

Reinventing the way we do business

An integrated **SaaS** & **advisory services**
FinTech & **LegalTech** platform



**Economic
model**



**Legal
framework**



**Business
app**



Ecosystem



What is FlexUp

Mission:

Help businesses **create wealth** and **distribute it fairly**, for a more **prosperous** and **stable society**.

Vision:

Build an **integrated platform** that **simplifies** how you start, structure and grow your business, and gets all stakeholders* to **collaborate** through a shared remuneration system.

** founders, employees, investors, suppliers and clients*



From structural friction to fluid collaboration

Problem

Startups struggle with **complexity** & **conflict** – especially around **cash** and **equity**.

Pain points:

- Equity split
- Valuation
- Limited cash
- Founder dilution
- Investor liquidity

Solution

FlexUp's innovative **shared remuneration system** for **all stakeholders*** provides **simplicity** & **collaboration**.

In our toolbox:

- Track real contributions & risk
- Real-time cost-based valuation
- Pay team and partners with equity
- Equity buy-backs option
- Annual distributions of excess cash

* founders, team, investors, suppliers and clients



Building a business is hard. FlexUp makes it easier.

Complexity

Steep learning curve · heavy admin overhead

Ambiguity

No contracts · unclear roles, risk, and upside

Rigidity

Fixed costs · rigid contracts · little room to adapt

Conflicts

Misaligned incentives create friction and erode trust

Simplicity

One platform for your entire business lifecycle

Clarity

Standardised legal framework with transparent cash waterfall

Flexibility

Flexible cost structures · resilience · capital efficiency

Collaboration

Unified remuneration system aligns all stakeholders

→ Too many business struggle or fail

→ FlexUp helps businesses start & grow

A fully **integrated platform** – four pillars working as one



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 and equity.



Ecosystem

Advisory, services, and funding – provided seamlessly by FlexUp and its network of partners.



From structural friction to aligned collaboration



Conventional system

Discrimination → cash waterfall by **participant type**



Employees

Paid first, minimal risk



State

Paid next, low risk.



Suppliers

Must be paid on due date,
else company risks **bankruptcy**



Banks



Shareholders

Paid last, takes all the risks & rewards

→ **Conflicts of interests lead to friction**



FlexUp economic model

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

Monthly:



Firm

Unconditional commitments
0% risk factor



Flex

Paid monthly from available cash,
unpaid residue converts to credits
20~50% risk factor

Annually:



Credits

Investment / deferred remuneration
80~100% risk factor



Tokens

Share of profits
Rewards risk taken on flex & credits

→ **Aligned interests enhance collaboration**

Modular contracts that evolve like software



Key principles

Standardised

Legally sound, best-practice templates

Continuously updated

Evolves like software

Modular

Layered general / special conditions, for each contract type

Localised

Additional conditions adapt to each jurisdiction

Growing library

Investment, services, SaaS, employment...



Example – Investment contract

▼ Priority order

Investment-OSC

Order-specific

Investment-SC

Contract-specific

Charter-SC

Project-specific

Investment-AC

Country-specific

Investment-GC

All investment contracts

Charter-GC

FlexUp Economic Model rules

FlexUp-GC

All contract families

GC = General conditions • SC = Special conditions
AC = Additional conditions • OSC = Order SC

