meetup: Buggy, unreliable, chat often non-functional	Native Flutter app, performance-first, offline-capable
Generic platforms: Zero outdoor features. No difficulty, distance, elevation or trail maps.	Purpose-built outdoor intelligence on every screen
AllTrails: Great for navigation, but no community, no events, no chat	End-to-end: discovery, maps, safety, community, all in one
Facebook Groups: Free but no outdoor features, no privacy, no ownership	Niche focus, considered design, data sovereignty

Platform Failure	TrekMeet Response
Strava: Performance-focused, intimidating for casual groups and families	Welcoming to all skill levels, from beginners to adventurers

1.3 The Competitive Void

Platform	Strength	Why It's Not Enough
AllTrails	Vast trail database, offline maps	A navigation utility, without a community
Strava	Social network for athletes	Performance-focused, intimidating for casual outdoor lovers
Facebook Groups	Free, universal	No outdoor features, privacy concerns, no ownership
Meetup	Event discovery at scale	Generic, expensive, broken. See above.
Niche regional apps	Local relevance	No unified platform; fragmented by geography

The gap is real and global. No single platform takes an outdoor experience from planning through maps, safety and community in one place. TrekMeet fills it.

2. Our Vision

To become the default platform for organised outdoor experiences, starting with Australia and expanding by community. The place where every trail is navigated, every community is built, every adventure is shared, and every explorer feels at home.

Core Principles (From Day One, Unchanged)

- **Authenticity:** Built by an explorer, for explorers. Every feature addresses a real outdoor pain point.
 - **Community:** A platform for genuine, lasting outdoor connections, not only a utility.
 - **Quality:** A considered, intuitive experience worthy of App Store and Play Store featuring.
 - **Safety:** Foundational, and free. SOS, live tracking and the moderation layer are never behind a paywall.
 - **Local-First:** Works offline. Your maps, your plans, your data — available on the trail without signal.
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3. What We've Built

TrekMeet started as a concept in late 2025. By June 2026 it was live on both platforms. Everything in this section is shipped and running on the build members are holding today.

3.1 The Platform (Live Today)

Community & Events

- Discovery feed with curated event cards, difficulty grading, weather integration and personalised rails
- Full event creation wizard: difficulty, distance, elevation, cover photo, trail selection, GPX upload
- Group management. Base Camp hub, member roles, screening questions, applications, waitlist, and a group reputation badge ("% Recommended")
- 5-tab navigation: Discovery, My Events, Groups, Chat, Profile
- In-app chat: global chat, event threads, cross-device direct messages, pinned messages, deep-linked notifications
- Notification centre with live unread badge and history

Outdoor Intelligence

- **95 curated Australian trails** across **14 regions in six states** — including **30 founder-walked NSW routes** bundled with the app and rendered as full vector maps that work with no signal
- **TrekMeet's own map tiles** — self-hosted and branded, built for hikers, not for drivers. We are not renting a third-party basemap.
- **Unlimited offline downloads, free forever.** No trail cap, no pack limit, no offline paywall.
- Elevation profile charts
- Map layer toggle
- GPX import. Upload any `.gpx` route and preview it on a live map before publishing.
- "Open in Google Maps" navigation handoff

Solo Mode

- Solo plan creation wizard covering vibe, location and full details, without needing a group
- GPX route upload and preview for personal treks, with distance, elevation gain and location auto-filled from the parsed route
- Share link. Send a solo plan to anyone as a single URL that opens a branded page, no login required.
- Solo plans surface alongside group events in My Events

Safety *(never behind a paywall, a founding rule)*

- SOS module. One-tap emergency call (000), and share live location with your stored emergency contact.
- 3-second long-press countdown overlay with haptic feedback

- **Live Trek, real-time location sharing, live in production.** Followers watch your progress on a map with a breadcrumb trail and a pulsing marker.
- Weather cards with severe-weather trail banners
- **A full moderation and safety layer, live in production.** New groups are reviewed before they open, reports are triaged with an evidence snapshot, and account enforcement — warn, suspend, ban — composes across every write path on the server, not only in the app.
- Report and Block, with a reason picker, server-protected reports and chat stream filtering. Blocked members stay visible on a shared roster: on a real trail, knowing who is present matters more than a clean feed.

These are safety tools, not a safety service. TrekMeet does not watch anyone's walk and cannot send help. In an emergency, members call 000 from their own phone.

