

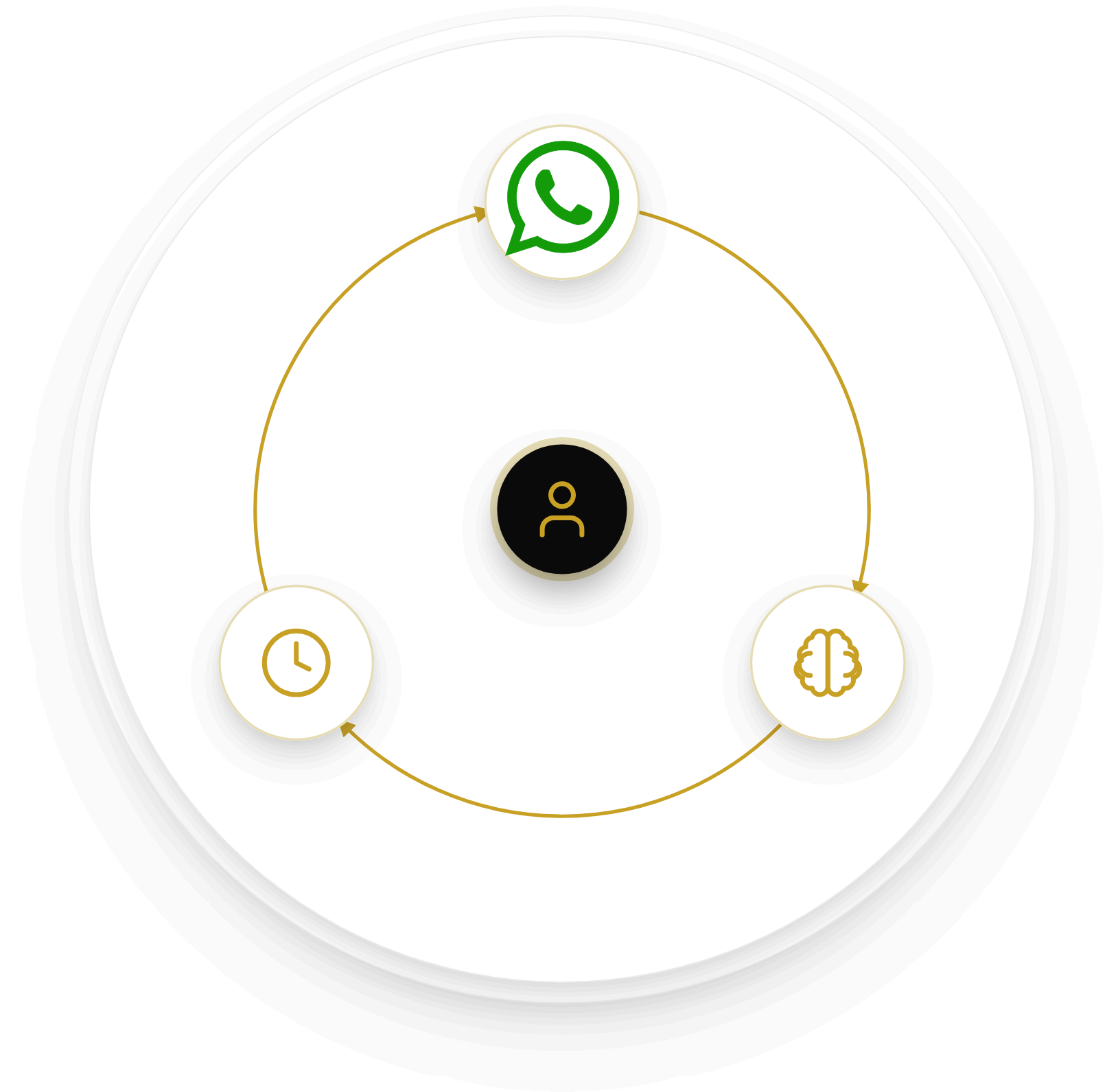


Autonomous Accounting on WhatsApp

How it begins

From a common problem in small businesses

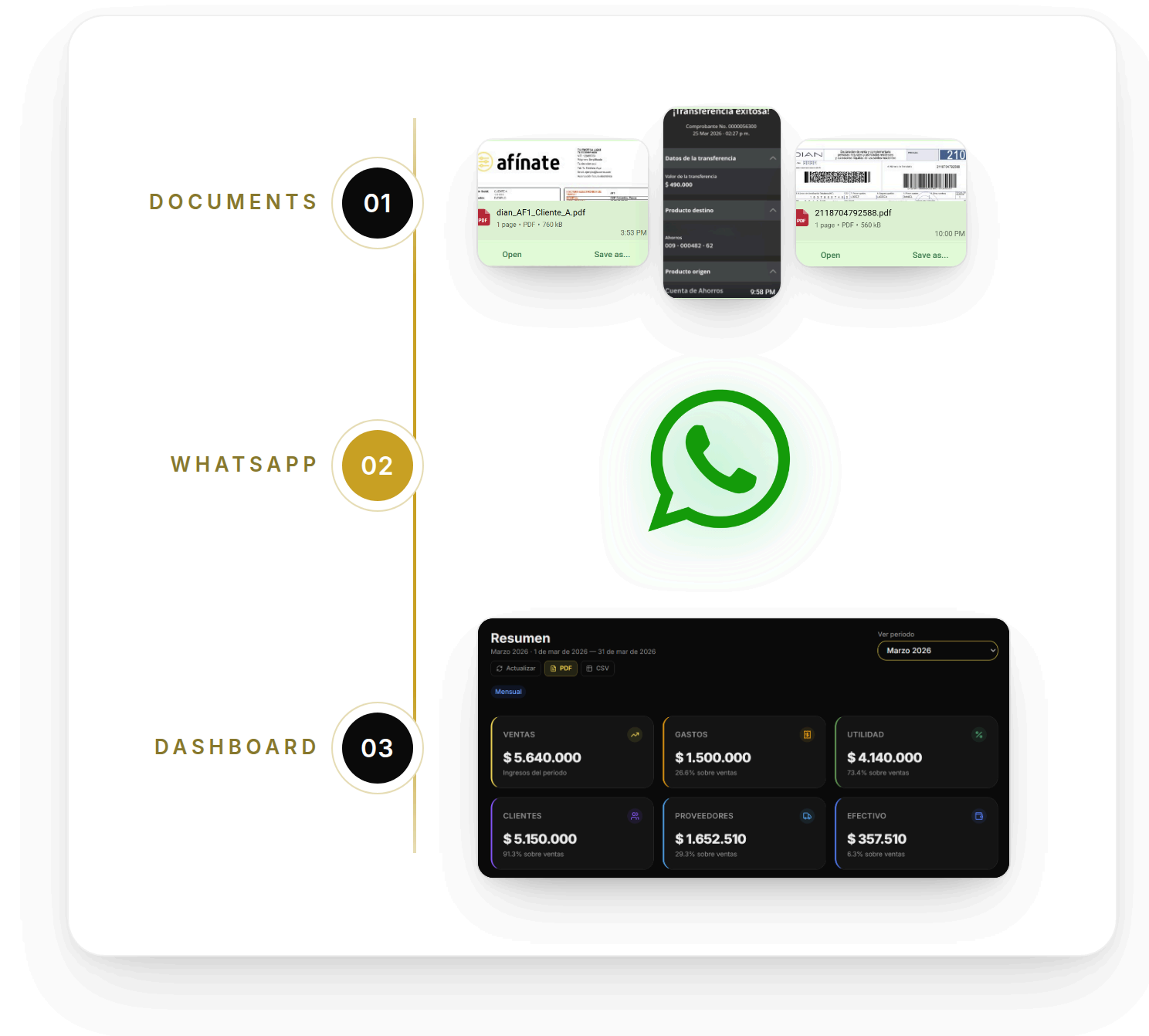
owners carry the business in their **head** but don't have **time** to manage a system, so the immediate channel becomes **WhatsApp**, creating an **invisible** barrier that limits their growth.



