Workfly

AI workers that operate inside your business.

Persistent AI coworkers with their own computer, memory, tools, email, phone — configured through a google meet.

join.workfly.io



+80 professionals on the waitlist

4 companies running daily tasks
2 onboarding

1,6K USD revenue

last updated: 09/11/26

Commercial Traction.

Since launch, 4 companies have gone live on Workfly, and 2 additional companies are currently onboarding.

4
companies running their tasks today

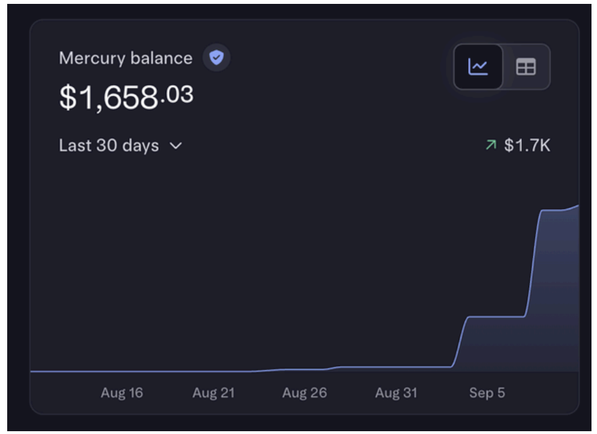
2
companies onboarding

+80
professionals in the waitlist

Talent Recruiting | Audit, tax, & advisory | Global Consulting | Events & Travel

+2
Companies onboarding next week

+1.6K
Revenue (usd)



Insights/ Additional information:

- **2/6 companies** came out of **referrals**.
- **3 companies** are working as **design partners and paying** for on-going support.
- Waitlist people do not have access to the app. We are improving Workfly to make an excellent 1st impression by working closely with our partners.

last updated: 09/11/26

Usage & Engagement

Closer look at customer activity in the last 14 days.

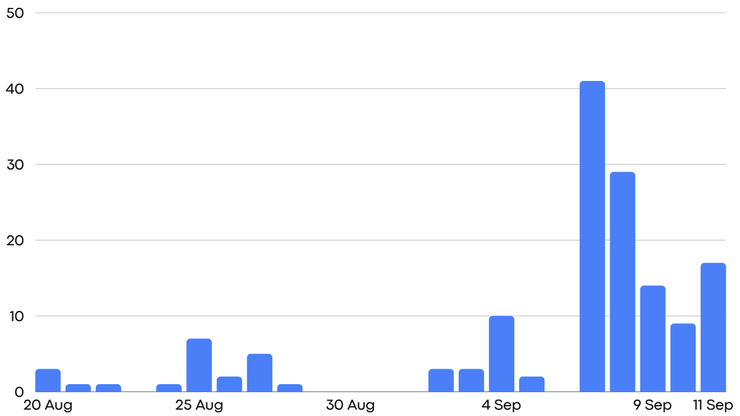
+100
Tasks executed

57
Top customer tasks
This week

6
Weekly Active Users
Running repetitive tasks

4
Workfly workers used

↑ Tasks ↓



What customers value about Workfly

1 They delegate work instead of operating an Ai tool.

They see it as **employees they can message** and delegate work to, whereas with a chatbot (their previous solution) they feel they have to invest time chatting with it.

2 There is very little behavior change required.

They can work through channels they already use, without having to build agents, configure workflows, or learn new tools.

3 Successful tasks create demand for more.

Once customers see workers' complete real work and generate that kind of impact, their first reaction is "What else can I delegate?".

Testimonials from clients

"Truly, this is the first time that AI actually gets the job done. Period."
- Gabriela Dancheff - General Mgr.

"We had a hard time visualizing how to integrate AI professionally. We are in the professional services industry, not software, so simplicity was key for us."
- Patricia Gonzalez - Manager

last updated: 09/11/26

Business Model & Pricing

Workfly monetizes through self-serve subscriptions, custom enterprise deployments, and usage credits as workers execute more tasks.

Self-serve

Get started today, and scale as you go.

Free

$0 7-day trial

Try Workfly with no card. After 7 days, upgrade to keep going.

