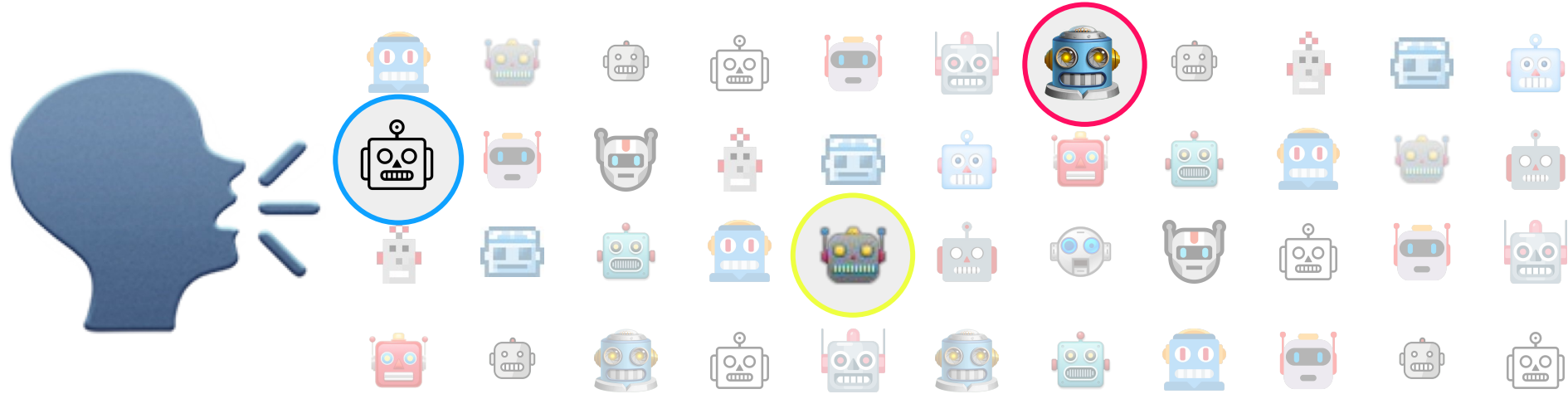


# WHO ELSE?



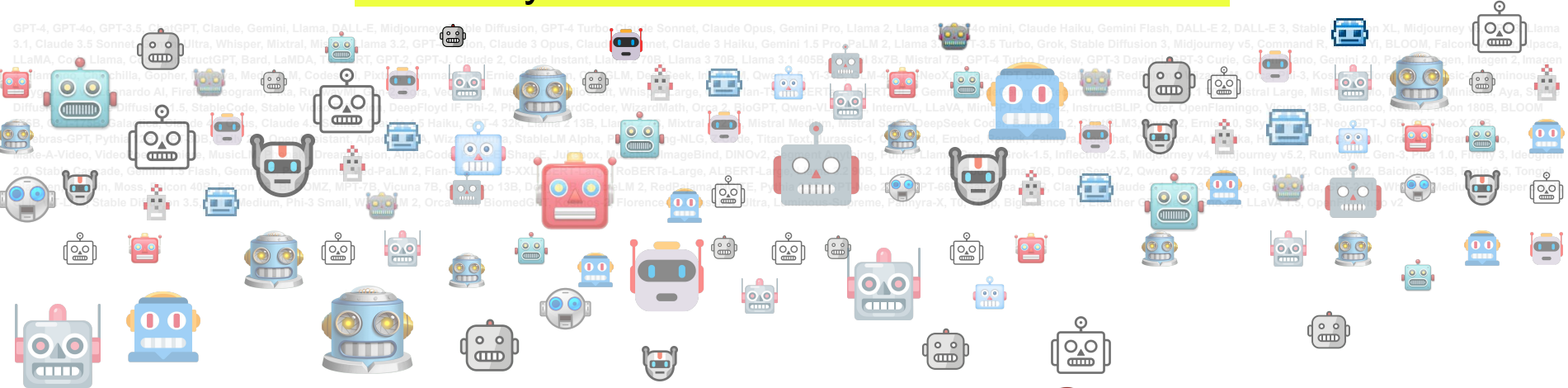
*Always speak to the best AI available!*

The AOL of AI: Age-friendly, secure, and privacy by design AI assistants

# The Problem

WHOELSE?

