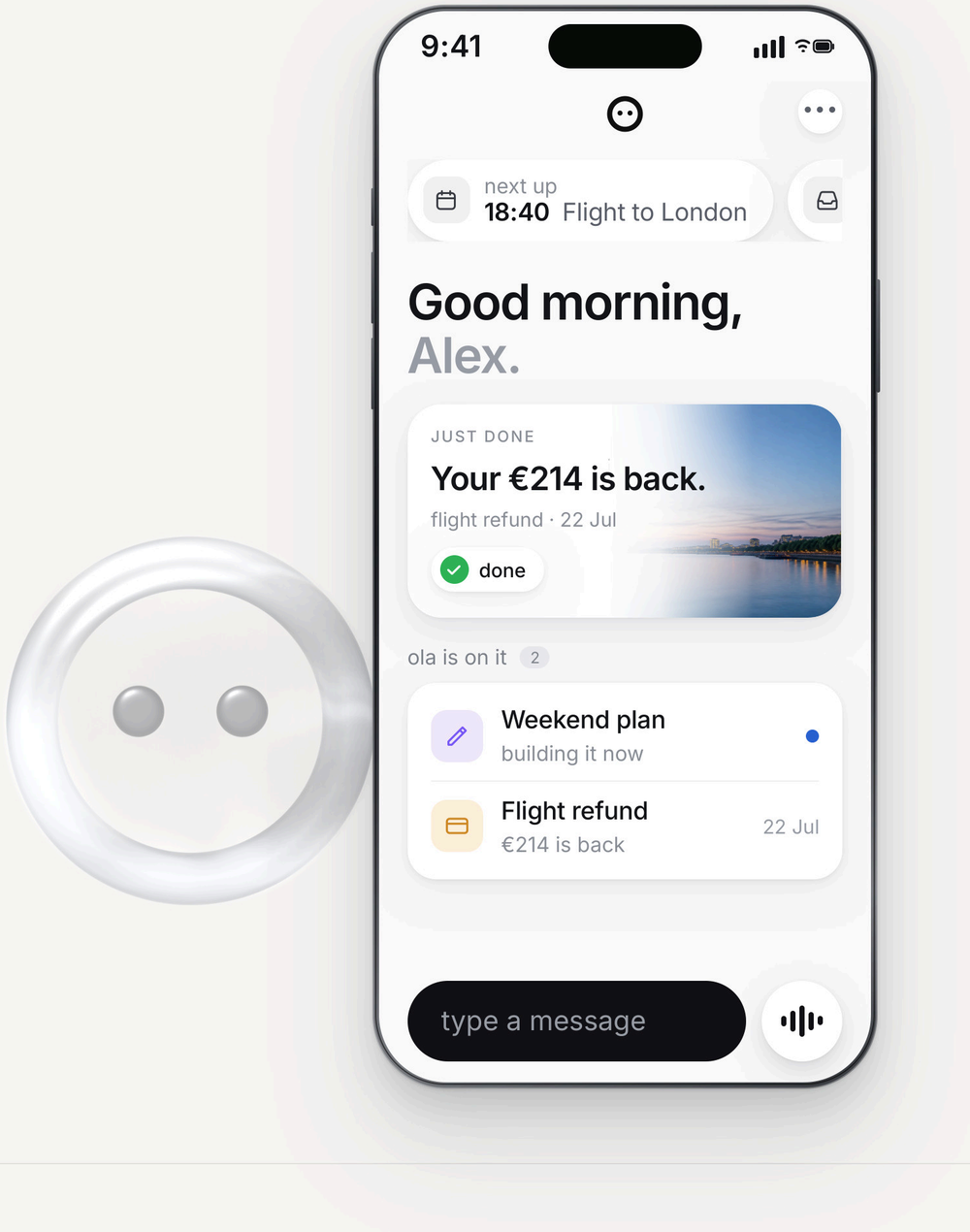
Ola

Your personal AI agent

That does everything for you



GAP

The agent my mum can use

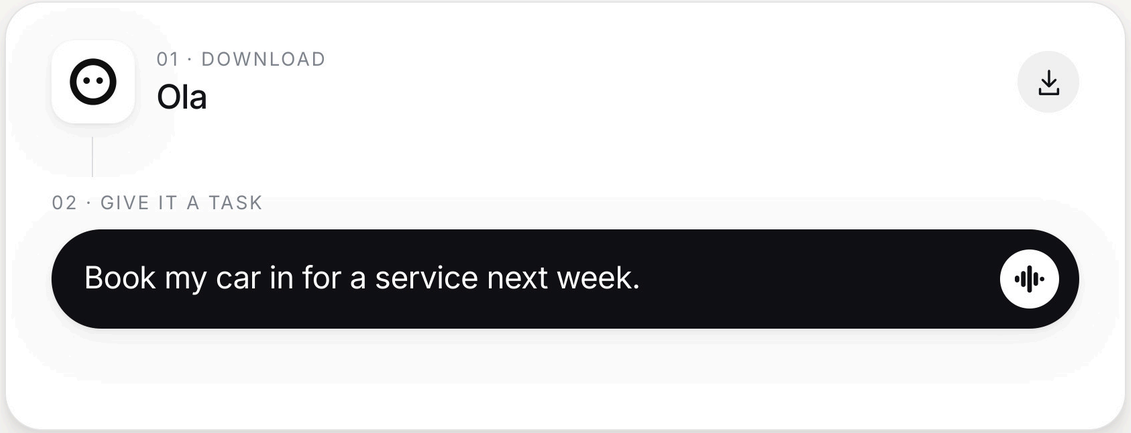
Developers can run agents that build software and do work for them.
Everyone else still has to figure out the setup.

THE AI AGENTS OF TODAY

```
$ npm i -g agent-cli
$ export API_KEY=sk-...
$ agent auth --provider google
→ open the console, create a project,
  enable the API, paste the token
$ agent run ./task.yaml
```

Desktop apps help. You still pick a model, configure your computer and keep it on.

