



The web is evolving toward what's important near me

iTrek is the global marketplace that connects consumers directly to local businesses — replacing extractive platforms that take up to 30% of every sale with a model that takes none.

Seed · \$3.5M raise

MVP live · CA launch Q4 2026

THE PROBLEM

Local discovery is controlled by three kinds of extractive platforms

Since the Web fragmented into silos, businesses have had to pay a toll just to be found — and AI search is making that worse



Attention extractors

Google Maps, Apple Maps

Navigation tools mistaken for discovery. A business shows up only if a customer already knows to search for it — or pays for placement.



Reputation extractors

Yelp and review platforms

A one-star rating swing moves restaurant revenue 5–9%, yet businesses pay \$300–\$5,000/mo just to be treated fairly by the algorithm.



Transaction extractors

Zillow, DoorDash, OpenTable

Positioned as essential infrastructure, then a toll follows — up to 30% of a commission or an order, on every single transaction.



Today, AI answer engines compress discovery even further — shrinking the number of businesses a customer ever sees, and shrinking market transparency with it.

WHY NOW

Extractive platforms have crossed a line — and the fix is finally buildable



“These platforms have become extractive tools, capturing value they did not create.”

Tim Wu

Columbia Law · Former White House tech & competition policy advisor · Author, *The Age of Extraction*

30%+

of revenue lost to extractive platform overhead — with no level playing field and no single marketplace to be found in.



Spatial registry + AI

For the first time, the two technologies needed to build a neutral, efficient discovery layer both exist and are affordable.



Up to 90% business cost-out

A registry-based model can strip extraction costs that today run as high as 30% of revenue for local businesses.



A registry is a utility

Like the Web's DNS, spatial registries tend toward one dominant, neutral utility — not many competing extractive platforms.

THE SOLUTION

Add a Spatial Market Registry — and disintermediate the silos

The same way DNS turned domain names into addressable infrastructure, iTrek turns physical places into an open, addressable registry



1. Today: DNS only

The Domain Name Space maps names to addresses — but has no concept of physical location. That gap is what lets silos and extractive platforms exist.



2. Add the Spatial Registry

iTrek maps places, organizations, content, and sensors to real-world locations — one open, neutral layer sitting alongside DNS.



3. Everyone builds on it

Businesses, consumers, search, and AI all query the same registry — with value-added services (the iTrek app) monetizing on top.

MARKET OPPORTUNITY

A large, fragmented market with no dominant independent-first platform

U.S. local commerce is enormous and underserved — every neighborhood has businesses that are effectively invisible online unless they pay a gatekeeper



33.2M

U.S. small businesses



\$182B

Local U.S. digital ad market



76%

Consumers trust peer/community recs over algorithmic ads



\$21B

Navigator app revenue (2026)



15%/yr

Local ad market growth



300B

Business listings addressable across category verticals

GO-TO-MARKET

A geography-first rollout, in partnership with dominant market influencers

Discovery platforms live or die on local density — so we go deep in one market before expanding, riding existing institutional relationships.

PHASE 1

Q4 2026

California — MVP release

Real estate, jobs, and restaurants launch as early revenue sources, backed by warm introductions from Visit California and the CA Restaurant Association.

PHASE 2

Q1–Q2 2027

Western states

Southern California, Seattle, and Portland — markets with 3–4x the population/tourism spend and strong independent-business cultures.

PHASE 3

Q3–Q4 2027

Nationwide

White-label licensing turns every tourism board and CVB into a distribution channel — scaling without market-by-market direct sales.

