

**An integrated platform
to structure, launch and grow your business**



**Economic
model**



**Legal
framework**



**Business
app**



**Partner
network**



■ What is FlexUp?

FlexUp is a new **business operating system** for modern businesses

- For **startups**, SMEs, freelancers and their partners
- Enabling fair and effective **collaboration**
- Driving greater **wealth creation** and **fair distribution**

Built on four key pillars



Economic Model

A unified remuneration system aligning the financial interests of all stakeholders



Legal Framework

Standardized contracts ensuring legal clarity and security for all your business transactions



Business App

A simple, powerful app to manage contracts, orders, payments, equity, and governance



Partner Network


A network of advisors, partners, and investors aligned to share risks and rewards over the long term





■ The Problem & Our Solution

Problem

Building a business is structurally inefficient

 **Complex, costly, or missing tools & structures**
→ barriers, inefficiency, slow execution

 **Rigidity and fixed costs**
→ fragility and funding pressure

 **Misaligned incentives**
→ friction and conflicts

Result:


Friction, slow execution, high failure rates

Solution

FlexUp aligns incentives and simplifies operations

 **One integrated platform & framework**
→ simplicity, faster execution

 **Flexible cost structure**
→ increases resilience and capital efficiency

 **Unified remuneration system**
→ aligned incentives and greater collaboration

Result:

**Faster execution, stronger collaboration,
scalable growth**

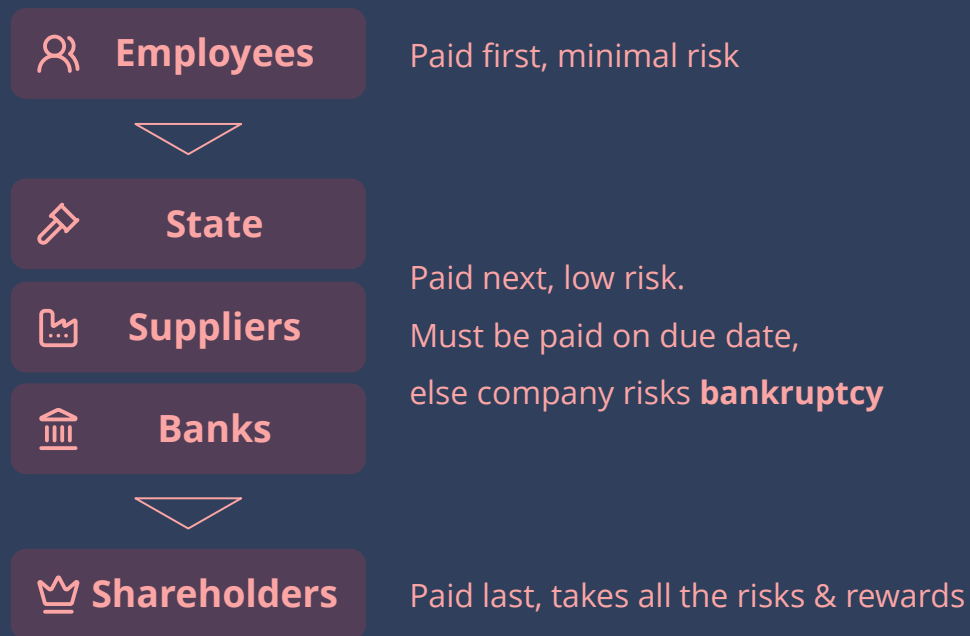
FlexUp Economic Model

Replacing discrimination by alignment of interests



Conventional System

Discrimination → cash waterfall by **participant type**



Result:

Conflicts of interests lead to friction

FlexUp Model

Non-Discrimination → cash waterfall by **priority level**



Result:

Aligned interests enhance collaboration

The FlexUp App

Run your entire business in one place — simple, automated, transparent



Launch & Operate

Start in minutes

No legal entity needed

Full lifecycle management

Automate Equity & Payouts

Auditable cash waterfall

Issue credits & tokens

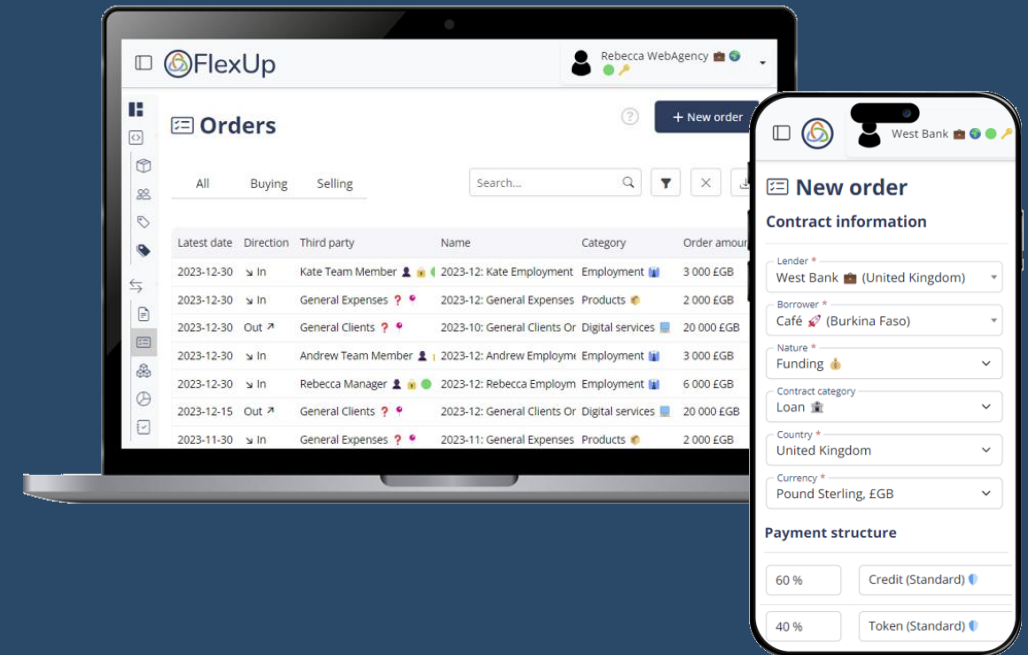
Track contributions

Ensure Transparency

Real-time visibility

Audit trails

Role-based access



Your business operating system

In-app illustration

Real data from the « True Local Heroes » equity table



FlexUp True Local Heroes

Transactions Contracts Orders Product items Tranches Commitments Credits Tokens Cash Wallets Pockets Account Account details Members Equity Investments Charter

% Equity

Token Index 40.32 \$US /token As of Date 2026-04-01

Associate	Credits (nominal)	Credit %	Tokens (nominal)	Tokens (outstanding)	Token %	Equity (nominal)	Equity (outstanding)	Equity %
Aktar Zaman	77 517.54 \$	8.55%	62 014.05 \$	84 300.30 \$	8.55%	139 531.59 \$	161 817.84 \$	8.55%
Anna Beard	3 000.00 \$	0.33%	2 400.00 \$	2 906.71 \$	0.33%	5 400.00 \$	5 906.71 \$	0.33%
Bonita Beard	5 000.00 \$	0.55%	4 000.00 \$	5 587.19 \$	0.55%	9 000.00 \$	10 587.19 \$	0.55%
David Friedman	500.00 \$	0.06%	400.00 \$	558.72 \$	0.06%	900.00 \$	1 058.72 \$	0.06%
Dirk Wolfaardt	3 000.00 \$	0.33%	2 400.00 \$	3 352.32 \$	0.33%	5 400.00 \$	6 352.32 \$	0.33%
Eric Beard	3 000.00 \$	0.33%	2 400.00 \$	2 906.71 \$	0.33%	5 400.00 \$	5 906.71 \$	0.33%
FlexUp	46 737.02 \$	5.15%	37 389.62 \$	52 225.73 \$	5.15%	84 126.64 \$	98 962.75 \$	5.15%
Gavin Weiner	1 000.00 \$	0.11%	800.00 \$	1 117.44 \$	0.11%	1 800.00 \$	2 117.44 \$	0.11%
...
Robert Beard	10 000.00 \$	1.1%	8 000.00 \$	11 174.38 \$	1.1%	18 000.00 \$	21 174.38 \$	1.1%
Rouviere De Waal	300.00 \$	0.03%	240.00 \$	335.23 \$	0.03%	540.00 \$	635.23 \$	0.03%
Sanjana Gupta	12 000.00 \$	1.32%	9 600.00 \$	11 566.32 \$	1.32%	21 600.00 \$	23 566.32 \$	1.32%
Sonia Smuts	3 500.00 \$	0.39%	2 800.00 \$	3 911.03 \$	0.39%	6 300.00 \$	7 411.03 \$	0.39%
Troy Norris	10 000.00 \$	1.1%	8 000.00 \$	11 174.38 \$	1.1%	18 000.00 \$	21 174.38 \$	1.1%
Total	906 920.28 \$	100%	725 536.28 \$	1 346 814.49 \$	100%	1 632 456.56 \$	2 253 734.77 \$	100%

Case Study: Orbital



Illustration: A Deep Tech Startup Backed by an Incubator in Milan

	Giorgio	Roberto	Nova Labs
Role	<ul style="list-style-type: none">• Co-founder & CEO	<ul style="list-style-type: none">• Co-founder and CTO	<ul style="list-style-type: none">• Incubator & Investor
Contribution	<ul style="list-style-type: none">• Work: Engineering + Biz Dev	<ul style="list-style-type: none">• Work: Engineering + Ops	<ul style="list-style-type: none">• Funding• Rental: Lab space
Remuneration	<ul style="list-style-type: none">• Work: 5 000 €/month	<ul style="list-style-type: none">• Work: 5 000 €/month	<ul style="list-style-type: none">• Funding: 10 000 € cash• Lab space: 1 000 €/month• Incubation: 2 000 €
Payment terms	<ul style="list-style-type: none">• 100% Credit	<ul style="list-style-type: none">• 30% Firm <i>(paid monthly)</i>• 70% Credit <i>(invested in project)</i>	<ul style="list-style-type: none">• 100% Credit – <i>with redeemable Tokens</i>



Watch a [video demo](#) or view it in the app: demo.flexup.app , email: orbital@example.com, password: [demo](#)