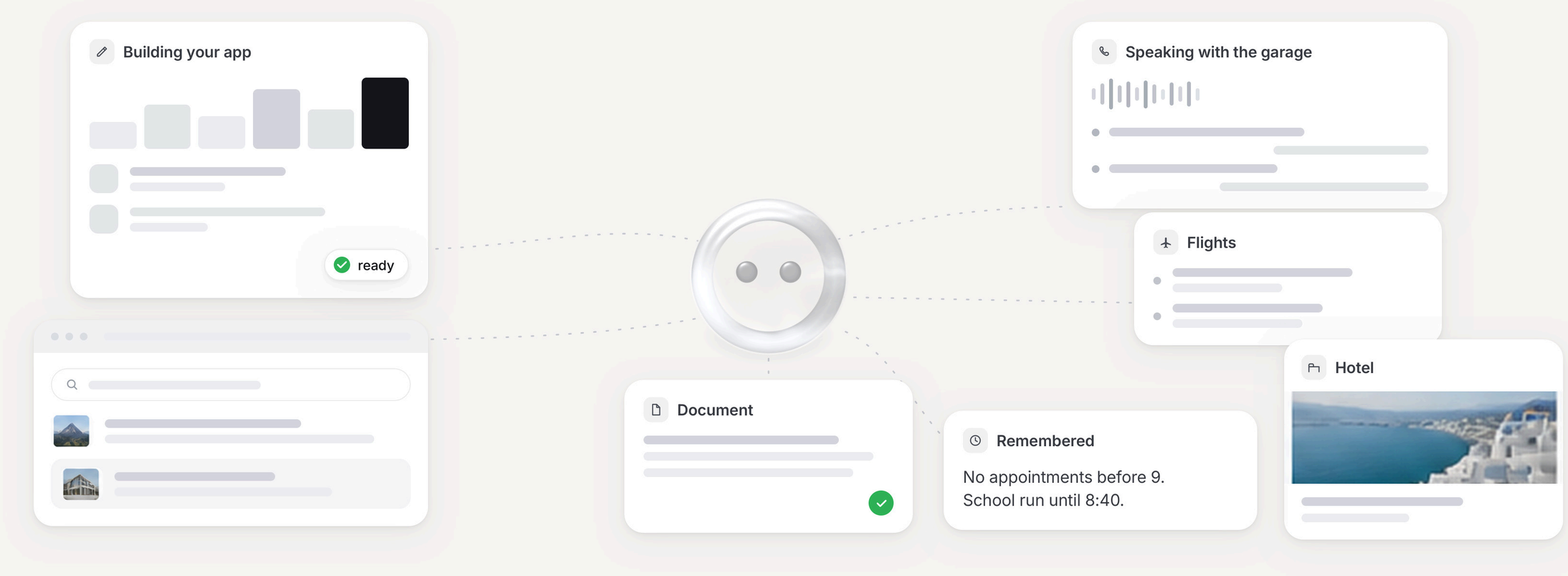
OLA



Voice or text. Ola runs in the cloud, even with your phone in your pocket.

Ola gets things done

Browse the web. Buy things. Book a trip. Write the document. It remembers you