



FlexUp

**A new economic model,
to build a new world,
together.**





Dreaming of launching a project, and finding the means to achieve it

Create a business, set up an association, live your passion, work the land, invent new products, promote your talents, change the world...

One day or another, everyone can dream of bringing something meaningful to life.

FlexUp aims to help entrepreneurs take action to turn their dreams into reality.

Define your project, structure it well, find partners, manage your activity...

FlexUp offers you tools to do all this simply, with an innovative, flexible and virtuous approach.



A new vision

A new way of designing
the functioning of the economy,
of the company, and of projects



Innovate to improve our economic system

Continuous improvement is one of the essential ingredients of economic and social progress in our society.

The resources invested in scientific research and technological development are considerable, and the progress in these areas is impressive.

But what about improving the systems that govern how our society functions?

Few people are interested in it. Investments in this area are paltry, and we often use institutions, rules, and thought patterns that are outdated, absurd, and ineffective.

FlexUp proposes to apply to our economic model the same approach of innovation and continuous improvement that has enabled the extraordinary scientific and technological progress of recent decades.



Inventing a new way of operating businesses

Technological innovation is based on a cycle of continuous improvement: analyze, design, develop, test, deploy... then repeat.

FlexUp uses this same approach to offer you innovative models and tools to structure, finance and manage your business or project.

Based on a systemic analysis of the underlying mechanisms of the current economic system, we have developed simple, effective and virtuous solutions.

**It's time to update
the software!**



A photograph of a wooden boardwalk or path winding through a dense, lush forest. The path is made of dark wooden planks and leads from the foreground into the distance, curving slightly to the right. The forest is filled with tall, slender trees and a thick carpet of green ferns and other undergrowth. The lighting is soft and dappled, creating a serene and mysterious atmosphere.

The path from dream to action

How can we make businesses more efficient and fully serve society?



The best time to get started?

Now.

FlexUp is developing an ecosystem where every entrepreneur can find all the tools and resources necessary to launch and develop their project.

Based on a **new open, fair and transparent economic model** in which:

- the benefits of the project are shared according to the actual contribution and the level of involvement desired by each person,
- the resources of each person are valued, in the service of a collective vision and project.
- all the tools are there to allow everyone to take the first step with confidence and ease



We dream of building a better world in which

- **projects are launched with confidence and ease,**
- **businesses thrive,**
- **and are at the service of society and the common good.**



Creating a new economic paradigm

A community of entrepreneurs who want to give meaning to their lives and their projects.

An open, flexible, fair and collaborative approach.

In line with the values of justice, transparency, responsibility and solidarity.

A new collaboration model offering simplicity, performance, fairness and transparency.

A distribution of profits among all participants in a project, regardless of their nature, based on their respective contribution and the level of risk they are willing to take.



**Create a new economic model,
and innovative tools ,
serving businesses
and entrepreneurs,
to make them pioneers
of a new world,
a better world.**



Empowering entrepreneurs to launch and grow

Share our vision of the world and build it together thanks to an innovative model, effective tools and the strength of a future-oriented entrepreneurial ecosystem.

To do this, we enter internally and collectively into greater coherence, harmony and quality of collaboration in the service of our 5 missions:



1. Building a better world together

To help businesses grow both in their success and in their human values, through the development of management tools, collaboration, and new models for distributing wealth.

2. Be a catalyst for success

So that business creators and all their stakeholders can easily implement the tools necessary to develop their activities in this new paradigm, and create more wealth.

3. Enable collaboration

To promote collective intelligence and mutual aid within a transparent and virtuous ecosystem where the actions of each individual help the whole to grow.

4. Amplify solidarity

To support project leaders who lack resources and share the wealth of businesses with projects of general interest that improve everyone's lives.

5. Promote inner harmony

To enable each company, each contributor, supplier or customer to act daily in alignment with its values.





**Provide the map and compass,
of a new world,
more entrepreneurial**





**FlexUp draws a new world,
so close that you only have to open
your eyes to see it.**



Support project leaders who want to establish themselves in this new world.

Because nothing replaces experience and proof, we build these new tools with you and are the first users every day.

We test them, validate them and develop them to become ever more relevant, efficient and flexible to meet the needs of today's and tomorrow's businesses.



“We work to ensure that as many individuals as possible have access to the resources and tools needed to undertake and develop their projects.”





The FlexUp economic model

Share profits based on each person's contribution and level of commitment



An innovative solution to many structural economic and social problems in our societies

The fundamental principle on which the model is based is the possibility for each participant in a project, whatever the nature of their contribution, to freely choose the method and flexibility of remuneration that they are prepared to incur on the project.