Too many AIs. Consumers are overwhelmed.



Three years in, AI is still designed for geeks and experts. **Who will make it usable for everyday consumers?**

Fun fact: **Normal people remember only 3.7 digital brands.** It's a big problem that people don't know what to ask AIs about.



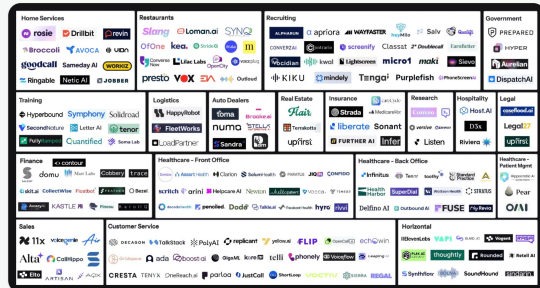
# Backup: Voice AI provider/interfaces as clients

Thousands of AI providers - But no one owns the user gateway.

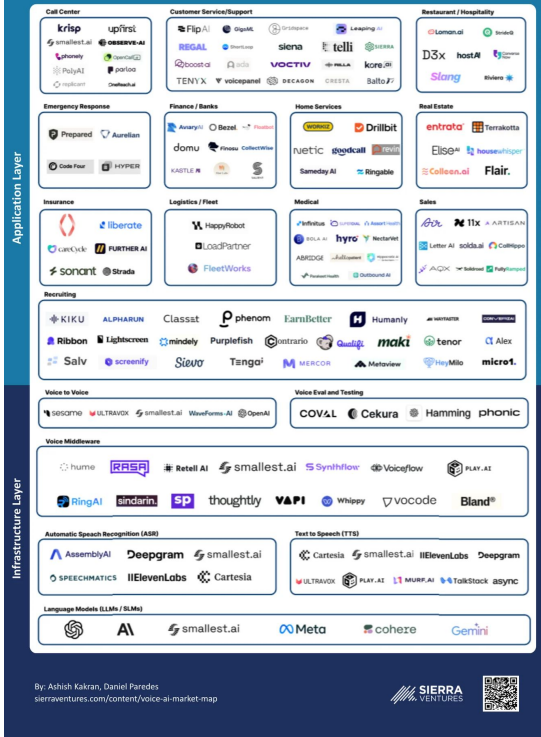
Voice Agents Market Map – B2B



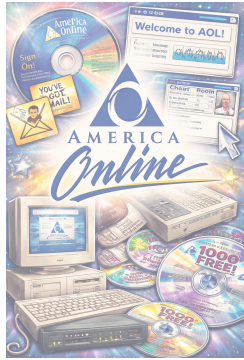
Voice Agents Market Map – B2B



Voice AI Market Map



## AOL of AI: A safe, simple access layer for everyday users.



1985–2005

AOL made the Internet usable for everyday people

A walled garden, but everything you needed

One-click online access & transparent hourly pricing

So easy, you'd recommend it to your grandparents



We make AI as easy to use as asking your friends:

**“Who else knows about...?”**

We **curate best-in-class AI assistants** and ensure communication is trusted, secure, and privacy by design.

For businesses, we give every existing voice interface and chatbot **access to new AI business cases** without adding user complexity.

Once learned, consumers know how to ask for anything they can think of.

## Direct to consumer - and distributed through B2B partners.

**B2C:** The who else? app is our flagship experience - where users discover and access the best AI services in one trusted place. A simple, voice-first interface that makes AI feel social, curated, and effortless. We will spend 0\$ on advertisement and one day will go viral with our name.



**B2B:** Existing voice interfaces — from smart TVs and hotline services to messaging platforms and chatbots — can integrate the *who else?* catalog. We are an upgrade for legacy voice assistants and aim to become the default commerce protocol for new IoT devices, providing secure access to best-in-class LLM services. Partners maintain control over availability and earn a revenue share.