What it is

An AI financial platform

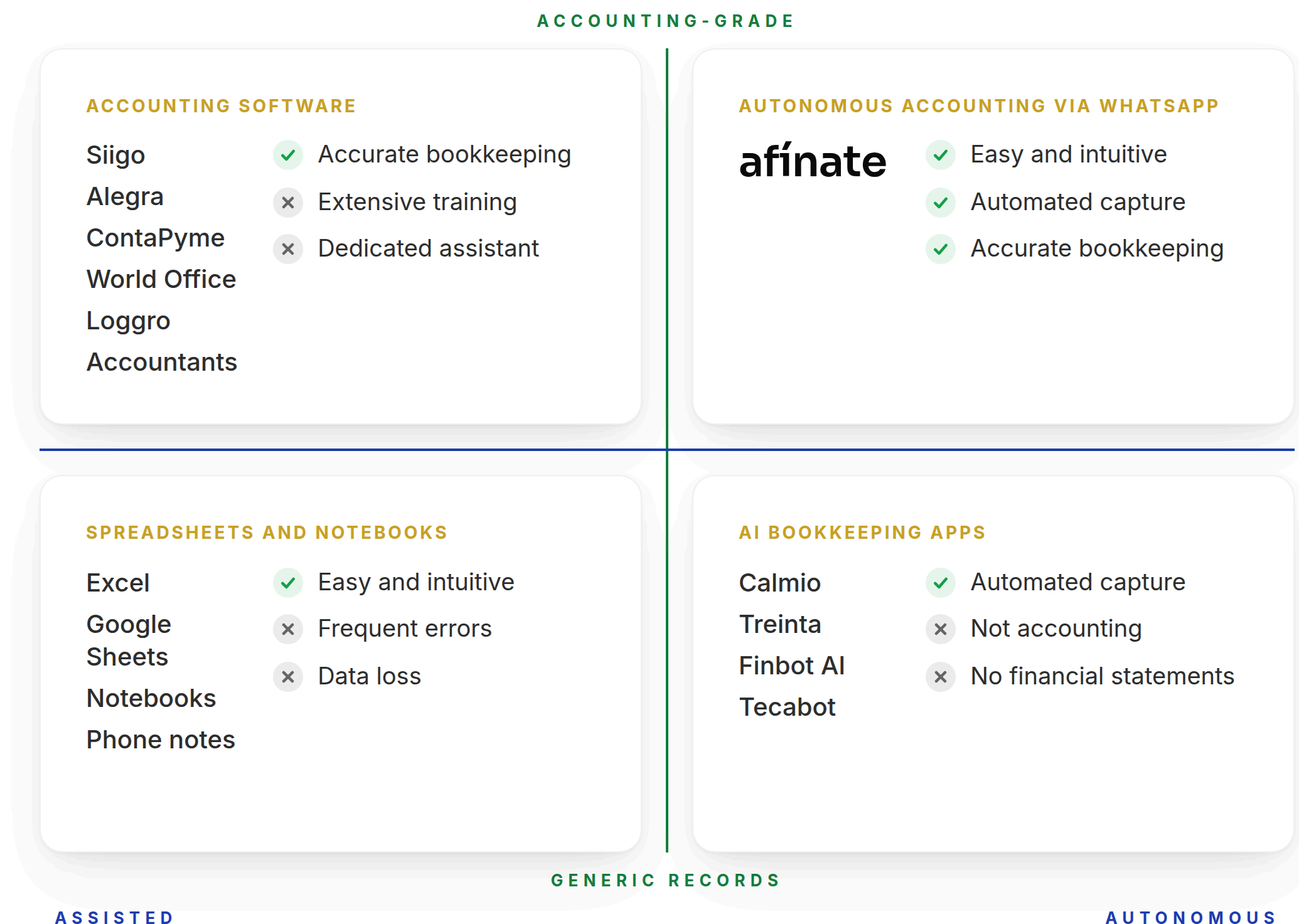
that receives **documents** via **WhatsApp**, records each transaction automatically, and presents the information on an **autonomous dashboard**, so the books always balance.



Market

A new category. Until now, the accounting options available were: build spreadsheets, learn a new system, or settle for partial solutions.

With **afínate** you get the best of each option.



Benefits

So your business grows without distractions.

01

Just forward documents via WhatsApp

No complex software to learn. As easy as sending a photo.

02

Financials always up to date

No spreadsheets or scattered notes. Month-end close in seconds.

03

Statements ready to sign

No reconciliation gaps or delayed closes. Always balanced.

04

All documents in one place

Previously scattered across chats, emails and folders. Now centralized.

05

Cost centers via WhatsApp

Each account or phone number as a cost center. By business, location, or rep.

06

Exportable history

For your accountant, banks, partners, or the DIAN (Colombian tax authority). PDF or CSV.

07

Monthly reports with recommendations

Automated analytics to grow your earnings.

08

Satisfaction guaranteed

Or your money back. No questions, no fine print.

Who it's for

01 Entrepreneurs

PROFILE

Restaurants, clothing shops, hair salons and barbershops, neighborhood grocery stores, bakeries, phone repair shops, tailors and dressmakers, laundries, auto and motorcycle workshops, hardware stores, shoe repair shops.

PROBLEM

They reconcile their cash with physical invoices and receipts. Tedious work, prone to errors.

SOLUTION

afínate as your cash reconciliation in seconds, error-free.

02 Service businesses

PROFILE

Agencies, firms, clinics, beauty centers, studios, academies, gyms, schools, real estate offices, contractors, professional offices.

PROBLEM

They have an accounting system but can't see profitability by business unit, location, or project.

SOLUTION

afínate as cost centers. One WhatsApp number per center.

03 Enterprise

PROFILE

Financial institutions, trade associations, chambers of commerce, social funds, NGOs, and public entities.

PROBLEM

Budget execution compliance for social impact programs.

