

Vancouver Startup Launches “Crushy” at Web Summit Vancouver

Vancouver, BC – 05/29/2025 – Today marks the beta launch of *Crushy*, a new friend and dating app built to counter the toxicity, burnout, and high costs of traditional platforms. Developed by tech industry veteran Pascal Zirn, Crushy puts real people first, with features that promote kindness, transparency, and meaningful interaction.

Frustrated by apps that prioritize engagement metrics over users needs, Pascal set out to create a platform that feels more helpful. “The market is broken,” he says. “We’re not just another swipe app. We’re rethinking what it means to connect online – from the ground up.”

Key features of Crushy include:

- Free search and filtering – no bots, no algorithms
- Surf Mode – Image-driven for casual connections. Dive Mode – Prioritizes personality with pixelated photos until the conversation progresses.
- GhostGuard – A thoughtful approach to reduce ghosting.
- Affordable pricing and no pay-to-play dynamics

Crushy is now open for early users to join the beta. Feedback will directly shape upcoming features and help refine a platform that aims to make online connection feel good again.

About Crushy Social Inc.

Crushy is a Canadian-built friend and dating app designed for people tired of swipe fatigue and expensive paywalls.

Founded by Pascal, a product designer and father of two, Crushy is on a mission to help people connect with honesty and empathy.

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