

# Reinventing the way we do business

*Fair, flexible, and transparent.  
A new way to start and grow your business*



# What is FlexUp ?

A comprehensive **ecosystem** designed to help you start and growth your **business** through:

## Economic model



An innovative **economic model**:

- promoting **cooperation** among all your stakeholders,
- through a **common remuneration system**,
- built on a solid **contractual framework**.

## App



A simple yet powerful **business management app** to manage:

- contract, orders, deliveries
- invoices, payments
- budgeting, cash allocation
- equity split, profit distribution

## Community



A **network** of business partners:

- offering various **professional services**
- ready to invest in your project with our **flexible remuneration system**



# Most businesses face the same challenges

*in their early stages and throughout their lifecycle*



How should I split the capital amongst founders?



How can I attract, retain and motivate top talent?



How can I be competitive in the early stages of development?



How can I build solid partnerships with key clients and suppliers?



How do I determine the value of my company?



How can I spend more time on the business, and less on admin tasks?



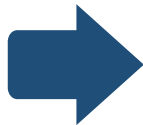
How do I raise capital without losing control?



How can I keep a healthy work/life balance, and share risks and mental load with others?



How can I cope with financial hardship?



What if we could find **simple solutions**?



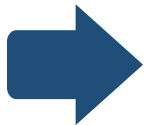
# ■ FlexUp: a virtuous model of participatory enterprise

## Objectives

- **Simplicity**: simplify the processes of creating, restructuring, financing and managing businesses with well designed frameworks, tools and professional services
- **Collaboration**: reduce conflicts and encourage collaboration by eliminating **discrimination** between different types of participants and by aligning their **financial interests**.
- **Resilience**: make businesses more robust by making their cost structure more **flexible** and by enhancing loyalty of employees, customers and suppliers.
- **Profitability**: help businesses grow and create more **wealth** by enhancing collaboration between all participants.
- **Common prosperity**: encourage a **fair** and **transparent sharing** of the wealth created among all participants.

## Key principles

- **Non-discrimination**: all participants have the same remuneration system. No distinction is made between different types of:
  - **participants**: managers, employees, investors, suppliers, clients...
  - **contributions**: work, capital, goods, services...
  - **remuneration**: salaries, purchases/sales, interests, dividends...
- **Flexibility**: participants choose how much risk they want to take, by splitting their remuneration over different **priority** levels
- **Cash waterfall**: payments are made by **priority** level within the limits of **available cash**, and each commitment is paid at the same **rate**.
- **Preservation**: unpaid flexible **residue** is **rescheduled**
- **Fairness**: **tokens** are issued to reward the **risk** taken by associates on their **remuneration**, and give rights to a share of **profits** and **votes**
- **Transparency**: all participants can see in **real time** how the **cash** is used and how much **equity** they have in the project.



