

Reinventing the way we do business

An integrated 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 helps **startups** and **SMEs** **simplify** how they start, structure and grow, and **align all stakeholders*** around a shared remuneration system.

** founders, employees, 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

→ Too many business struggle or fail

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

→ FlexUp helps businesses start & grow

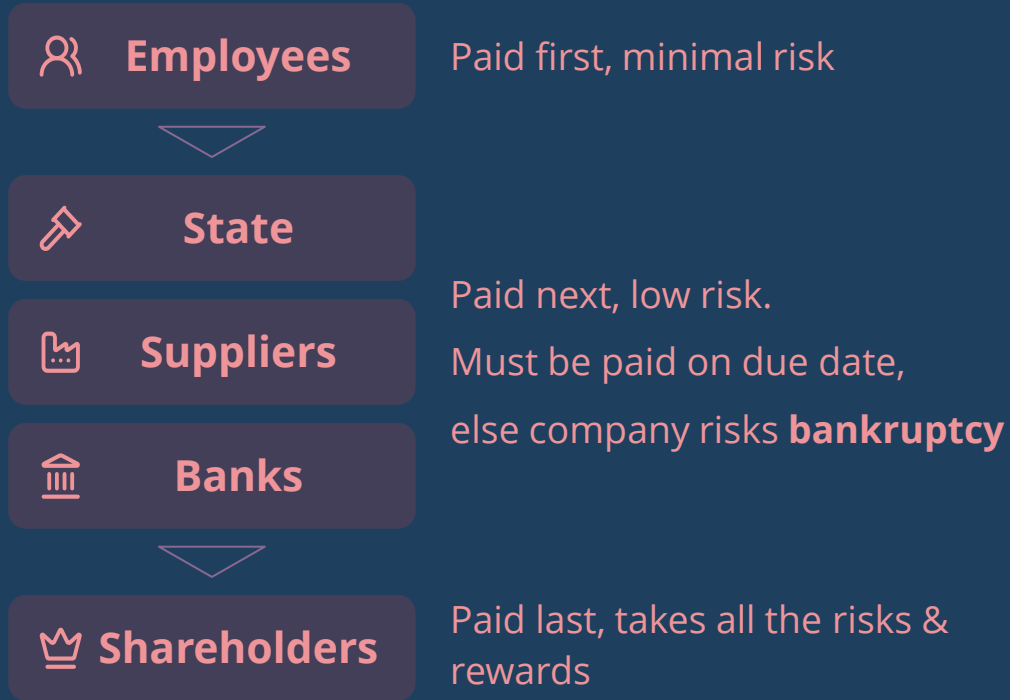


From structural friction to aligned collaboration



Conventional system

Discrimination → cash waterfall by **participant type**



→ **Conflicts of interests lead to friction**



FlexUp economic model

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



→ **Aligned interests enhance collaboration**

* Illustrative



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



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

Your business operating system



Launch & operate

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



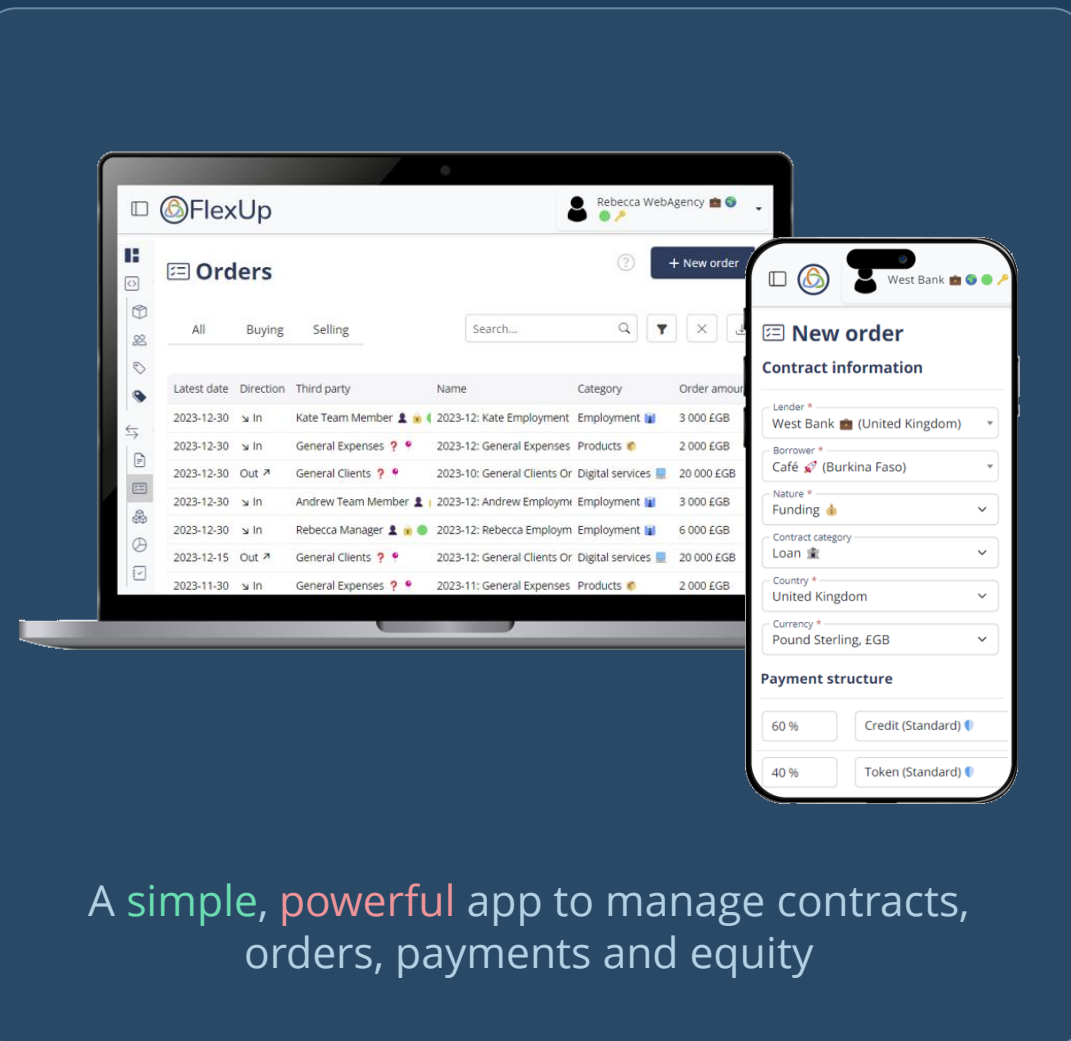
Automate equity & payouts

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



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

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](#)



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