

01 THE PERSON

You cannot choose the right path for a person if you only see one part of their life.

Mind, environment, desires, inner blocks, relationships, love, faith, health, money, work — all of it shapes their path at once.

A person is whole.

Life GPS is a human operating system.

It keeps you from getting lost on the way to yourself — accounting for every part of your life and everything around it.



FOUNDER Alexandru Goroh · worked in 28 countries, lives in 4 · 4 languages · two houses built by hand · manufacturing and IT platforms · creative work · sport · two daughters

02 THE WORLD

The world is organised around categories.

A person is not.

Health

Money

Relationships

Work

Services

People

Every product solves its own task.

Not one of them knows the person whole.



FOUNDER Erich Fromm, Confucius, Buddhism, Judaism, Christianity ... — since childhood. “You can only approach an understanding of life by engaging with it as widely as possible — across every part of it.”

03 THE TOOLS

the world today — a fact, not our product

Everything already exists for a large part of life to organise itself automatically — for every person.

AI understands the request. Services buy, book, deliver, schedule.

Experts connect. Knowledge is instant.

The problem is no longer a lack of tools.

Between the person and all of it, there is no centre that knows them whole.



FOUNDER “We don’t invent tools — they all exist. We start from the person: we account for their whole life and select the best the world and their surroundings have for them.”

04 THE CENTRE

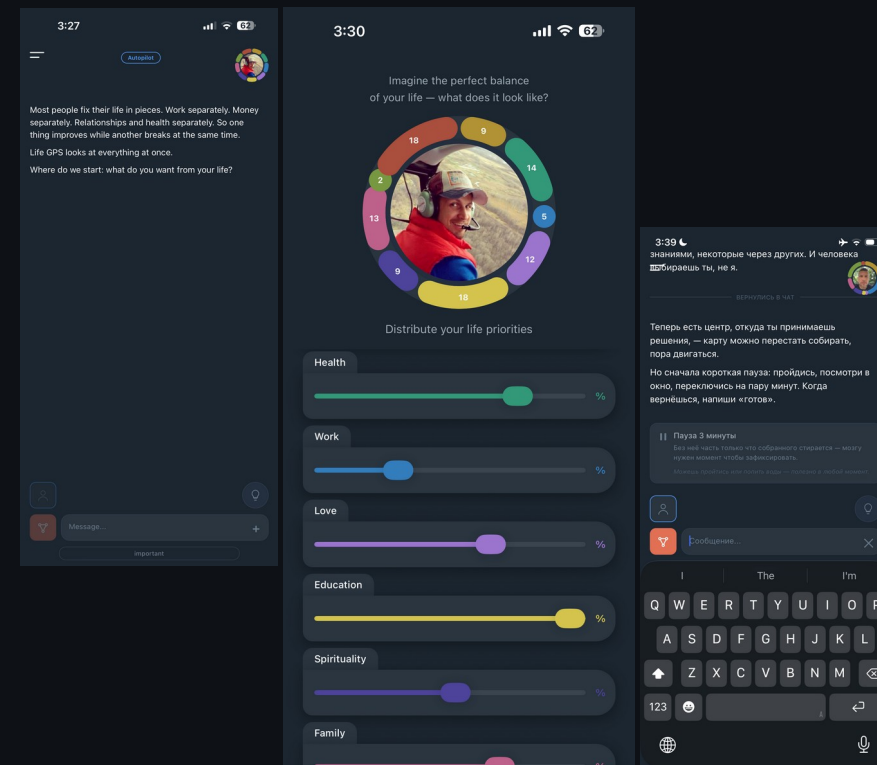
We built the centre between the person and the world: a map of the world and a map of the person in one system.

1. **MAP — Life GPS** — locates the person on the map of the world and of themselves.
2. **ROUTE** — Sees what affects their goal and builds the next step.
3. **AVATAR** — A digital imprint of the person — learns and remembers as they grow.
4. **HUMAN NETWORK** — Connects people by skill — integrated straight into the route of tasks

AN OPERATING SYSTEM, NOT AN APP • WHAT'S IN BETA TODAY

In beta now: 9 spheres • desires and pains • tasks • programmes • avatar • invite-only network • offline crisis handling • RU / EN.

