MOBILEFLOW INC. · NASHVILLE

Digital Infrastructure and Intelligence for a Physical World in Motion

Three platforms. Two technology engines. One connected ecosystem.



Hytch

Social coordination

Tally

Live experiences

Arcus

Verified outcomes

02 · THE PROBLEM

The gap between engagement and action.

Organizations spend billions to influence behavior, yet lack the tools to coordinate participation, incentivize meaningful actions, and verify the outcomes they fund.



01 · LIMITED COORDINATION

Fragmented systems make organizing participation difficult.

02 · UNCERTAIN RETURNS

Sponsors struggle to connect spending with results.

03 · INEFFECTIVE INCENTIVES

Rewards rarely connect directly to meaningful actions and actionable insights.

04 · LIMITED VISIBILITY

Organizations lack reliable insight into outcomes and impact.

03 · OUR SOLUTION

One company. Three complementary platforms.

SOCIAL COORDINATION

Hytch

An AI-powered messenger that helps people connect, make plans, and experience the real world together.

LIVE EXPERIENCES

Tally

A platform connecting audiences, artists, promoters, and venues through verified attendance and credited promotion.

VERIFIED OUTCOMES

Arcus

Infrastructure that verifies real-world actions, manages incentive programs, and delivers accountable reporting.

Social Coordination Engine	Plans, groups, journeys and shared memory
Verified Outcomes Engine	Evidence, policy, incentives, audit and reporting

04 · THE OPPORTUNITY

The next great technology platform connects what people plan to what they do.

AI is transforming what software can do. MobileFlow is building the infrastructure to connect what people plan, what they do, and what organizations can verify.



What people plan

What they do

What organizations can verify

From attention to action.

From activity to accountability.

05 · MARKET OPPORTUNITY

Five commercial markets. One shared infrastructure.

Each market's addressable share is the slice of an existing budget that matches MobileFlow's buyers, products and pricing, not the whole category.

SERVICEABLE MARKET

~$13.5B

Sum of the five markets below. Modeled.

COMMERCIAL MARKET	OPPORTUNITY	MOBILEFLOW PARTICIPATION	SPEND POOL	ADDRESSABLE
Consumer Platforms & Services	Social communication, discovery, coordination, premium subscriptions, and consumer experiences.	**Primarily Hytch, with Tally contributing event-oriented engagement and distribution.**	**$11.7B**	**~$4.1B**
Mobility & Transportation	Transportation demand management, employer mobility, agency programs, sponsored travel incentives, and mobility intelligence.	**Hytch + Arcus, with shared analytics and integration capabilities.**	**$4.8B**	**~$2.3B**
Live Entertainment & Hospitality	Event promotion, venue software, attendance verification, audience intelligence, and sponsorship activation.	**Primarily Tally, supported by Arcus and Hytch.**	**$23.9B**	**~$2.4B**
Incentives & Verified Participation	Employer programs, loyalty initiatives, sponsored behavioral incentives, and outcome-based participation programs.	**Arcus infrastructure distributed through Hytch, Tally, and third-party integrations.**	**$31.9B**	**~$3.2B**
Data, Intelligence & Infrastructure	Behavioral analytics, mobility intelligence, audience insights, predictive services, and enterprise API licensing.	**Shared MobileFlow infrastructure and data capabilities across all three platforms.**	**$18–27B**	**~$1.5B**

MOVING FORWARD **~$22–24B by 2030** These categories are growing 11-14% a year, and agentic AI, new metros and enterprise API licensing extend MobileFlow's reach beyond today's markets.

Estimates of addressable spend, not projected MobileFlow revenue. The incentives share is a planning assumption. The 2030 view applies current category growth rates.

06 · HOW IT WORKS

Turning everyday activity into verified outcomes.

1

Coordinate

People make plans and discover experiences.

2

Participate

They travel, arrive, attend, and engage.

3

Verify

Qualifying actions are checked against program policy, with an auditable record.

4

Reward

Organizations fund incentives for valuable behavior.

5

Measure

Partners receive actionable, privacy-filtered performance intelligence.

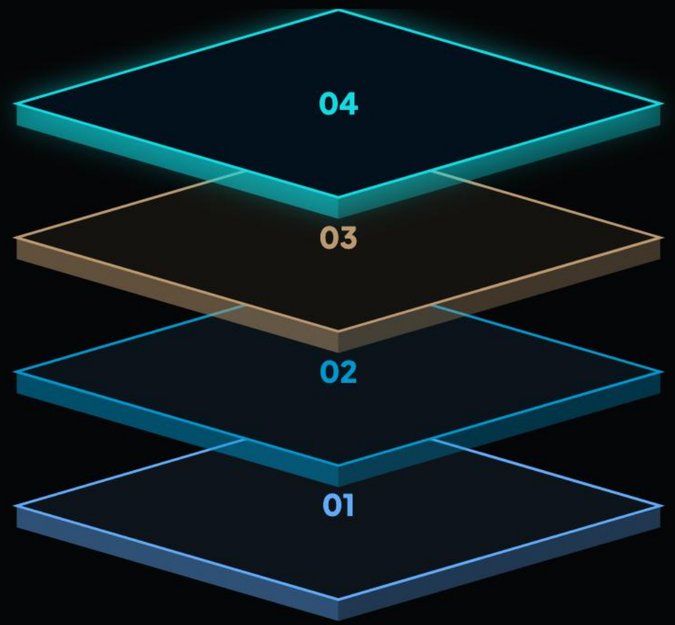


One continuous loop connecting people, businesses, and institutions.

