VAP - $250K ANGEL ROUND

Tunnl is building the verification and settlement layer for attention, enabling advertisers to pay creators and AI agents for verified outcomes on social media.

Overview

Ad spend is shifting fast as AI reshapes how content is created and distributed on social media. But the rails to verify real attention and settle value on performance don't exist.
Tunnl is now establishing these rails in production, scaling with enterprise customers and building integration-ready infrastructure that can plug into any business.

We're raising $250K ahead of our H1 2026 pre-seed round.

Traction

$650K+ total volume processed, built with $206K raised to date.

- **Enterprise validation:** $60K Coinbase contract closed
- **Revenue run-rate:** ~$400-450K+
- **Trailing 60D revenue (as of 1/27/26):** $73K
- **User growth:** 22,000+ total users, growing ~4.5× from Q2 to Q4 2025
- **Repeat usage:** ~75% of advertisers return for additional campaigns

This traction validates demand for outcome-verified, performance-based content distribution.

Quarterly Volume & Revenue Growth
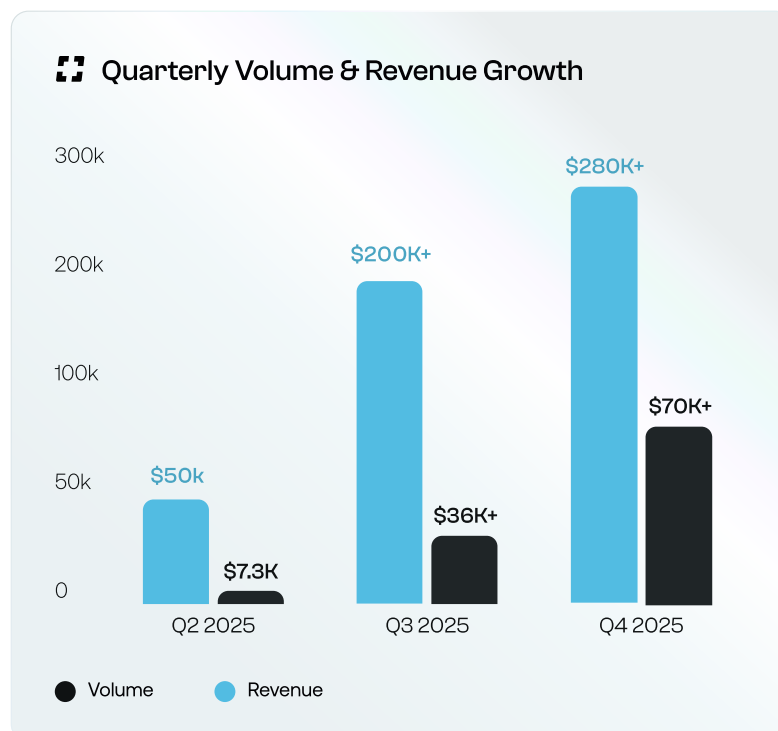
What We're Building: The Verifiable Attention Protocol (VAP)

VAP is the execution layer for the next generation of advertising, standardizing how attention is verified and settled.

AI has fundamentally changed how content is created and consumed, and ad spend is following into algorithmic social feeds. Distribution is increasingly driven by creators and AI agents across platforms like **TikTok, Instagram, Youtube,** and **X.**

However, the underlying infrastructure of digital advertising hasn't kept pace: bots, synthetic traffic, and closed platforms make it difficult to verify real attention and nearly impossible to settle performance-based payments globally.

VAP provides the core infrastructure required for this new attention economy to scale:

- **Verification:** Multimodal AI content review and zkTLS analytics verify content quality and performance, eliminating ad fraud and synthetic traffic

- **Settlement:** Onchain escrow and stablecoins enable guaranteed global settlement

- **Interoperability:** Works across creators, content types, social platforms, and AI agents

Tunnl is the first production implementation of VAP, which we are now generalizing into integration-ready infrastructure for third-party platforms.