CODE-LIVE • core running in open beta



NOT a coach • NOT a habit tracker • NOT a course • NOT a chatbot • NOT an expert marketplace. The core is ours: the language model here is a replaceable instrument, not the product.

FOUNDER Built it myself — I'm surrounded by strong engineers and scientists, but agreeing on an architecture like this would have taken years.

04.1 ALONGSIDE

Each of them solves part of the task. Life GPS connects the parts around the person.

- Praxis (praxis.phronex.com) — four spheres into one Life Score
- Lifynx (lifynx.com) — life and business in one loop
- Meridian (meridiancorps.me) — “what to do with your life”
- LifeOS (github.com/danielmiessler/LifeOS) — an open-source framework for AI agents, not a consumer product: demand for a “life OS” already exists among developers

Each of them is a component that Life GPS connects. Not a rival — an opportunity.

ONE QUESTION — ONE SYSTEM — ALL SPHERES

A person: “I want to earn more.”

Productivity: set five tasks

· Career: find a new job

· Health: sleep eight hours

· Relationship: spend time with your partner.

Each is right — within its slice.

Life GPS:

one person → all spheres → one context → one next step

We don't replace verticals — we're the layer above them.

FOUNDER To integrate into every sector you have to account for every player and build the transition for them — one where everyone wins. A shift from quantity to quality, with the person at the centre.

A path is shaped not only by what a person knows about themselves, but by environment, people, circumstances, information pressure, and whatever is happening right now.

And there are always more desires than hours.



The person sees the basis of the decision and stays behind the wheel.

FOUNDER “I want all this progress working for the person, not the other way round. But the starting point is always the present moment and the rules the world actually runs on.”

The more a system can do for a person, the less it should govern them.

LIFE ANTIVIRUS

Protection from manipulation and overload. Works even in a crisis without internet, and takes on everything that can safely be left to algorithms.

NO RATINGS AT ALL

A task is solved directly through another person's skill. The system understands what matters to both sides and connects them.

Our boundary: the person lives their life, focused on what matters. We account for the rest in the background and tell them what's happening along the way.

OWNED BY THE PEOPLE IN IT

This should become the property of the people who use it. Those who grow with the system share in the value it creates.

07 HUMAN NETWORK

Eight billion people. Billions of skills.

Everyone can do something. Everyone wants something. One currency — time.

Life GPS builds that reciprocity directly into a person's route.

THE AUTOMATIC PART — THE HEART OF THE SYSTEM

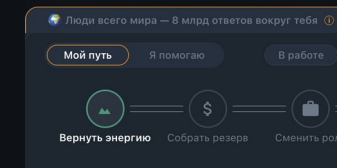
Someone stops, or doesn't know how to move — Life GPS finds the needed skill among people and arranges the interaction. The result becomes part of the next step.

THE PERSONAL PART

The people around someone become part of their context: what they know, what they can do, how they are — all of it interacts with the route. The address book comes alive.



When a person lacks knowledge, Life GPS doesn't look for an answer. It looks for a person who can help.



FOUNDER “Burning Man is the precedent for this kind of exchange. The mediator is an innovation inside an innovation: knowing what matters, show what's valuable, to create something lasting.”

A system like this could not have been built before.

There was no environment that could simultaneously remember a person, act, connect the outside world, and link people to one another.

Core, map, route, avatar, protection — **work for anyone today**

Daily guidance, notifications, live calls — **built and in testing now**: this is the layer where per-user computation begins. That is round spend — not development, but switching on. For the same reason we don't drive mass onboarding before the round.

TRACTION BEFORE THE STORES

A pool of practitioners and influencers in personal development and balance is already testing the beta and knows the product — ready to offer it to their audiences at launch. Combined reach ≈ 3 million. The first thousand users come from their practice, not from advertising.

