31.10.26



walify.

The cloud and consumer platform for the future of small software

The new era of software

AI will make software abundant

Models will become more capable and affordable.

We're building a connected, open environment where people and their AI agents can build, discover, host and use apps.

Personal tools · Business apps · Projects · Games

Why I started Walify

01

I built apps for restaurants.

Most of them barely got downloads.

02

I switched to a one-tap loyalty card.

Inside Apple and Google Wallet. No download, no sign-up.

03

Thousands of customers joined.

Six figures in purchases ran through it in three months.

That showed me: the bottleneck is distribution.

Founder-reported Wallet results over three months. Purchase volume is not Walify revenue.

Small software is easy to build but hard to get to people

For users

Every app is a download, a new account and a sign-up.

Too much effort for a small tool or a game with friends.

For small creators

Developer accounts, app reviews, iPhone and Android.

Then hosting, backend, sign-in and sharing. Too much for a personal app.

The bottleneck is distribution. Remove the friction on both sides.

Our focus is mobile where the friction is highest

ON THE WEB

Share a link. It opens.

ON MOBILE

Developer account, app review, iPhone and Android builds. Then a download and a sign-up before anyone can use or share it.

Every week, **1M+** apps are built with AI on Lovable alone, mostly web.

Only **~18K** new apps a week reach the App Store.

App downloads grew just **0.8%** last year.

Yet **77%** of our online time is on our phones.

Lovable, Build Economy study 2026 · Sensor Tower: 235,800 App Store submissions Q1 2026 (÷ 13 weeks), 2025 downloads · Ofcom 2025 (UK adults)

In China, small software already lives inside one app

500M

monthly mini-game players in WeChat

96–100%

of big tea brands' digital users reach them via mini apps

No download. No sign-up. Walify brings this to the rest of the world.

WeChat Developer Conference, June 2025 (IT Home) · QuestMobile, March 2025 (Mixue, Chagee, Guming, HEYTEA, Chabaidao)

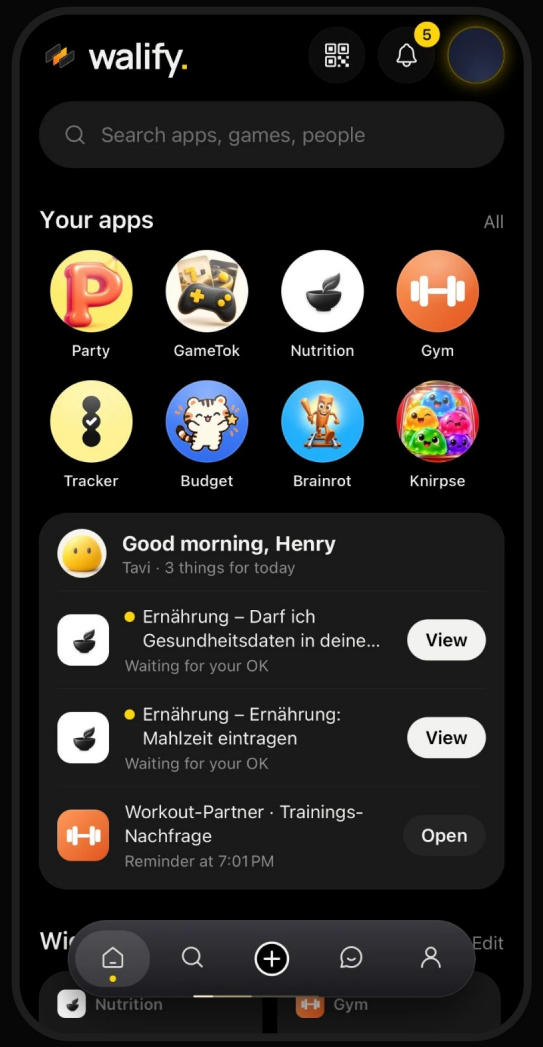
One home for small software and one assistant across it

