

---

# The intent layer *of the AI web.*

Every AI answers questions. None of them route them.

Search gave you ten links.  
AI gives you one answer.

*Both skipped the question humans actually ask.*

*Who else delivers at midnight?*

*Who else speaks Korean nearby?*

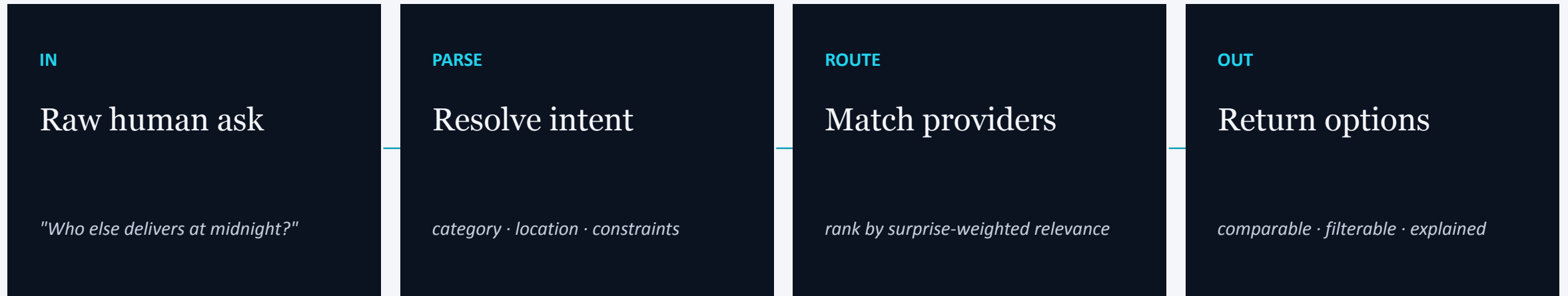
*Who else has been through this?*

# There is no routing layer *for human intent on the AI web.*

INFRASTRUCTURE	GPU clusters · model weights · inference
MODELS	GPT · Claude · Gemini · Llama · Mistral
AGENTS	MCP · A2A · function calling · tool use
INTENT	← <i>this layer doesn't exist yet</i>
INTERFACES	ChatGPT · Perplexity · Copilot · search boxes

# An intent router.

*One question in. The right answer out.*



# We didn't invent the question.

## *We made it the API.*

"Who Else?" is a linguistic primitive — top-5 interrogative in English (COCA), structural equivalents documented in every major language family.

### UNIVERSAL

7,000+ languages have a structural equivalent

### COMPRESSED

Two words encode 5 logical operations (15:1)

### AGE-AGNOSTIC

Last construction lost in fluent aphasia

# 506 mapped human needs.

*Organized by the question that resolves them.*



*Effectively the entire surface of commercial consumer intent on the internet.*

# Three curves crossed.

**01**

## AGENTS LANDED

MCP, A2A, function calling. The plumbing is now real and standardized.

**02**

## SEARCH BROKE

AI overviews collapsed the 10-blue-link economy. The map disappeared.

**03**

## TRUST FRAGMENTED

Users no longer trust one AI to answer everything. Routing is the next layer.

# Three revenue surfaces, *all routed through the same primitive.*

## ROUTING FEES

Per-resolved-intent revenue from providers competing for placement.

*Per-query*

## GRAPH API

Developers query the intent graph as a service. Tiered SaaS.

*Per-seat / per-call*

## LICENSED LAYER

Enterprises white-label the router for their own AI products.

*Annual contract*

# Nobody is in this quadrant.

human intent ↑  
machine intent ↓



*The combination of multi-source routing and human-intent first is structurally unoccupied — and increasingly demanded.*

# Seven years of unglamorous foundation work.

✓	<b>Universal Grammar whitepaper</b>	<i>100 pages, 135 references, peer-citable</i>
✓	<b>Trademark on "Who Else?"</b>	<i>Registered, defensible</i>
✓	<b>506-need taxonomy</b>	<i>22 sub-groups, frequency-scored, mapped to providers</i>
✓	<b>System spec</b>	<i>Surprise-weighted ranking · entity model · feedback loops</i>
✓	<b>Demo router</b>	<i>Decomposes one query into N parallel intent calls (live mockup)</i>
—	<b>Seed round</b>	<i>\$1M — building the autonomous launch system</i>

---

Own the layer  
*every AI lives on top of.*

**Tobias Martens**

tm@whoelse.ai · whoelse.ai

Seed round · \$1M · Washington DC