**And this isn't a concept —
the system is already built**

291,708 lines of code

38 product directions

40 feature modules

171 route files

thousands of tasks and programmes

5,608 automated tests

crisis handling without internet

FOUNDER “Everything now exists for anyone to get what they want — or more precisely, to reach a clear understanding of the next step. After that comes the routine and the path: and here too, everything exists to keep them from falling off it — beating procrastination, drawing them in through people, pulling them away from the phone. After that, there's no one left to blame.”

10 THE PARTNER

open beta · round switches the core on for everyone

The next stage is turning a working system into a network at scale.

FOCUS FOR 12 MONTHS — WHAT THE ROUND BUYS

01 STORES — core in the stores

publication, launch through practitioner partners (reach $\approx$ 3M), guidance switched on; the metric that matters — do people come back to their map, and do they pay

02 PEOPLE NETWORK — the first layer

live connections inside the loop already built; switches on top of the core, not a separate product

03 The check

The round's real test: does a person return to their map, and will they pay for the next step.

We understand the objections at this stage — traction in the stores, one head, ambition — and we don't argue with them. We don't inflate numbers: the market will correct us, and the product is built so that there is room inside it for any of those corrections.

To enter this market you need the right round and the right partners — even with the best product, you don't catch the wave alone. The conversation is with those who installed the product and understood the layer.

\$3,000,000 · \$25M post-money cap · 12% to investors on conversion · first \$1M — 20% discount to partners and angels who tried the product

WHO BUILDS IT

Alexandru Goroh — architecture and code: 5 years, laws written before code, 7 complete business cycles: manufacturing, a network of food outlets from drawings to point-of-sale software, house construction, IT platforms; two platforms went through full investment cycles with funds.

Security engineer: joins with the round, takes an investor call before it. His systems ran 15 years, 10 of them without edits; Facebook in his background.

Advisers: 30+ years in industry, academics in physics and mathematics. They come to calls on their own; with the round — full-time.

Continuity — 1,123 documents, 318 of them canon · 5,608 automated tests: another engineer can continue the system from the documents; verifiable in the repository under NDA.

“As Frederick Brooks wrote (IBM, The Mythical Man-Month): conceptual integrity is **almost always the product of one**, at most two minds — not a committee.”

FOUNDER Alexandru Goroh. Investment cycle completed — I've seen fund terms from the inside. The lessons were paid for with my own money. · WAADSU Inc. (Delaware, USA) · WAADSU s.r.o. (Czechia) · lifegpsos.com

THE MARKET — THE PLAYERS

58 products across 8 directions — each counted as a door, not a rival. A leader in a single vertical is worth \$4–11B: Oura \$11B (2025; IPO at \$16B+, 2026) · Whoop \$10.1B (2026) · BetterUp \$4.7B (2021). Each raised hundreds of millions on one function. We enter as a layer above the verticals — through a subscription in their price range.

TRACTION BEFORE THE STORES

A pool of practitioners and influencers in personal development and balance is already testing the beta and knows the product — ready to offer it to their audiences at launch. Combined reach ≈ 3 million. The first thousand users come from their practice, not from advertising. We deliberately don't drive mass onboarding before the round — guidance switches on per-user computation. Beta numbers on the call.

IN SHORT

What it is — a human operating system: one map of nine life spheres and a route where every next step explains its own reasoning. Works today — core, map, route, avatar, programmes 9 × 21 days, invite-only network, offline crisis handling, RU / EN. Open beta by link — 15 minutes. Built and in testing, switching on with the round — daily guidance, notifications, live calls. Horizon, not a promise — a marketplace of services; the LSF standard: representing a person's interests before universities, insurers and employers — a credit score in reverse. Verifiable — 291,708 lines · 40 modules · 171 route files · 5,608 automated tests · repository and documents under NDA. Entities — WAADSU Inc. (Delaware, USA) · WAADSU s.r.o. (Czechia). Round — \$3,000,000 · \$25M post-money cap · 12% to investors on conversion.

DATA AND PRIVACY

A person's data lives on the device; outward — only an allowlist of fields. Health and faith are special categories (GDPR Art. 9): separate explicit consent, on-device processing, never sent outward. EU hosting, full account deletion. Scoring a person with a number is forbidden by a law of the system.