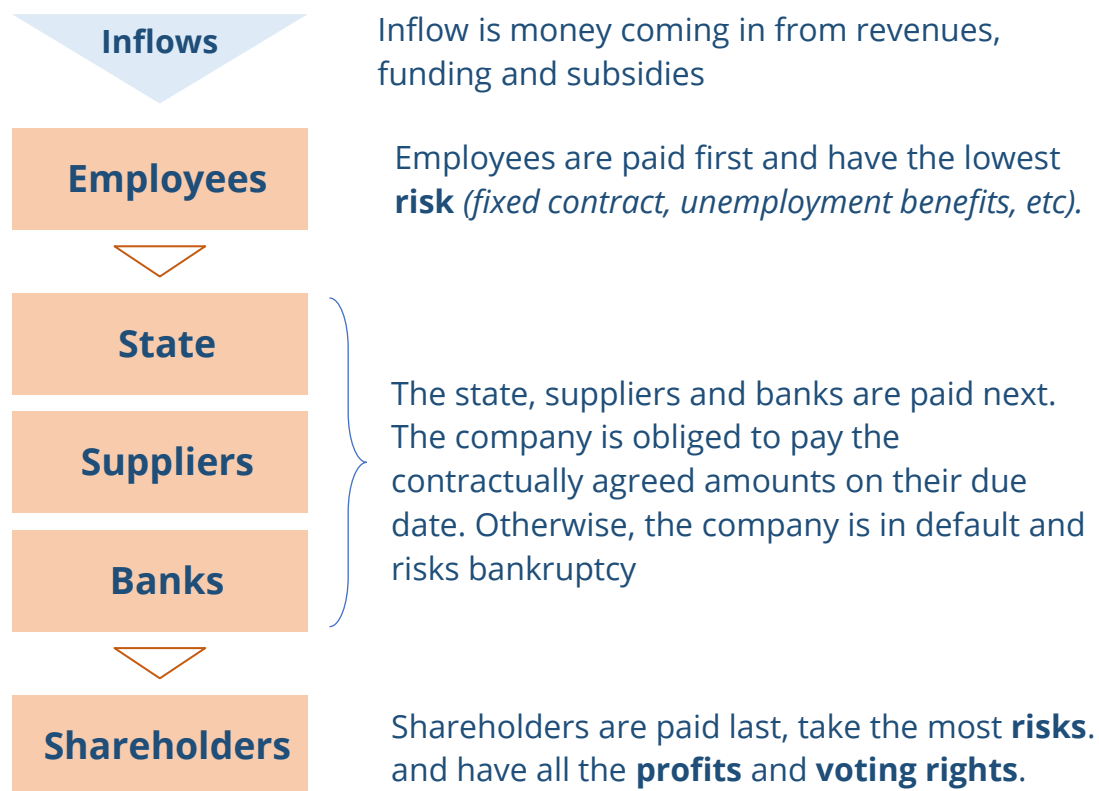
**FlexUp: aligning the interests to encourage collaboration**

# FlexUp approach: encourage more **collaboration** between all participants by aligning their financial interests through a common **remuneration system**



## Conventional model

Discrimination by type of participant



Participants are discriminated by **nature**, which determines the payment order. Shareholders alone take all the risks and profits

## FlexUp model

Cash waterfall by priority level



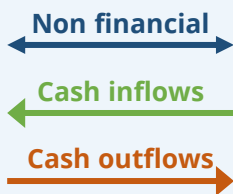
No discrimination, all participants are free to split their remuneration between different priority levels, each with a different risk factor, and be rewarded accordingly



**No discrimination** based on **participant's** nature, all can have the same **remuneration system**, on an voluntary basis\*, regardless of the nature of their **contribution**



Legend:



Each **participant** negotiates his target **remuneration** with the project in return for his respective **contribution**

\*: Participant are also always free to opt for FlexUp model or stay in the conventional model. Their may have different remunerations of course, but based on a common system.



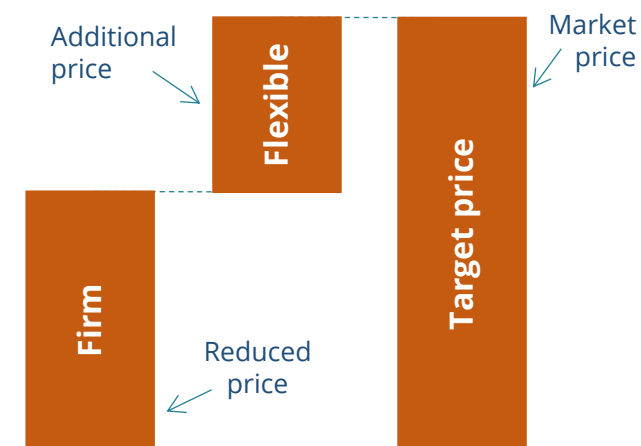


Each **participant** is free to choose how much **risk** he is willing to take on his **remuneration** by splitting it over one or more **priority** levels

For suppliers\*:

