Searcha Press Kit

Searcha / Ryan Pearce

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Searcha Co-Press Kit

> **Searcha Co is entering public beta.**-Media partners can get interviews or ask the sole team member questions at **chief@searcha.co**.

1 · The Solo Engine - David vs. Goliath

One developer, a modest cloud budget, and stubborn curiosity.

When search is dominated by trillion-dollar incumbents, **Chief-Searcha** set out to prove that the open web can still be indexed by an indie. Today every line of code-from crawler to ranking to UI is written and operated by one person and modern tooling. Searcha Co is living proof that the barrier to entry is no longer giant budgets, just relentless focus and today's open-source ecosystem.

2 · The Democratized Future - Enterprise-grade Relevance on Indie Resources

Advances in language models and GPU APIs have collapsed the cost of relevance. By combining vector embeddings with classic lexical ranking, Searcha Co delivers context-aware results that rival the contextual understanding of early-2010s Google-yet is built and funded entirely from a single developer's day-job salary. If an indie can do this for web search, imagine what small teams can do for science, law, or education.

Our laundry-room server cluster already stores tens of terabytes-comparable to (and likely larger than) Google's entire index circa 2000, all on hardware that cost under $2,500.

3 · Co-Creating Search - The Open-Beta Call

Great search is forged in the wild. From **18-June-2025** every query on **seek.ninja** (stateless) and **searcha.page** (session-aware) helps refine ranking and coverage. Users can up-vote result sets, flag misses, and suggest new features directly from the results page. We ship improvements **weekly**, so every report matters.

4 · Company Boilerplate

Searcha is an independent, privacy-first search company designed, built, and operated by a single engineer. Our twin engines –**Seek Ninja** (fully anonymous) and **Searcha Page** (ephemeral session personalisation) –crawl the open web with proprietary infrastructure and serve results ranked by in-house algorithms. We never proxy another engine's index, and we never track, profile, or sell user data. Funding comes from lightweight contextual ads and personal savings.

5- · Product Snapshot

Engine	Core Idea	Privacy Model	Current Status
Seek Ninja	Ultra-private	IDless	**Public beta**
Searcha Page	Smart results within one anonymous session	Single-session cookie, purged when tab closes	**Public beta**

(Both share the same home-grown crawl+index pipeline, but serve distinct privacy preferences.)

6- · Beta Roadmap

Milestone	Target Date
Index 3 B pages	**September 2025**
Roll-out in-house "key-site" recrawler	**September 2025**
Map & POI vertical	**October 2025**
Third product (TBA)	**November 2025**
P95 latency 1 s	**December 2025**

7- · Why We're Different

1. **Home grown Index**– every result originates from our own crawl and ranking stack.
2. **Solo-built & Self-funded**– no VC board, parent company, or data-sharing deals.
3. **Ephemeral Personalization**– searcha.page delivers smart results within a session, zero long-term profiles.
4. **Transparent Monetization**– seek.ninja serves contextual ads only; no hidden trackers or affiliate redirects.

8- · Quick Facts

- **Project founded:** October 2024
- **searcha.co live:** June 18 2025
- **Founder:** *Ryan Pearce*
- **Headquarters:** Roseville, CA
- **Funding:** Unfunded / Bootstrapped
- **Employees:** 1
- **Products:** Seek Ninja & Searcha Page
- **Stage:** Public beta (as of June 2025)

9- · Brand Assets

Asset	Preview	Notes
Primary logo	**Searcha Co**	Use SVG for print 300 dpi
Seek Ninja hero		Scales to A4 width 180 mm
Searcha Page hero		Same dimensions as above

*All assets are licensed **CC-BY 4.0** for editorial use.*

10- · Contact

Press & Partnerships chief@searcha.co Media inquiries answered within 24 h.

Additional Links

- https://seek.ninja - Anonymous search *(beta)*
- https://searcha.page - Session-aware search *(beta)*
- https://searcha.co/news/ - Latest announcements
- https://searcha.co/2025-07-whitepaper.pdf - Technical whitepaper

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