and follows up without being asked.



PERSONAL APPS

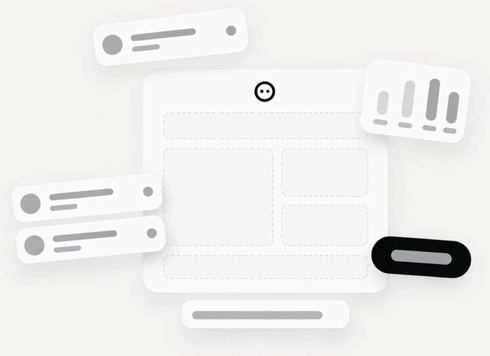
The apps you need, made for you

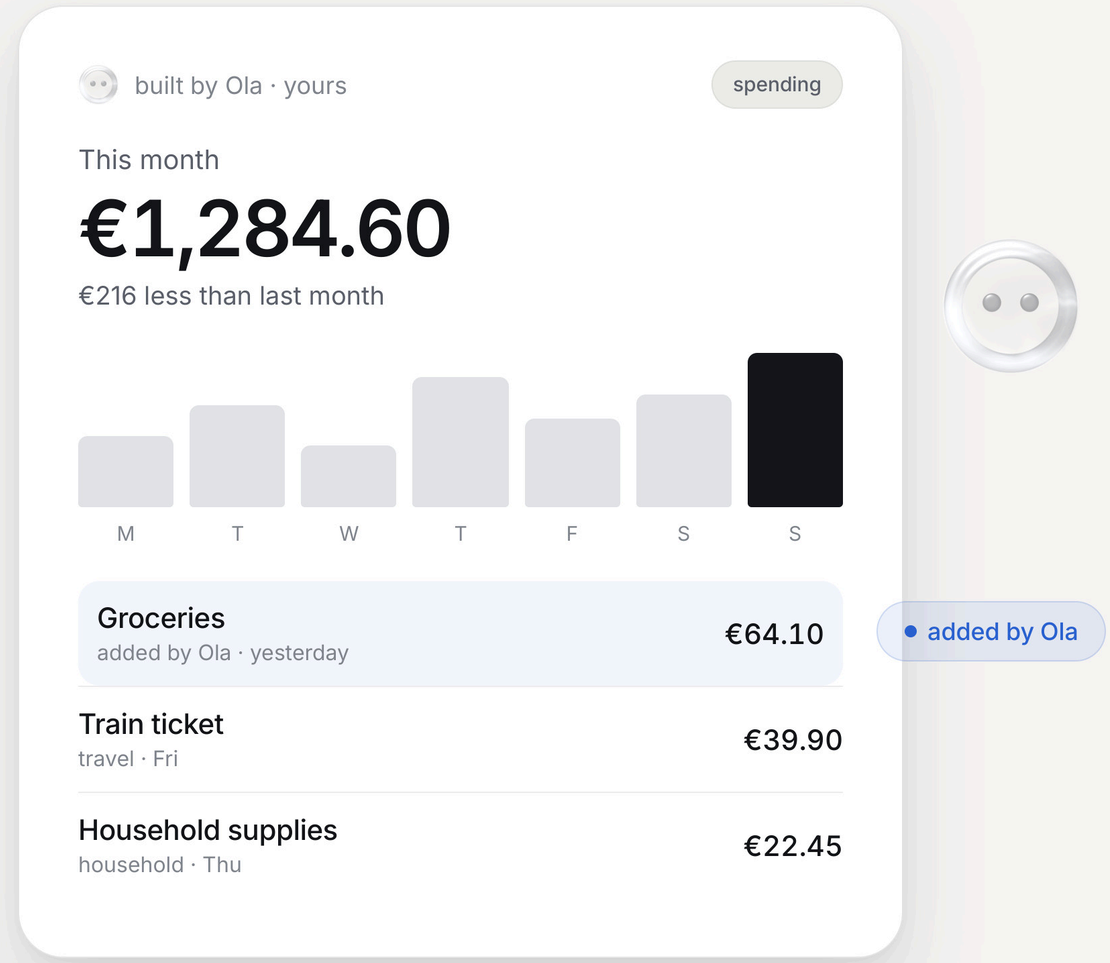
Ola builds a working app, then uses it when you ask.

