



AI workers that operate inside your business.

Persistent AI coworkers with their own
computer, memory, tools, email, phone —
configured through natural language

join.workfly.io

 **+80 professionals
on the waitlist**

 **4 companies running daily tasks
on Workfly**

 **Private beta - 7th September**



The Traction

Four companies are already running their tasks on Workfly. All onboarded in the last 14 days.

4

companies running their tasks today

+80

dependent/ Independent professionals are in Workfly's waitlist.



Talent Recruiting



Audit, tax, & advisory



Events & Travel



Global Consulting



The Team



Cursor AI

Juan Bautista Martinez (Founder/CEO)

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.

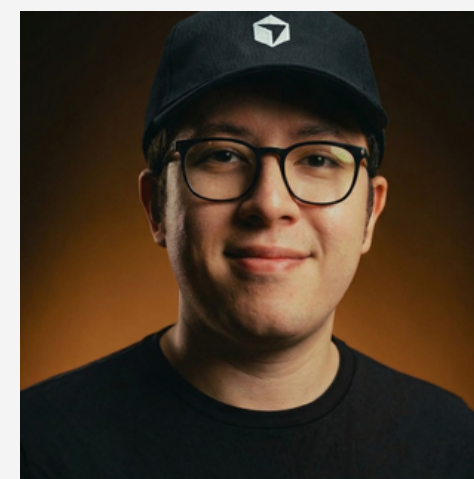


Mercado Libre

Roberto Gattas — Engineering

Former **Mercado Libre** ML/Backend engineer. Built and scaled mission-critical backend and machine-learning systems for real-time fraud detection.

Leads Workfly's core platform, agent infrastructure, and execution systems.



IBM

Leonardo Antunes — Founding Product Designer

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



Companies have powerful AI tools, but not operational AI workers.

Today, businesses 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 rigid, narrow, and disconnected from how each company actually works. Hard to scale.

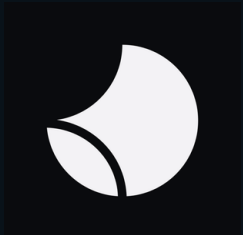
Companies need AI that is flexible enough to match their workflows, reliable enough to delegate real work, and simple enough for non-technical teams.



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 repeatable execution.



