

Reinventing the way we do business

An integrated platform



Economic
model



Legal
framework



Business
app



Ecosystem

What FlexUp does



FlexUp is an **integrated platform** that helps **startups and SMEs** **simplify** the way they start, structure and grow their business – by **aligning all stakeholders** around a shared remuneration system, to boost **wealth creation** and its **fair distribution**.

For a more prosperous and stable society

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



Building a business is hard. FlexUp makes it easier.

Complexity

Steep learning curve · heavy admin overhead

Ambiguity

Unclear roles, terms, and upside

Rigidity

Fixed costs · rigid contracts · little room to adapt

Conflicts

Misaligned incentives create friction and erode trust

→ Too many business struggle or fail

Simplicity

One platform for your entire business lifecycle

Structure

Standardised framework with a clear cash waterfall

Flexibility

Flexible cost structures · resilience · capital efficiency

Collaboration

Unified remuneration system aligns all stakeholders

→ 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 curated network of partners

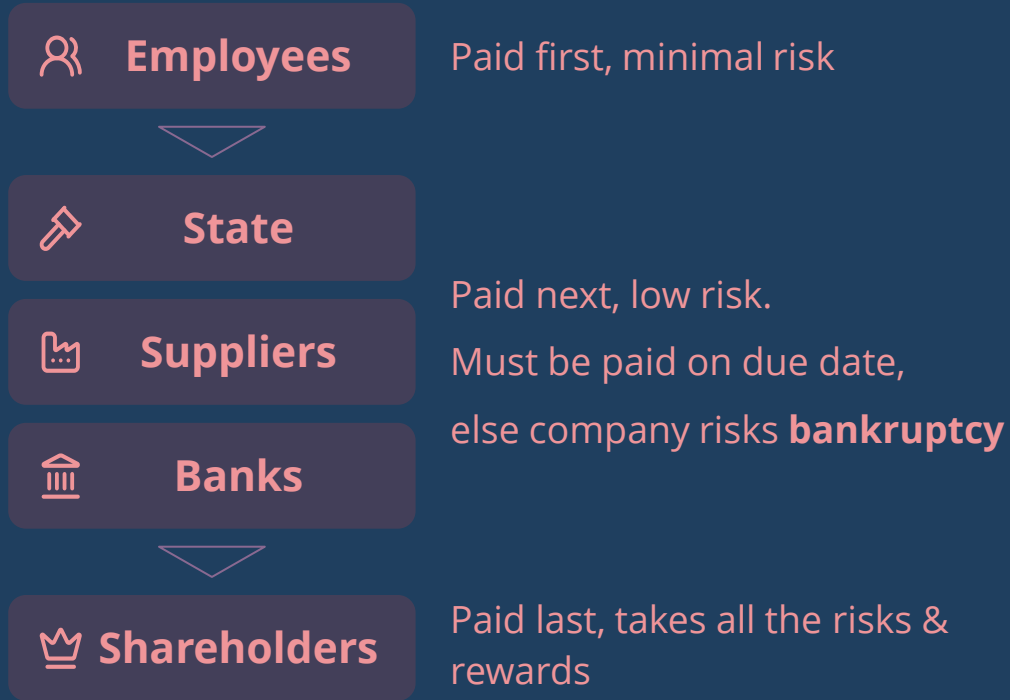


From structural friction to alignment of interests



Conventional System

Discrimination → cash waterfall by **participant type**



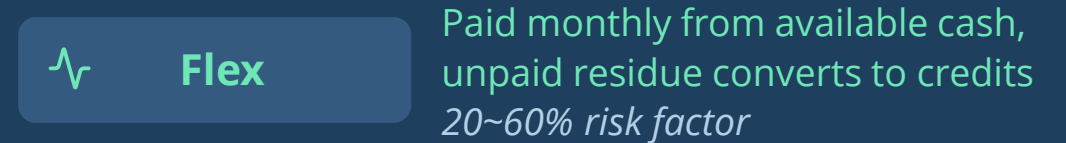
→ **Conflicts of interests lead to friction**