- Build your own AI worker
- Reach it on WhatsApp and Email
- Limited tasks on workers
- Hire up to 2 workers from the marketplace

Included

Pro

$40 per month

Everything you need to run workers seriously.

- Everything in Free
- Unlimited marketplace hires
- Extended tasks on workers

Upgrade to Pro

Teams

Current

$60 per member / month

Bring your team into one shared workspace.

- Everything in Pro
- Even more tasks, pooled across your team
- Invite members from Company settings
- Slack channel (coming soon)

Current plan

Enterprise (sales-led)

Tailored deployments for complex needs.

Custom AI workers deployments

For companies needing workers tailored to specific workflows.

- ✅ One-time implementation fee
- ✅ Monthly maintenance / support fee
- ✅ $60 / month per team member
- ✅ Usage-based revenue after included usage is exhausted.

Enterprise

Custom

Tailored workers and hands-on partnership.

- Everything in Teams
- Tailor-made workers for your workflows
- Priority support and account management
- Worker and model controls

Contact sales

Today, most clients work on an enterprise-like deal. They pay an implementation fee and a monthly subscription. They are also our design partners.



last updated: 09/11/26

GTM: Start with professionals.

Workfly is horizontal at the platform level, but each worker is specialized to a specific professional, workflow, and company. Adopted first by dependent and independent professionals. Some accounts expand into teams and businesses. Over time, security and compliance for enterprise adoption.

Professional
Independent or dependent

→

Workflow
Solve high-impact, repeatable tasks

→

Repeated usage
Delegates more work over time

→

Team Expansion
Spreads over to their team, using team-wide workers

Enterprise growth
Over time, we grow in enterprise providing security, compliance, and broader deployments.

How we grow

We sell to dependent/ independent non-technical professionals.
Provide high-impact business-value from day 0.

Adoption grows through usage.

Referrals through word-of-mouth.
Expansion to friends and teammates.

We are not:

Doing enterprise-first sales.
We are first targeting individuals (prosumers). Some accounts naturally expand into teams and larger organizations.

~33%

of early users/ companies acquisition came from referrals

Main distribution channels

- **LinkedIn** - Founder network/ Ads/ UGC
- **X** - Founder network/ Ads/ UGC
- **Tiktok/ Youtube** - UGC/ Ads
- **Founder-led outreach** to close network

