

**WHOELSE.AI**

— Q2 / 2026 — NYC, USA

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*THE INVESTMENT THESIS, IN ESSAY FORM*

*The interface  
five billion humans  
already know how to use.*

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CONCEPT DECK · THESIS SUMMARY

## ARTICLE I

# The chaos no one is naming.

**F**ive billion humans are now on the internet and most of them no longer know which AI to ask. ChatGPT, Gemini, Claude, Perplexity, Grok, Copilot. Plus ten thousand wrappers. *Each trained on different data. Each priced differently. Each trusted differently.*

*For a tiny technical minority, this is opportunity. For everyone else, it is noise.*

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*Five billion people don't need a better AI.*

***They need a question they already know how to ask.***

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*from §03*

ARTICLE II

*The interface already exists. We just recognized it.*

# Who Else?

*Two words. Pre-installed in every human mind by age four.*

## **Universal**

Structural equivalents in every documented language.

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## **Pre-tokenized**

Children speak it before they read.

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## **Structurally open**

Presupposes an answer outside the known frame.

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## ARTICLE III

# Three solved problems, one interface.

## WHICH AI?

### *We route.*

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The user's question goes through an intent classifier and a routing layer that picks the right answer engine — model, marketplace, directory, or human.

## WHAT TO ASK?

### *We template.*

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The 506-need taxonomy maps every consumer intent to a "Who Else?" formulation. Users don't compose prompts; they pick a need.

## HOW TO PHRASE?

### *We normalize.*

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Build on open standards, lets the routing layer accept any phrasing and emit a canonical "Who Else?" call to downstream services.

## ARTICLE IV

*Routing one category is a feature.*

*Routing all categories is a company.*

We are building an agent that adds a new category to the router every week, automatically. It identifies a fragmented domain, defines a "Who Else?" interface, ships a minimal system, integrates supply, and moves on.

*Self-replication is a capability — not the headline. The headline is that a normal user, on any device, can finally ask the question they have always known how to ask, and get a useful answer routed to them.*

**BY THE NUMBERS****506***needs mapped***22***sub-groups***129***without a leader***~\$10T***of consumer intent*

*Five billion people  
don't need a better AI.*

*They need a question  
they already know how to ask.*