A workout tracker around your routine. A study app from your notes.

“Build me an app to track what I spend.”

“Add yesterday's groceries.”





MARKET

Consumers already pay for AI

In 2025 people spent more inside apps than inside games for the first time.

$5bn[1]

spent inside generative AI apps in 2025. Nearly three times 2024.

Our bet: people will pay one agent to do the work and build the personal software they need.

$167bn[1]

spent in apps in 2025, up 10%.

55%[2]

of US AI users pay for at least one AI product. Typically $20 to $49 a month.

(1) Sensor Tower, State of Mobile 2026, February 2026. Global in-app purchase revenue. **(2)** Menlo Ventures, The State of Consumer AI 2026. Survey of 5,067 US adults, July 2026. Category spending, not an estimate of Ola's addressable market.

PRICING

$20 a month is the going rate

Entry plans at about $20, heavy use at $100 to $200. Ola's proposal sits on the same ladder.

PRODUCT	ENTRY PLAN	HEAVY USE
ChatGPT[1]	Plus, $20	Pro, $200
Claude[2]	Pro, $20	Max, $100 to $200
Gemini[3]	AI Pro, $19.99	AI Ultra, $99.99 to $199.99
Perplexity[4]	Pro, $20	Max, $200
Muse, Meta[5]	$20	$100
Poke[6]	Pro, $19	Ultra, $199
Anything[7]	Pro, $24	Max, $199

Published monthly prices in USD, 17 September 2026. All seven also offer a free plan; ChatGPT (Go) and Google (AI Plus) sell an $8 plan. **(1)** openai.com **(2)** claude.com/pricing **(3)** blog.google, 19 May 2026 **(4)** perplexity.ai/pro **(5)** Axios, 8 September 2026 **(6)** poke.com/pricing **(7)** anything.com/pricing, monthly billing. Ola prices are a proposal; euro prices would include VAT.

OLA · PROPOSAL

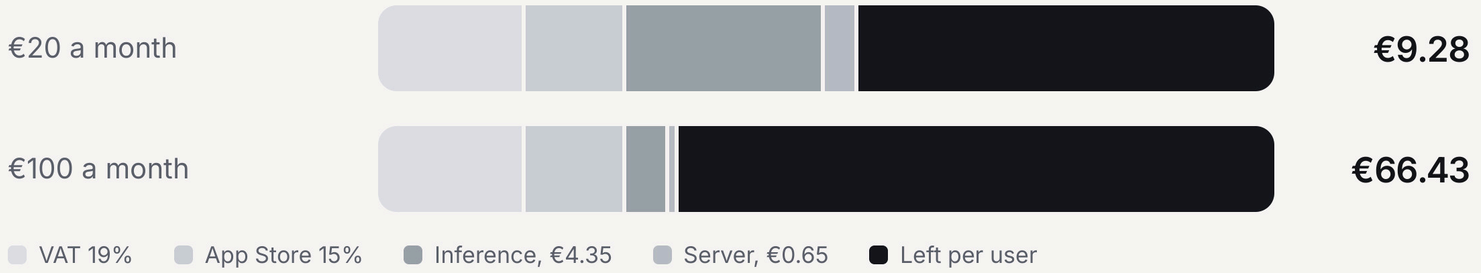
€20 a month. Your agent, the apps it builds and the tasks it runs.

