

Hey! VINA, Tinder’s Got Your Back







Tinder supports sisterhood.

[Hey! VINA](#), the social networking app that became an overnight success, is now a worldwide phenomenon. Dedicated to building global communities of women, Hey! VINA celebrates a culture of community over competition—and Tinder is proud to back their cause. With 17,000 cities across the globe waiting to get access to Hey! VINA, demand is extremely high and growing. Tinder is excited to invest in their efforts and share best practices to help them scale.

Much like Tinder, Hey! VINA is an app about introductions, built by a company that believes a new connection can change your life. As Hey! VINA experienced rapid growth—trending on the [App Store](#) within seven days, acquiring 100,000 users within two weeks, and receiving widespread media attention in their first couple of weeks on the market—they saw that with success came the challenge of scalability.

“Growing an app quickly is just as challenging as it is exciting. We were only a team of two when demand started going off the charts,” shares Olivia June Poole, Founder and CEO of VINA. “As a brand dedicated to an ethos of community over competition, we looked to the greater tech community to support our scaling challenges. Sean really ‘got’ our vision for VINA and why women’s friendship is so essential, so it was all around a great match.”

And who better than Tinder to help them scale?

"As a brand that also experienced tremendous initial growth and demand, it was only natural that Tinder would back Hey! VINA to help them leverage their early success to become a global platform," said Sean Rad, co-Founder and CEO of Tinder. "Our team worked closely with Olivia and her talented team to prepare for their global launch. We were all blown away by her vision, and everyone at Tinder is excited about Hey! VINA's future."

Tinder's founders have always been excited about emerging technology. As Sean met with Olivia, he saw a great opportunity to partner with a visionary entrepreneur and leader in the tech industry. As the demand for female connections grows throughout the world, Tinder is a strong believer in both the vision and the strength of the Hey! VINA brand.

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