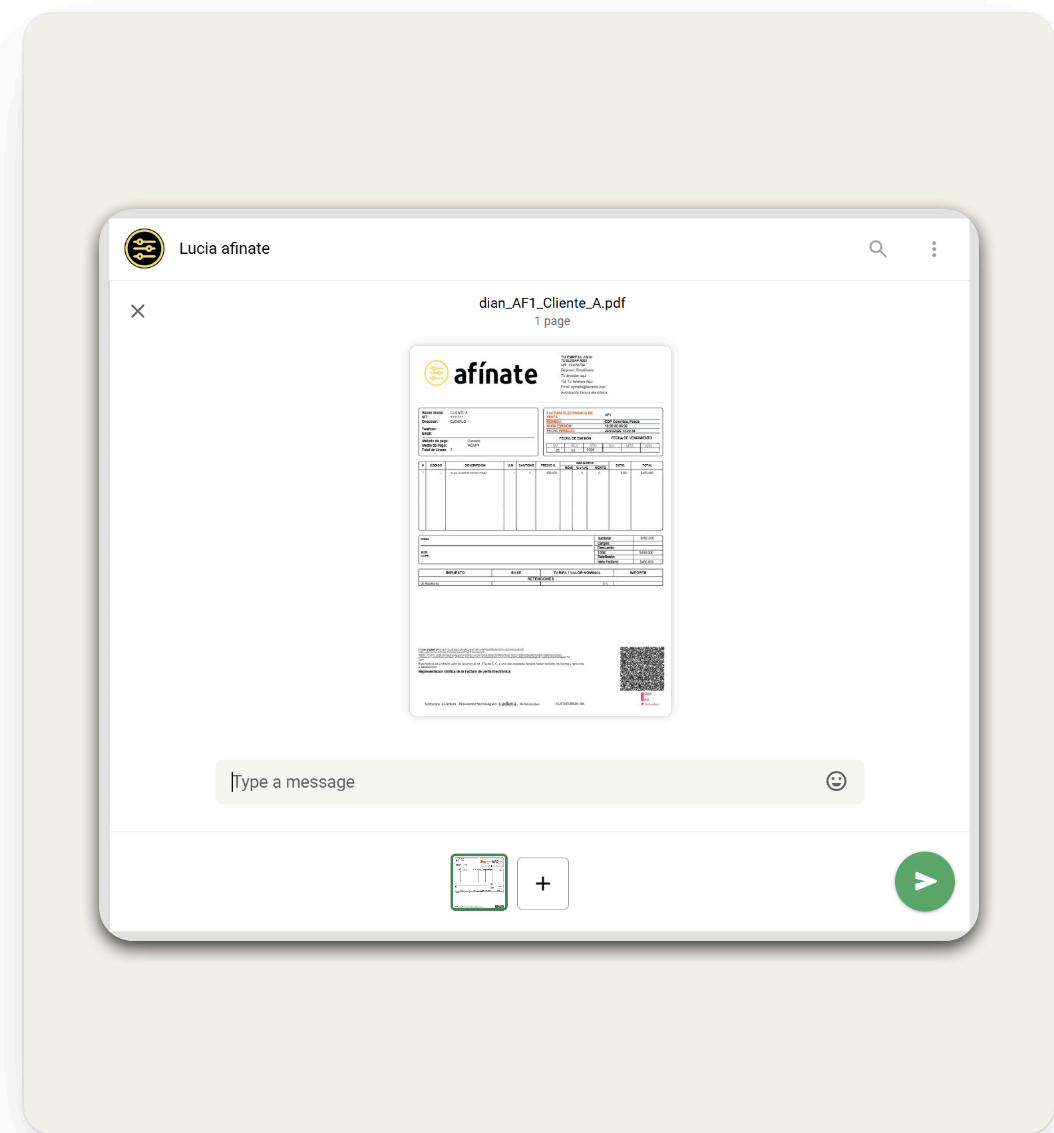
SOLUTION

afínate as a business formalization program.

