

Dubai-Based GeoSpur Announces Seed Funding Round to Scale Commission-Free Platform for Real-World Service Discovery

Founded by Joseph Nwudu, GeoSpur removes the search bar entirely to connect human intent directly to service providers globally—without ads or commissions.



EXPO CITY, DUBAI, UNITED ARAB

EMIRATES, February 2, 2026 /EINPresswire.com/ -- GeoSpur, a global [technology](#) platform designed to streamline service discovery, today announced the launch of its seed funding round on Wefunder. The capital raise is intended to accelerate the expansion of the company's intent-

based infrastructure, which replaces traditional keyword search with direct, verified connections between consumers and service providers.

“

We didn't build GeoSpur to keep you scrolling, but to solve problems instantly. Whether in Dubai, LA, or the Sahara, technology should serve life, not consume it.”

*Joseph Nwudu, Founder &
CEO of GeoSpur*

Founded by Joseph Nwudu, a [marketplace](#) operator with more than two decades of experience building service, employment, and resale platforms—including SlotJobs (launched 2008), SoRepairit (launched 2015 and acquired), Usedtown (seed-funded), JustPro, and other systems that have since been merged into GeoSpur—GeoSpur operates with a dual-hub strategy anchored in Dubai, UAE, and the

United States (Maryland and Santa Cruz). The platform addresses a persistent inefficiency in the digital economy: reliance on static search results, advertising-driven discovery, and commission-heavy intermediaries to facilitate local commerce.

For decades, online discovery has required users to translate real-world needs into keywords, scroll through ranked listings, compare inconsistent reviews, and initiate multiple outreach attempts. While this model became normalized through search engines and marketplaces, it remains fundamentally misaligned with how people experience urgency in everyday life.

"Search was built for a static internet where pages sit still and businesses compete for attention through ads," said Joseph Nwudu, Founder of GeoSpur. "But real life doesn't work that way.

When someone needs help, such as a plumber or a technician, they are not browsing. They are requesting. They want resolution rather than results."

GeoSpur replaces search with an execution-oriented workflow. Instead of presenting directories or ranked results, the platform allows users to submit a specific need through a short, natural-language request. That request is authenticated and routed to verified local businesses based on capability, proximity, and availability.

The system does not display public listings or sponsored placements. Businesses surface only when they are relevant to an active request, creating a demand-driven environment rather than a visibility-driven marketplace.

###Democratizing Discovery with Zero Commissions

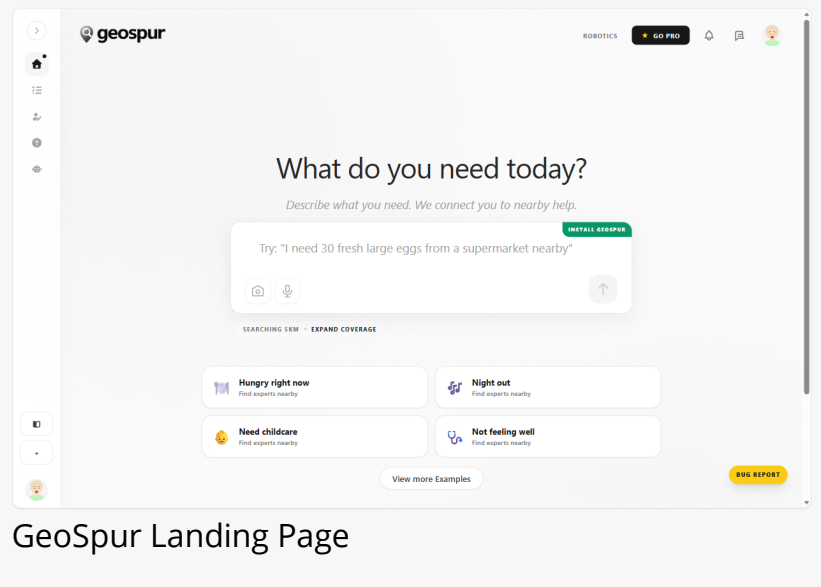
A central pillar of the GeoSpur investment thesis is its zero-commission business model. Unlike conventional marketplaces that extract a percentage of every transaction, GeoSpur does not take a cut from service providers.

"Discovery platforms dipping into every transaction are an archaic tax on survival," Nwudu stated. "I once owned a restaurant where nearly 45 percent of every order disappeared into commissions. The math didn't work. GeoSpur strips away ads and commissions so the economics work for a provider in a developing nation just as well as they do for a firm in a major city."

By eliminating commissions and advertising, GeoSpur aims to create a neutral economic layer where businesses compete on relevance and reliability rather than marketing spend. The company believes this structure enables sustainable participation from small and independent operators who are often priced out of traditional platforms.



GeoSpur Icon



GeoSpur Landing Page

###Infrastructure Designed for Real-World Execution

GeoSpur's platform is built around an intent-routing architecture optimized for real-world transactions rather than content retrieval. When a request is submitted, the system evaluates contextual signals such as location, urgency, service category, and provider availability.

Requests are then delivered directly to verified businesses, which respond with availability or pricing. This model removes multi-day email chains and reduces duplicated outreach, replacing them with near real-time engagement.

Phone-based verification is required before users can initiate requests. According to the company, this step ensures that requests represent genuine human intent, protects businesses from spam, and maintains platform integrity at scale.

Rather than relying on static star ratings, GeoSpur is developing a reputation framework based on completed interactions and behavioral consistency. The company states that this approach more closely reflects how trust is established in offline environments.

###Global Architecture and the "Scout" Program

While the company utilizes Dubai's regulatory-forward environment as a primary operational anchor, the platform is architected for global ubiquity. GeoSpur reports that the system functions effectively in both dense metropolitan regions and remote locations, provided basic mobile connectivity exists.

To accelerate network growth without relying on large-scale advertising, GeoSpur launched "GeoSpur Scout," a distributed certification program that enables individuals to verify local service providers within their communities and earn income for onboarding businesses.

Within the first 14 days of launch, more than 6,000 Scouts across over 90 countries joined the program. This early participation indicates a scalable pathway for mapping the global service economy in regions frequently underserved by traditional technology platforms.

"We aren't geo-fencing opportunity," said Nwudu. "A user in Compton needs the same efficiency as a user in the Sahara Desert. If you have a skill and a phone, you can receive requests. If you have a need, you can broadcast it."

###Strategic Positioning in Dubai

Dubai was selected as a primary hub due to its focus on digital infrastructure, emerging technology adoption, and regulatory clarity. The city's position as an international business and logistics center supports GeoSpur's objective of building cross-border systems capable of

operating at scale.

The company views the Middle East as a strategic region for testing and deploying infrastructure that bridges digital systems with physical-world execution.

###Use of Funds

Proceeds from the seed round will be allocated toward expanding engineering capacity, scaling verification and orchestration systems, enhancing security and reliability, and supporting market entry in additional regions.

GeoSpur is currently raising its seed round to support this global infrastructure and expand its engineering and operations teams. The round is open to the public.

Interested parties can view the company's prospectus and investment terms at <https://wefunder.com/geospur>

###About GeoSpur

GeoSpur is a global platform that connects users directly to real businesses through authenticated, intent-based requests without fees or commissions. With operations in Dubai and the United States, GeoSpur is architected to serve the entire world, replacing the friction of search with the speed of direct connection.

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