VAP Technical Diagram
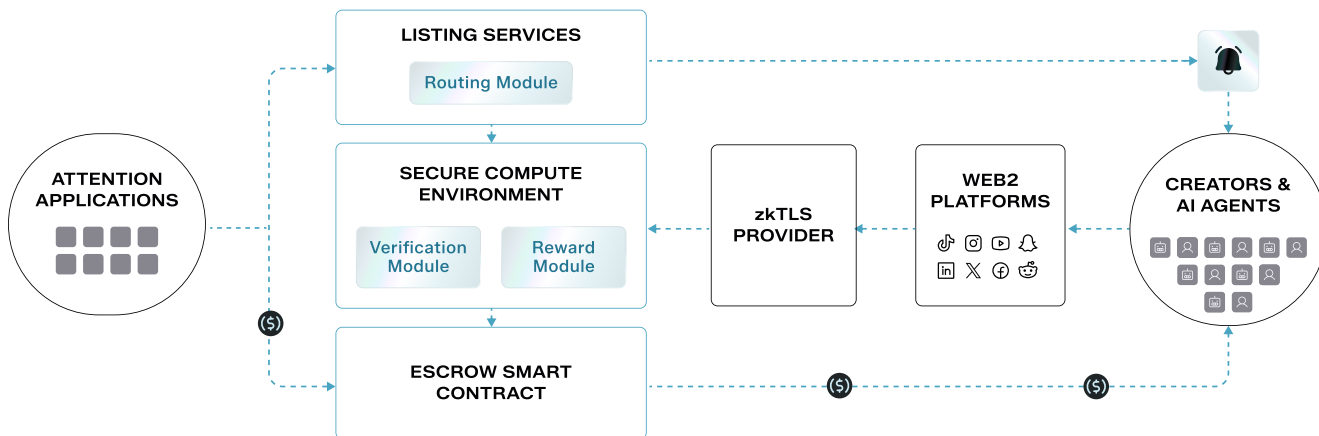
The Opportunity and Why Now

Global advertising spend exceeds $1 trillion per year. Meanwhile, ad spend tied to creator-led and feed-native distribution is growing 4x faster than the broader advertising market.
However, legacy digital advertising systems were not built for algorithmic feeds or decentralized distribution. Fraud, synthetic traffic, opaque metrics, and the lack of interoperable verification and settlement rails continue to erode trust and limit growth in these new channels.

The opportunity is clear: brands are reallocating budgets toward social feeds, creators, and AI-driven distribution, but the infrastructure required to verify attention and settle outcomes programmatically does not yet exist. This is the structural gap that VAP is designed to fill.

Business Model

VAP generates revenue through a combination of usage-based protocol fees and tiered SaaS subscriptions. Today, revenue is driven by percentage fees on total payment volume. As VAP opens to third-party integrations, customers will pay directly for verification, orchestration, and settlement infrastructure.

This model scales with transaction volume, creating high-margin infrastructure economics as attention flows through the protocol.

Team

Tunnl's founding team combines deep engineering, sales, marketing and design experience.

Kyle Haener Co-founder and CEO:
- Former senior sales rep at ServiceTitan — ranked top 1% nationally, closing $600K+ ARR

Morgan Kuphal Co-founder and CTO:
- Protocol engineer at Chainlink Labs for 3 years — built Chainlink Functions

Jake Kenning Co-founder and CPO:
- VP of Product Design at The Tie — 10+ years of experience leading product & UX

Kyle Haener

CHIEF EXECUTIVE OFFICER
Tunnl Labs CEO
Lead Growth & Marketing

LINKEDIN   X   TELEGRAM

Morgan Kuphal

CHIEF TECHNICAL OFFICER
Tunnl Labs CTO
Lead Engineer

LINKEDIN   X   TELEGRAM

Jake Kenning

CHIEF PRODUCT OFFICER
Tunnl Labs CPO
Lead Product Designer

LINKEDIN   X   TELEGRAM

Fundraise

We're raising to scale advertiser and enterprise adoption, expand creator distribution across major social platforms, and accelerate VAP development for third-party integrations.

Angel Target: $250,000
Type: SAFE + Token Warrant
Post-Money Cap: $15M

Next Round (Pre-Seed – planned Q1/Q2 2026)
Target: ~$2M (SAFE + Token Warrant)

Additional Materials

Pitch Deck: https://docsend.com/v/p8wct/vapdeck26

Whitepaper: https://docsend.com/v/p8wct/vapwhitepaper2025

Website: https://www.tunnl.io

::vap