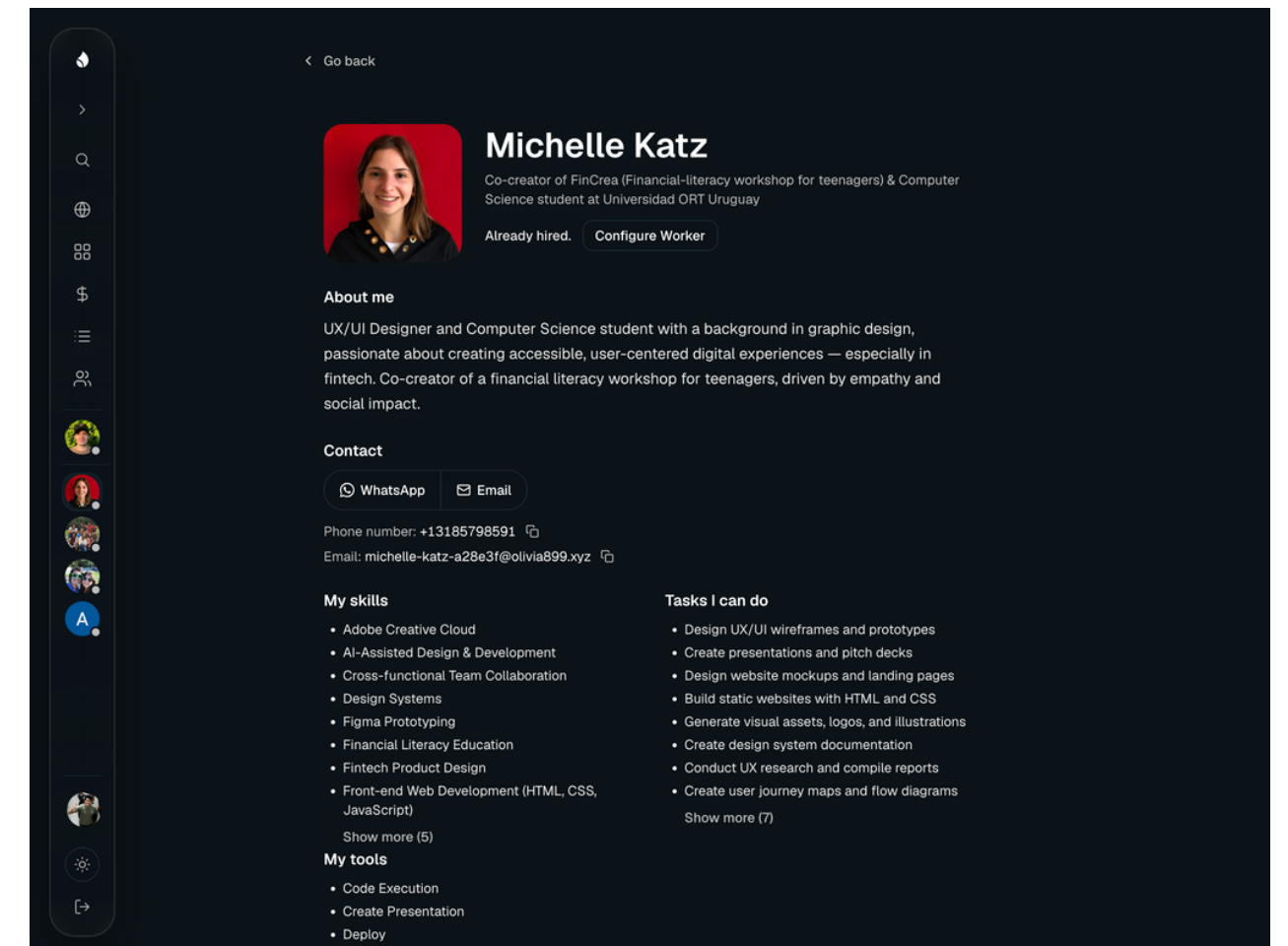


Workfly lets professionals and companies create persistent AI workers.

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

Each worker can:

