

Why
 **frega**
PWA
choice is
smart

**PROGRESSIVE
WEB APPS**



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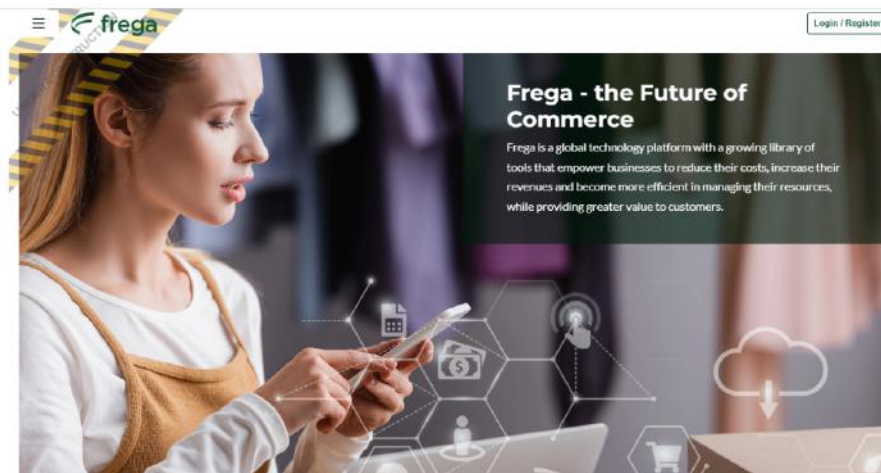
Frega's PWA smart choice

A Progressive Web App (PWA) is a modern web application that behaves like a native mobile app.

After years of continuous development, Frega is evolving its delivery model by transitioning from separate native iOS and Android apps to a Progressive Web App (PWA) as the primary platform experience.

While the existing native apps will remain available during the transition, the PWA will become the main way users access Frega's full suite of tools.

This shift directly addresses the growing challenges of managing a complex, integrated platform



Why this move makes sense for Frega

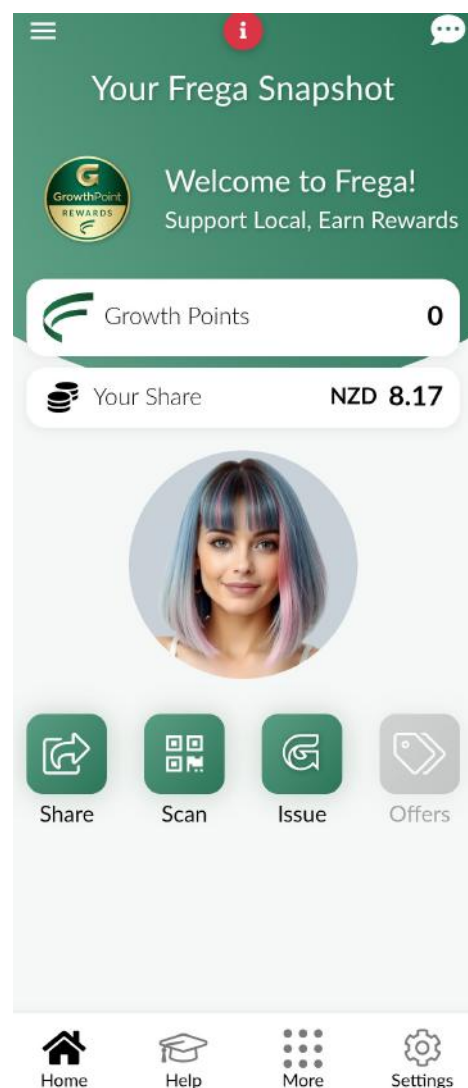
Frega (frega.co.uk / fregaforce.com) is building a complex, privacy-first ecosystem: loyalty/Growth Points, chat/communication, dashboards, spatial mapping, AI Digital Twins, performance-based campaigns, and partner/contributor tools.

Frega's software development is not a simple consumer app; it's a platform with multiple integrated tools for local businesses and communities.