€100 a month. Higher allowances, the strongest models on every step.

Free a few tasks, so people see Ola finish one before they pay.

What a user costs

One subscriber in Germany, per month, before marketing and salaries.



About €9.30 of every €20 stays with Ola, and €66 of every €100. A 55% gross margin at €20, 79% at €100.

Inference $5 and server $0.75 per user per month, beta averages. Not in this figure: phone minutes, support, payment fees outside the App Store and the cost of free tasks. $1 = €0.87, ECB reference rate, 17 September 2026. App Store small-business rate of 15%, under $1m a year.

Each step goes to the cheapest model that can do it.

Small models read pages, fill in fields and set reminders. A frontier model plans and decides.

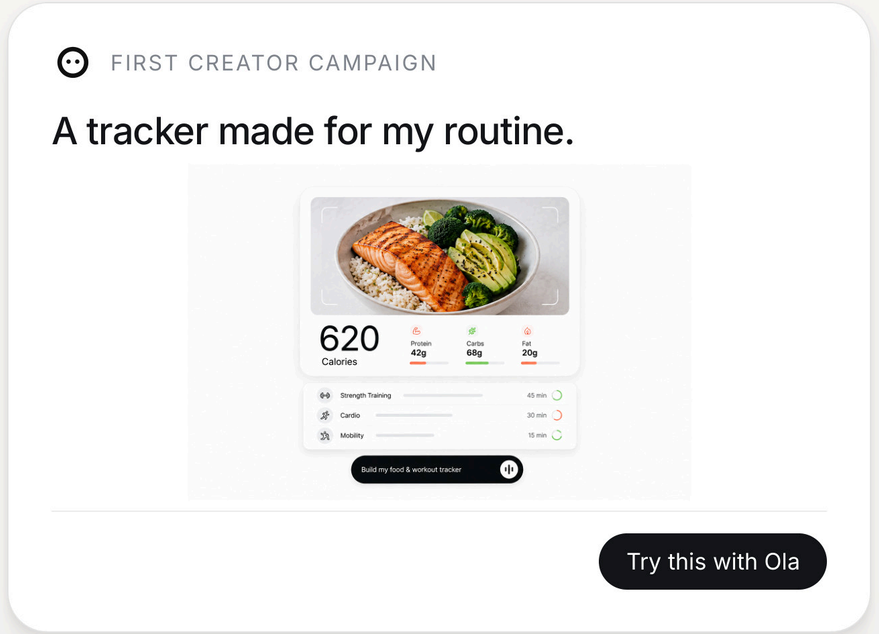
The app you pay for, built while you watch

Someone paying €80 a year for MyFitnessPal or $40 for Cal AI asks Ola for a tracker, watches Ola build it in the video, then uses it.

$4.5bn[1]

in health and fitness apps in 2025. Cal AI $39.99 a year, MyFitnessPal €79.99, Hevy $23.99.[2]

1. Creator videos: the request, the build, the tracker in use.
2. A link takes viewers to Ola to build their own.
3. Measure first task, weekly return, paid conversion. Then parents and students.



(1) Sensor Tower, State of Mobile 2026. Global in-app purchase revenue in Health & Fitness apps, 2025. **(2)** trackcalai.com/pricing, annual plan; myfitnesspal.com/premium, Premium annual, EU price; Hevy Pro annual as listed by sensai.fit, September 2026. Category spending, not Ola's addressable market.