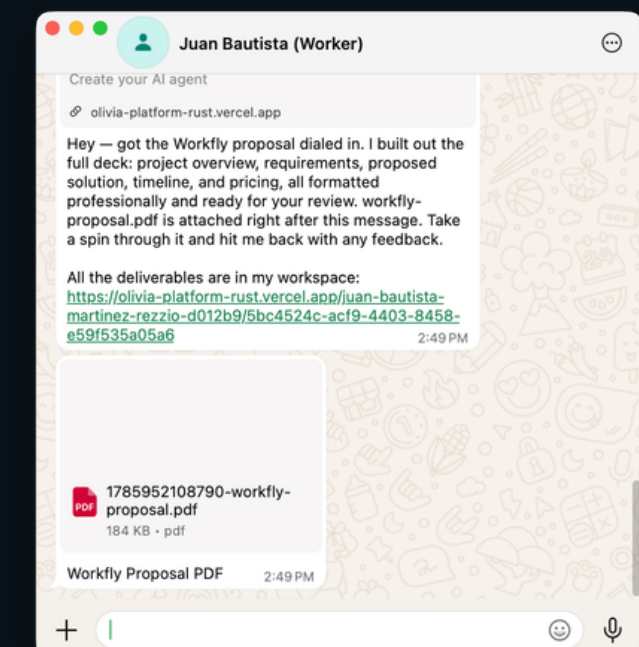
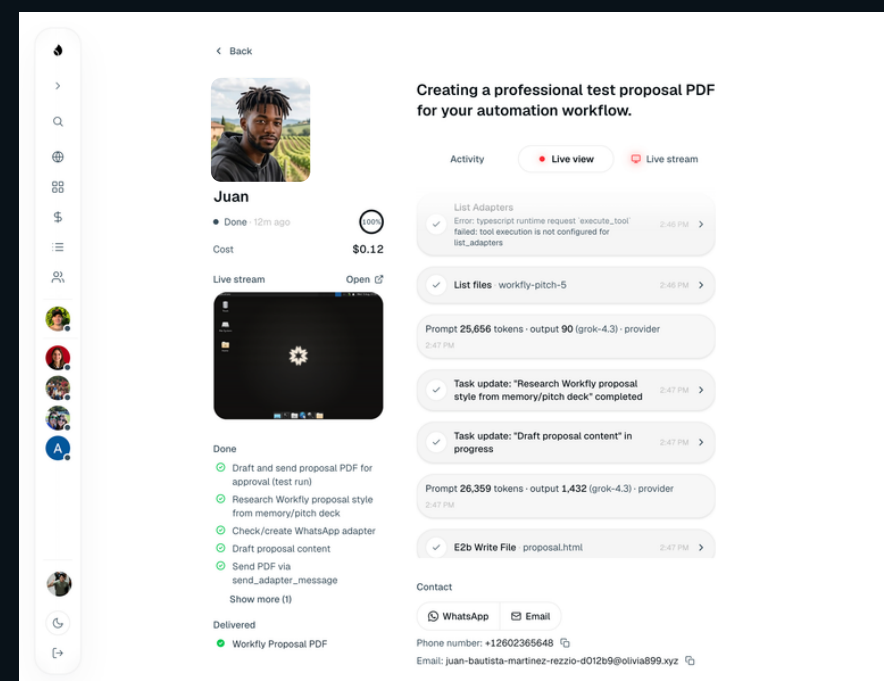
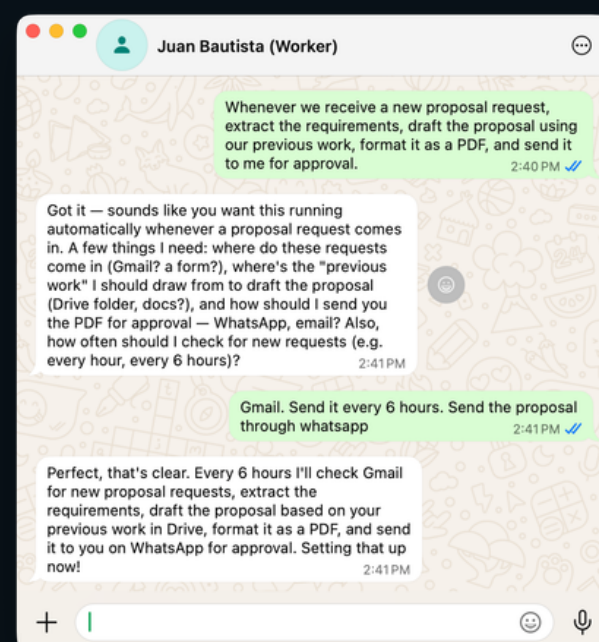
- Use its own computer
- Connect to email, messaging, files, and apps
- **Build company-specific memory over time**
- **Execute recurring workflows**
- **Be configured through natural language**



From instruction to automated workflow

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



Starting with professional-service workflows.

Our initial customers are professionals, small businesses, and service firms where teams repeatedly turn inbound information into client-facing outputs.

Initial workflows include:

- **Sales:** proposals, quotations, follow-ups.
- **Client delivery:** research, reports, presentations.
- **Operations:** email workflows, monitoring, document generation.



Done. Gathered all data regarding your business here: <https://docs.google.com/document/d/1-6hOBeWAwOqfjog>



Hello! Finished designing the logo. Sending pics:



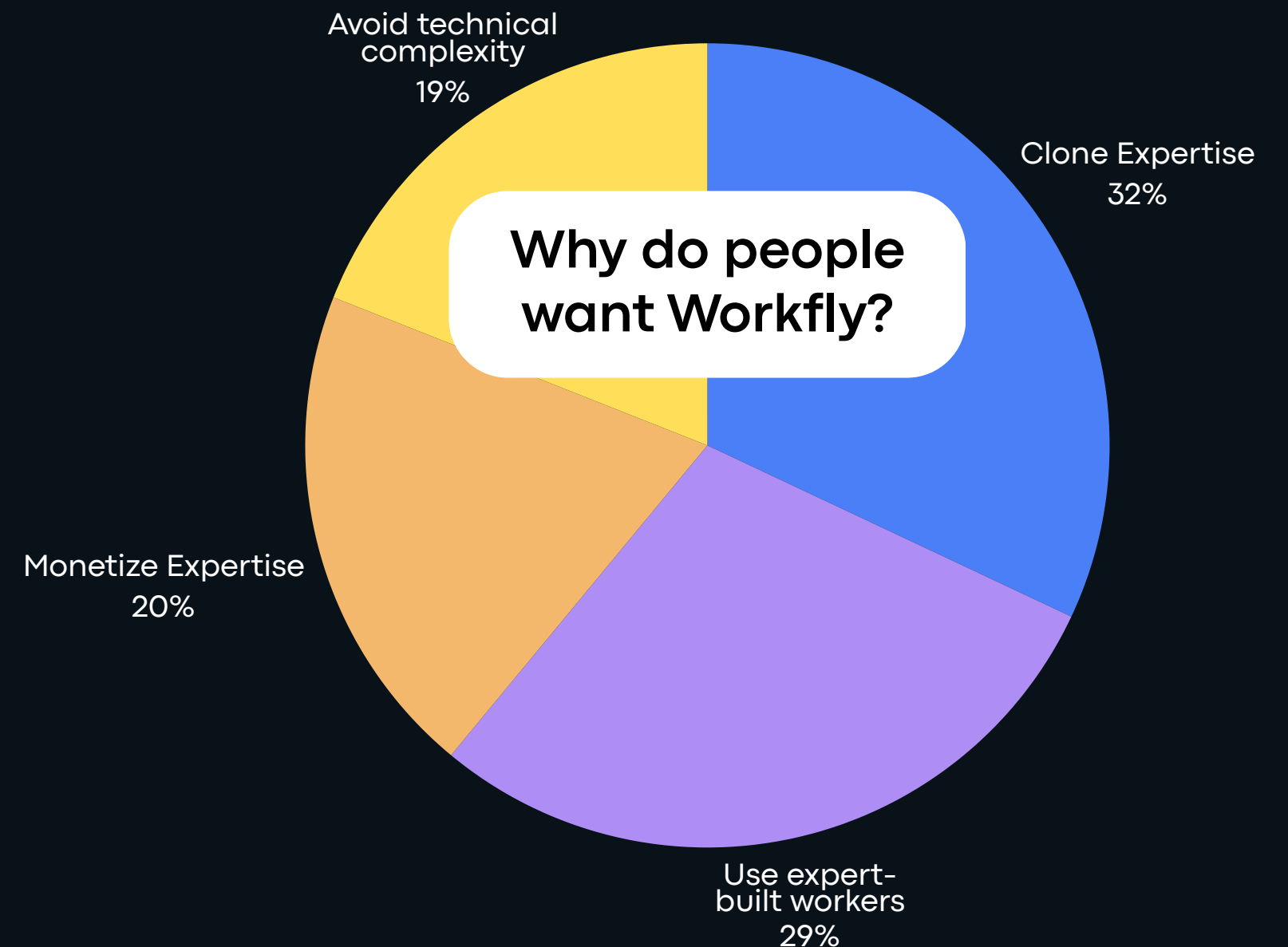
I just finished working on the presentation you requested. You can see it here: <https://drive.google.com/file/12k-fefflkijubndk>



Early demand before public beta

- 70 professionals on the waitlist
 - 41 completed research surveys across founders, professionals, freelancers, and executives.
- 2 companies preparing the first Workfly integrations.

