

Every search starts with a need. *We mapped them all.*

The Intent Catalog is a universal grammar of what people are looking for — a compact taxonomy of human want, written in the language people actually use when they ask a friend, "who else?"

452

ATOMIC INTENTS

19

LIFE DOMAINS

∞

'WHO ELSE?' BRANCHES

1

UNIVERSAL GRAMMAR

What are you looking for?

- ALL
- HEALTH & BODY
- MOVEMENT & SPORT
- FOOD & DRINK
- HOME & PROPERTY
- TRANSPORT
- MONEY & WORK
- LEARNING
- FAMILY & CARE
- BODY & STYLE
- PETS & ANIMALS
- CULTURE & LEISURE
- COMMUNITY & BELONGING
- TRAVEL
- CIVIC & LEGAL
- CLIMATE & EARTH
- TECH & TOOLS
- CRAFT & CREATIVE
- ERRANDS
- EVENTS

Doctor Dentist Nurse Pharmacy Hospital Surgeon Physiotherapist Chiropractor Optician
 Audiologist Dermatologist Gynaecologist Psychiatrist Psychologist Therapist Counsellor Nutritionist
 Dietician Blood test Vaccination Ambulance 1st aid Rehab Addiction Palliative care Hospice
 Fertility Midwife Contraception STI test Hearing aid Wheelchair Prosthetics Home care Elder care
 Dementia care Covid test Gym Personal trainer Yoga Pilates Swimming Running Cycling
 Climbing Martial arts Dance Football Tennis Golf Skiing Surfing Boxing Crossfit Sports team
 Sports coach Sports gear Stadium Pool Sauna Trainer Restaurant Fast food Cafe Bakery
 Grocery Butcher Fishmonger Greengrocer Food delivery Meal kit Food sharing Catering
 Cooking class Recipe Diet plan Vegan food Halal food Kosher food Wine Beer Cocktail Water
 Coffee Tea Snack Picnic Food bank House Apartment Flat share Student housing Social housing
 Mortgage Rent Estate agent Landlord Property survey Interior design Architect Renovation
 Builder Plumber Electrician Painter Tiler Carpenter Glazier Roofer Timberman Locksmith
 Cleaner Janitor Gardener Landscaper Pest control Mover Storage Furniture Appliance
 Appliance repair Home security Smart home Solar panels Insulation Heating Air conditioning
 Water softener Internet TV Phone Craftsman Car Car repair Car wash Car rental Car charging
 Garage Parking Taxi Rideshare Bus Train Metro Tram Ferry Flight Bike Bike repair
 Cycle shop E-scooter Scooter Motorbike Boat Moving service Bus shuttle Airport transfer

SELECTED INTENT

Plumber

Home & Property

who else?|

- 01 Emergency 24h plumber
- 02 Boiler specialist
- 03 Drain unblocker
- 04 Bathroom fitter
- 05 Leak detection
- 06 Local handyman

One intent → many ways to fulfill it.
 The catalog encodes **both**.

The catalog, by the numbers.

Each row is a life domain. Each cell is an atomic intent – a node in the "who else?" graph. Density shows where life is most thickly served by services.

DOMAIN	N	DENSITY	SAMPLE ATOMS
01 Home & Property	44		House · Apartment · Flat share · Student housing + 40 more
02 Money & Work	39		Bank · ATM · Savings · Loan + 35 more
03 Health & Body	37		Doctor · Dentist · Nurse · Pharmacy + 33 more
04 Body & Style	30		Haircut · Barber · Hairdresser · Nail salon + 26 more
05 Transport	29		Car · Car repair · Car wash · Car rental + 25 more
06 Community & Belonging	29		Date · Friendship · Flatmate · Neighbour + 25 more
07 Food & Drink	27		Restaurant · Fast food · Cafe · Bakery + 23 more
08 Culture & Leisure	26		Cinema · Theatre · Opera · Concert + 22 more
09 Movement & Sport	24		Gym · Personal trainer · Yoga · Pilates + 20 more
10 Learning	22		School · Kindergarten · University · Tutor + 18 more
11 Craft & Creative	22		Photographer · Videographer · Graphic designer · Copywriter + 18 more
12 Tech & Tools	21		Phone repair · Computer repair · IT support · Helpdesk + 17 more
13 Climate & Earth	18		Recycling · Composting · Solar · Repair shop + 14 more
14 Travel	17		Travelling · Hotel · Hostel · Camping + 13 more
15 Events	17		Event · Birthday · Conference · Meetup + 13 more
16 Family & Care	15		Babysitter · Childcare · Nanny · Playground + 11 more
17 Pets & Animals	15		Pet sitting · Dog walking · Vet · Pet grooming + 11 more

A taxonomy of *need*, written from the bottom up.

