

Fact sheet.

Doc. BMX-PRESS-001

BeMatrix is a Living World app where you live the life you choose. You take an anonymous character in one of 90 cities across 54 countries, pick one of twelve careers, earn what you spend, and post to a feed with no ranking algorithm in it. Free, coming soon to iOS and Android.

App name	BeMatrix
Category	Living World app
Platforms	iOS, Android
Price	Free
Where to get it	Coming soon to the App Store and Google Play
Minimum age	17
Languages	12
Developer	BeMatrix Labs
Publisher	Self-published
Founder	Sezgin Ç.
Headquarters	Antalya, Türkiye
Global scope	90 cities across 54 countries
Website	bematrix.com
Press contact	press@bematrix.com
Updated	25 September 2026

What the app does.

- A city that keeps going — 90 of them, across 54 countries. Yours carries on while you're away.
- An anonymous character. Who you are outside the app stays outside it.
- A career and an income — one of twelve jobs, and money you earn by working it.
- Moments and Flashes. One stays on your profile; the other is gone in a day.
- A feed with no algorithm: who you follow, in the order it happened. That's the whole rule.
- City elections — you vote in the city you live in, and cities are run by the people who live there.

Names and spellings.

The app	BeMatrix
The company	BeMatrix Labs
The category	Living World app
The founder	Sezgin Ç.

Capital B, capital M, one word, no space — not Bematrix, BeMatrix or Be Matrix. Product terms keep their capital letter: Moment, Flash, BeCoin.

Quick quotes.

"BeMatrix is not a way to escape your life — it is a way to live it more fully. You choose your own life: a career, a city, a story. And your character remembers everything you do."

— BeMatrix Labs

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