Native apps were necessary for features like push notifications, offline access, or to feel "real" on phones

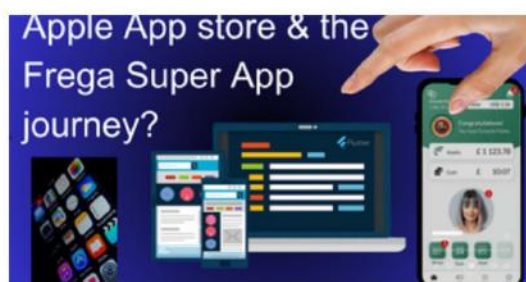
By adopting a single, modern web-based codebase, Frega can focus more resources on building genuine value rather than navigating external gatekeepers.

Users will benefit from easier access via a simple link, lower data usage, and the same powerful, integrated experience they've come to expect.



Frega's switch to PWA

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Frega's App Store Journey

Building a super app, especially an AI agentic app, is not a straightforward process.

Although our app was approved by Apple, any changes Frega, as the developer, makes require resubmission and review before the update can go live on the App Store.

Apple's Official Policy

Apple's official policy requires this (straight from their App Review page): "We review all apps, app updates, app bundles, in-app purchases, and in-app events submitted to App Store Connect to help provide a safe and trusted experience for users."

They review every new version (every new binary we upload), no matter how small the change whether it's a bug fix, new feature, UI tweak, spelling correction, etc.

Apples Main reasons:

Safety & Security: A small code change could accidentally introduce a vulnerability, crash, or security hole that wasn't there before.

Privacy: Any update that touches user data, tracking, or permissions must still comply with Apple's strict privacy rules (and the privacy "label" on the App Store page has to stay accurate).

Guideline Compliance: Apple's App Store Review Guidelines get updated regularly. Something that was fine last year might now violate a new rule (e.g. new rules about ads, age ratings, external links, etc.).

- To help save on cost and time by maintaining one codebase instead of having separate Apple, Android, and web versions.
- Update is instant and not a log-drawn-out process as with the app store review delays.
- Reach users via a simple link that can be installed to one's home screen device, without app store friction or 15–30% fees.
- Can still deliver an app-like experience (offline support, push notifications where supported, full-screen feel).

This is exactly what many serious platforms do after years of validation: they simplify distribution while deepening the core value.

Will PWAs replace app stores?

Not fully in the near term, but they are a strong alternative for many use cases and are reducing reliance on app stores.

How Frega is maximising its PWA

- By ensuring the PWA is installable, works great offline, and has a solid web app manifest + service workers.
- Keeping its native apps in the stores for now (as a bridge) while heavily promoting the web version ("Just visit [app.fregaforce.com] and add to home screen").
- Using this transition to highlight Frega's strengths: privacy-first, no middlemen, community-owned feel.
- Track metrics like installation rate, retention, and session depth post-PWA to show progress.

A solid PWA foundation positions Frega well for the next phase of user growth and ecosystem expansion.

The PWA long-term reality

Frega's pivoting puts it squarely in the overnight success after a decade category, as discussed in "How a successful company like Frega avoids hype."

It has been iterating on real problems (local business loyalty, privacy, community economics, integrated tools) while most quick 1-3 year projects chase hype and fade.

The PWA shift is a refinement phase, not starting over. It shows the focus is on:

- Lower barriers for users (easier adoption for small businesses).
- Better economics (no app store cuts eating into your pay-per-use/performance model).
- Scalability for the growing library of tools.

This is patient, fundamentals-driven execution and does not rush a half-baked MVP.

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A successful Tech Company like Frega avoids hype

It has been interesting being actively involved in Frega's technology company pivot, especially when we look at 4 well-known successful tech giants.

“ The winners are usually the ones that execute better over 5 - 10 years, not the fastest to launch ”

What Is Frega?

Frega is a software platform built to strengthen local business communities through genuine connection and mutual support. It is self-funded, not venture capitalised.

We are a privacy-first platform enhanced by AI tools that help businesses and their communities build stronger relationships through natural, meaningful engagement.

Frega hosts an expanding library of software tools that enables anyone, whether for personal, social, or business use, to interact and communicate more efficiently within a collaborative environment founded on fairness and shared success.

Frega's Long-Term Vision

This move is a natural step in Frega's long-term vision. It aligns perfectly with our commitment to accessibility, fairness, and efficiency by removing app store fees, reducing barriers for small businesses, and enabling faster iteration on privacy-first tools that strengthen local communities.

This PWA-first approach positions Frega for faster growth and even stronger community impact in the years ahead.