How it works

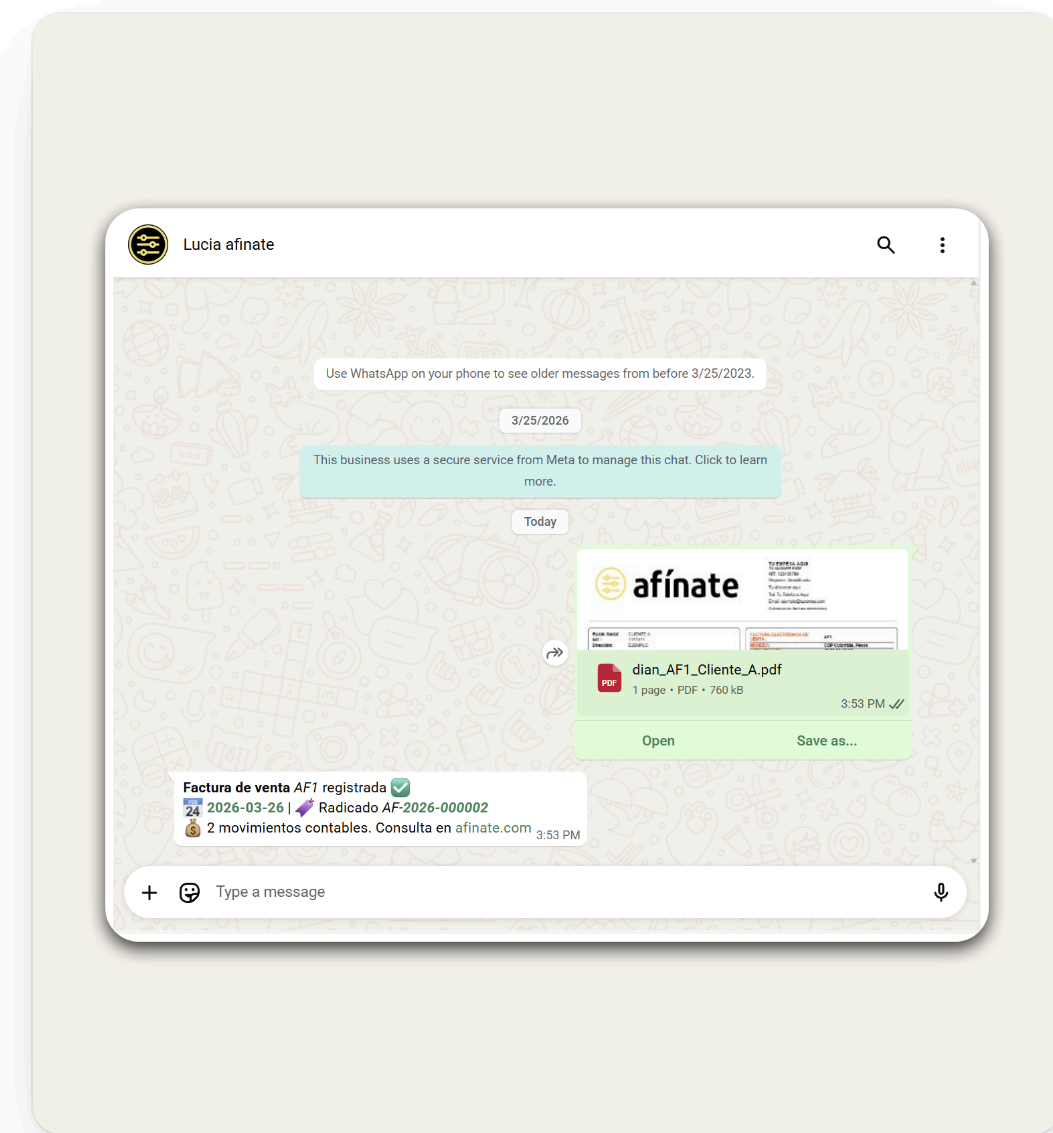
1 STEP 01

Send your invoice via WhatsApp



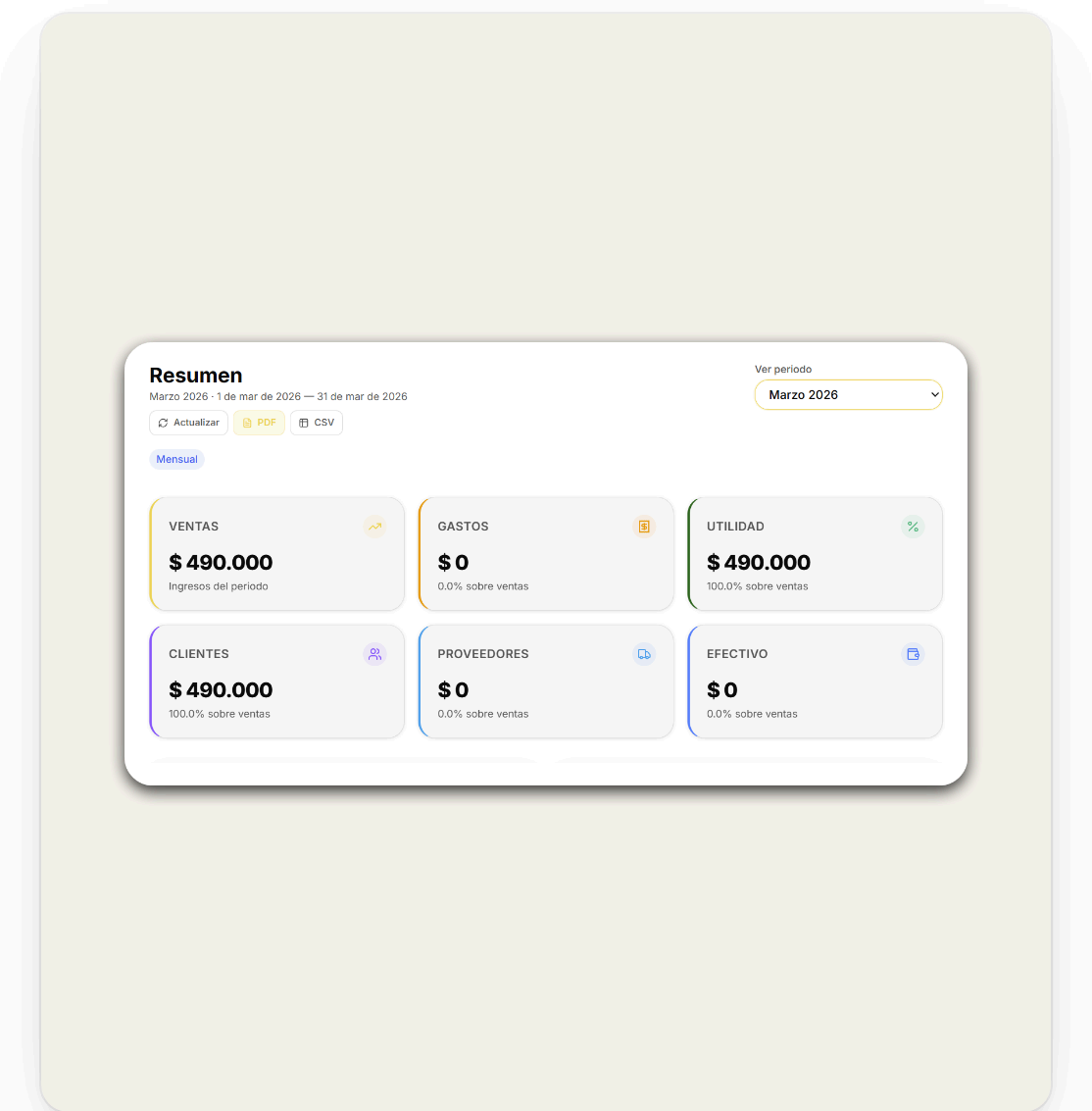