Identity & Profile

- 4-screen onboarding wizard covering identity, activities, vibe and safety
- Journey Timeline. Your past and upcoming adventures in one place.
- Outdoor identity: experience level, 18 activity types, intensity level
- Reputation: event ratings, group reputation badge, recognition badges
- Trail Bonds, a mutual-consent connection, plus Follow, and people search with bond filtering
- Ghost Mode privacy toggles for online status, last seen and precise location
- **Outdoor Whispers**, a short daily note from the trail, live in production

Design System

- **"Quiet by design"**, on Forest Green #2A4032 , Antique Gold #B8860B and Cream #FCF9CF
- Liquid-glass floating navigation bar with animated nav icons
- A full design token system. No hardcoded colours or magic numbers anywhere in the app.
- One typeface, self-hosted, no exceptions

The Web Surface

- **Three branded no-login share pages, live.** A shared solo plan, a shared group event and a shared profile each open a real branded card on trekmeet.com — no app, no account, no dead link.
- The privacy boundary lives on the server. The page renders only what the server chooses to return, so a link dies the moment its owner revokes it.

3.2 The Engineering Achievement

TrekMeet is built mobile-first, offline-first and production-grade, delivered by a solo founder using an AI-agentic engineering workflow:

- **Architecture:** Flutter with Riverpod (code-generated), a local SQL database, Firebase Auth, Supabase, and PowerSync for bidirectional cloud sync

- **Offline-first sovereignty:** user data, events, groups and maps live on the device. Cloud sync enables multi-device use. Real-time infrastructure carries Live Trek GPS only.
- **Our own map infrastructure:** self-hosted vector tiles, a branded map style and our own glyphs, rebuilt on a schedule. The map is an owned asset — not a monthly bill that scales with members.
- **Agentic development:** every feature is delivered through a precisely scoped mission file that an AI engineer executes against an approved plan.
- **Schema discipline:** every database change ships as a surgical, versioned migration — never a wipe-and-recreate — and each upgrade path is walked on a real device before release.
- **Quality gate:** clean static analysis and a passing build are required before any commit is allowed, and a founder device walk before the mission closes.

4. Users & Business Model

Who Uses TrekMeet

Persona	Who They Are	What's Live	What's Coming
Alex – The Organiser	Runs a hiking group, volunteer or professional, frustrated by Meetup's cost and fragmented tools	Event creation wizard, group hub, screening and applications, reputation badge, member roles, chat	AI event creation assistant, analytics dashboard, paid event ticketing
Ben – The Engaged Member	Joins one or two outdoor events a month, values reliable information and community	Discovery feed, difficulty filters, event chat, weather cards, RSVP, Trail Bonds	Personalised recommendations, event history insights
Chloe – The Newcomer	New to the outdoors or new to a city, looking for safe and welcoming groups	Beginner-friendly filters, group reputation badge, safety tools, onboarding wizard, moderated groups	AI-powered "Plan My Weekend" suggestions, newcomer-friendly event tags
David – The Adventurer	Seasoned outdoor athlete, wants hard trails and serious peers	Advanced difficulty and distance filters, elevation profiles, GPX import, Live Trek GPS	AI trail recommendations by fitness and conditions, community trail submissions
Eva – The Solo Explorer	Independent explorer who doesn't always join groups	Solo plan wizard, GPX upload, branded share link, unlimited offline maps, SOS	AI route planner, wearable notifications
Fran – The Family Organiser	Plans outdoor trips for family or friends, outside any formal group	Event creation with no group required, location picker, weather check, safety contact	Family-friendly filters, shared trip albums, coastal intelligence (tides and moon)

Business Model

Status: designed and locked, not yet charging. No member is billed today, and while the beta runs every member has the Explorer capabilities at no cost. Payment rails are a future release. Nothing here is live pricing.

Three tiers: Free, Explorer and Trail Leader. Explorer serves the personal explorer. Trail Leader serves the person who brings others, and includes everything in Explorer – so there is one upgrade path to understand, not a grid.

Tier	Who It's For	Key Capabilities
Free	Everyone	Discover and join events, run one group, chat, RSVP, one active solo plan, and unlimited offline maps forever
Explorer	Active explorers	Unlimited solo plans, GPX route import, specialist map layers (satellite, detailed topo, hillshade), AI route assistant (<i>when shipped</i>)
Trail Leader	Organisers and community leaders	Everything in Explorer, plus up to five groups, unlimited members per group, unlimited events, organiser analytics and AI event creation

Revenue Streams

- **Explorer and Trail Leader subscriptions**, recurring monthly or annual
- **Optional organiser donations.** Members can tip organisers for a great experience. TrekMeet takes no commission, only the processing fee.
- **Future:** gear partnerships, trail passes, guided experience upsell

What is never paid for, as a rule

Safety. Offline maps. Screening, applications, co-organisers, transfer and the audit trail – the trust machinery a community runs on. Donations are never tier-gated either, because it is the organiser's money.

