

PRESS RELEASE

European social media platform eYou surpasses 100,000 users and launches video

Bucharest, Romania – July 1, 2026 – Eight weeks after its public launch, social media platform eYou has surpassed 100,000 users. eYou is a European platform built around transparency, the fight against misinformation, and source credibility.

Available on iOS and Android, eYou combines AI-powered fact-checking, a real-time verified news feed powered by AFP's international news network, and the ability for users to choose the content they want to see. On eYou, algorithms do not control users—users control their algorithms.

eYou's success has been driven entirely by word of mouth, without spending a single euro on marketing. This fully organic growth has been achieved by a team of just four people, including the platform's two founders.

Today, eYou's largest communities are in Romania, Germany, the United Kingdom, and France. Users spend an average of 45 minutes per day on the platform across 7.7 daily sessions, while the platform currently maintains a 43% retention rate.

To mark this milestone, eYou is today introducing video while remaining true to the platform's founding principles: trust, transparency, and user control.

"Reaching 100,000 users in just eight weeks—before even launching video—shows that people are looking for a different kind of social media experience," said Grégoire Vigroux, Co-Founder of eYou. "We reached this milestone before introducing the most widely consumed content format on social media. The launch of video marks the beginning of our next phase of growth."

Every video published on eYou is automatically processed through an AI-powered fact-checking system that analyzes both the audio content and the accompanying text before the video is published.

Videos are also automatically transcribed to improve accessibility. Users retain full control over their experience, including the ability to disable videos entirely from their news feed.

"Our goal was never to create yet another endless scrolling experience," said Jasseem Allybokus, CEO and Co-Founder of eYou. "We wanted to build a video feed that users control, rather than one that controls them."

With the launch of video, eYou enters a new stage of its development and aims to reach one million users over the next twelve months.

The startup is currently finalizing a €1.3 million seed funding round involving a venture capital fund and several business angels, with more than half of the round already committed. The funding will accelerate the platform's expansion across Europe, with Romania, Germany, and France identified as its priority markets.

About eYou

Founded in 2026, **eYou (eYou Social)** is a European social media platform built around three core principles: trust, transparency, and user control.

Available on iOS and Android, the platform combines AI-powered fact-checking, transparent moderation, **Pulse**—a real-time verified news feed powered by AFP—and user-controlled algorithms.

Developed in Europe and fully compliant with European data protection standards, eYou offers a European alternative to traditional social media by tackling misinformation and putting people—not engagement metrics or addictive algorithms—at the center of the online experience.

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