FlexUp is your business operating system



Launch & operate

Start in minutes • No legal entity needed • Full lifecycle management



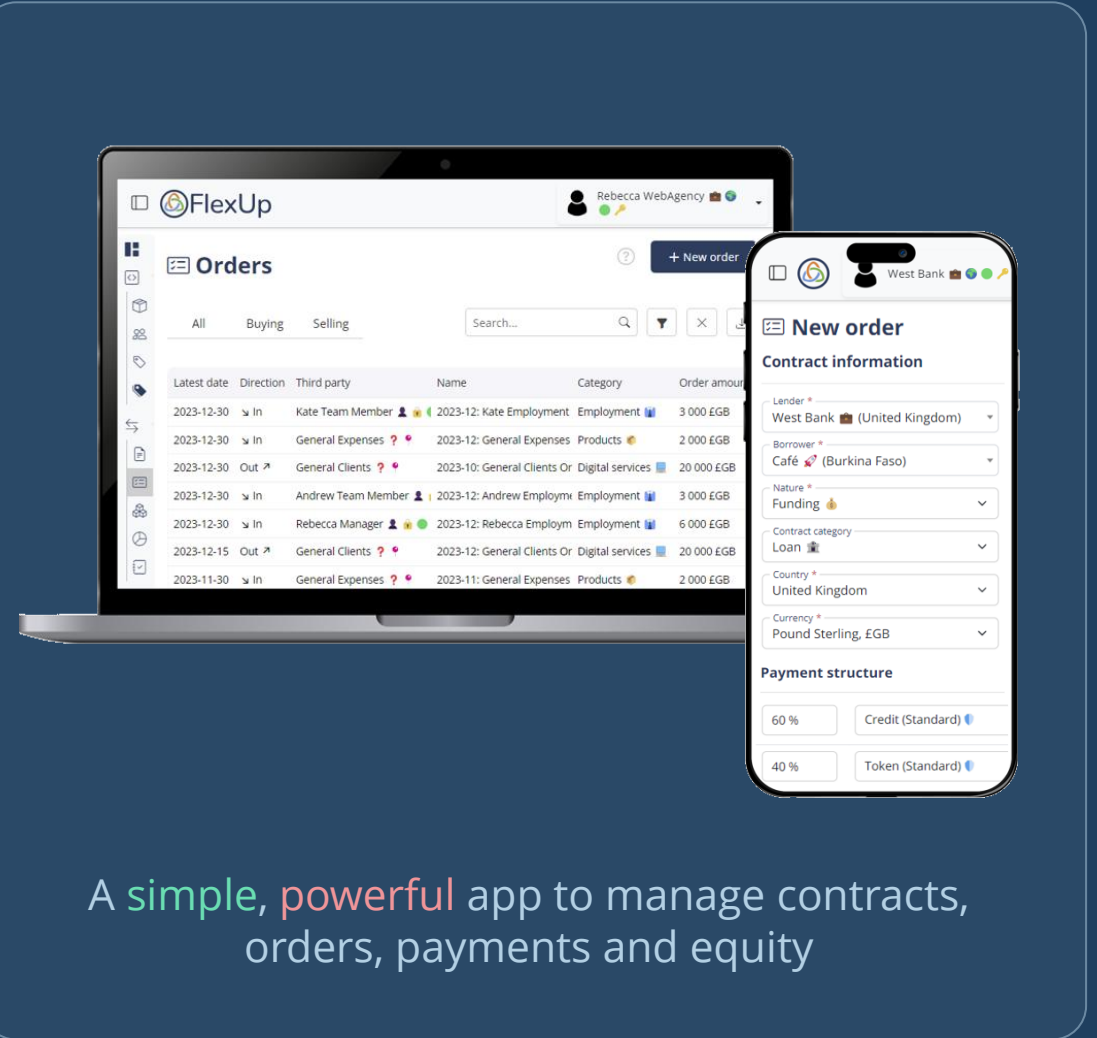
Automate equity & payouts

Track contributions • Issue credits & tokens • Auditable cash waterfall



Ensure transparency

Real-time visibility • Audit trails • Role-based access



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

Orbital – deep tech startup incubated in Milan



Associates →	Giorgio	Roberto	Nova Labs
Role	• Co-founder & CEO	• Co-founder and CTO	• Incubator & Investor
Contribution	• Work: Engineering + Biz Dev	• Work: Engineering + Ops	• Funding • Rental: Lab space
Remuneration	• Work: 5 000 €/month	• Work: 5 000 €/month	• Funding: 7 000 € cash • Lab space: 1 000 €/month
Payment terms	• 100% Credit <i>(80% risk)</i>	• 30% Firm <i>(0% risk)</i> • 70% Credit <i>(80% risk)</i>	• 100% Credit – <i>with redeemable tokens (100% risk)</i>

Try out the live app in the demo environment



Orbital
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- Dashboard
- Local directories
- Transactions
- Contracts
- Orders
- Commitments
- Credits
- Tokens
- Statements
- Cash
- Account
- Account details
- Notifications
- Members
- % Equity
- Investments
- Charter

% Equity ?