There is no distinction between employees, shareholders, suppliers, customers, bankers, etc. Only partners working together on an entrepreneurial project.

Everyone participates in the same compensation system. The project's profits are distributed fairly among participants based on their contribution and the level of risk chosen by each participant.

[Learn more about the FlexUp economic model](#)



How it works at a glance

Each participant is free to choose how to divide their remuneration into 3 parts, each with a different priority and level of risk.

Cash inflows



BASE

The **base** is paid monthly to all participants who have chosen a "base" remuneration share. This is the least risky form of remuneration.



FLEXIBLE

The flexible payment is then paid monthly, once all basic payments have been processed to those who have chosen to have a portion of their remuneration "in flexible".



EQUITY

Then, the profits remaining in the company are distributed annually in an equitable manner between each participant according to the risk taken by each on their remuneration.





The FlexUp platform

**Simple and virtuous tools at
the service of businesses**



Facilitate and streamline the management of your business project

The FlexUp app is a simple yet powerful tool that helps you manage your business (products, contracts, orders, etc.).

Our aim is to provide a comprehensive, useful and efficient tool that is also as accessible as possible to manage your business and allow you to focus on what matters most: growing your business.

Our management tool also supports the desire to make it easy for everyone to implement the FlexUp model in their project.

The challenge?

To provide each project participant with a more equitable and wealth-creating model.

[Learn more about our business management tool](#)



Key features

- **Direct in-app transactions** with other FlexUp users
- **Flexible remuneration system**, compatible with both the classic and FlexUp economic models
- **Automated token system** quantifying contributions and risk levels
- **Smart contract & order management**, supporting complex payment terms, recurrence, and detailed delivery tracking
- **Monthly & annual resolution mechanisms** for payment validation and equitable cashflow distribution
- **Real-time transparency** for authorised stakeholders across financial and operational data
- **Role-based access control** to manage permissions for managers, associates, advisors, and investors
- **Automatic document generation**, including contracts, orders, delivery notices, timesheets, and invoices
- **Scalable architecture**, suitable for individual entrepreneurs, startups, and large organizations
- **Integrated offline transaction tracking**, with full documentation and accounting consistency



Provoke meetings that create value and move things forward

An innovative, participatory and responsible marketplace serving its users

One of the biggest challenges in developing any business project is visibility.

How do you find the clients and suppliers you really want to work with and who want to move forward with you in this adventure?

The challenge of the marketplace is to bring together a community of entrepreneurs, businesses and customers with shared values.

Everyone contributes by offering their products and services online within a fair and healthy competitive model.

A marketplace that truly belongs to its users.

[Learn more about our marketplace](#)



Supporting companies in implementing FlexUp tools and the system

To be guided on the path to this new paradigm.

The Advirosy FlexUp activity offers you tailor-made advice and support to enable you to integrate the FlexUp model, implement the tools that are right for your business and help you change your internal, supplier and customer operating methods.

We give you the map, the compass and everything you need to launch and develop your projects.

[Learn more about our Advisory services](#)



To hatch, support and help finance entrepreneurial projects.

Helping entrepreneurs bring their projects to fruition through a range of comprehensive services: advice, toolbox, project financing.

All this in connection with a community of investors who share FlexUp values.

[Learn more about our Incubator](#)





Brand architecture



**A new model
economic**



**Simple and powerful
management tools**

**An ecosystem of
partners**



**A coherent and
integrated whole**



**For virtuous project
management**

Our symbol illustrates this creative symbiosis which brings together the key elements of our mission.

1. An economic model designed to facilitate the business world and promote cooperation between all stakeholders in a project.
2. Simple and effective tools for its implementation: contractual framework, online management platform.
3. An ecosystem bringing together partners, suppliers and other entrepreneurs who share common values, models and tools.





Our story

How do we talk about it?



Increasing the performance of companies to put them at the service of society

We believe that every structure and system must serve every human being, allowing them to move forward in the direction of their projects and dreams.

Knowing that everything is perfectible, we have dedicated ourselves to the search for improvement.