Why This Works

Offline maps are free – a deliberate wedge against the offline paywalls the category is built on. Building our own map tiles is what made that possible: offline depth costs us nothing per member, so charging for it stopped being honest. Paid value sits where willingness to pay actually is, in specialist map layers, planner tools, AI assistance and organiser scale. Anyone can organise for free, from a volunteer running weekly walks to a friend pulling together a weekend trip. Revenue is earned when the platform delivers real value. This inverts Meetup's pricing.

5. Product Roadmap

Delivery Timeline

Phase	What	Status
Sprints 1-8	Foundation: concept, prototyping, website, MVP (auth, discovery, groups, chat), outdoor identity, safety, reputation, vector maps, offline caching, Live Trek GPS, first Google Play beta	✔ Complete (Oct 2025 – Mar 2026)
Sprint 9	UI redesign, Solo Mode, profile revamp, the "Quiet by design" design system, floating nav bar, 4-screen onboarding wizard, founder manual test and QA fixes	✔ Complete (Mar–Apr 2026)
Sprint 10	Live cloud sync, auth bridge, security hardening, tech-debt cleanup, profile polish, website sharing infrastructure. All five phases shipped, plus the first harness self-review.	✔ Complete (Apr 2026)
Sprint 11	Social backbone (Follow and Trail Bonds), messaging permissions, group chat and cross-device DM, push notifications in production, smart discovery search, share deep links, Groups v2 (screening, applications, edit), Discover rails, typography migration, profile v2, Settings 1A, badges, iOS bootstrap and push, production cutover. Closed Beta Round 2 launched, Android and iPhone both live.	✔ Complete (Apr–Jun 2026)
Sprint 12	Major feature set and safety layer, then open beta, then monetise. Mid-flight: six phases run, the seventh open. Shipped so far: our own map tiles with unlimited free offline, the moderation and safety layer live in production, Live Trek switched on in production, Outdoor Whispers, Discover and Groups redesigns, event lifecycle, rich text, the three branded share pages, ratings and the safety composite, trail recording, and company incorporation.	🔄 In progress
Sprint 13+	Payment rails, Welcome Home (the Meetup migration wedge) , full agent-department buildout, AI planner, community trail submissions, wearables (Apple Watch, Garmin), coastal intelligence (tides and moon), cloud photo backup, international expansion	🌐 Horizon

Technical Architecture

Layer	Technology
Mobile Framework	Flutter. Android and iOS from one codebase.
State Management	Riverpod with code generation
Local Database	Local SQL (Drift), versioned, with surgical migrations and no wipe-and-recreate, ever

Layer	Technology
Maps	MapLibre on TrekMeet's own self-hosted vector tiles. Branded style, own glyphs, rebuilt monthly. Satellite imagery is a third-party reserve layer only.
Offline	Native offline regions, z8–z14, unlimited and free
Auth	Firebase Auth, Google and Apple sign-in
Real-time	Firestore, Live Trek GPS only
Cloud Sync	Supabase and PowerSync. Bidirectional sync of users, connections, groups, events, chat and messages.
Navigation	GoRouter with a stateful shell
Design	"Quiet by design" , a full colour, radius, shadow and motion token system

Key Milestones

Milestone	Status	Date
Concept and architecture	✔ Complete	Oct 2025
MVP: auth, discovery, groups, chat	✔ Complete	Dec 2025
Outdoor identity, safety, reputation	✔ Complete	Mar 2026
Vector maps, offline, Live Trek, first Google Play beta	✔ Live	Mar 2026
UI redesign, Solo Mode, profile revamp	✔ Complete	Apr 2026
Live cloud sync	✔ Complete	Apr 2026
Closed Beta Round 2: Android and iPhone	✔ Launched	Jun 2026
Own map tiles, unlimited free offline	✔ Live	Jul 2026
Moderation and safety layer live in production	✔ Live	Jul 2026
Live Trek switched on in production	✔ Live	Aug 2026
TrekMeet Pty Ltd incorporated	✔ Registered	10 Aug 2026
Open beta	↺ Next	Velocity-driven
Monetisation	↺ Designed, not charging	Velocity-driven
Public App Store launch	🎯 Target	2026

6. Why TrekMeet, and Why Now

Three things have to line up for a category to open, and right now all three do.