2 STEP 02

Lucía replies in seconds



3 STEP 03

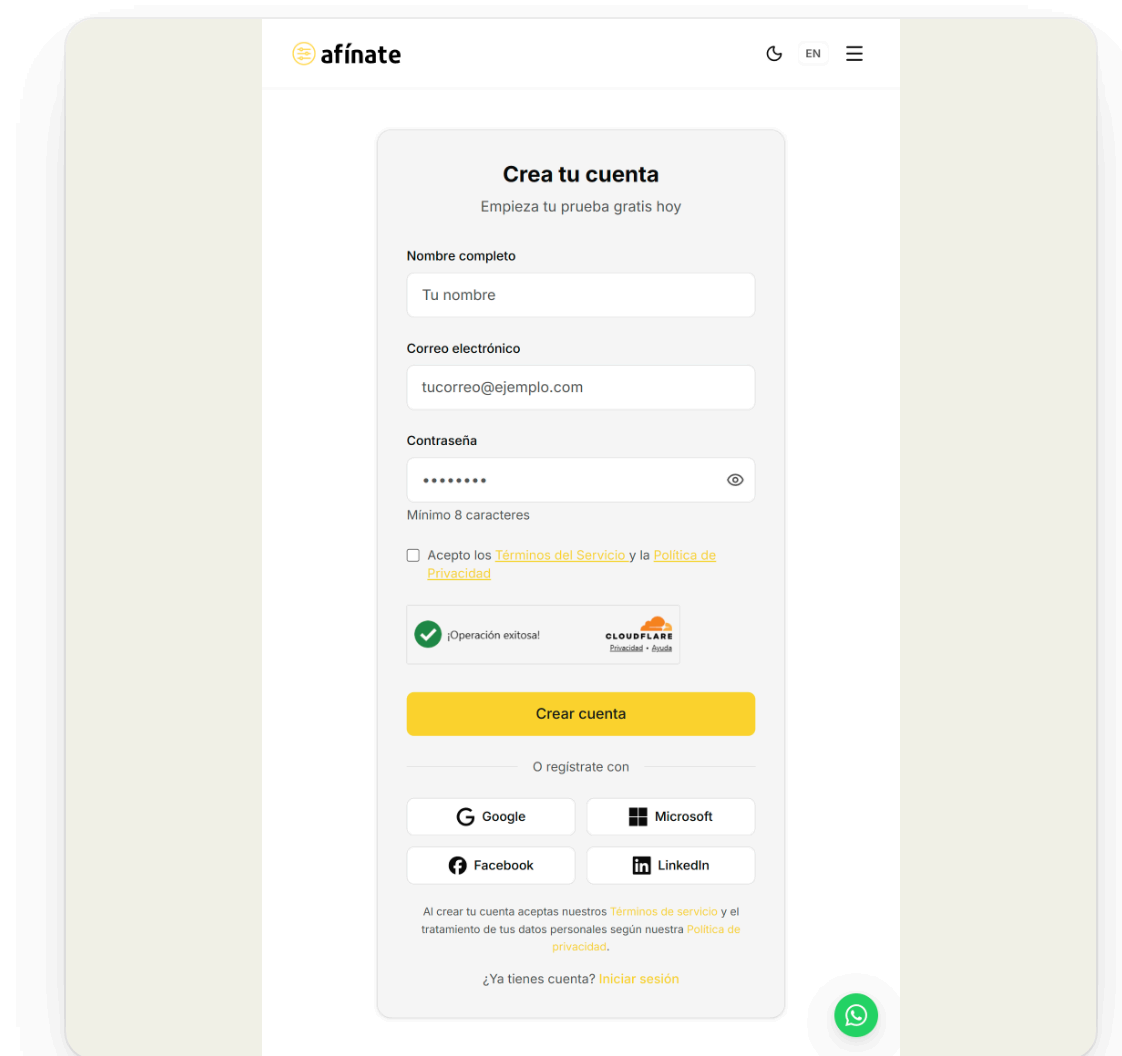
It appears on your dashboard



How to start