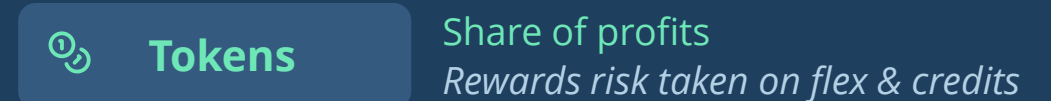
FlexUp Economic Model

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

Monthly:



Annually:



→ **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

Localisation

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
AC = Additional · OSC = Order SC

Your business operating system



Launch & Operate

Get running without the usual setup overhead

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

Automate Equity & Payouts

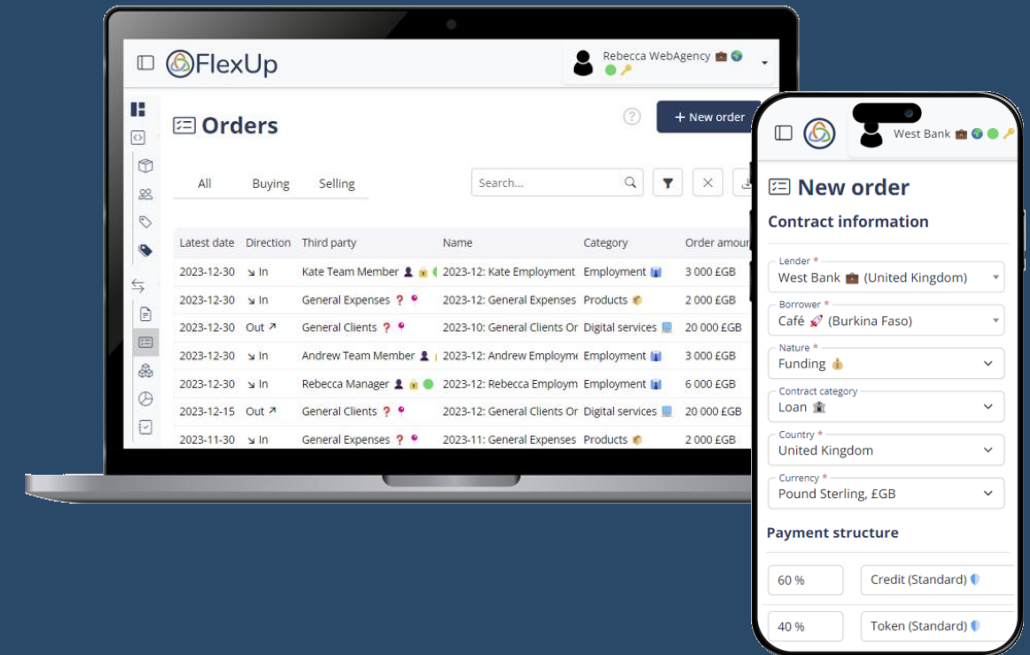
Programmable cap table and cash distribution

Track contributions • Issue credits & tokens • Auditable cash waterfall

Ensure Transparency

Everyone sees what they need, nothing more

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



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



All the support you need – from FlexUp and its network

What the ecosystem provides

Advisory

Legal, financial, strategic, coaching

Services

Dev, design, marketing, HR, operations, growth

Funding

FlexUp Investor Club, business angels, VCs, institutions

Community

Events, incubators, visibility – turning users into advocates

FlexUp builds the platform
Partners scale the network

How partners join the network

Step 1: Refer

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

Step 2: Sell

Run the full sales process and onboard clients onto the platform

Step 3: Deliver

Become an accredited FlexUp expert: provide advisory, services, or talent directly to clients

Step 4: Grow the network

Recruit and mentor new partners – each one adds capacity without adding headcount for FlexUp

Orbital: 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](#)