## A new metaphor for AI: Hey Mum, it's as simple as asking your friends (..)

<b>HOUSING</b>	STARTUP COFOUNDER who else?	BIKE REPAIR who else?	MUSICIAN who else?
APARTMENT who else?	VOLUNTEER who else?	CAR CHARGING who else?	BAND who else?
HOUSE who else?	<b>MARKETPLACE</b>	GAS STATION who else?	PHOTOGRAPHER who else?
ROOM who else?	ON SALE who else?	<b>HEALTH</b>	ARTIST who else?
FLAT-SHARE who else?	BUY who else?	DOCTOR who else?	WORKSHOP who else?
ROOMMATE who else?	SELL who else?	DENTIST who else?	HACKERSPACE who else?
SUBLET who else?	FREE STUFF who else?	THERAPIST who else?	ASTRONOMY who else?
SHORT-TERM STAY who else?	FURNITURE who else?	PSYCHOLOGIST who else?	<b>FOOD</b>
STORAGE who else?	BED who else?	NURSE who else?	BAKERY who else?
GARAGE RENTAL who else?	CARS FOR SALE who else?	PHYSIOTHERAPIST who else?	FAST FOOD who else?
PARKING SPACE who else?	CARS FOR RENT who else?	MASSAGE who else?	FOOD TRUCK who else?
MOVING SERVICE who else?	CHAIR who else?	NUTRITIONIST who else?	FOODSHARING who else?
CLEANER who else?	MATTRESS who else?	<b>FAMILY</b>	BARBER who else?
JANITOR who else?	ELECTRONICS who else?	CHILDCARE who else?	HAIRCUT who else?
RENOVATION who else?	LAPTOP who else?	PETSITTING who else?	LAUNDRY who else?
PAINTER who else?	PHONE who else?	DOG-SITTING who else?	COPYSHOP who else?
PLUMBER who else?	PHONE REPAIR who else?	DOG WALKER who else?	ATM who else?
ELECTRICIAN who else?	TOOLS who else?	PLAYGROUND who else?	<b>LEGAL</b>
CARPENTER who else?	POWER TOOLS who else?	AFTER SCHOOL CARE who else?	ACCOUNTANT who else?
GARDENING who else?	BIKE who else?	<b>SOCIAL</b>	LAWYER who else?
<b>JOBS</b>	E-BIKE who else?	DATE who else?	NOTARY who else?
JOB XYZ who else?	CAR who else?	FRIENDS who else?	INSURANCE who else?
MINI-JOB who else?	TIRES who else?	NEIGHBORS who else?	TAX ADVISOR who else?
GIG who else?	CLOTHES who else?	BOOK CLUB who else?	IMMIGRATION HELP who else?
FREELANCER who else?	TOYS who else?	BOARD GAME who else?	<b>TRAVEL</b>
TUTOR who else?	BABY ITEMS who else?	HOBBY who else?	TRAVELLING who else?
BABYSITTER who else?	COLLECTIBLES who else?	SPORTS TEAM who else?	HOSTEL who else?
NANNY who else?	MUSICAL INSTRUMENTS who else?	GAY who else?	HOTEL who else?
HOUSEHOLD HELP who else?	MOBILITY	RELIGION who else?	CITY GUIDE who else?
VIRTUAL ASSISTANT who else?	RIDESHARE who else?	WORKERS UNION who else?	LOCAL GUIDE who else?
TRANSLATOR who else?	CARPOOL who else?	<b>CULTURE</b>	<b>META</b>
WRITER who else?	TAXI who else?	EVENT who else?	HELPDESK who else?
DESIGNER who else?	SCOOTER who else?	CONCERT who else?	FACT CHECK who else?
DEVELOPER who else?	E-SCOOTER who else?	THEATRE who else?	NEWS who else?