COMPETITIVE LANDSCAPE

iTrek is the only platform that is discovery-first and business-empowering



PRODUCT

One stop to see everything about every place around you, in any language

Web-native — no app to download. Consumers arrive via a shared link or QR code and are instantly in the product



Places to live & stay

Real estate, apartments, hotels, short-term rentals



Food & everyday needs

Restaurants, fast food, groceries, shopping, gas & prices



Health & safety

Pharmacies, doctors, hospitals/ERs, police & fire, wildfires, quakes



Getting around

Airports, transit, parking, jobs, schools



Experiences

Parks, events, wineries, tourism content, webcams



Web & social content

Wikipedia and other web content, plus every major social platform

BUSINESS MODEL

Location registration + services — no ad fees, no transaction cuts, no conflicts

REGISTRATION

\$0/mo

- AI-researched business listing
- Summarized ratings & reviews
- Direct inbound customer connect
- Competitor update notification

GROWTH

\$29/mo

- Marketing content control
- Review management portal
- Events, booking & scheduling
- Analytics dashboard, job listings

PRO

\$99/mo

- Full experience control + API access
- Dedicated onboarding
- Multi-location support
- White-label maps

Additional revenue: white-label B2B licensing for CVBs, tourism boards, cruise lines, and destinations, plus an emerging AI-agent data channel — our largest customers may ultimately be AI systems themselves.

THE TEAM

Deep local-market expertise, startup execution, institutional relationships



Mike McEvoy

CEO

CEO/COO/CTO across imaging, messaging, e-commerce, blockchain, property, IoT & social media

CTO and CIO J&J. VP & Sr. Dir at Adobe for Photoshop, Premiere, After Effects



Roger Sanford

Chairman

Architected Google AdWords; board/C-level at Anaplan, Apptricity & others

Professor Emeritus, Santa Clara University



Arka Bala

CTO

Founder/CEO ContextGrid; data architect at Expedia and JP Morgan Chase, Open AR Board Member



Helen Lambert

COO

Directed ProspectSV & Cleantech accelerators; Ops/IR leadership at Infreeda



Jonathan Hirshon

Advisor

Principal, Horizon Communications — PR for Apple & Sony; "Guru of Silicon Valley," BusinessWeek

Orchestrated global launches for Sony, Apple, Pioneer, and others

TRACTION & VALIDATION

The product is built and the earliest partnerships are already in motion

De-risking factors for a seed check: this isn't idea validation capital — it's hiring fuel for demand that already exists

MVP built & live



Web-native product functioning today across the full category set — no app download required for a consumer to engage.

Institutional relationships



Warm, direct relationships with California Association of Realtors and others — unusual for seed stage.

Safeway



Deep integration with Safeway experience including coupon, specials, and job board support — with reach to 40M+ California shoppers per month.

Aramark - Yosemite



Working with the head of Yosemite park services to produce a "VisitYosemite" experience.

THE ASK

18 months of runway to reach ~\$800K ARR and Series A-ready metrics

\$3.5M

Seed round · SAFE or priced equity

40%

\$1,400K

Product & Engineering

30%

\$1,050K

Sales & Marketing

20%

\$700K

Operations & G&A

10%

\$350K

Working Capital

18-month target milestones

3,600+ businesses onboarded · ~\$800K ARR run rate · NPS 50+ · Series A thesis: \$8M at \$40M valuation, triggered at \$2M ARR

Comparable trajectories

Toast raised \$20M Series B at \$60M valuation with \$3M ARR · Yext (local listings SaaS) IPO'd at \$900M on 20,000 business customers

APPENDIX

Data sources

U.S. small business count

SBA Office of Advocacy (2023) — 33.2M small businesses in the U.S.

Local digital ad market

BIA Advisory Services — annual U.S. local advertising forecast

Consumer trust in recommendations

Nielsen Global Trust in Advertising Study (2023) — 72% trust peer/community recs over paid ads

Navigator app revenue

businessofapps.com — navigation app market data

Yelp advertising pricing

Yelp for Business — official advertising rates, \$300–\$5K/mo

Yelp review → revenue link

HBS Working Paper — a 1-star Yelp increase correlates with 5–9% revenue increase for independent restaurants

Zillow Premier Agent fee

Zillow — Premier Agent referral-fee disclosure, up to 30%

DoorDash commission

DoorDash Merchant Help Center — 15–30% commission structure

Platform-capture thesis

Tim Wu — The Master Switch (2010) and The Curse of Bigness (2018)

Business practices documentary

Billion Dollar Bully, dir. Kaylie Milliken (2019)

Full hyperlinks available on request — verified as of Q1 2026.