07 · INTELLIGENCE

The Intelligence Layers

MobileFlow connects individual actions, coordination, incentives, and verified outcomes to uncover behavioral patterns, anticipate demand, and deliver actionable intelligence across industries.



	INTELLIGENCE LAYER	WHAT IT REVEALS
04	**Verified Outcomes**	What actually happened, which interventions worked, and what value was created.
03	**Behavior & Incentives**	What motivates participation, influences decisions, and encourages repeat behavior.
02	**Mobility & Participation**	Where demand develops, how people move, and what drives engagement.
01	**Intent & Coordination**	What people want to do, how decisions form, and how groups coordinate.

08 · AGENTIC AI

AI agents can plan and pay. They cannot prove what happened.

As agents book rides, coordinate groups, reserve experiences and allocate budgets, the hard problem shifts from generating plans to establishing authority and verifying real-world results. MobileFlow is building the accountability layer beneath them.

01

Mandate

Who the agent acts for, what it may do and spend, and when a human must confirm.

02

Action

The agent books, coordinates or funds something in the physical world.

03

Evidence

Independent signals of arrival, attendance or completion, not the agent's own claim.

04

Verification

Evidence is checked against a versioned policy, with clear reasons for every decision.

05

Outcome receipt

A structured, auditable record that releases payment, rewards or the next step.

WHY IT MATTERS

How we integrate

APIs, webhooks and agent tool interfaces let any agent request an action, submit evidence and get back an outcome receipt. Partners keep their own apps, brands and customers.

Agents will act in the physical world.

A booking or payment is not proof the ride, visit or service actually happened. That fulfillment gap grows with every agent.

Trust has to live outside the model.

Enterprises and agencies need records an auditor can check, not a model's summary of what it did.

Verification becomes the settlement layer.

Whoever confirms the outcome decides when payment, rewards and the next step are released.

Hytch

AI that turns group conversation into plans, options and journeys, within the permissions each group grants.

Tally

Next-best-action intelligence for booking, routing and promotion, grounded in verified attendance.

Arcus

Mandates, verification and outcome receipts that agents and enterprises can rely on, without trusting a model's word.

Deterministic rails beneath probabilistic systems

Agent-facing capabilities are an architectural direction, not a deployed product.

09 · BUSINESS MODEL

Multiple revenue streams. Shared infrastructure.

Subscriptions

Consumer and professional software.

Enterprise Licensing

Venues, employers, campuses, and institutions.

API Infrastructure

Verification and coordination technology.

Managed Programs

Sponsored incentives and outcome-based campaigns.

Government Contracts

Transportation, mobility, and public-sector programs.

SHARED INFRASTRUCTURE **Social Coordination Engine** | **Verified Outcomes Engine** | Identity · Policy · Audit · Intelligence

Recurring software revenue supported by diversified commercial demand.

Streams describe the intended model; availability varies by platform and program.

10 · WHY NOW

Technology is evolving. The infrastructure connecting people, industries, and action must evolve with it.

Advances in AI, connected services, and behavioral intelligence are creating new opportunities to coordinate participation, influence decisions, and measure outcomes across industries.

ABUNDANT	SCARCE
Recommendations	**Coordination**
Content	**Execution**
Analysis	**Proof**

01 · AI IS TRANSFORMING INTERACTION

Intelligence is becoming personal.

AI now shapes how people discover and decide. The next step is turning that intelligence into action.

02 · INDUSTRIES ARE BECOMING INTERCONNECTED

Fragmented systems need a connecting layer.

Mobility, venues, businesses, and institutions now overlap. They need technology that connects them.

03 · INCENTIVES ARE BECOMING MORE STRATEGIC

Organizations want to influence outcomes.

Businesses and governments want programs that change behavior and prove results rather than engagement.

