A SAFER WAY FOR WOMEN TO DISCOVER THE WORLD
"After getting stranded in the airport of Casablanca, Morocco in the middle of the pandemic, I finally realized what had been missing during my solo trips...a safe, genuine and authentic way to connect and support local women wherever I went."

- Vanessa Karel, Greether Founder & CEO
THE PROBLEM

The #1 concern for female travelers is:

their safety
Why is this important to solve?
Violence and harassment in the world of work affects women regardless of age, location, income or social status.

To the global economy of discriminatory social institutions and violence against women is estimated to be approximately USD 12 trillion annually.
The solution

Greether is the platform that safely connects female travelers to verified local women wherever they go.
HOW IT WORKS

CHOOSE A DESTINATION

Select a date, time and an available Greeter

Pick a meetup spot and the activities you want to do!

Begin your search by filtering by interests & languages

Select a Greeter

Book your Greeter
Revenue Model

Travelers
25% booking fee

Greeters
10% platform fee
VERIFICATION PROCESS

*Greether* utilizes a mix of a sophisticated verification process and real humans to maintain the community safe and transparent.
Creating
jobs for women in sustainable and socially responsible tourism

Increasing
women empowerment through participation in social & economic arenas

Preventing
gender based violence incidents and safety risks for women
Women make up almost half of the tourism sector and yet they are found in lower-paid jobs.

"If there is no gender equality and empowerment of women, there cannot be sustainable development."

**Greether & the 2030 agenda**

*Other tour companies*: 15%

*Greether*: 65%

% of payout to tour guide
Interacting with locals is one of the most enriching ways to travel sustainably, preserving traditions passed down from generation to generation while creating economic growth.

Our service encourages our travelers to use public transportation with their Greeters, reducing air pollution and improving road congestion.

With our Greeters, travelers are able to experience cities like a local, minimizing negative impact, learning about the culture, and adopting positive tourism practices.

Greether supports fair pay and places an emphasis on rectifying salary gaps and reducing sexual abuse and harassment by colleagues and tourists.
85+ Countries

400+ Cities

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MARKET SIZE

125 Billion
Total Available Market (TAM)
Global travel spend by women

25 Billion
Serviceable Available Market (SAM)
Global spend by women on tours and activities
Anibeth in Toronto

“This one-of-a-kind tech company that helps women feel safe while traveling to new worldwide destinations. As a traveler, Greether took my travel experience to the next level with their verified greeter. Looking forward to more travel with Greether.”

Flavia in Dublin

“I travel solo all the time, and I was thrilled to find a platform that allowed me to meet local women in a safe way, my experience meeting Andreia was so much fun, she took me to the best spots in the city”

Paulina in San Francisco

“I loved having Vanessa show me San Francisco, it was such an unique way to spend my time off during my business trip, I can’t wait to recommend Greether to my friends”
ACCOMPLISHMENTS

- Winner of Future of Travel sustainable category Sept 2022
- Winner of Mercury first raise competition
- Named as 100 rising Latinx founder to watch
- Google for Startups x Founder Gym scholarship
- Founders Institute Silicon Valley
- HACE-cohort nominee for Latinx entrepreneurs by Latinas in Tech
- Winner of pitch competition “audience favorite” competitions by SOCAP GLOBAL 2021
- Panelist at entrepreneurial events and global conferences
- Finalist at Excellerate America Competition

"What if female travelers could have someone they could trust wherever they went?"

Greether is doing that.
MEET THE TEAM

Vanessa Karel
Founder, CEO

Ignacio Belando
Technology Lead

Elena Westhuizen
Brand Design Lead

Patrick Fonzo
Business Development

Ariadna de la Rosa
UX/UI Designer

Interns

Estefhani Espindola
Public Relations

Regina Cantu
Community Building

Advisory Board

Nikki Padilla
Travel Industry Advisor

Shantel Suarez
Fundraising Advisor

Zahidul Islam
Technology Advisor