FOR IMMEDIATE RELEASE

The Brand-New Jelli Brings The Sweet Way to Budget to iPhone, iPad, Android, and the Web

Rebuilt from the ground up, the budgeting app organizes money by purpose in colorful Jars, so people can see what's free to spend before they spend it

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CEDAR HILLS, Utah · November 2, 2026 · Jelli Finance Co. today launched the brand-new Jelli, rebuilt from the ground up. The budgeting app replaces the single number in a bank account with a set of Jars, one for each part of a person's life. Rent, groceries, a trip, a concert: each Jar shows what's left for that purpose, so everyday money decisions get clearer. Jelli is available now on iPhone, iPad, and Android, and on the web at jelli.app.

One bank balance, a hundred different plans

Most people look at one bank balance and quietly do the math: minus rent, minus the phone bill, minus the card statement, minus the trip they've been saving for. The number looks bigger than it is, and the guessing turns small decisions into stress. Jelli gives every plan its own Jar, so the answer is right there when a friend says "want to go out?"

> "A bank balance can't tell you which dollars are already spoken for. We built Jelli for people who want to enjoy their money without the guilt or the mental math. Your life has plans. Your money should too."
>
> David Smith, CEO and co-founder of Jelli

How Jelli works

- **A starting budget from real spending.** After a person links their bank, Jelli's companion JJ, a small purple jar with gold glasses, looks at up to 12 months of their real transactions and drafts a budget from them. JJ creates the Jars that match how they actually spend, such as Rent, Groceries, Gas, and Fun, and sets a monthly amount for each one. There's no income field to fill in and no blank spreadsheet. The person reviews the draft, changes any Jar or amount, and makes it their own.

- **Every paycheck has a plan.** When money comes in, Split by Budget spreads it across the Jars by percentage. Because it works in percentages, it handles a regular salary, tips, shift work, and freelance income the same way. The person confirms every split.
- **Every purchase has a home.** New purchases land in one inbox, and JJ suggests which Jar each one belongs in. JJ remembers where a person puts each store's purchases, so the next one from that store comes with the right Jar already suggested and sorting gets quicker over time. Once a purchase is sorted, it comes out of that Jar, so every Jar always shows what's left to spend on groceries, gas, or a night out. Total Available adds up what's left across all the Jars.
- **Credit cards without the surprise bill.** Credit card purchases come out of a Jar when they're made, and Jelli shows how much to keep in the bank to cover the statement. On iPhone, Jelli can also bring in Apple Card purchases from Apple Wallet, with the person's permission.

Built for real life

- **Budget together.** Share my Jelli lets a partner, a parent, or a friend who's helping see and sort the same Jars from their own phone, with no shared passwords. Incognito Jars keep a gift or a getaway a surprise, while the totals still add up.
- **Savings stay savings.** A linked savings account gets its own Savings Jar, kept out of what's left to spend. Any Jar can hold a goal, from a new laptop to next winter's heating bill.
- **Less upkeep.** A receipt scanner splits one store run across the right Jars. Widgets show the Jars at a glance. With Siri on iPhone or Google's voice assistant on Android, people can ask about their Jars and make changes after a spoken yes. People who use Claude or ChatGPT can connect their Jelli budget there too.
- **Rewards for showing up.** JelliBEANS points and 12 collectible Milestones reward the few minutes a week that keep a budget current.

Your money stays in your bank

Jars organize money. They never move it. Jelli connects to banks and cards through Plaid with read-only access, never sees bank logins, and nothing changes in a budget until the person confirms it.

> "Trust comes first. Jelli can't move a single dollar. JJ suggests and you decide, and every change waits for your OK."
>
> Ben Harper, CTO and co-founder of Jelli

Availability and pricing

Jelli is available on the App Store for iPhone and iPad, on Google Play, and on the web at jelli.app, in 27 languages. Plans are priced by how many accounts a person links:

PLAN	PRICE	ACCOUNTS
Card Only	**$1.99/month**	One credit card
Basic	**$2.99/month**	Up to 3 accounts
Plus	**$5.99/month**	Up to 8 accounts
Pro	**$9.99/month**	Up to 20 accounts

New users get 30 days free, with no contracts. Jelli connects with US banks, with foreign banks coming soon.

About Jelli

Jelli Finance Co. makes Jelli, the visual budgeting app that turns real spending into a starting plan and organizes money by purpose in JelliJARS. Jelli was founded by David Smith (CEO), Ben Harper (CTO), and Tom Curitore (Chief Creative Officer) and is headquartered in Cedar Hills, Utah. The Sweet Way to Budget. Learn more at jelli.us.

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MEDIA KIT

Fact sheet, App Store screenshots, the Jelli logo, JJ artwork, and the App Store preview video.

jelli.us/presskit

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