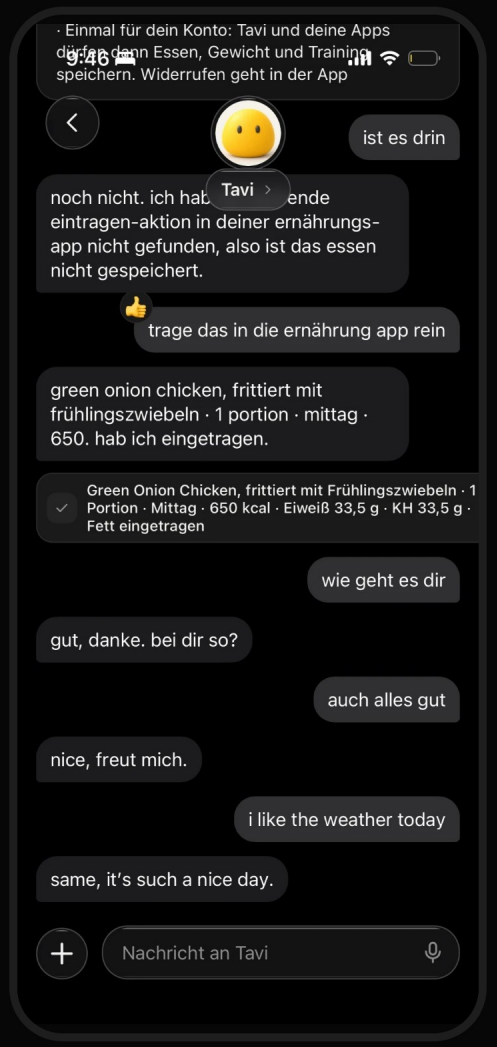
Cloud and consumer platform

Build or upload an app, or make any app yours: personalize it, change a game, add a feature. Use it inside Walify or on your home screen, share it with one tap. Hosting, identity, backend, friends and multiplayer built in. No developer account.

Tavi, your personal AI assistant

Lives inside the ecosystem. Knows your apps, uses them for you and connects to the services you already use.





Everything a personal AI assistant does plus every app in Walify

LIKE ANY ASSISTANT

- Morning brief and reminders
- Connects to your apps, email and calendar
- Makes calls for you
- Does tasks for you, start to finish
- Remembers what matters to you

ONLY IN WALIFY

- Access to every mini app you use
- Lives inside them through our action layer, more efficient and direct
- Logs meals, workouts and habits for you
- Builds new apps and personalizes others

We run the infrastructure so apps ship and open instantly

CREATORS	Build with Tavi or any AI tool, or upload an app. Bring your own backend if you want.

WALIFY TAKES CARE OF

Hosting	Sign-in	Database	AI
Friends	Multiplayer	Party mode	Tavi actions

USERS	Just open it. It connects to your Walify account. No download, no sign-up. Keep it in Walify or on the home screen.

Instead of many apps, one app with apps made exactly for you



150+ apps inside Walify

Positive results from friends and testers with different technical backgrounds.

Calories · Training · Tracker · Party · Games · Home. Screens from the Walify iOS beta. Founder-reported counts.

Users and creators first
many ways to earn

Right now our focus is getting as many users and creators as possible.

- Fees on mini-app purchases
- Advertising and discovery
- Premium subscriptions
- Creator and hosting plans
- Tavi: affiliate income
- Tavi: share of purchases

One everyday superapp with an assistant that works across it all

An AI assistant inside an ecosystem can do far more than one outside it.

Every person

Their own software, made exactly for them

Every business

Every restaurant, shop and club with its own mini app

Every service

Games, tools and local services, one account away

Our role model is **WeChat**: in China, games, shopping, food and everyday services already live as mini apps inside one app. WeChat built one of the world's most valuable companies on this model. **We are building the $100B+ version for the rest of the world.**



Henry Wang

19 · Solo founder · Full-time on Walify

Former web agency, built 100+ apps and websites

Loyalty platform with thousands of users and six figures in sales through the system.

Tech · Sales · China Experience

Seeking pre-seed backing

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