

# Amid Loneliness Epidemic, 'Confidence Cafés' Bet on Authenticity Over Algorithms

*Budhiam operates face-to-face confidence network as alternative to social media. 19 partner cafés deployed in Paris.*

LONDON, LONDON, UNITED KINGDOM, January 6, 2026 /EINPresswire.com/ -- In Europe, 35% of young adults report suffering from chronic loneliness.



## Budhiam in Numbers

€5 million raised (€2 million secured, €3 million committed for Q3 2026)  
19 active partner cafés in Paris  
Over 200 users in pilot phase  
Planned expansion: London, Montreal"

*Amauri Gabrian*

The World Health Organization has recently classified social isolation as a "global health crisis." In this context, several initiatives are attempting to recreate social connections outside traditional social networks. Among them, [Budhiam](#) proposes a hybrid approach: connecting certified individuals for confidential exchanges in physical cafés. The model, which combines a compatibility algorithm with supervised meetings, has just raised €5 million from British family offices and private investors.

## Social Networks Becoming Outlets

The phenomenon is increasingly observed: people use social networks as confidants, pouring out their distress live on public platforms. "What we observe are people who feel misunderstood, poorly surrounded, unable to confide in their close circle, but who refuse the label of pathology," explains [Amauri Gabrian](#), founder of the Franco-British startup.

Faced with this reality, Budhiam is developing an alternative based on face-to-face confidences in a secure and discreet setting. A former luxury hospitality and private aviation professional, Amauri Gabrian launched the company in 2025 after observing a gap between traditional therapeutic offerings and the needs of a population seeking authentic exchanges.

## A Demanding Selection Model for Partner Cafés

Contacted by us, Amauri Gabrian details the partner establishment selection process. "We don't work with just any café. Each establishment is evaluated according to precise criteria: quality of welcome, space discretion, acoustics allowing confidential conversation, and the manager's commitment to our approach."

Selected cafés receive specific training provided by Budhiam teams. Staff are made aware of the particular nature of the meetings taking place there, without intervening in the exchanges. "It's not about training psychologists, but creating an environment conducive to confidence," the founder specifies. Each partner establishment has a dedicated application to manage reservations in real time and validate financial coverage of consumptions. The system also guarantees meeting traceability for security reasons.

**Strict Supervision from Start to Finish**  
The service relies on prior certification of each member and strict meeting supervision: minimum four-hour

advance booking, mandatory "confidant" confirmation, real-time supervision, and photo check-in on meeting day. The model's originality also lies in financially covering consumption during each exchange lasting one hour or more.

**Progressive Expansion Across Four Geographic Zones**

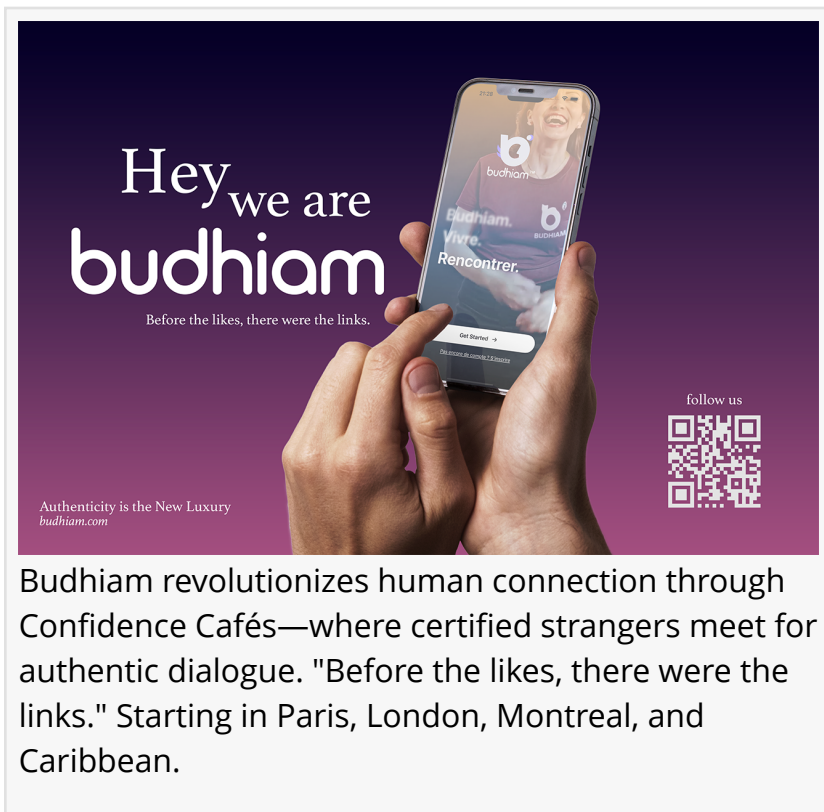
In Paris, 19 establishments have already joined the network. The company plans to open its first entirely dedicated space on rue Boissière in April 2026. Deployment will then extend to London, Montreal, and the Caribbean, with adaptations to local cultural specificities.

Over 200 users are currently testing the service in pilot phase. "A scientific study shows that talking to a stranger reduces stress by nearly 30%," the founder notes. "We don't offer therapy, but a secure framework to restore what algorithms have altered: the possibility of authentic dialogue, without judgment."

**An Economic Model Based on Transaction Volume**

The business model differs from traditional subscription platforms. While the company does not disclose detailed pricing publicly, the system operates on transaction-based revenue. Each validated meeting generates income for both Budhiam and the partner establishment.

"The model is designed to be viable for all parties," explains the founder. "Cafés receive confirmed customers during off-peak hours, users access a secure framework without long-term commitment, and the platform scales with actual usage rather than user acquisition metrics." The company emphasizes that financial accessibility remains a priority. The cost per meeting is positioned at a level comparable to a typical café visit, while integrating algorithmic matching and supervision infrastructure.



Hey we are  
**budhiam**  
Before the likes, there were the links.

Authenticity is the New Luxury  
budhiam.com

follow us

Budhiam revolutionizes human connection through Confidence Cafés—where certified strangers meet for authentic dialogue. "Before the likes, there were the links." Starting in Paris, London, Montreal, and Caribbean.

This approach departs from freemium models commonly used in the social connection sector, prioritizing interaction quality over user volume.

#### A Model Questioning the Role of Digital

The model questions the place of digital platforms in creating social connections. Unlike dating or networking applications, Budhiam requires passage through a physical location and face-to-face exchange. The startup is also developing parallel initiatives: identity certification (BudID), web TV (Budhiam UNFILTERED), and live-streamed community events (Buddays).

According to an internal survey, 86% of respondents say they are ready to join the platform upon official launch.

OLIVIER SANTORIN

BUDHIAM

network@budhiam.com

---

This press release can be viewed online at: <https://www.einpresswire.com/article/878417370>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.