

# WALLO

MEDIA KIT



The Quiet Social & Cultural  
Experiment of Emotion  
*Feel, not perform.*

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# The App That Replaces Infinite Scroll With One Meaningful Moment a Day.

The Daily Digital Collectible Ritual

One Drop

One Decision

One Moment

Wallo is a new kind of digital experience built for a generation overwhelmed by endless scrolling. Instead of infinite feeds, the app delivers one meaningful moment each day. Users receive a digital collectible called a Milo and decide whether to keep it, gift it, or let it go. Over time these choices build a personal vault of emotional moments. Wallo was created in Miami with a simple belief: technology should create meaning, not noise.

# Why Wallo

For more than a decade the internet has trained people to scroll endlessly. Infinite feeds compete for attention every second of the day. Content appears, disappears, and is forgotten just as quickly.

Wallo challenges that model.

Instead of endless content, Wallo delivers one moment per day. One drop appears. One decision is made. Then the experience ends.

No feed.

No scrolling.

Just a moment that matters.



# What Wallo Is

*Wallo is a daily digital collectible ritual.*

*Each day users receive a Milo – a small digital character designed to express emotion without words. When the drop appears, the user decides what to do with it.*

*Keep it.*

*Gift it to a friend.*

*Gift it to a stranger.*

*These small decisions slowly build a personal collection. A vault that reflects memories, emotions, and relationships.*



# The Daily Moment

Every morning a new Milo appears.

The user opens the drop.

The character is revealed.

Then comes the choice.

Keep it as part of your story.

Send it to someone who needs it.

Let it go forever.

The interaction lasts seconds. The meaning lasts longer.

Tomorrow the ritual begins again.



# Why It Works

Wallo works because it taps into three powerful human instincts.

Ritual creates anticipation.  
Collecting creates identity.  
Gifting creates connection.

Together they transform a tiny digital moment into something people actually remember.

Instead of endless engagement, Wallo creates intentional interaction.



# The Cultural Shift

Gen Z grew up inside the attention economy. Feeds never end. Content never stops. But many young users are starting to question the model.

They don't want more noise. They want more meaning.

At the same time, digital identity has never been more important. Billions of dollars are already spent on skins, avatars, and collectibles.

Wallo sits exactly at this intersection – identity and intention.



# Milo The Character

At the center of Wallo is Milo.

A minimalist character designed to express emotion without words. No mouth. No text. Just posture, color, and feeling.

Milo acts like a mirror. One person might see joy. Another might see calm.

Over time each user's collection becomes a visual diary of moments they chose to keep.



# The Vault

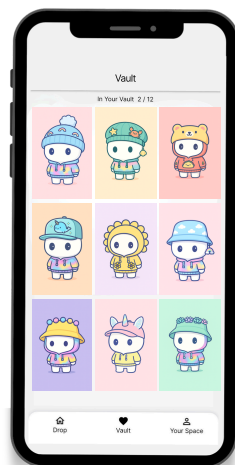
Every user has a vault.

It holds the Milos they decided were worth keeping.

But space is limited.

That limitation changes everything. Users must choose carefully. Every Milo kept becomes meaningful.

The vault becomes more than a collection. It becomes a personal archive of moments.



# The Power Of Collecting

Collecting is one of the oldest human behaviors.

People collect because it creates identity.  
Because the search is exciting. Because  
collections tell stories about who we are.

From trading cards to vinyl records, collections  
turn ordinary objects into emotional artifacts.

Wallo brings that instinct into the digital age.



# Designed for Calm

Most apps are designed to keep users inside as long as possible.

Wallo was designed to do the opposite.

Open the drop.

Make a choice.

Close the app.

The entire experience lasts seconds.

In a loud digital world, Wallo creates a quiet pause.



# Early Users Response

Early users describe Wallo with one surprising word: calm.

They say it feels different from social media. Less pressure. Less noise. More intention.

The app also spreads in a unique way. Many users arrive because someone gifted them a Milo.

A small gesture turns into curiosity. Curiosity turns into a new ritual.



# Miami Origins

Wallo was born in Miami, a city where art, music, and culture collide.

The founders imagined the product as a bridge between digital culture and art. A collectible experience that feels closer to a gallery than a social feed.

The first cultural activations are planned around Art Basel Miami, where digital collecting meets the global art community.



# The Big Idea

Wallo is not trying to replace social media.

It's replacing one habit.

The endless scroll.

With something smaller. Simpler. More meaningful.

One moment a day.



# Founder Quote

“Social media taught us to scroll endlessly. We wanted to create something that encourages the opposite.

Just one moment a day. One collectible. One decision.

Sometimes meaning comes from doing less, not more.”

Danielle Alamo  
Co-Founder

# Media Contact

Press inquiries, interviews, and partnerships:

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Miami, Florida

High-resolution media assets and additional information are available upon request.

# Contact & Partnership

**Press & Media:** [hello@theproductbar.com](mailto:hello@theproductbar.com)

## **Brand Partnerships:**

[hello@theproductbar.com](mailto:hello@theproductbar.com)

Website: <https://joinwallo.com>

Social: [@heywallo](#) [Instagram](#) [TikTok](#)

Read More: [Medium](#) | [Substack](#)

Spotify: [Episode 1: A Soft Ritual for a Noisy World.](#)

[“Why We Built Wallo: A Soft Ritual for a Noisy World”](#) **our founding essay on Medium**

[“The Internet Feels Loud. So We Built a Pause.”](#) **now live on Substack**

Let's create the world's quietest connection together.



*Wallo is the first social network where nothing is posted, everything is gifted.*