04 · DATA IS BECOMING MORE VALUABLE

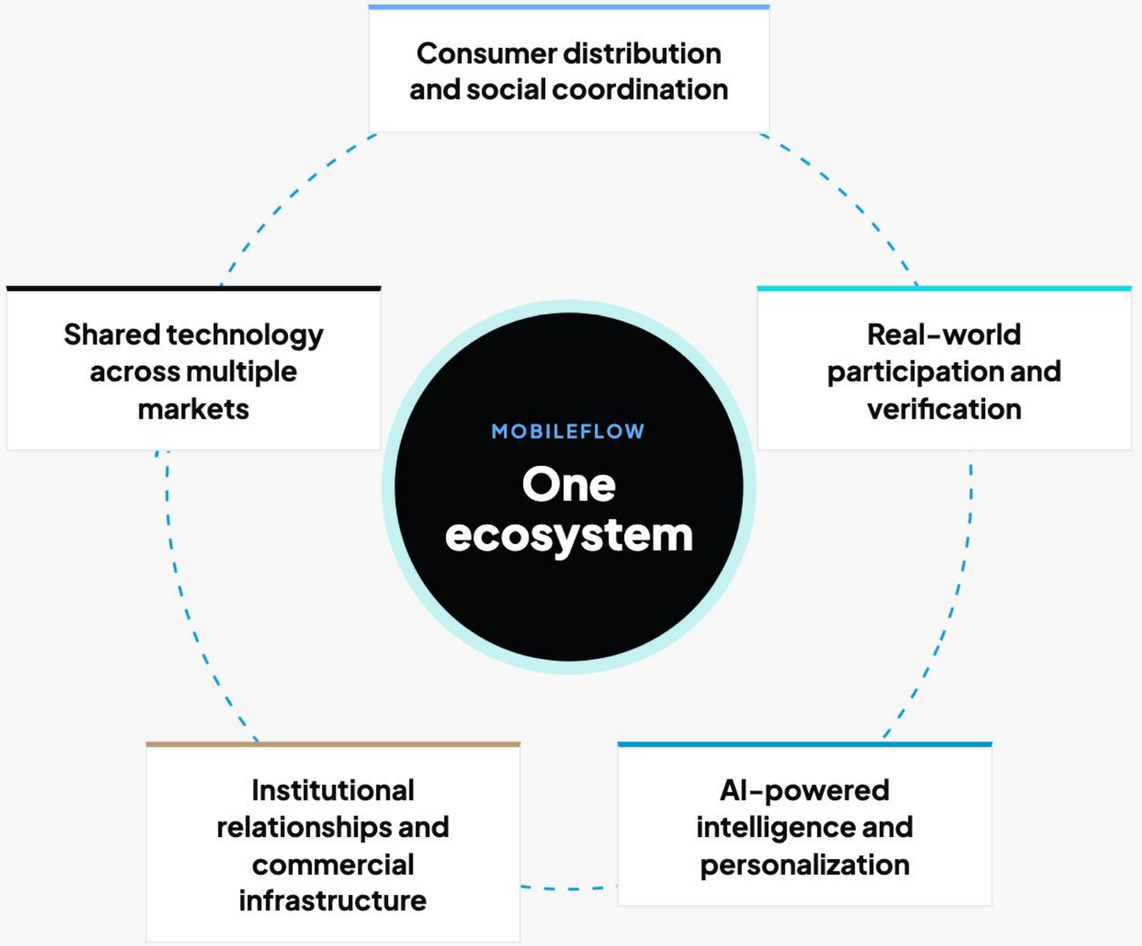
Participation creates intelligence.

Verified participation powers richer analytics and better decisions.

11 · COMPETITIVE ADVANTAGE

A compounding ecosystem where every interaction strengthens the whole.

Each new participant, partner, and verified outcome expands MobileFlow's network, enriches its intelligence, and increases the value of its shared infrastructure.



Three growth engines. One compounding ecosystem.

01 · CONSUMER ADOPTION

Build Network Density

Grow Hytch and Tally through social networks, live entertainment, and community engagement, beginning with concentrated adoption in Nashville.

02 · INSTITUTIONAL EXPANSION

Scale Through Partnerships

Partner with organizations and government agencies to deploy programs, reach established audiences, and generate recurring revenue.

03 · INFRASTRUCTURE DISTRIBUTION

Power Other Platforms

License MobileFlow's verification, incentive, and intelligence infrastructure to enterprises and software providers, expanding reach without relying on direct consumer acquisition.

A team that has built, scaled and shipped.



Andrew Grinde

CEO

Yale-educated serial founder who has built and run businesses across finance, real estate and manufacturing, pairing operator discipline with commercial instinct. Sets MobileFlow's vision and leads go-to-market and strategic partnerships across Hytch, Tally and Arcus.



Demetre Gostas

COO

Four-time founder with six years designing incentive economies and scaling blockchain and app ecosystems, the same mechanics behind verified rewards. Leads operations, product strategy and front-end execution.



Nasos Lentzas

FULL STACK ENGINEER

Senior reliability and database engineer from high-traffic, regulated platforms at Allwyn Lottery Solutions and OpenBet. PostgreSQL, Linux, Kubernetes and incident response. PhD in Analytics and Data Visualization, Aristotle University of Thessaloniki.

ENGINEERING **Eddie Atter** Full Stack Engineer — Twelve years in software and business consulting for startups and Fortune 500 companies. Scaled systems from $30M to $140M in revenue as Director of Software Development at Protelo. BSE in Computer Science, University of Pennsylvania.

Building the operating infrastructure for the physical world.

Our ambition is to connect people, businesses, and fragmented industries through shared infrastructure that coordinates participation, influences behavior, and transforms activity into measurable economic value.