last updated: 09/11/26

Waitlist & Beta Release Plan

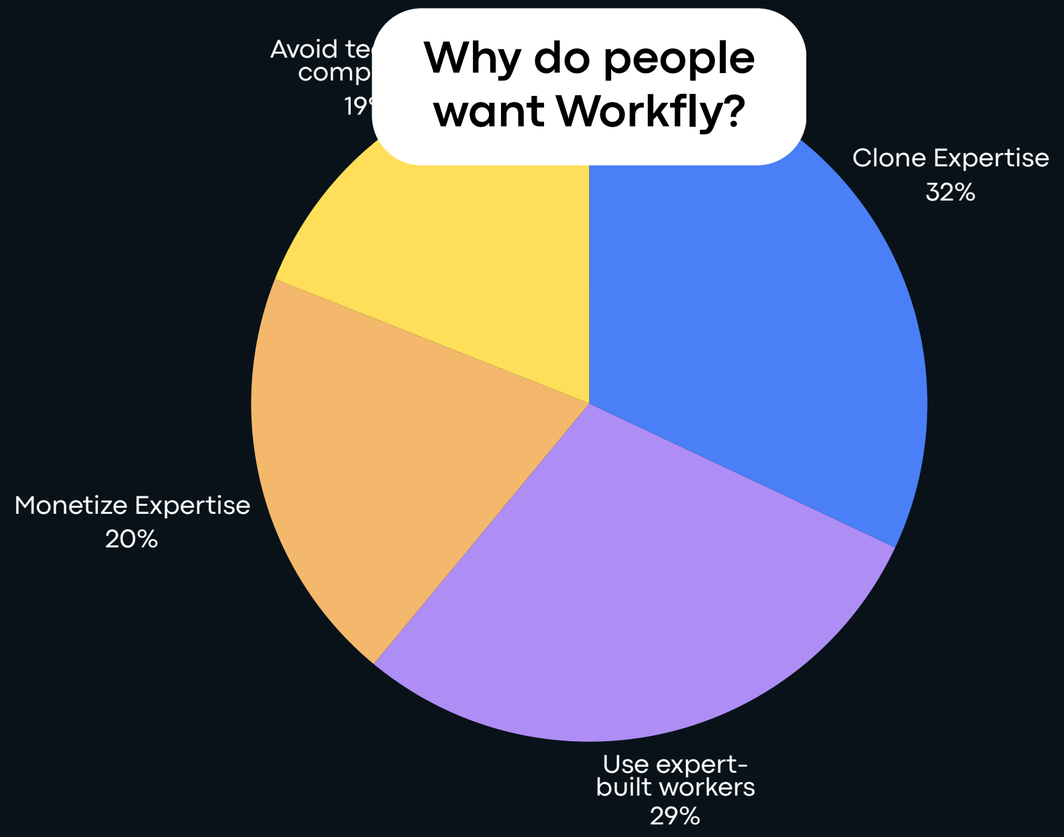
Early demand before public beta

- **+80 professionals** on the waitlist
  - 41 completed **research surveys** across founders, professionals, freelancers, and executives.

Repeated pain: Teams know AI can help, but lack the time and technical ability to configure it.

Plan for waitlist:
Leveraging design-partners' deals to massively improve Workfly's user experience, to increase possibility of user retention and decrease possible churn.

Waitlist release tbd. Targeting **20th of September** worst case.



The Team



Leonardo Antunes — Founding Product Designer

IBM

Former **IBM** designer and startup cofounder. Led product design, design systems, web implementation, and conversion-focused digital experiences across enterprise and early-stage products.



Juan Bautista Martinez (Founder/ CEO)

Cursor AI

Early **Cursor** software engineer during growth from ~30 to ~450 people.
Built AI testing/product infrastructure.
Speaker at 50+ AI events. Direct exposure to AI adoption patterns across developers, professionals, and companies.



Tobias Boecker - Advisor

Bookboost - COS

Tobias is Workfly's official advisor. He has extensive experience on start-ups, having 16 years of experience, and 2 founded. He currently works as the Chief of Staff of Bookboost.

Companies have powerful AI tools, but not AI workers that self-adapt to their needs.

They are stuck between two bad options:

1. **Generic AI tools:** Flexible, but require prompting, manual supervision, and repeated setup. They are also hard to integrate professional, repeatable workflows into them.
2. **Vertical AI tools**: More reliable, but too fixed, and disconnected from how each company works. Too rigid for a consantly changing business environment.

Companies need AI that is flexible enough to match their current and future workflows, reliable enough to delegate real work, and simple enough for non-technical teams.



The bottleneck is no longer model intelligence. It is operational adoption.

Models can already reason, write, browse, code, and use tools. But companies still struggle to turn those capabilities into reliable, repeatable workflows.

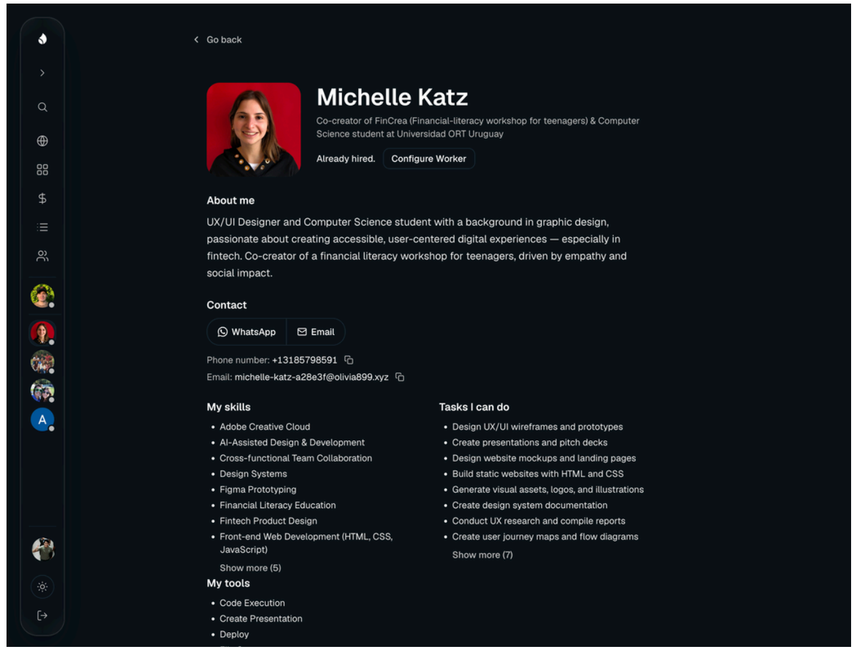
The missing layer combines professional expertise with reliable and repeteable execution.