**Target price = firm + flexible**

Ex.: 60% out + 40% out = 100% out

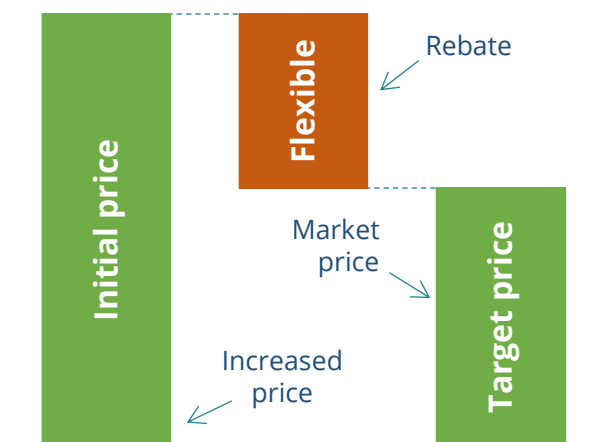


- **Target** price is the fair market price
- Initial price paid to supplier is **firm** and is below market price
- **Flexible** price is paid next, based on available cash

For clients:

**Target price = inflow – flexible**

Ex.: 150% in - 50% out = 100% in

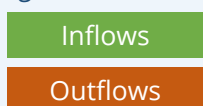


- **Target** price is the fair market price
- Initial price paid by client is **firm** and is above market price
- **Flexible** price is then refunded by supplier back to client, based on available cash

- **Suppliers\*** can support a project by splitting their **remuneration** over multiple **priority** levels:
  - **firm** commitments must be paid first,
  - **flexible** commitments are paid next, conditionally, if the project has enough **available cash**
- **Flexible** priorities include all priorities except firm.
  - **preferred, flex & superflex** are paid **monthly**,
  - **equity (credits & tokens)** is paid **annually**,
  - if there is not enough **cash** for a given **priority**, all related commitments are paid at the **same rate**

Ex. everyone receives 60% of his flex for that month
- Unpaid residues are **rescheduled** or converted to **equity**
- **Clients** can also support a project by paying a **higher initial price**, and receiving **flexible rebates**, paid later based on available cash

Legend:

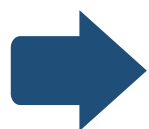
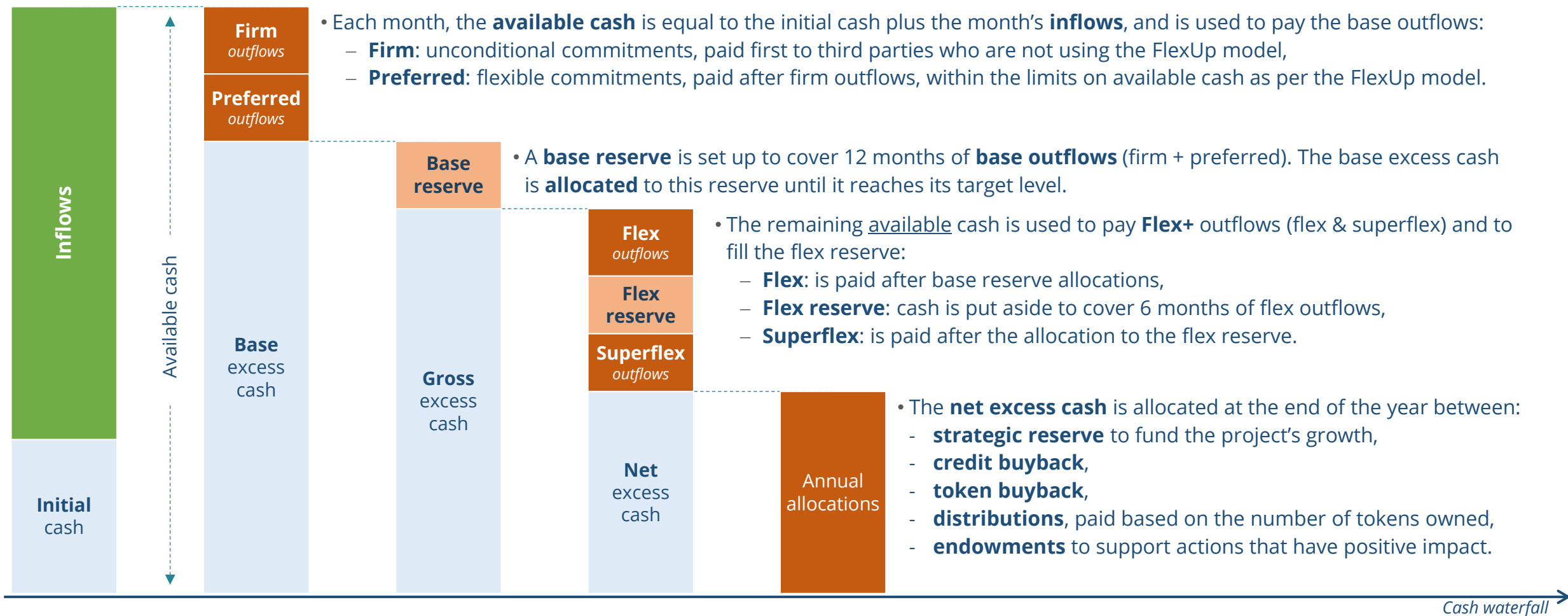


