[arōokō] (AROO → around, KO → corner)

arooko

arooko.com

Arooko Maps is a project created by Nicole Forestaverde.

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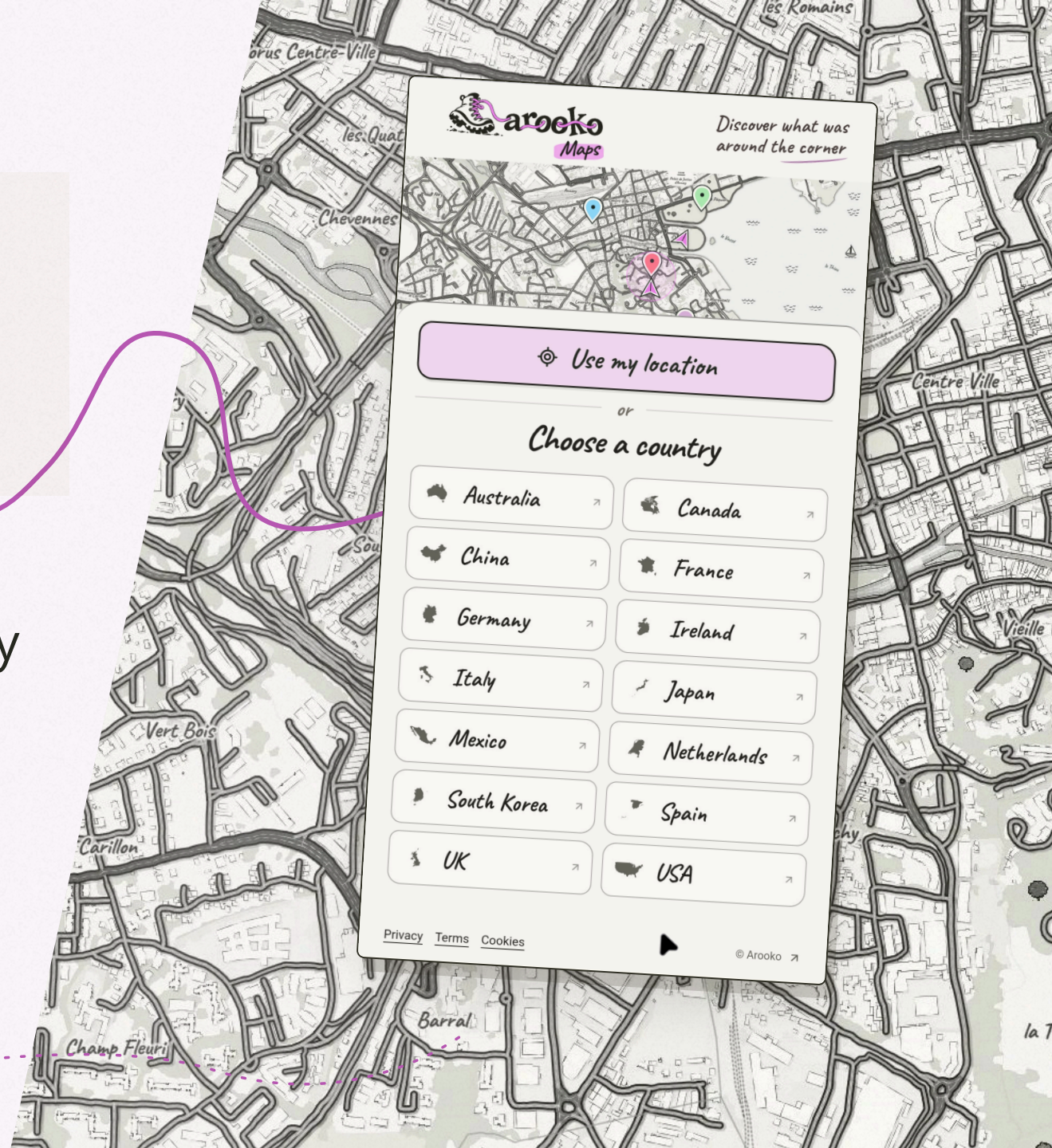
Launched on November 11, 2026



There are many maps online, but is there something that all of them miss?

They all focus on the surface. Isn't it the same as judging people by their looks or some public facade they're forced to maintain?



