

iTrek has built the first spatial market registry that lets any local business be found by consumers, search engines, and AI agents — without paying a toll to Google, Yelp, or Zillow. The big idea: businesses register once, for free, and reach every channel searching for what's nearby, cutting the cost of being discovered by up to 90%. Those gatekeepers extract up to 30% of every sale in fees and commissions — iTrek charges none, because the registry itself is the product, not the toll booth. The MVP is live today, with enhanced experiences already underway for Safeway and Yosemite's park services, and we're raising \$3.5M to hit Series A metrics before our Q4 2026 California launch. **We'd like 30 minutes on your calendar this week.**

THE PROBLEM

Local discovery is controlled by three extractive gatekeepers — attention (Google/Apple Maps), reputation (Yelp), and transaction (Zillow, DoorDash, OpenTable) platforms — that take up to 30%+ of local business revenue in fees and commissions. AI answer engines are shrinking visibility further, with still no single, neutral marketplace where a business can be found.

THE SOLUTION

iTrek adds an open Spatial Market Registry alongside the Web's DNS, mapping every place, business, and piece of content to a real-world location. Businesses, consumers, search engines, and AI agents all query the same neutral registry — value-added services monetize on top, with no toll on discovery itself.

MARKET OPPORTUNITY

33.2M U.S. small businesses	\$182B Local U.S. digital ad market, +15%/yr	76% Trust peer recs over algorithmic ads
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BUSINESS MODEL

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

\$0/mo REGISTRATION	\$29/mo GROWTH	\$99/mo PRO
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TRACTION & VALIDATION

- ✓ **MVP live** and functioning across the full category set — no app download required.
- ✓ **Safeway:** deep in-store integration (coupons, specials, job board) reaching 40M+ CA shoppers/month.
- ✓ **Yosemite park services:** building a "VisitYosemite" experience together.
- ✓ **Institutional relationships** with the California Association of Realtors and others — unusual for seed stage.

LEADERSHIP TEAM

Mike McEvoy, CEO — cross-domain CEO/CTO across Web solutions, imaging, e-commerce, blockchain & IoT. CTO and CIO J&J. VP & Sr. Dir at Adobe for Photoshop, Premiere, After Effects

Roger Sanford, Chairman — architected Google AdWords

Arka Bala, CTO — data architect, Expedia & JPMorgan Chase

Helen Lambert, COO — accelerator & ops/IR leadership (ProspectSV, Infreeda)

Jonathan Hirshon, Advisor — PR for Apple & Sony; "Guru of Silicon Valley," BusinessWeek. Orchestrated global launches for Sony, Apple, Pioneer, and others.

THE ASK \$3.5M Seed · 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 MILESTONES & COMPARABLES 3,600+ businesses onboarded · ~\$800K ARR run rate · NPS 50+ · Series A thesis: \$8M at \$40M valuation, triggered at \$2M ARR. Toast raised \$20M Series B at \$60M val. with \$3M ARR · Yext IPO'd at \$900M on 20,000 business customers.
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iTrek's Q4 2026 California launch is imminent, and this seed round is what funds it — the earlier you engage, the more of the roadmap you help shape.

Mike McEvoy, CEO
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