For each **priority** level, all commitments are paid at the same rate, regardless of each participant's nature

\* in FlexUp, the term "supplier" also includes employees, banks, investors ... anyone providing a contribution and being remunerated for it



Payments are made by order of **priority**. If there is insufficient cash, commitments of a given priority level are all paid at the same **rate**

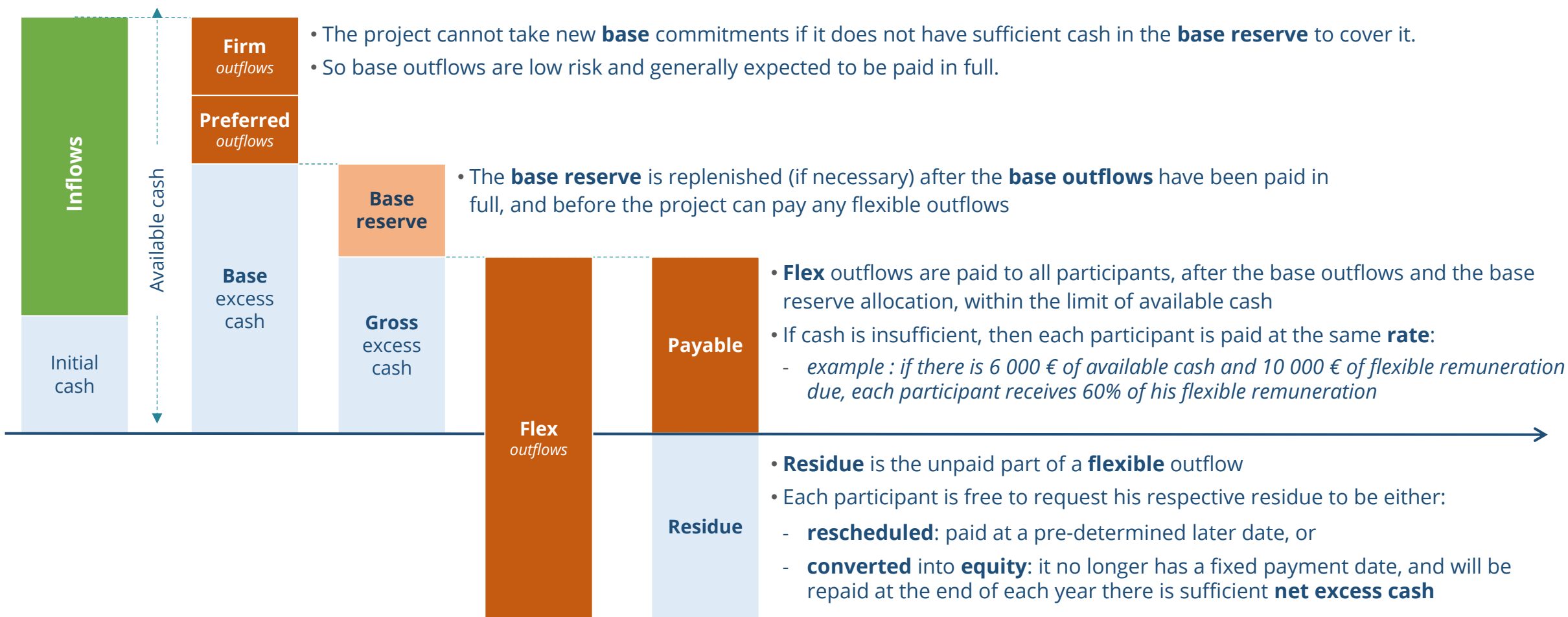


The **payment** order does not depend on the nature of the participant but on the **priority** of each **commitment**, chosen freely by each participant