The most interesting part is always down deep, between the layers.

And that's how I decided to show the world. So many corners, so many spots that we don't even notice, but without them, there wouldn't be so many things that we love, enjoy, and use in our everyday lives.





The starting batch includes 14 countries:

Australia, Canada, China, France, Germany, Ireland, Italy, Japan, Mexico, the Netherlands, South Korea, Spain, the United Kingdom, and the United States.

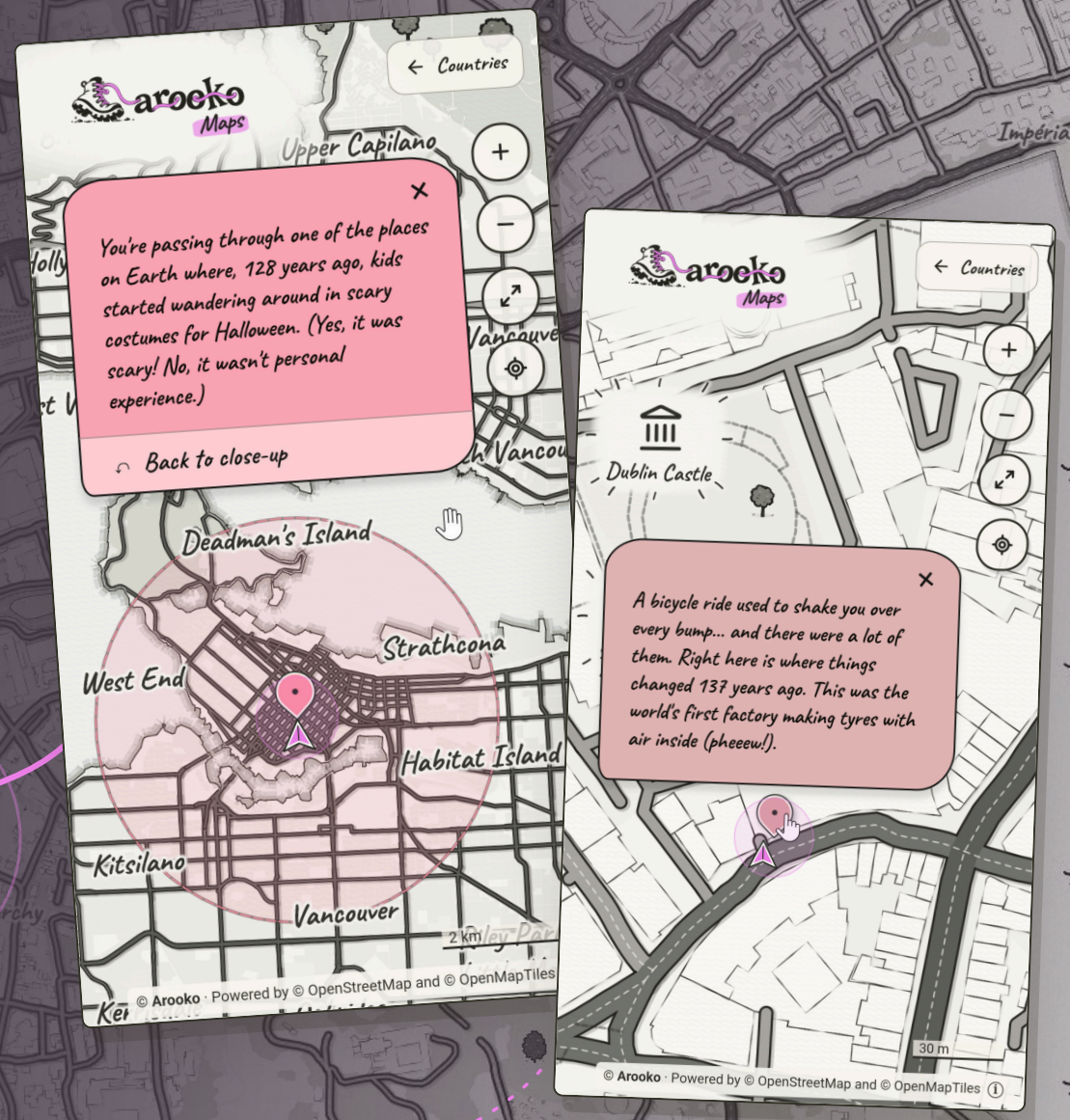
The pins that have already been added across these 14 countries so far make up *less than 1%* of the core (only the core!) database I am working on right now (that's dozens of thousands of spots).