1 STEP 01

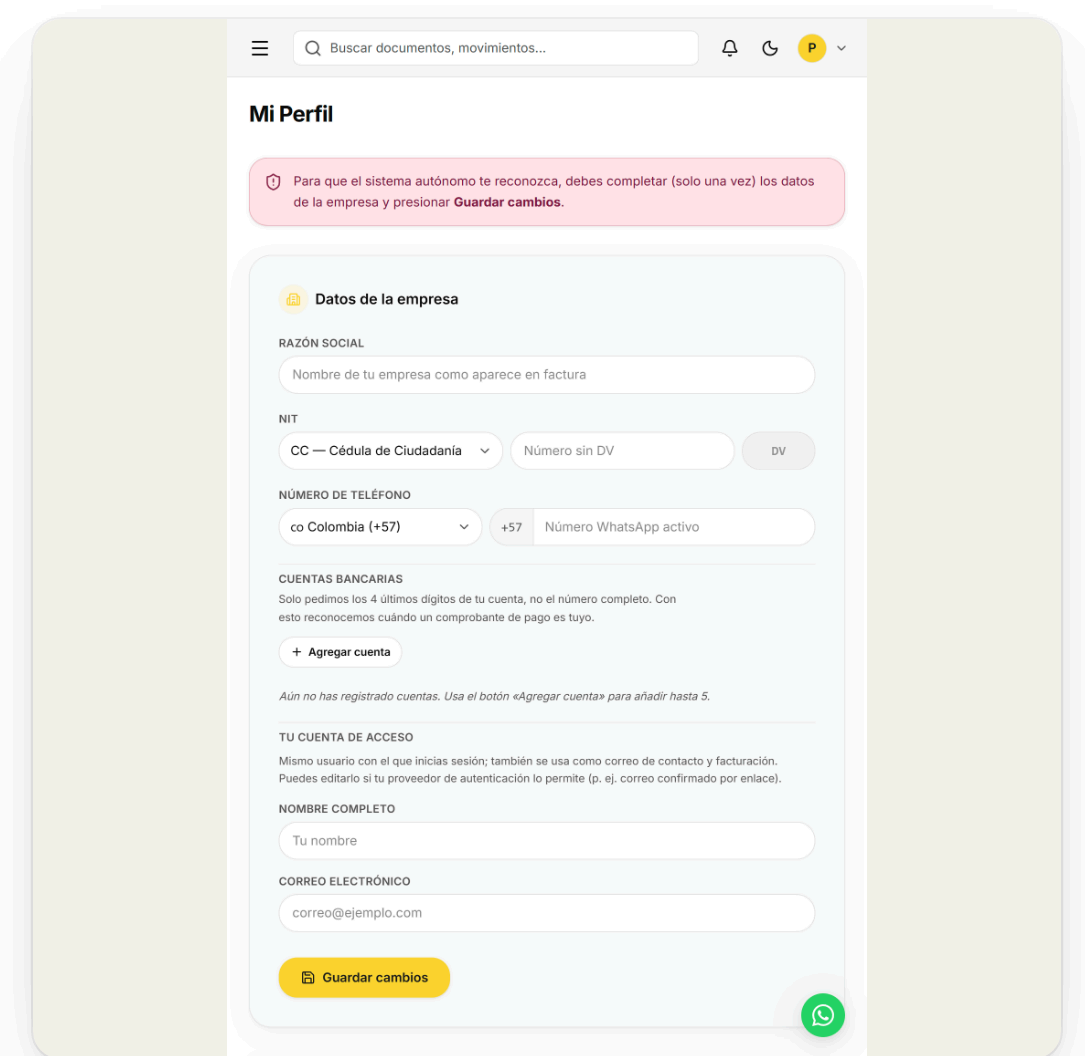
Create your account



With email, Google, Microsoft, Facebook or LinkedIn.