## Residues of unpaid outflows are **rescheduled** or **converted** into equity



Accepting a **flexible** remuneration does not mean you earn less,  
it means you are willing to **invest** in the project



**Profits** and **voting rights** are distributed based on **tokens**, which are issued to associates based on the **risk** taken on their remuneration

Example 1:

- Tony does a job for 100 €. He decides to split his **remuneration** in 3 **tranches**: 50% firm, 25% flex, and 25% credit
- Based on this **payment structure**, the total **risk** is 30 € (100 € \* 30%)
- If the **token index** is 1 €/token, he receives 30 **tokens** (30 € ÷ 10 €/token)

Tranche	Portion	Nominal amount	Risk factor	Risk	Discounted value	Tokens #
Firm	50%	50 €	-	-	50 €	-
Flex	25%	25 €	40%	10 €	15 €	10
Credit	25%	25 €	80%	20 €	5 €	20
Total	100%	100 €	30%	30 €	70 €	30

Example 2:

- At the end of the year, the projet has 1 000 € of excess cash
- It is distributed to all associates based on their number f tokens

Associate	# tokens	% total	Distribution
Tony	30	20%	200 €
Kim	70	35%	350 €
Claire	90	45%	450 €
Total	190	100%	1 000 €

Principles:

- **Tokens** are issued to all participants to reward the **risk** taken on their **flexible remuneration**
- The **risk** is based on the remuneration's **payment structure**, i.e. the split between several **tranches**
- Each **tranche** has different **payment terms**
- **Payment terms** include **priority** levels, due date, interest rates, etc
- **The number of tokens** issued is equal to:  

$$\text{tokens} = \text{remuneration} \times \text{risk factor} \div \text{token index}$$
- Participants that have **tokens** are called **associates**
- **Tokens** determine both **voting rights** and **profit share**



# ■ Next steps: join the FlexUp ecosystem

## Leverage FlexUp for your project

### 1. **Discover** FlexUp

- Checkout our website: [www.flexup.org](http://www.flexup.org)
- Test our app (in development) in a [sandbox](#) environment
- Browse our detailed [FAQs](#)
- Schedule a personal meeting

### 2. **Evaluate** FlexUp's potential

- Provide us with a brief overview of your project
- Engage in a preliminary simulation
- Assess the benefits of FlexUp

### 3. **Prepare** for FlexUp transformation

- Analyze technical prerequisites
- Verify stakeholders' receptivity
- Conduct an in-depth simulation

## Help us develop FlexUp

### 1. **Create** the FlexUp tools and content

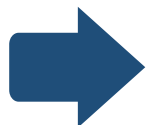
- Contribute to app design and development
- Fine-tune legal & accounting aspects
- Develop engaging content

### 2. **Communicate** about FlexUp

- Be a sponsor or ambassador
- Promote FlexUp on the web and in the media
- Host or join webinars & workshops

### 3. **Expand** FlexUp

- Foster strategic partnerships
- Connect with potential entrepreneurs and investors
- Advocate FlexUp in academic courses or incubators



**Start and grow your business with FlexUp**

# Appendices

# Café Alphonse: opening a café in Africa using the FlexUp model



## Context

- **Alphonse** wants to open a café in Burkina Faso using the FlexUp model:
  - He needs 300 € to cover initial costs: 250 € equipment + 50 € groceries
  - His target remuneration is 75 €/month (50% cash, 50% flex)
- **Investor** is willing to invest 300 € (100% credit)
- **Landlord** is willing to let the place for 40 €/month (75% cash, 25% flex)
- **Revenues** are expected to start at 100 €/month, increasing by 10€/month
- **Groceries** cost 10% of revenues
- **Base reserve** is 100 € (required cash balance before any flex is paid)