The market has moved. Meetup is in decline, Facebook is distrusted, and AllTrails remains a navigation utility with no community attached. The outdoor community has fragmented across five tools because nobody built the sixth one properly.

The technology has caught up. Offline-first mobile with vector maps and real-time location sharing was a serious infrastructure project three years ago. Self-hosted tiles, local-first databases and AI-assisted development have collapsed what that costs to build and to run – which is why a small team can now ship what a large one used to be needed for.

The founder is the customer. Manish built TrekMeet because he organises outdoor experiences and lived the app-stacking problem himself: six years as a volunteer trail leader, more than 450 hikes led, a 3,000-member NSW community. The feature list is not market research. It is a list of things that went wrong on real Saturdays.

The method is the fourth thing, and it is the one competitors cannot copy by hiring. A governed agentic workflow – written plans, architecture rules that load themselves, a verification walk on every mission – means the product ships faster and drifts less than a conventional team of the same size. Section 7 sets out how it works and what it produced.

7. How TrekMeet Is Built

Audience note: sections 1 to 6 are TrekMeet's user-facing story. This section is written for technical, investor and partner readers. The engineering narrative is context-specific and is deliberately not surfaced in community or end-user communications.

TrekMeet is built by the founder working with a team of AI agents under a governed, auditable process.

The gate, which is the actual claim

Every mission begins as a written plan, reviewed and approved **before any code is written**, and ends with a verification walk on a real device, recrded against that plan pass by pass. Both halves are committed to the repository – the record can be read, not taken on trust.

377 missions are logged this way. 343 of them carry a recorded device walk, the remainder being documentation and housekeeping work with nothing to walk. Static analysis must be clean and the build must pass before a commit is permitted. Publishing to the remote always requires founder approval.

The harness is what keeps 377 missions from being 377 separate conversations.

Rules attach themselves by file path, so a mission that touches the database gets the database law whether or not anyone remembered it existed. Hooks do the enforcing. Publishing to the remote is

blocked at the tool layer, and the guard is blunt enough that it fires on the mere mention of the command: the commit message describing this very rule tripped it. Memory carries corrections between sessions, so the same lesson isn't learned twice.

History lives in two ledgers of deliberately different shape. The decision log is append-only and records what was decided and why. The state snapshot is regenerated each rotation and holds only what is true right now. One is never edited and the other never accumulates, so neither can quietly turn into the other.

The failures that lasted longest here were not bugs. They were documents that were true the day they were written, and that nobody read again.

That is what separates this from generated code: not the absence of AI, but the presence of a gate on either side of it.

The Founder Journey

The first tools were not an IDE. Through October 2025 the earliest code was written with ChatGPT, Perplexity and Gemini in a browser, pasted into files by hand, and some of it hand-written by the founder himself. The first builds came out of Codemagic — the machine underneath was an eight-year-old Windows laptop, and there was no Mac to build on.

From there the search continued: Figma for prototyping, UX-Pilot for early design, VS Code with GitHub Copilot, Windsurf for intelligent editing, and Google's Project Antigravity for multi-agent workflows.

Each taught something, and none delivered the structured, mission-driven pipeline a production app demands. Claude Code was the breakthrough, shifting the model from "AI assists a coder" to "architect directs an engineering team." Along the way the agents taught their architect context engineering — the discipline of giving a model exactly the right information at exactly the right moment.

That path took TrekMeet from the first line of code to live on both platforms **in eight months**.

Development Workflow

Component	Role
Architecture and planning	A CTO persona owns technical decisions and reviews every plan before a line is written
Execution	An engineer agent implements the approved plan, commits, reports, and then stops
Founder device walk	A hard gate. Nothing closes until the founder has walked the feature on a real phone and the result is recorded, pass or fail.
UX design	A UX partner persona produces specs, reviewed and locked before build

Component	Role
QA and bug triage	Device logs and screenshots become structured reports, triaged into mission files
Sprint and phase planning	Dedicated commands run boundary audits, retrospectives and next-cycle proposals
Harness review	A dedicated command reviews the agent harness <i>itself</i> – rules, commands, permissions, model mix. It is designed so the harness shrinks as the models improve.
Backend access	Five live integrations let agents query production systems directly, with no manual lookups
Web infrastructure	Deployable share pages and link configuration, versioned in the repository
Version control	Always production-ready. Publishing to the remote always requires founder approval.
Quality gate	Clean static analysis and a passing build before every commit, on every mission

Mission-driven execution. Every feature, fix and refactor is delivered through a precisely scoped mission file. Each mission is a contract – objective, architecture decision, numbered steps, a "do not touch" list, and a verification checklist the founder walks. Ambiguity in the mission becomes bugs in the output, so the missions are written to remove it.