My goal is to cover

the whole world,

every country, every city,
town, and village,

every street.



The editorial work is an exciting and very intense process because I don't just try to stuff the map with dry, generic highlights.

I want to make most of the pins memorable, whether through their story, *a joke, or an emotion.*



Editorial style examples

Almonds and pistachios

"Would you like to be a squirrel? Before you say "No" (or "Yes"?), just look around this area. Nowhere else in the world will you find larger almond and pistachio fields."

Boysenberries

"This must be vampires' favorite berry... just kidding, vampires don't exist. The boysenberry (that beefy black-and-red not-quite-blackberry) does, though, and this area is where about 92 years ago farmers began growing it for sale for the first time in the world."

White magnolia

"White magnolia is Shanghai's official flower. It's been one of China's most culturally important flowers for centuries, and... right here, still, after 100+ years, Shanghai's oldest magnolia blooms every spring."

Chestnut tree

"Right here grows a chestnut tree that is 2,200 years old. It saw baby Julius Caesar..."

Ancient corn

"It's a good thing people 8,700 years ago didn't clean their kitchens that well. Pieces of food here, some crumbs there, something stuck to whatever that thing is somewhere else. How else would archaeologists say, "Aha, you were eating corn!"? This area, by the way, holds the world's oldest known archaeological evidence of people preparing corn as food."

Pumpkin spice

"Do you smell pumpkin spice in the air? No? Well, this area once smelled of cinnamon and other spices. A factory here began making the famous autumn mix 92 years ago. The factory is gone now... so if you smell something yummy, it might be whatever you're carrying."

Lollipops

"Homemade candy on a stick has been around for ages. Candy on a stick you could just go and buy became a thing more than 110 years ago, thanks to a factory that used to be in this area... Lollipop, lollipop, lo-lo-lollipop!"

Pretzels

"The first pretzel bakery in the US opened in this area 165 years ago. The original ovens are still here (the pretzels aren't... who ate them all?)."

