



The **Sweet** Way to Budget

Fact sheet · Update released November 4, 2026 · jelli.us/presskit



Overview

Jelli organizes money by purpose in colorful Jars, so people see what's left to spend before they spend it. Every purchase comes out of a Jar, and Total Available adds up what's left across all of them.

After someone links their bank, JJ, Jelli's jar mascot, drafts a starting budget from up to 12 months of their real spending. There's no income field and no blank spreadsheet. The person reviews the draft, changes any Jar or amount, and makes it their own.

Fact sheet

App	Jelli: The Sweet Way to Budget
Developer	Jelli Finance Co.
Headquarters	Cedar Hills, Utah
Founders	David Smith (CEO), Ben Harper (CTO), Tom Curitore (Chief Creative Officer)
Latest update	November 4, 2026
Platforms	iPhone and iPad (App Store), Android (Google Play)
Languages	27, including right-to-left Arabic and Urdu
Bank connections	US banks and cards through Plaid, read-only; Apple Card through Apple's FinanceKit
Pricing	Credit Card Only \$1.99/month, Basic \$2.99 (up to 3 accounts), Plus \$5.99 (up to 8 accounts), Pro \$9.99 (up to 20 accounts). Free trial for new subscribers, no contracts.
App Store	apps.apple.com/app/id1473855859
Website	jelli.us

What's new in the November 4 update

- **Share my Jelli:** budget together with a partner, family member or roommate, live on every device
- **A new Budget tab:** what's left, your pace, upcoming bills and a monthly recap story
- **Apple Card through FinanceKit:** Apple Card spending lands in Jars, with the bill money set aside
- **Widgets, Siri and Shortcuts** on the Home Screen and Lock Screen
- **Made for iPad**, upright or sideways
- **Sign in with Apple and passkeys**, with Face ID
- **Game Center** achievements and leaderboards
- **Receipt scanning** that splits one store run across Jars
- **Low-balance heads-ups** and credit utilization on every card
- **27 languages**

How Jelli works

- **Every purchase has a home.** New purchases land in one inbox with a suggested Jar. Sort the whole list in one tap.
- **Every paycheck has a plan.** Split by Budget spreads incoming money across Jars by percentage, so salary, tips and gig income all work.
- **Credit cards without the surprise.** Card purchases come out of a Jar when they're made, and Jelli sets aside the cash for the statement.
- **Rewards for showing up.** JelliBEANS, streaks and Milestones reward the habit that keeps a budget current.

Your money stays in your bank

Jars organize money. They never move it. Jelli connects through Plaid with read-only access, never sees bank logins and can't move a cent. Every budget change waits for the person's OK. Jelli is a budgeting app, not a bank: no card and no credit check.

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.

Media contact

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Screenshots, video, logo and JJ artwork

jelli.us/presskit

Brand colors: Night navy #080024 · Grape #8440BD · Yellow #F4D63D. Please write the name as "Jelli" and the mascot as "JJ". Apple, Apple Card, iPhone, iPad, Siri and Game Center are trademarks of Apple Inc.