INDEPENDENCE

The core is ours; external models are a replaceable instrument. Identity is the person's path, not a password. Without the lived path there is no access.

COST TO REPRODUCE

Not a price argument — an answer to “can this be repeated”: 13 people · 2 years · ~\$3M, plus 5 years of architecture that cannot be parallelised. 291,708 lines · 38 directions · 40 modules · 1,584 tasks.

GOING TO MARKET

Not as a vertical but as a layer: human OS → invite-only network → standard. Growth is built into the product: a person brings their circle, practitioners and creators bring their audience. Not advertising.

MONETISATION — 7 LAYERS

Layer one is built into the product: \$53 / \$110 / \$183 per month, 7-day trial — switches on with store publication; no purchases before the stores. Then: the network · creators paid after usefulness · business and API · marketplace · partners · the standard, as a vector.

ENTITIES

WAADSU Inc. — Delaware, USA · WAADSU s.r.o. — Czechia. Deal structure — to be discussed with the investor and both sides' counsel. Charter, cap table, documents — on request before the call.

\$3,000,000 · \$25M post-money cap · 12% to investors on conversion · first \$1M — 20% discount to partners and angels who tried the product

11.1 THE ROUND

terms — an opening for discussion

TERMS

\$3,000,000 · \$25M post-money cap · 12% to investors on conversion · team pool comes out of the founder's share and does not dilute investors.

TWO ENTRIES — ONE ROUND

First \$1M — practitioner partners, creators, angels who tried the product: same terms with a 20% discount, cheques from \$50K; closes immediately and opens the stores. The remaining \$2M — funds, cheques \$400–500K, same terms after publication and the first 30 days of data. The start doesn't wait for the last cheque.

VALUATION — THROUGH THE PLAYERS, NOT THROUGH COST

Vertical leaders are worth \$4–11B and each raised hundreds of millions on a single function. A layer above them at a \$25M post-money cap is 0.2% of one vertical. Behind the cap is something you can check with your hands: a working core in open beta, the guidance and network layers built, distribution with reach $\approx$ 3 million. We're willing to argue about valuation — with people who installed the product.

WHY \$3M IS ENOUGH

Verticals spend hundreds of millions marketing a single function. We don't need impressions: distribution is partners whose audience is already waiting. The money goes to switching on the computation behind guidance, notifications and calls, to the core team, and to the stores. \$3M = 24 months to a round that consolidates.

WHAT IT BUYS

24 months: switching on the guidance, notification and call layers (per-user computation) · core team and security engineer · launch through partners and stores · infrastructure and legal.

HOW TO CHECK

Install the beta by link and walk the map · call with the founder — beta numbers, strategy, cap table · call with the security engineer and advisers · repository and documents under NDA · entities — Delaware and Czech registries under the name WAADSU.

Ambitious — which is exactly why this isn't for every investor. It's for those who understood the new layer and want to catch the wave with us.

Terms are an opening for discussion; this is not legal or financial advice.

12 WHAT'S NEXT

Three steps, if this is interesting:

- Install the beta by link and walk your own map — 15 minutes.
- A call with the founder: beta numbers, exit strategy, cap table, documents.
- Product in hand → conversation → judgement. In that order.

What we do not claim as working: live calls, payment processing, connected external services — built, switching on with the round.

What we do claim: the core of a human operating system works for anyone today, the laws are written into the code, distribution with reach $\approx$ 3 million is assembled, two jurisdictions are in place. Volume of code is the cost of a copy, not traction.

FOUNDER — “Behind projects, ideas and investments there are always people. I’ve spent my whole life moving toward this project — through completely different fields, studying the world and people and testing everything in practice. I’m used to holding the whole context of a life in my head — and I’ll hand the routine over to technology with pleasure, because it frees room for a different scale altogether. I know I have the flexibility to grow with this product at any level, and the energy to build it, because this is exactly what lights me up. I have two teenage daughters. I want a product like this guiding them tomorrow — because today I see nothing I’d trust with that role.”

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