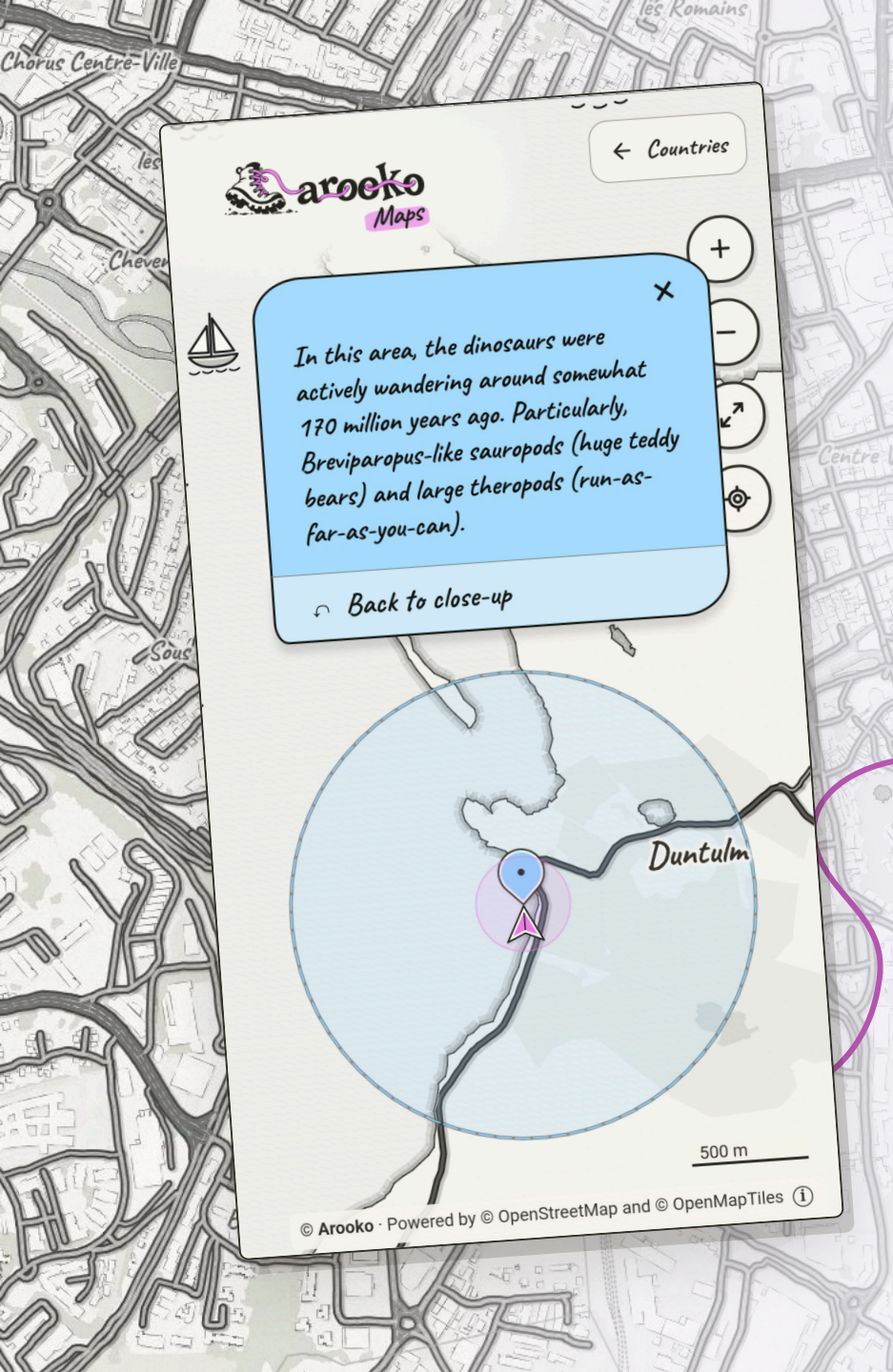
Smartphone cameras

"If you've ever wondered how a camera can fit into a tiny smartphone, we don't know... it just does. And in this area, 34 years ago, engineers developed technology that helped make that possible. They were actually trying to make smaller cameras for spacecraft... but here we are, taking selfies."

Straightforward pins have their place, too.

"Modern lip balm was created in this area 130 years ago."

"Some of the oldest chopsticks in the world were found in this area. They're about 3,200 years old."



It takes time, but I believe that Arooko Maps and its approach to presenting everything that surrounds us have very real potential to become one of the default apps for local and international tourism, *and even for random commuters.*

Arooko Maps will be *free for everyone.*

I decided not to paywall the upcoming experience. Instead, I chose to align the monetization with the authenticity that is at the core of Arooko's philosophy.

As it grows and attracts a consistent user base, I will attract advertisers from small local businesses: bakeries, pottery studios, family cafes, etc.



I made a demo preview to show you exactly what it will look like.

Businesses will be able to buy annual placements for

$100 USD

(draft price).

Private preview

arooko.com/preview/advertisers



Arooko's infrastructure maintenance costs are incremental, based on user traffic and usage intensity.

$0

At launch

$100 to $300

Approximate cost at 1 million visits per month

Actual cost depends on how actively visitors explore the maps.

The two core providers are Cloudflare (hosting) and Supabase (database). Both are global, US-based, top-level providers in terms of security, management, flexibility, and maintenance.

I am looking for a patron

who finds the project exciting and promising, wants to fully own it with me or without me, and is ready to back its continued development.

I'll keep expanding the data coverage across the initial set of countries, work towards making it profitable through monetization, and expand the project to eventually cover the whole world.



In a nutshell,

Arooko Maps merges all the skills I've learned in my life and almost all the passions I've ever had.

That's why I have no intention of bargaining over profit percentages and ownership.

You will receive all advertising profit, while I would ask for

$2,000

per month in Arooko support so I can keep working on its growth full-time and maintain personal stability.



If you find the project exciting but being its patron isn't something that fits your current circumstances, any **one-time support,** if you feel comfortable offering it, would make a huge difference too.

It's completely up to you.

Support Arooko on Ko-fi

ko-fi.com/aroundthecornermaps



Thank you so much for your time!

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