Constantly updated: ~ 300 categories with the most common Internet/AI applications

**Who else?** is an expression that exists in every language of the world.

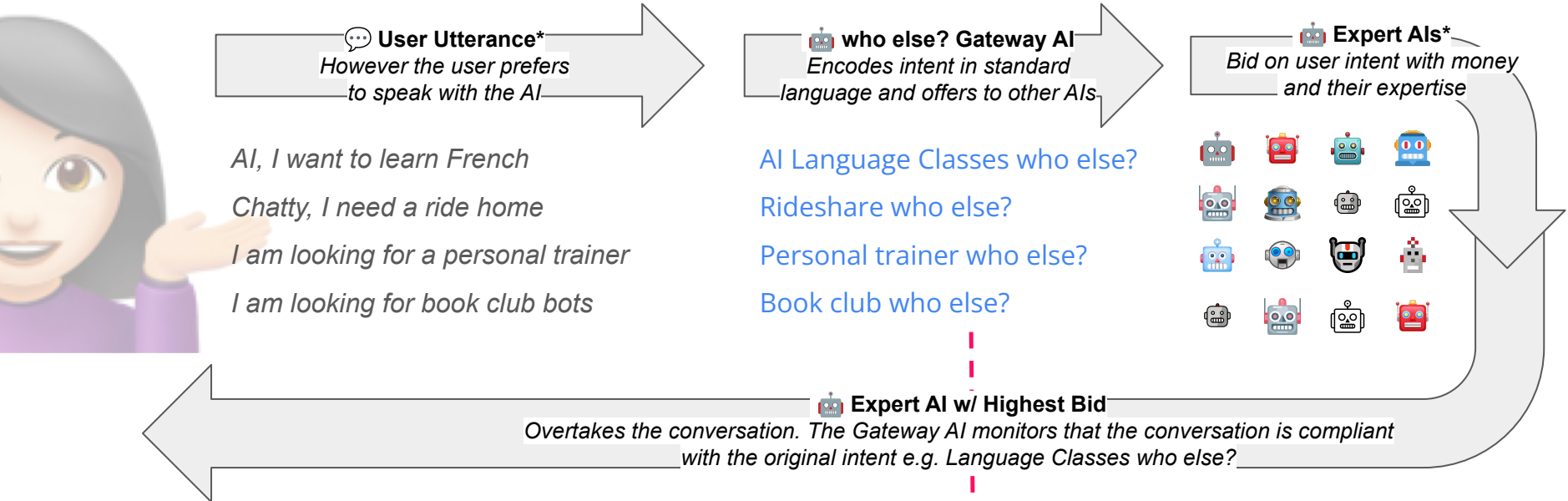
People already speak this way. Even a 4-year-old understands how to form *who else?* questions.

That's why this question is ideally suited to be a **brand for playful, intuitive, and easy-to-understand AI applications.**

We organize any kind of AI application into our catalog, as long as it can be expressed as a *who else?* question.

The namespace and protocol are open source, anyone can build on them. However, we curate which AIs are listed in official *who else?* voice interfaces and safeguard the namespace.

## The MP3 of Voice AI: We provide a universal compression format for spoken Intent

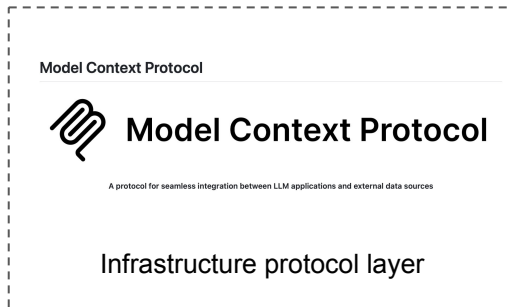
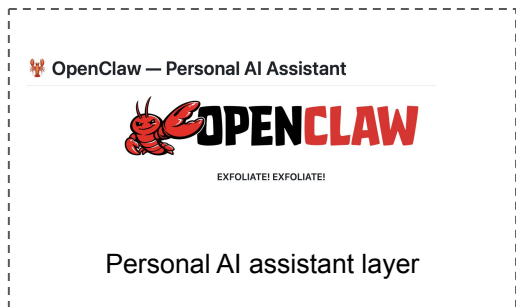


\*Users can always speak any way they want.  
We believe that, over time, people will prefer using who else? questions right away.

**Expert AIs pay whoelse.ai for the lead.  
whoelse.ai pays kickback to the gateway host.**

## Why now?

The age of AI interoperability has already begun.



**Als already talk to each other.**

The API problem is largely solved.

But who solves usability, safety, and  
everyday human access?

And even if all AIs speak free text to each other -  
wouldn't humans still want a system to command AIs?

