

SERIES SEED • 2026

WHOELSE.AI • INVESTOR BRIEFING

whoelse?

The paperclip maximizer, but for intent.

An autonomous AI that routes every human ask to whoever can answer it.

WHOELSE.AI

§ 01 — COVER

Every human request reduces to a single question.

Who else can do this?

Language is not expression. It's dispatch.
Every sentence a human utters is a thin
wrapper around *who else can handle this for
me?*

BOOKING	"...who else has <i>Tuesday at 7?</i> "
HIRING	"...who else can <i>fix this leak?</i> "
BUYING	"...who else sells <i>the Saarinen table?</i> "
ADVICE	"...who else has <i>been through IVF?</i> "
WORK	"...who else can <i>review this contract?</i> "

§ 03 – A WEDGE

**If intent is routing,
it is *computable*.**

Which means a single system can sit beneath every interface and answer the only question that ever actually gets asked.

Everyone is building a better *interface*. No one is owning the routing layer.

CATEGORY	WHO'S THERE	WHY IT LOSES
AI assistants	OpenAI · Anthropic · Google · Apple	Commoditized. The interface is the model provider's home field.
Vertical SaaS	"AI for legal" · "AI for sales" · "AI for X"	Fragmented. Every vertical rebuilds the same primitive from scratch.
Copilots	Browser and IDE overlays	Distribution-locked. One platform update and the moat is gone.
Marketplaces	Uber, Airbnb, DoorDash lookalikes	Single-intent. Can't cross categories, can't compound.

The real opportunity is **beneath** **the interface.**

THE AI STACK, TODAY

Interfaces

COMMODITIZED

Agents

COMMODITIZED

Routing · who else?

UNCLAIMED

Models

CAPTURED

Compute

CAPTURED

*Stripe owns payments.
Twilio owns messaging.
No one owns routing.*

Every category where humans ask and something answers has the same unclaimed primitive underneath it. We take that layer — and we take it before anyone notices it exists.

§ 06 – THE PARADIGM

We don't build a product. We build the AI that **builds the platform.**

whoelse.ai converts every interaction into a *who else?* query, builds the connector required to answer it, and expands its own network with every request.

*Inspired by the paperclip maximizer — but optimized for expanding a network of intent, not paperclips.
Controlled autonomy. Economic in purpose. Network-effects by construction.*

Listen. Build. Expand.

Every request that can't be routed becomes the blueprint for the next connector.

01 · LISTEN

Intent becomes a who-else query.

Conversations in Claude, ChatGPT, Siri, WhatsApp — all compressed into a single canonical form: *who else can X?*



02 · BUILD

The agent writes the connector.

If a route exists, match. If not, the system generates the API wrapper, scraper, or partner integration needed to answer next time.



03 · EXPAND

The catalog grows by one.

Every answered query adds a new edge to the intent graph. The next request is faster, cheaper, and routable without asking.

← EVERY ROUTE EXPANDS THE GRAPH

NEXT QUESTION IS ALREADY ANSWERED

Three substrates just **landed at the same time.**

01

Agents can now write working code in one shot.

Claude 4-class models close the loop between "describe an integration" and "it runs in production." The cost of building a connector fell by 100×.

02

Every interaction is becoming conversational.

Voice assistants, AI browsers, chat-first apps. The interface is no longer a form — it's a sentence. And every sentence has the same shape.

03

A shared protocol is finally real.

DIN SPEC 2343 and MCP give agents a common way to talk. The routing layer now has a substrate to stand on.

§ 09 – MARKET

We don't sit in a category.
We sit under all of them.

CATEGORIES THAT REDUCE TO WHO-ELSE

Travel & hospitality \$1.9T

Local services \$600B

Commerce discovery \$5.8T

Knowledge & advice \$1.2T

Hiring & talent \$760B

Routing layer · take rate > \$120B / yr

Every category where humans ask and something answers is downstream of routing.

We monetize the match, not the category. A 1% take on global intent-routed transactions is a hundred-billion-dollar opportunity — and we're the only layer that scales across all of them.

Seed the catalog. **Open the protocol.** Take the toll.

PHASE 01 · SEED

Bootstrap the top 50 intents.

- Rideshare, food, booking, hiring, advice — the intents every AI already fields daily.
- Direct integrations with operators who want routed demand.
- Free for agents; paid for providers who want to be routable.

MONTHS 0 - 9

PHASE 02 · OPEN

Protocol v1 & the public catalog.

- DIN SPEC 2343 reference implementation, open-source.
- Any agent can route into whoelse.ai with one SDK call.
- Partners auto-register: a connector per 24 hours, agent-generated.

MONTHS 9 - 18

PHASE 03 · MONETIZE

Routing fees on every match.

- Per-match take rate on fulfilled routes — the ad auction, without ads.
- Provider-side SaaS for listings & analytics on the catalog.
- Enterprise: white-label routing for models & assistants.

MONTHS 18 +

Every request makes the **next one cheaper to serve.**

01 Connector compounding.

Every integration built is one we never build again. The catalog is write-once, infinite-read.

02 Routing data.

Every matched request trains a better router. Quality compounds with volume — classic marketplace flywheel, agent-scale.

03 Protocol gravity.

Every agent that speaks whoelse makes the next agent more valuable. Standards don't have second places.

04 Namespace.

The catalog becomes the default naming layer for intent — the DNS of ask. Owning the namespace is owning the index.

Four compounding layers. All of them harden faster than a competitor can copy.

A challenger would need to seed a catalog, train a router, publish a protocol, and own the namespace — simultaneously. Each is a company. Together, they're the category.

We're raising the round that runs the *first loop*.

SEED ROUND

\$6M

18 months runway

TARGET BY MONTH 18

300

intents seeded · protocol v1 · paid routes live

TEAM

9 → 18

ML · protocol · autonomy

From tools, to agents, to autonomy. We're building the last layer of that arc — and we'd like you on it.

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