- 01 "I needed someone to fix my radiator on a Sunday. I called a plumber, then my landlord, then a neighbour, then YouTube. The fourth one worked."
— MAYA, 34, BERLIN
- 02 "When my mum was diagnosed I didn't need a doctor. I needed eight things at once and didn't know what to call any of them."
— TOM, 51, LISBON
- 03 "Every search I do ends with me asking a friend. The internet has nouns. I needed a person."
— AISHA, 22, CARDIFF

FINDING

People don't search for products. They search for the *shape of a problem*, then refine outward until something fits.

METHOD

Listen to how people actually ask. "*I need a plumber, but who else?*" The second question is where the catalog lives — in the space of substitutes, adjacencies, and last-resorts. Every intent is followed by a chain.

Two words unlock the whole map.

Every intent is a sentence-stem. The user finishes it.

SEED INTENT

Plumber

who else?

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Search is a list of nouns. Life is a list of *questions*.

BEFORE

```
query: "plumber near me"  
→ 47 results  
→ 12 paid placements  
→ 3 directories  
→ 0 understanding
```

The web indexes pages. It does not index what you came for.

AFTER

```
intent: plumber  
→ 6 ways this gets fulfilled  
→ 3 substitute intents  
→ 2 prerequisite intents  
→ who else?
```

The catalog indexes *the question itself* — and every plausible answer.

One word. Five fields. Infinite reach.

ATOM #024

Plumber

who else?

DOMAIN	Home & Property
STEM	<i>I need a plumber, but...</i>
ADJACENT INTENTS	Electrician · Builder · Glazier · Locksmith · Handyman
FULFILLMENT MODES	Local pro · 24h emergency · Boiler specialist · Drain unblocker · DIY · Friend
TRIGGERS	Leak · No heat · Renovation · Move-in · Sunday emergency
PREREQUISITES	Insurance? · Landlord permission? · Budget?

The atom is small enough to remember, rich enough to route. A query becomes a graph traversal — and the user feels heard, not upsold.

Whoever owns the catalog of intent owns the *routing layer* of the next internet.

SEGMENT 01

Search & discovery

\$280B

Google, Bing, perplexity

SEGMENT 02

Local services

\$640B

Yelp, TaskRabbit, Thumbtack

SEGMENT 03

Vertical marketplaces

\$1.2T

Booking, DoorDash, Zillow

SEGMENT 04

Personal AI agents

emerging

OpenAI, Anthropic, Apple

THE WEDGE

Every agent, every search box, every marketplace needs a shared schema for what people want. We are building the *shared schema*.

THE COMPOUNDING

Each "who else?" answered makes the next answer better. The catalog grows **with use**.

One catalog. Four surfaces.

The same atoms power a public reference, an API, an app, and an enterprise router.

01 Public catalog

A browsable, searchable atlas of intents — the canonical reference. Free. Becomes the schema.org of want.

02 Developer API

Resolve a query into an intent + chain in one call. Used by agents, search boxes, voice assistants, marketplaces.

03 Consumer surface

A mobile companion: ask once, get the chain. Bookmarks, journaling, local recommendations.

04 Enterprise routing

Plug into customer-service triage, civic services, healthcare intake. The catalog routes the human.

A small idea, said precisely:

A simplified *universal* *grammar* for what people *need*.

Not a directory. Not an ontology. A **grammar** — a finite set of stems and a single recursive rule: *who else?*

i.

Atomic

Single words. Memorable. Translatable.

ii.

Recursive

Every atom invites the next. The chain is the data.

iii.

Open

Anyone can answer. The catalog grows with use.

We have the *map*. We need the companions.

452 intents catalogued. 19 domains charted. The grammar is written. What we're raising for is reach: a public release, a developer API, and a year of saying "who else?" with everyone who'll listen.

ROUND

Seed · \$3.5M

USE

Catalog v1 launch · API · 6

CONTACT

catalog@whoelse.io