COMPETITION

Where Ola competes

Chat assistants, app builders and personal agents all compete for these tasks.

Chat assistants

ChatGPT, Gemini

Answer questions, research and, in agent modes, run tasks.

App builders

Anything, and the vibe-coding tools

Turn a prompt into working software with a backend and a database.[2]

Personal agents

Muse from Meta, Poke

Muse runs tasks for you in the cloud. US only at launch.[3] Poke works through messaging with your connected apps.[4]

OLA

Ola brings them together.

It builds the software you need and does the work inside it, alongside browsing, calls and the errands that need a phone.

(2) anything.com, September 2026. **(3)** about.fb.com, Introducing Muse, 8 September 2026. **(4)** poke.com, September 2026.

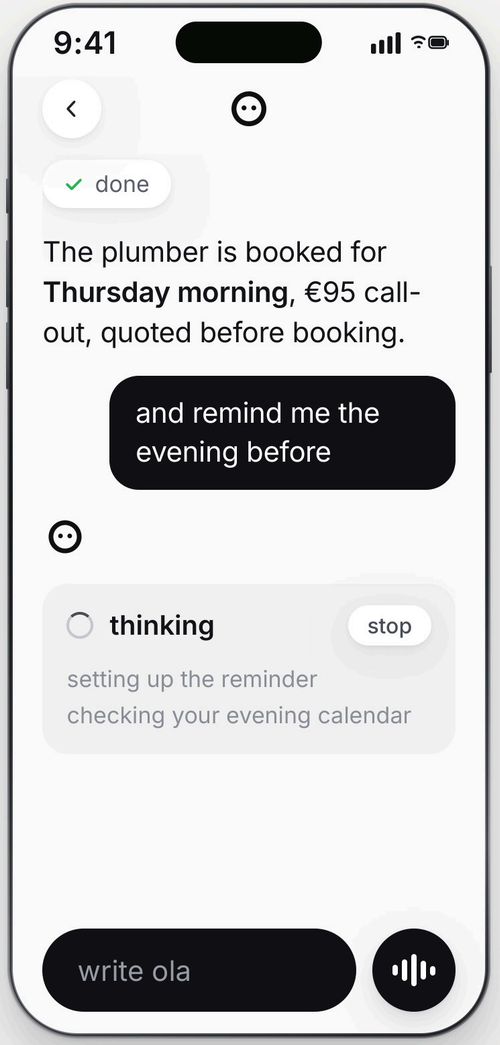
WHERE WE ARE

Starting with the beta

Closed beta. Public launch targeted for October.

Now	Closed beta on TestFlight.
28 August	Demoed live at the Cursor Frankfurt hackathon. Third place.
October, targeted	Public launch.
Funding	Nothing raised yet.

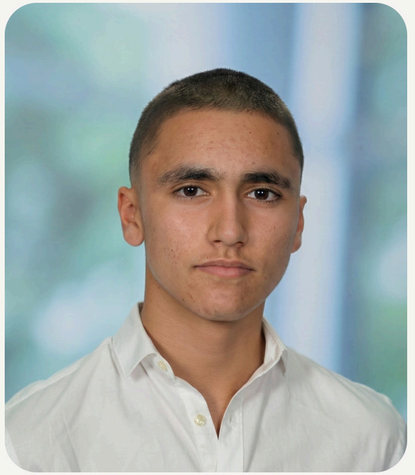
The next proof is people coming back and paying for it.



FOUNDER

Jayden Bruck

17. Near Frankfurt. Building Ola solo with AI coding agents.



Wealth AI

Co-founder. Automated crypto investing.

DekaBank · Deka Investment

Youngest quant intern at Deka Investment. Also interned at DekaBank.

Writing software with AI since 14

iOS app, cloud agent and tools, built with hundreds of coding agents on 3 to 6 billion tokens a day.

Ola

One personal agent for everyday life

Personal agents will run the internet

In the future most of what happens on the internet, in apps and in payments will be done by personal AI agents acting for their users. Everyone will have one. Ola is built to be the one anyone can use.

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