Who else? is a phrase hard-wired in human language.

Who else? questions exist in every language family of the world. They work for everything. This isn't marketing — it's linguistics. We've built our protocol on a phrase that's already hard-wired in how humans ask for recommendations.

<https://www.youtube.com/watch?v=Ejp6iTm7IE4>

Click to play video



WHOELSE?

Who else knows? Who else knows what?

Is 'who else' a universal grammar?

## Building the Internet of AI Assistants



**Tobias Martens**  
CEO

Founder with 15+ years across consulting, industry standards bodies, and tech startups (AdTech, coding schools, startup accelerators). Previously worked on AI and technology standards and early-stage ventures focused on developer platforms and emerging technologies.

References: Linux Foundation, 42 Berlin, Exponential University Corporate Education, Roq.ad.

Focus: Product vision, partnerships, ecosystem building, and protocol design.



**Giri Vakkalanka**  
Engineering Lead

Early collaborator with 18+ years of software development and systems engineering experience across startups and technology ventures. Previously served as Engineering Lead and VP of Engineering, building and scaling production systems, data platforms, and AI-driven products in both product companies and consulting environments.

Selected experience: Roots Insurance AI, Morning Consult Decision Intelligence, Alloy, Lev.

Focus: AI systems architecture, infrastructure strategy, and engineering leadership.



**Open**  
Head of Assistants

Recruiting: Voice and assistant AI developer with experience building consumer AI products. Leads the design and development of the public reference implementation of the who else? namespace and protocol, and builds the first easy-to-use version of the voice assistant.

Background: Voice AI, conversational interfaces, developer platforms.

Focus: Product development, voice interfaces, and AI applications.



**Open**  
Industry Solutions Engineer

Recruiting: Forward-deployed engineer who leads the integration of who else? assistants at industry clients. Works with companies deploying AI assistants to integrate the namespace /protocol into consumer products.

Background: Solutions engineering, distributed systems, enterprise software deployments.

Focus: Client integrations, deployments, voice AI assistant applications/industry.



**Open**  
Other profiles we look for

Head of Industry Sales: Software sales professional with startup mindset who can build the first revenue pipeline, sales team, and enterprise partnerships.

AI-Driven Marketer: Builder who can assemble early marketing and growth experiments and develop co-marketing with industry partners.

Operations Lead: Manages operations, HR, legal, and finance. Supports investor relations and scaling the company.

# Pitch Summary

## Our goal: Become the most trusted brand for AI assistants.

### What's the market gap?

300M+ people use AI tools, but 89% stick to just one platform. Consumers don't know which AI to use for specialized tasks. and businesses can't easily integrate best-in-class AI.

### Why now?

AI interoperability protocols (MCP, OpenClaw) are booming. The infrastructure exists—but there's no consumer layer. We're the Stripe for AI routing.

### Market size?

\$12B AI API market (2026) + \$45B voice assistant market. We capture 15-25% take rate on routed transactions.

### The "who else?" protocol:

Users ask natural questions ("Language classes who else?"). Gateway AI encodes intent, specialist AIs bid, highest-value match wins. We monitor compliance.

### Revenue streams:

- Transaction fees (20% of AI costs)
- B2B licensing (flat fee + rev share)
- Premium subscriptions (\$9.99/mo)

### Defensibility:

Unique storytelling how consumers should interact with AI. A brand everybody *knows* already.

### Key milestones:

Q3 '26: Protocol MVP + 5 AI providers + SDK

Q2 '27: First IoT gateway integration live + 500K routed conversations/month

Q4 '27: 10 enterprise IoT partners live

Q1 '28: Break-even per routed transaction (B2B)

### B2B as Core Business:

We partner with IoT manufacturers as distribution gateways. They unlock new AI-driven revenue streams by retrofitting their existing devices with our routing protocol..

### The ask:

\$1M seed for product development, partnerships, and user acquisition. 18-month runway to Series A.

# WHOELSE?



**BECOME CO-FOUNDER**

BUILD THE HUMAN ACCESS LAYER OF AI

Protocol  
Enginer



AI Architect



Product  
Builder



Let's make AIs  
talk to each other!

Tobias Martens

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