What the process has produced

- **A structured agent system** – 5 role personas, 19 workflow commands, and 33 architecture rules that load themselves automatically based on which files a mission touches
- **A local-first relational database** with bidirectional cloud sync, migrated surgically at every schema change
- **Our own map infrastructure**, built and self-hosted instead of rented
- **5 live backend integrations** giving agents direct access to production systems
- **A UX spec pipeline** – the UX partner drafts, architecture reviews, the backlog absorbs, the engineer builds, the founder walks it
- **Automated planning:** sprint, phase and harness-review commands with pre-flight checks

Automation Roadmap

Level	Description	Status
1-2	AI writes code, manual integration	Past

Level	Description	Status
3.8	Structured agent workflow with hooks, state machine, sprint and phase planning	Achieved
3.9	Harness self-review loop – designed to shrink, not grow	Achieved
4.2	Split-window orchestration – one window planning and implementing while another holds the approval gate – with agents executing backend work directly and a post-commit QA pipeline	Achieved, current
4.5	Agents trigger each other; the human approves at gates	Next
5	Full autonomous loop: plan, build, test, deploy	Horizon
6	Solo Founder Operating System, multi-department agent orchestration	Post-launch vision

The automation track runs alongside feature work, and every sprint and phase transition cross-checks it. The harness and agent definitions are being prepared for extraction as a standalone reusable framework.

The Solo Founder Operating System (Level 6 Vision)

The endgame is an automated organisation, not only automated engineering. TrekMeet is designed so that by public launch the entire operation – engineering, QA, UX, moderation, community management, support and growth – is run by a solo founder in roughly two hours a day, with no staff and no office.

How it works:

- 1. The TrekMeet Command Centre.** A unified dashboard where the day starts with an overnight briefing generated by agents – community metrics, pending actions such as group approvals, content flags and bug reports, engineering status, and business metrics. Each item carries an agent recommendation and a confidence level.
- 2. Virtual Departments.** Specialised agents managing discrete functions:
 - **Engineering:** backlog, bug triage, sprint execution. A QA agent ingests screenshots and device logs, prepares structured reports, hands them to the architect for triage, and routes them to the engineer.
 - **Product and UX:** feature requests from member feedback, UX proposals, experiment analysis. The UX agent drafts specs for founder approval.
 - **Community and moderation:** automated content moderation against the published guidelines, the group approval queue, dispute escalation.
 - **Growth and support:** acquisition funnels, store optimisation, auto-categorised support enquiries with escalation for human judgement.

3. **Action and delegation.** The founder reviews each department summary in ten to fifteen minutes, then accepts, modifies or defers. Approved actions execute. Ad-hoc work flows the same way: test on the phone, screenshot a bug, the QA agent ingests it, the architect triages, the engineer fixes, the founder approves.

4. **Self-healing.** Agents monitor production health — crash rates, API errors, sync failures. Hotfix proposals queue for approval. Validation agents compare deployed screens against their specs. Retrospectives generate themselves from mission metrics.

Why this matters: the model proves that a solo founder can operate at the output of a full organisation by orchestrating intelligent agents, not by working harder. TrekMeet becomes the product and the proof of the method at the same time, and the framework itself becomes extractable, licensable IP.



0.2.10 ADDENDUM — DRAFTED, HELD, NOT PUBLISHABLE YET

Trail recording. Record a walk with the phone in your pocket. GPS keeps running in the background, and at the end you get a completion card with distance, duration, climb and how it felt. The walk lands on your Journey as something you did, not something you planned. It works with no signal and it is free.

Journey stats and memory slides. Your Journey gains a summary strip and photo slides from completed adventures — the year you have had, in one screen.

First-run hints. A single quiet card, placed once at each of seven moments where a new member would otherwise have to guess. Each one appears once and never again.

The share image. Sharing from your Journey now composes a real branded card image with the picture, the words over it and the Trek map, instead of a bare link. It renders in WhatsApp, iMessage and every social surface, and it carries the brand rather than a grey placeholder.

*Blueprint v9.0. The single source of truth for product vision, market position and delivery status.
Every figure in this document was queried or derived on 15 August 2026.*