Workfly

Workfly lets professionals and companies create persistent AI workers.

Workers execute real work across their tools, and communicate through common channels.



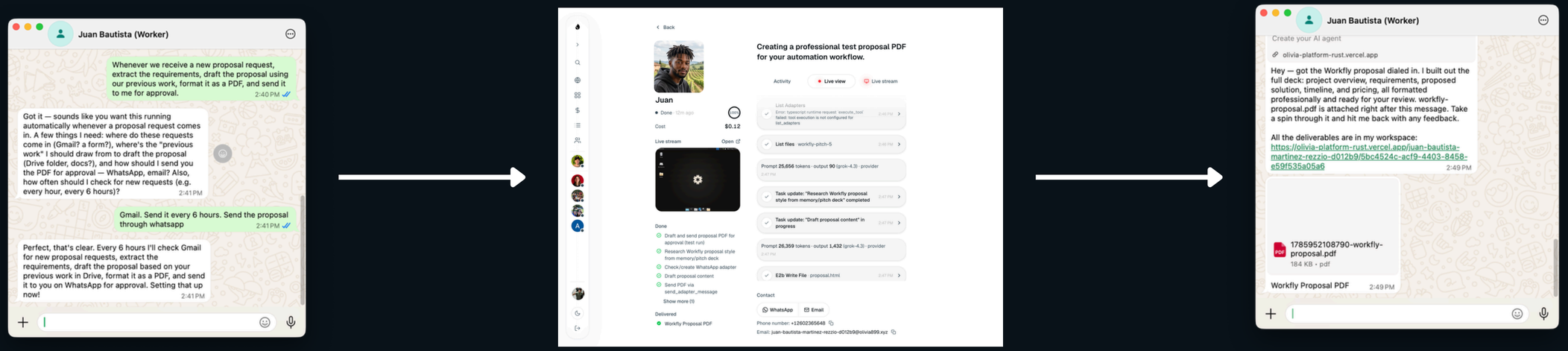
Each worker can:

- Use its own computer
- Connect to email, messaging, files, and apps
- **Build company-specific memory over time**
- **Execute recurring workflows**
- **Be configured through natural language**

How it works

From a simple WhatsApp instruction: “Whenever we receive a new proposal request, extract the requirements, draft the proposal using our previous work, format it as a PDF, and send it to me for approval.” **To an automated workflow.**

Instruction → Trigger → Context → Execution → Delivery



Product architecture: Built for secure, scalable, and durable long-running AI workers.

Workfly workers are not ephemeral chat sessions. They are **persistent execution environments**.

Core capabilities:

- Isolated computer per worker
- Persistent memory and state
- Event-driven execution
- Snapshot, logs, and recovery
- Powered by Exo harness, with a proprietary Workfly layer



Workfly’s value compounds as workers operate.

- **Operational memory:** Workers learn how each company works and self-evolve when needed.
- **Reusable expert workflows:** Professionals encode repeatable processes into deployable workers.
- **Cross-worker coordination:** Workers can eventually coordinate across teams within permission boundaries.
- **Distribution network:** More professionals create better workers. More companies create more demand.



Workfly

Workfly is building the operating system for expert AI workers.

join.workfly.io