As of Date

Token Index

€ (EUR)	Credits			Tokens				Equity				
	Nominal	Expected	%	Units	Nominal	Outstanding	%	Nominal	Outstanding	Expected	%	
Associate												
Giorgio Co-Founder	15 000.00 €	3 000.00 €	42.2%	1 158	12 000.00 €	15 249.28 €	39.5%	27 000.00 €	30 249.28 €	18 249.28 €	41.0%	
Nova Labs Incubator	10 000.00 €	2 000.00 €	28.2%	982	10 000.00 €	12 933.18 €	32.9%	20 000.00 €	22 933.18 €	14 933.18 €	30.4%	
Roberto Co-Founder	10 500.00 €	2 100.00 €	29.6%	812	8 400.00 €	10 692.30 €	27.6%	18 900.00 €	21 192.30 €	12 792.30 €	28.7%	
Total	35 500.00 €	7 100.00 €	100.0%	2 953	30 400.00 €	38 874.76 €	100.0%	65 900.00 €	74 374.76 €	45 974.76 €	100.0%	

Try it yourself

- Watch a [short demo](#), or the [full case study](#)
- View it in the app: demo.flexup.app
 - email: orbital@example.com, password: demo

All the support you need – from FlexUp and its partners



What the ecosystem provides

Advisory

Legal, financial, strategic, coaching

Services

Dev, design, marketing, HR, operations, growth

Funding

FlexUp Investor Club, angels, VCs, grants & institutions

Community

Local hubs, events, and incubators — turning users into advocates

FlexUp builds the **platform** ·
Partners scale the **network**

How partners join the network

Step 1: Refer

Start referring leads: monetize your network – no delivery commitment required

Step 2: Sell

Run the full sales process and onboard users onto the platform

Step 3: Support

Become a FlexUp expert and support the ecosystem directly with advisory, services, or funding

Step 4: Build a local FlexUp Hub

Grow a local ecosystem of entrepreneurs and partners – with a local incubator and investor club

FlexUp has four revenue sources



1 SaaS subscription

- **Free** up to 5 k€/month transactions
- Pro plan: **20 €/month** up to 10 k€/month
- Higher plans: $\approx 0.1\%$ of transaction volume

2 Flexible payment fee

- **3%** on flexible payments
- Proportional to risk factor
- e.g. $3\% \times 1\,000\ \text{€ credit} \times 80\% \text{ risk factor} = 24\ \text{€ fee}$

3 Advisory services

- **FlexUp** in-house experts for admin, legal, strategy
- Hourly billing: **40-400 €/hr**

4 Network fees

- Revenue share with **partner** for each transaction:
- **5%** referral, **10%** sales, **5%** invoicing, **10%** IP, **70%** execution

Join FlexUp – **build, advise, and grow** together



For entrepreneurs & startups

Launch in minutes

- No entity needed, standardised contracts from day one

Stretch your runway

- Pay teams, suppliers, and advisors with a flexible mix of Firm, Flex, and Credits

Align every stakeholder

- Team, suppliers, clients, and investors share risk and upside on the same terms

Raise on clean terms

- Enter funding rounds with a transparent contribution history and clean cap table



For advisors & freelancers

Get paid fairly

- Get paid in cash, equity, or any mix that fits the engagement

Build an equity portfolio

- Accumulate Credits and Tokens in the ventures you help grow

Simplify transactions

- Standardised, modular contracts replace tailored-made documentation on every deal

Grow your practice

- Qualified deal flow from FlexUp clients, plus 5 ~ 15% referral on revenues you bring in



FlexUp