

THE GRAMMAR OF THE AGENTIC WEB.

A linguistic standard for routing human intent through autonomous systems.

REVISION
STATUS

Q2 2026 · Washington, DC
LOOKING FOR COLLABORATORS

Foundation models speak natural language.

Humans don't know what to ask.

1.01 12 frontier models, ~10,000 wrappers, zero shared interrogative grammar.

1.02 MCP routes tool calls. A2A routes agent calls. No protocol routes human intent.

1.03 Every integration between user, model, and service is currently bespoke.

1.04 The interface burden has shifted from the machine to the user and the user is failing.

Two words.

Pre-installed in every human mind by age four.

DEFINITION

An interrogative construction that presupposes an open answer set: by definition, the answer lies outside the known frame. Every documented language has a structural equivalent. *Top-five interrogative by COCA frequency.*



The IP stack underneath.

Fifteen years of work. Not buyable from elsewhere.

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- | | | |
|-------------|---|--|
| 3.01 | Build on Open Industry Standards | Platform agnostic. Compatible with ISO, W3C, and Linux Foundation Voice AI interoperability standards. We speak with every AI. |
| 3.02 | The Brand | A unique name and metaphor for one of the biggest problems in AI. Defensible across consumer-facing applications. |
| 3.03 | Universal Grammar whitepaper | ~100 pages. 135 references. Kernel Grammar Hypothesis. COCA corpus validation. OIAI generalization mechanism. |
| 3.04 | 506-need taxonomy | 22 sub-groups. Frequency-scored. Mapped against existing category leaders. 129 needs without a consolidated leader. |
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How the standard ratifies itself.

Three humans equip an agent. The agent ships instances. Each instance is an anchor for the protocol.

LAYER 1

SUBSTRATE

Universal intent grammar · Maybe the best metaphor for AI in human language

Defines what 'Who Else?' means in a machine-parseable form.

LAYER 2

AGENT

Autonomous intent-maximizer · 6 strategies × 30 categories

Selects next domain by surprise-weighted relevance. Spawns API.

LAYER 3

INSTANCE

Each spawn = a 'Who Else?' API for one domain

Live integrations with foundation models, marketplaces, directories.

Standards win on three vectors.

5.01

SIMPLICITY

Two words. Universally understood.
Cheapest possible UI.

No onboarding. No documentation. No glossary.

5.02

NEUTRALITY

We don't own a vertical. We define how
verticals expose intent.

*Foundation models route through us not
against us.*

5.03

DEFENSIBILITY

Industry standards + brand + corpus +
accessibility for end-users.

*Cannot be acquired by capital. Can only be
acquired by us.*

The missing protocol layer.

MCP and A2A solve plumbing. They do not solve meaning.

PROTOCOL	ROUTES	BETWEEN	GAP IT LEAVES
MCP	Tool calls	Agent ↔ Tool	No semantics for human intent
A2A	Agent calls	Agent ↔ Agent	No semantics for human intent
WHO ELSE?	Intent calls	Human ↔ Web	this is the layer

RESULT. *Every agentic system needs a grammar to express the human side of the conversation. We are the grammar.*

What is real today.

7,000+

LANGUAGES

with structural equivalents of the primitive

506

NEEDS

mapped across 22 sub-groups of consumer intent

129

WHITESPACE

needs without a consolidated category leader

12-MONTH MILESTONES

M0-M3 Three reference instances live. Two foundation-model integrations. Implementation of autonomous capabilities.

M4-M9 The AI initiates its self-expansion protocol. Programmatic onboarding of new intents in the marketplace.

M10-M12 Series A on protocol-adoption metrics (instances, spec downloads, integration partners).

Team.

TOBIAS MARTENS

Founder · CEO

co-author. 15 years on the question. Linux Foundation, 42 Berlin, Roq.ad.

GIRI VAKKALANKA

Engineering

Substrate engineer. Owns the agent's runtime.

THE AGENT

Everything else

Spawns, integrates, ships. Supervised by the two above.

THE ASK

\$1,000,000

SEED

USE OF FUNDS

60% Agent runtime + reference instances

25% Standards adoption (working group, integrations)

15% Founders + operations · 12-month runway

tm@whoelse.ai · whoelse.ai

Every agentic system
will need a grammar.

We are the grammar.