2 STEP 02

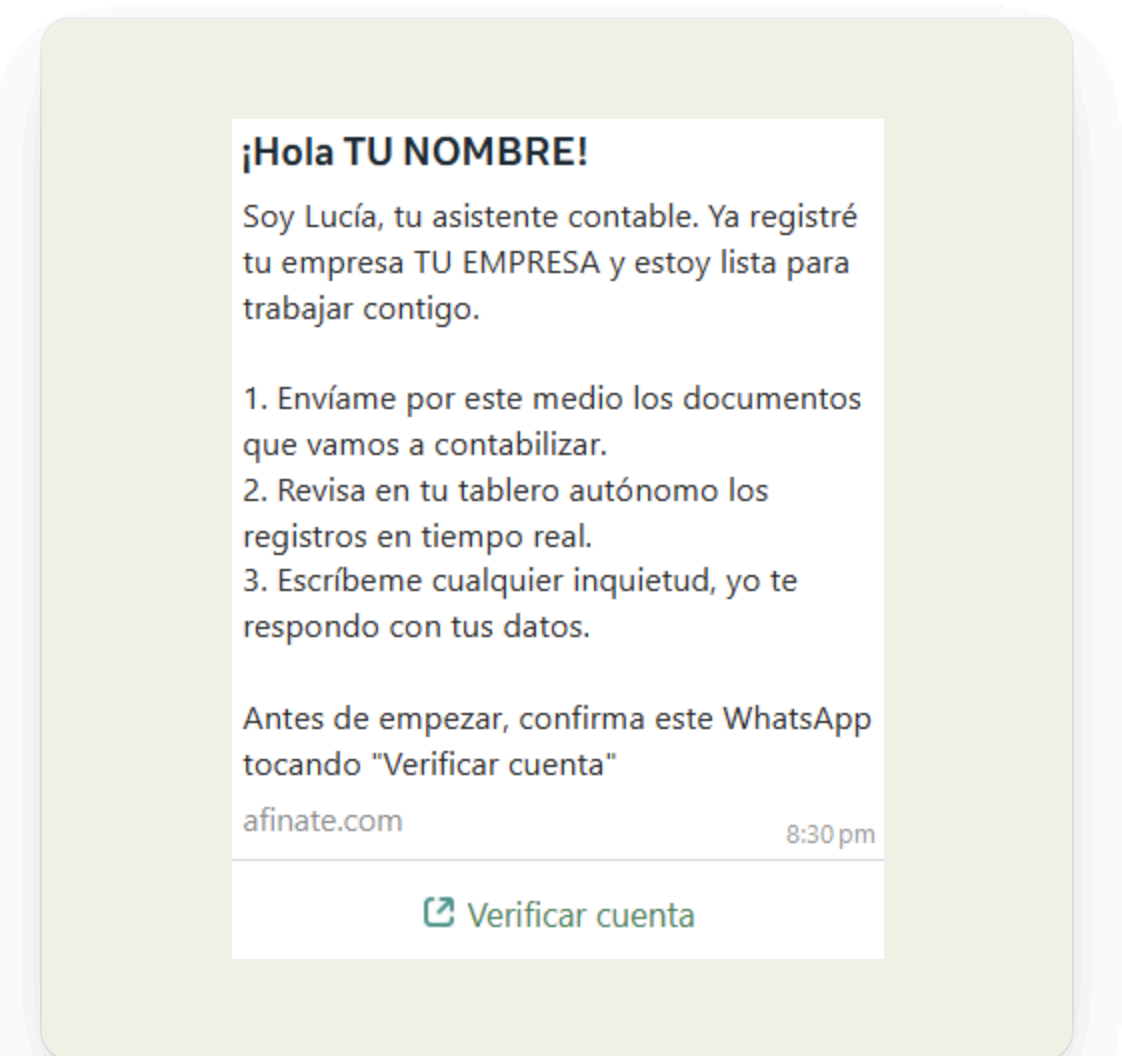
Complete your profile



Legal name, NIT (Colombian tax ID) and active WhatsApp number.

3 STEP 03

Verify and send your first document



One tap and you start chatting with Lucía.

Pricing

TRIAL

Free

No card. No commitment.

- ✓ 1 account · 1 WhatsApp
- ✓ 25 documents
- ✓ PDF / CSV export
- ✓ 24/7 support

ENTREPRENEUR

\$41_{/mo}

For entrepreneurs.*

- ✓ 1 account · 1 WhatsApp
- ✓ 200 documents
- ✓ PDF / CSV export
- ✓ 24/7 support

SMB

\$134_{/mo}

For service businesses.*

- ✓ 1 account · 1 WhatsApp
- ✓ 1,000 documents
- ✓ PDF / CSV export
- ✓ 24/7 support
- ✓ Report with recommendations

ENTERPRISE





Custom




Large organizations.

- ✓ Multiple accounts
- ✓ Unlimited documents
- ✓ API integrations
- ✓ Custom development
- ✓ Dedicated account manager

* Entrepreneur and SMB plans are optimized for service-business accounting. For sectors with inventory or complex operations, see Enterprise.

Security

-  **Your data is yours**
Download or delete it anytime.
-  **95%+ accuracy**
In document classification and bookkeeping.
-  **Adjustments when needed**
Edit values, reclassify, or void any document.
-  **24/7 customer support**
WhatsApp +57 311 339 2679 and email lucia@afinate.com.

-  **Colombian law compliant**
Data privacy (Habeas Data, Colombia's Law 1581, GDPR-equivalent).
-  **Verified and authorized by Meta Business**
WhatsApp's parent company.
-  **Payments only via Wompi**
Certified Colombian payment gateway (Bancolombia-backed).

Referrals

Refer afínate and earn **20% recurring commission** for 12 months.

- ✓ **20% commission for 12 months** as long as the referral stays active.
- ✓ **No sales work.** They just use your personal code.
- ✓ **Your referral also wins.** 20% off the first 3 months.
- ✓ **Paid in arrears.** Only condition: the client doesn't cancel.

HOW MUCH YOU CAN EARN

Quick calculator


Formula · $N \times \$134 \times 20\% \times 12 \text{ months}$

5 SMBs on SMB plan **\$1,608**
 $5 \times \$134 \times 0.20 \times 12$

10 SMBs on SMB plan **\$3,216**
 $10 \times \$134 \times 0.20 \times 12$

20 SMBs on SMB plan **\$6,432**
 $20 \times \$134 \times 0.20 \times 12$



 Talk to the founder

afinate.com