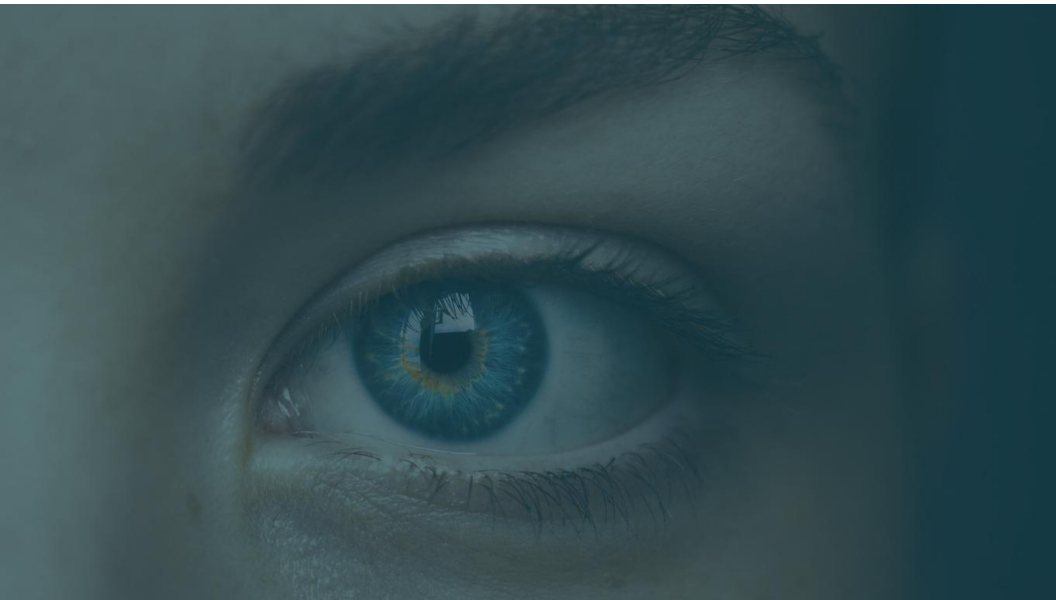
We are researchers whose commitment is to constantly improve our systems so that they enable everyone to live and develop better.

To work towards a new vision that promotes equity, fairness, sharing and collaboration in entrepreneurial projects.



Everyone is investing in R&D for new technology, but the systems and organizations that run our world can also be improved.

Rather than starting from scratch, we are moving forward step by step, with analysis and method, to show that a new world is possible and to experience it.



The economic system must serve humanity

On a daily basis, we support entrepreneurs and their businesses in imagining a new economic operation that serves everyone involved in the project.

For a fairer sharing of the benefits and risks incurred by projects built collectively.

A system based on fairness, where everyone benefits from their contribution, regardless of its nature.

We accompany them towards a new world whose proximity can be surprising.

A new way of working that already exists deep within them, anchored in their values and their vision of the world.

You just have to open your eyes.



Our storytelling model

Everything is perfectible, but everyone puts their research and improvement efforts into technology rather than into the systems that govern our world.

The choice

.....|.....
The problem

We have set out to continuously improve our systems.

To build a new vision of the business economy and support them towards a new world.



The results



With FlexUp this world already exists .

A new economic system, along with the tools and support to bring it to life, is just a blink away for all entrepreneurs who want to align their projects with their values.

For each need, we support them in setting up a new system that serves the interests of each participant in the project, and the world around them.





For those who dare to undertake

Experimenting with new paths



Our thought and our will are creative.

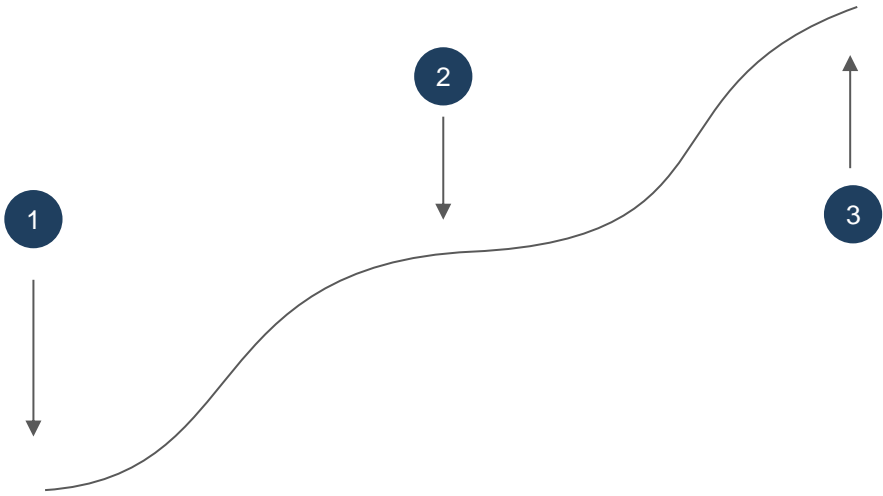
We feel in the movements of our world a global desire to put our professional activities and businesses at the service of the world and society.