Cash, €	Dec	Jan	Feb	Nov	Dec	Total
Investor	300					300
Clients		100	120	210	220	1 970
Suppliers	-300	-10	-12	-21	-22	-497
Landlord		-30	-30	-40	-40	-453
Alphonse	-38	-38	-38	-75		-760
<b>Grand Total</b>	<b>-38</b>	<b>23</b>	<b>41</b>	<b>74</b>	<b>158</b>	<b>561</b>
Cash balance	-38	-15	26	403	561	

## FlexUp approach

- Monthly revenues from coffee shop are used\*:
  - first to pay **cash** costs,
  - then to fill in the **base reserve**,
  - then to pay **flex** costs
- At the end of the year, the **excess cash** is used 50/50 for\*:
  - **credit buy-backs**: pro-rata outstanding **credits**
  - **distributions**: pro-rata the outstanding **tokens**

Participant	Amount €	@ time of issue		@ end of year		Annual allocations			Net, end of year, €
		Cash, €	Credit, €	Credit %	Token %	Credit Buy back, €	Distribution, €	Total, €	
Investor	300	300	300	64%	44%	-148	-101	-249	51
Clients	1 970	1 970	-	-	-	-	-	-	1 970
Suppliers	-497	-497	-	-	-	-	-	-	-497
Landlord	-480	-453	27	6%	11%	-13	-25	-39	-492
Alphonse	-900	-760	140	30%	45%	-69	-103	-172	-932
<b>Grand Total</b>	<b>393</b>	<b>561</b>	<b>468</b>	<b>100%</b>	<b>100%</b>	<b>230</b>	<b>230</b>	<b>461</b>	<b>100</b>



Question: how do we distribute profits fairly?

FlexUp approach: based on the respective contribution & risks taken by each associate

*\* in this simplified example, we have ignored monthly preferred and superflex priorities, and excluded annual token buybacks and endowments*



# Services in the FlexUp ecosystem (*long term view*)

1. **Saas**: A modular business management app compatible with both conventional and FlexUp economic models. Includes contract management, orders, payments, dashboards, and more
2. **Templates & Legal Automation**: A library of standardized contracts, charters, resolutions, and service agreements — with auto-generation and e-signature support.
3. **Data Import & Integration**: Import existing financial or project data into your FlexUp account, or connect external via API.
4. **Advisory**: Professional services to help projects structure, finance, and grow using the FlexUp tools and frameworks. Includes legal, financial, and strategic support.
5. **Franchise**: Certification and support for lawyers, accountants, and advisors to serve their clients using the FlexUp approach.
6. **Marketplace**: Find, buy, or sell products and services with FlexUp-native contracts and flexible payment terms. All transactions are tracked transparently in the app.
7. **Online store**: Set up custom-branded e-shops inside your FlexUp account, integrated with product listings, orders, and payment structures.
8. **Escrow**: Funds are held securely by FlexUp until contract conditions are met, increasing trust and reducing risk in transactions.
9. **Smart contracts**: Automate execution of payments or deliveries based on contract terms, using tranches and conditions built into the platform.
10. **Incubator / Project hosting**: Start your project under a shared legal entity managed by FlexUp, while you retain full operational control — ideal for early-stage ventures.
11. **FlexUp Hubs**: Local communities of entrepreneurs, freelancers, advisors, and funders using the FlexUp model to collaborate and grow together.
12. **Commitment transfers**: Transfer receivables, securities, and other commitments between accounts — creating liquidity and secondary markets within FlexUp.
13. **Financial Market**: A future platform to invest in FlexUp projects, trade equity stakes (credits and tokens), and track financial performance.
14. **FlexUp Funds**: Collective investment vehicles using FlexUp's transparent remuneration model, offering better alignment and more inclusive participation.
15. **Mediation/Insurance**: When disputes arise, FlexUp provides structured mediation and optional insurance solutions. The FlexUp model itself is designed to minimize conflict through transparent and fair alignment of interests.
16. **Reporting & Transparency**: Standardized reports and dashboards to track financial flows, equity allocation, usage metrics, and Charter compliance. Enables real-time visibility for all participants.
17. **Education & Community Support**: Tutorials, live Q&A sessions, user forums, peer support, workshops and webinars.