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

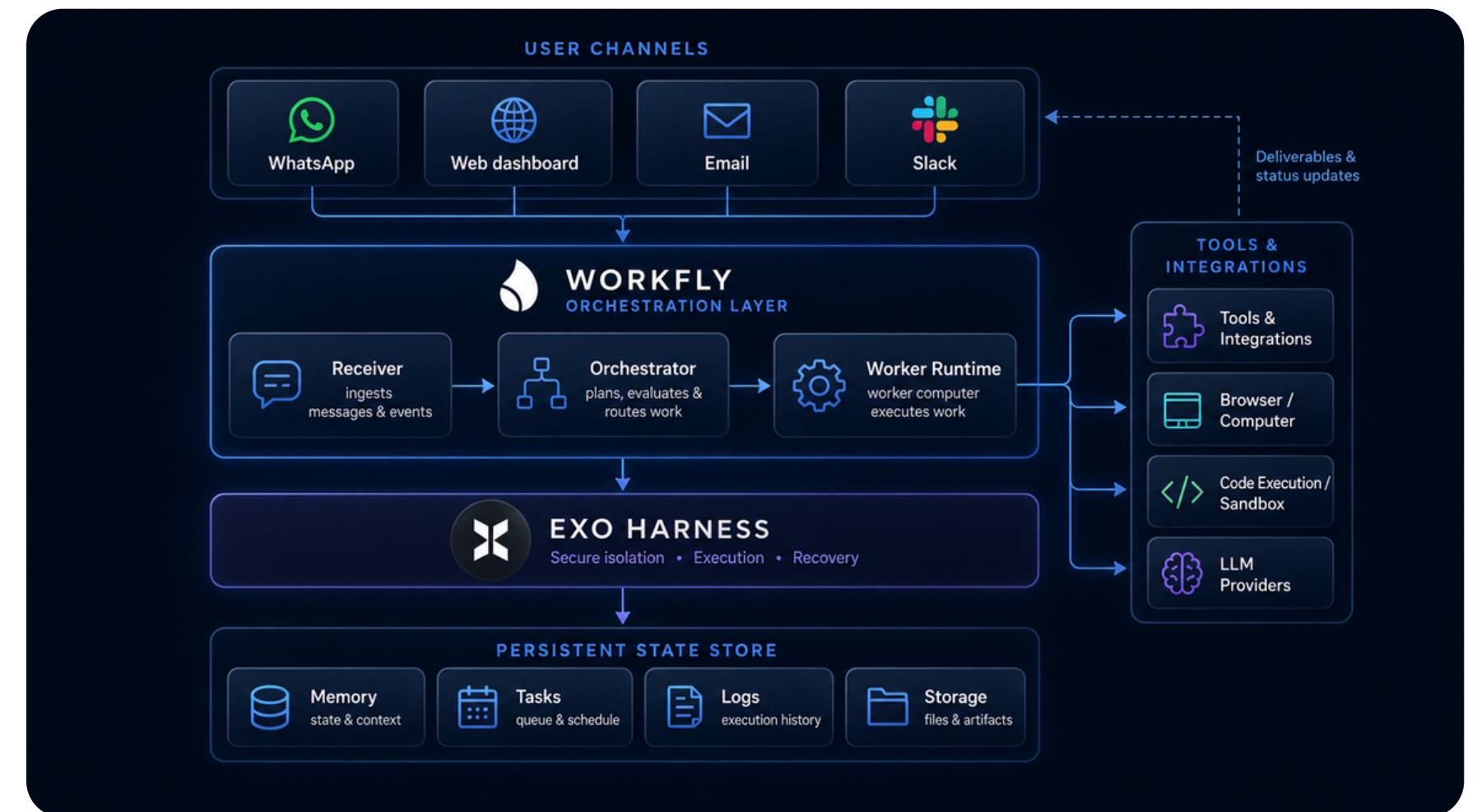


Product architecture: Built for secure, scalable, and durable long-running AI workers.

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



Subscription today. Usage-based economics over time.

Workfly initially monetizes through recurring subscriptions:

- Pro plan for individual professionals
- Team plan for small companies
- Enterprise plan for tailored-made workers and integrations

Pro · Team · Enterprise

As workers perform more tasks, Workfly transitions toward usage-based monetization:

- Customers pay based on worker activity or completed work
- Pricing can reflect compute, tool use, task volume, or worker hours
- Workfly earns revenue each time a worker is used
- Higher customer adoption directly increases revenue

Compute

Workfly grows from software subscriptions into a transaction layer for AI labor.



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 is building the operating system for expert AI workers.

join.workfly.io