Many entrepreneurs seek to be more aligned with their values of fairness and respect for each other, but do not know how to make this a cornerstone of the daily life of their projects and especially of their success.

FlexUp enables these core values to be deployed at all levels and in all areas of the company.



Solutions for every stage of the business project



- 1 Propelling individual entrepreneurs
- 2 Structuring the founders and their first partners
- 3 existing structures towards a new paradigm of collaboration and distribution





Who are we doing this for?

Propelling entrepreneurs



Who are we doing this for?

Freelancers and independent workers are surely those who most embody our belief that we can create a new world in our own image every day.

They adapt their business every day to their values and desires so that it is fully aligned with who they are.

We help them take this process even further by structuring their business easily and efficiently using our management tools and the marketplace.

Allowing them to propel themselves to the next level of their business.



Yohann, Artistic Director

Yohann is at a pivotal moment in his entrepreneurial journey.

For the first time, he has crossed the threshold of five thousand euros in monthly turnover, driven by a second recurring mission with a major fashion brand.

With this new level of achievement, Yohann feels the need to structure his business and surround himself with trusted partners.

He wants to be able to collaborate with other professionals while ensuring a clear, fair and sustainable framework for everyone.

Already using the FlexUp platform to track his own activities, he now decides to use it to manage his collaborations. He can now manage the contributions of his independent partners, track payments transparently, and offer them a value distribution aligned with their commitment.

Thanks to FlexUp, Yohann has reached a milestone: he has gone from isolated freelancer to a structured project manager, ready to build a virtuous collective dynamic.





Who are we doing this for?

Structuring the founders and their first partners



Who are we doing this for?

As our company grows and we welcome our first employees and partners, new organizational and financial questions arise.

This key phase for any business can define the success and the next years of development of a project.

As their professional ecosystem grows, the FlexUp model allows them to initiate this new stage by aligning the interests of each participant in the company with the interests of the collective.

Our consultants support project leaders during this crucial period and facilitate the continuity of the model thanks to our management and counterparty monitoring tools.



Jean, CEO of a SaaS startup

Jean has reached a key milestone: his SaaS startup is experiencing strong growth, with several contracts recently signed.

Although the products have not yet been delivered and payments have not yet been received, the team needs to expand quickly.

With his partners, Jean aims to build a company that is true to his values. They seek to attract top-level talent and involve them in the project's success.

With FlexUp, Jean offers an attractive total compensation package, with 60% *base* compensation (paid in cash monthly) and 40% *equity* compensation (based on the FlexUp model). This attracts people who believe in the company's potential and are motivated by the prospect of shared gains.

This model allows the team to benefit from the value created while distributing profits fairly.

Jean can thus recruit without weakening his cash flow, mobilize his employees around a common project and share future profits according to the involvement of each.



Why are we doing this?

Guiding structures towards a new paradigm



Aligning interests to better cooperate

The world is changing, awareness is expanding, and businesses must adapt to stay consistent with this transformation.

In a constantly changing environment, it is becoming essential to rethink managerial and organizational methods. This involves the integration of new tools, new values, and an approach more in tune with internal and external dynamics—those of individuals, companies, and society as a whole.

It is in this context that FlexUp finds its place.

We support organizations towards greater clarity, fairness and cohesion, by aligning the interests of each participant with those of the collective.

We contribute to resolving tensions, managing imbalances, and building a new, fairer and more sustainable model.

Our mission: to support this paradigm shift, by offering a method where everyone is truly involved... and a winner.



Hervé, CEO of an industrial group

1. An uncertain future for the company

Hervé's company, which specializes in stamping automotive parts, is going through a major crisis. With a turnover of €300 million and 2,000 employees, it is posting a negative cash flow of €10 million per year.

At this rate, bankruptcy is inevitable within two years. In a devastated industrial area, employees, customers, and suppliers would find themselves in serious difficulty, with the latter two facing an increased risk of dependence on foreign players.

In addition, the company needs heavy investments to regain competitiveness. But the internal climate is deteriorating: strikes, social conflicts, mistrust... The social dialogue has broken down.

Hervé is looking for a solution that will preserve jobs, restore finances, and become an innovative and profitable company again.

That's when an entrepreneur in his network told him about FlexUp. After several weeks of analysis and simulation with the FlexUp team, Hervé identified a new path that was more humane, more robust, and more equitable.



2. A concerted and equitable restructuring

The plan implemented with FlexUp is based on a simple principle: share the efforts today, to better share the fruits of success tomorrow.

Employees and suppliers agree to convert 5% of their compensation into equity (15% for executives) through the FlexUp model. Clients also play the game, agreeing to pay a 5% bonus, repayable in equity.

