



BeeWe: Financial wellbeing on autopilot

Who we are

BeeWe is an Argentine Fintech that simplifies savings and investing, helping people improve their financial wellbeing with no prior expertise required. Our platform automates contributions and investment in customized portfolios, linked to personal goals and behavioral profiles.

Our vision

To become LATAM's #1 interactive platform for investors, integrating savings, investing and financial education.

The problem

85 million people in LATAM lose money every day by not investing.

While 74% are banked, less than 30% actually invest. The barriers are not about access — but understanding and purpose.

Our solution

- ✓ Fully automated savings and investing
- ✓ Unique behavioral profiling (17 behavioral variables, LATAM-first)
- ✓ Goal-Based Investing: tangible plans for life goals
- ✓ Proprietary PSP infrastructure, scalable SaaS model

Current traction

+100 active users in Argentina

+USD 12M in managed assets (own products and USD/ARS funds)

First B2B partnerships with companies to offer BeeWe as an employee benefit.

Market & opportunity

- 🌐 Robo-advisors global market growing at 26% CAGR through 2028
- 🌐 LATAM only represents 2.5% of the market: strong expansion potential
- 🌐 Argentina, Chile and Mexico as initial focus markets

Business model

- Subscription Fee
- Management Fee (1% AUM)
- Transaction Fee (0.035% per transaction)
- Performance Fee (10% profit)

Why invest in BeeWe

- ✓ Hybrid approach: automation + personalization + education
- ✓ Proven traction in Argentina, high regional potential
- ✓ Multidisciplinary team with expertise in tech, finance and behavioral science
- ✓ Unique product with a real impact on personal and collective financial wellbeing

Contact

Tomas Camussi — CEO BeeWe

Tomas@beewe.tech