This reorganization frees up more than €30 million in cash per year. The company goes from a deficit of €10 million per year to a surplus of €20 million per year. This allows it to finance the investments necessary for modernization without resorting to debt, while recreating a climate of trust and mobilization.

Three years later, the company returned to profitability.

Five years later, it has reimbursed all stakeholders and is distributing the first profits... fairly.

Thanks to FlexUp, Hervé not only saved his business, he made it a model of collective resilience.



Values & Personality

**Because each of our actions
defines us**





Our values

Innovation

We constantly seek improvement through innovation.

We observe and draw inspiration from reality to imagine tools and solutions that go beyond the paradigm of what exists and advance a little further towards the infinity of possibilities.



WHAT LESSENS
ONE OF US
LESSENS
ALL OF US

Our values

Equity

We consider businesses to be essential players in promoting greater equity in society, by enabling a fairer distribution of the wealth they create.

For us, this means:

- remuneration , based on the value of **each person's contribution** ,
- fair **profit** sharing , based on the level of **risk** taken in the success of the project.





Our values

Contribution

We put ourselves at the service of humanity and the common good and contribute to the creation of a new virtuous economic and social ecosystem where everyone advances and grows together in the development of their projects and values.





Our values

Pragmatism

In what we build, we cannot afford to have a biased or fixed view of things.

We adopt systems thinking and a broad yet precise perspective to provide the best tools and constantly improve what already exists.





Visionary

We dare to think outside the box to imagine, create innovative solutions and bring our dreams to life.

Authentic

We say what we do, and do what we say.

Reassuring

We constantly strive to establish a rational, safe, and reassuring framework for everyone. Because for us, novelty is not synonymous with excessive risk.

Meticulous

We focus on every detail in our analysis and in all our service offerings because our approach is very thoughtful and structured.



FlexUp
embodied in everyday life



The new world is just a step away

To enable every entrepreneur whose values align with the brand to project themselves into the concrete implementation of this innovative vision of entrepreneurship, we must show the way.

Every step must be documented, shared, and highlighted. What we advocate is fairness between every participant in every project. It's also our greatest strength: community.

To do this, we create content to tell the story of FlexUp pioneers and how they align their entire businesses with their values and how they succeed in their business, empowered by this new paradigm and our tools.





It is together that we truly create.

To support our vision of community and harmony among business project participants, we must bring together and celebrate the progress of each member of our community.

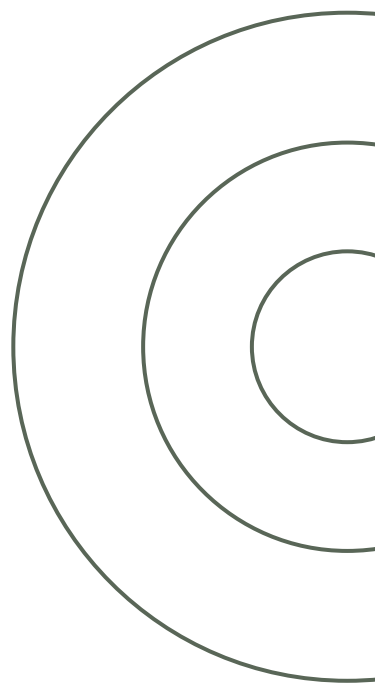
Together, create places for meeting, exchange, mutual aid, collaboration and life so that everyone can grow together beyond the boundaries of their company or project.

To do this, we regularly organize spaces for exchange between members of our community so that they can grow together.

So that YOU become US.



Annexes



Golden Circles

Why?

Creating a new world where businesses perform well and serve society

How?

By allowing everyone to carry out their projects and share the risks and rewards fairly

What?

An innovative economic model, simple and powerful business management tools, and an ecosystem of committed partners.





Brand platform

Vision

A world where every individual achieves their ambitions and where businesses thrive by serving society.

Positioning

The guide that opens your eyes to a new world of possibilities



Values

Seek innovation
Ensure fairness
Moving forward with ethics
Target performance

Assignment

Provide the foundations and tools for a new system for doing business



Brand Questions

What do we do?

We are developing a new, more equitable economic model and business management tools to implement it and facilitate the act of entrepreneurship.

How do we do it?

By enabling entrepreneurs and businesses to be fully aligned with their values in every part of their business.

Who are we doing it for?

entrepreneurs who want their professional activity to be fully aligned with their values and worldview.



Brand Questions

Why do we do it?

To bring to life a world where everyone develops their projects while fully listening to their values and where each person involved in a project is taken into account and free.



