

Company Overview:

- Founded in 2019 in Palo Alto, California.
- About 365 employees.
- Raised \$49.5 million in funding.
- Key investors: Mark Cuban and Elevation Capital.
- Estimated revenue for 2024: \$129 million.
- Serves U.S. startups like Caviar and Course Hero.
- Website zeni.ai

What They Do:

- Combine AI technology with human finance experts.
- Offer bookkeeping, bill payment, taxes, and financial planning.
- Provide a real-time dashboard so founders can see their finances instantly.

Growth:

- 2019: \$2M seed funding → tested the product.
- 2020: \$13M Series A → expanded team and features.
- 2021: \$34M Series B → grew operations quickly.
- 2022–2024: Improved platform and partnered with Brex to integrate into startup workflows.

Customer Reviews:

- Customers give Zeni very good reviews.
- Because of these positive reviews, more startups want to use their services.
- This makes customer feedback one of their biggest strengths.

How They Sell:

- Let startups try the product first to see its value.
- Focus marketing only on venture-backed U.S. startups.
- Price: \$494/month+ (cheaper than hiring a full-time finance team).

Limitations:

- Not suitable for freelancers or very small businesses.
- Expensive for early-stage startups.
- Only available in the U.S., so not global.

Key Takeaways:

- Helps startups manage finances without hiring many people.
- Grew strategically with partnerships.
- Their mix of AI and human experts sets them apart from competitors.

Sources ,Screenshots and links

https://www.seedtable.com/funding-round/Zeni_Series_A_round%252C_March_2021-DB9G43P

The screenshot shows a web browser displaying the Seedtable funding round page for Zeni. The page title is "Zeni Series A round, March 2021". Below the title, there is a Zeni logo, the name "Zeni", and two tags: "\$13.5M" and "Series A". The date "March 9, 2021" is also displayed. The page is divided into two main sections: "About This Funding Round" and "Funding Details". The "About This Funding Round" section states: "Zeni raised a Series A round for 13,500,000 USD in March, 2021." The "Funding Details" section lists: "Amount Raised: \$13.5M", "Funding Type: Series A", and "Date: March 9, 2021". At the bottom of the page, there is a large orange banner with the text "Unlock Comprehensive Funding Intelligence" and "Get access to detailed funding analysis, investor insights, company intelligence, and much more". A blue button labeled "View Recently Funded Startups" is visible at the bottom right.

<https://parsers.vc/startup/zeni.ai/>

The screenshot shows a web browser displaying the Parsers VC startup profile page for Zeni. The page title is "Zeni". Below the title, there is a Zeni logo, the URL "https://www.zeni.ai/", and the text "Last activity: 10.02.2025". The status "Active" is also displayed. The page is divided into two main sections: "Categories" and "Metrics". The "Categories" section lists: Building, Enterprise, FinTech, HR, Investment, Management, Platform, Provider, SaaS, and Service. The "Metrics" section displays: "Followers: 7.44K", "Website visits: 59.9K /mo.", and "Mentions: 78". Below the metrics, there is a description: "Unlock real-time financial insights and a full-service finance team with Zeni's intelligent bookkeeping, accounting, and CFO services. Zeni is the only startup bookkeeping solution engineered to power high velocity decision making." The page also includes a sidebar with navigation links: Dashboard, VC firms, Startups, Pricing, News, Newsletter, About, and API. At the bottom of the sidebar, there is a "Terms of Service" link and a "Bonus program" section. The main content area also includes a "Location" field (United States, California, Palo Alto), "Employees" (201-500), "Total raised" (\$47.5M), "Founded date" (2019), and social media links for Twitter, LinkedIn, and Email. A blue button labeled "Edit" is visible at the top right.

<https://www.seedtable.com/startups/Zeni-4NXYXY5>

Seedtable

Mentioned on: WIRED TechCrunch BBC

Startups Investors Sign Up

Zeni ID: 7682436

Zeni is an AI-powered finance concierge for startups and small businesses.

3 Funding Rounds

\$49.5M Money raised

Recent Funding Rounds

- Seed \$2.0M Sep 2019
- Series A \$13.5M Mar 2021
- Series B \$34.0M Aug 2021

Overview

Zeni is an AI-powered finance concierge for startups and small businesses.

Website: <http://www.zeni.ai/>

Social accounts: [LinkedIn](#) [Twitter](#)

TRACK OVER 1.91M COMPANIES

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Fast-growing Global startups

Seedtable uses technology and people to track over 1.91M companies and 72.5K startups to help you find the right ones to partner with.

Pricing + Sign up

Discover Zeni

Funding Rounds
3

Money raised
\$49.5M

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<https://getlatka.com/companies/zeni>

getlatka.com/companies/zeni

How Zeni hit \$128.9M revenue with a 296 person team in 2024.

Unleash the Power of AI Bookkeeping with a dedicated team of experts. With Zeni, you're able to update your books daily, access real-time insights, and receive personalized support from experts — all on a single platform

2019 Founded

\$128.9M 2024 Revenue

YOY

\$0 Funding

Zeni Revenue

In 2024, Zeni's revenue reached \$128.9M . Since its launch in 2019, Zeni has shown consistent revenue growth, reflecting its expanding user base and increasing adoption across various industries.

- 2024**
Zeni hit \$128.9M in revenue in June 2024.
- 2019**
Zeni launched in 2019 with \$0 revenue

150M

125M

100M

75M

50M

0

Revenue: 0

Revenue: \$128.9M

GetLatka.com

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Partnership with brex

The screenshot shows a web browser window with the address bar displaying "partners.brex.com/directory/zeni". The page features the Brex logo at the top left. Below it, there is a "Back to Directory" button. The main content area is divided into two columns. The left column contains the Zeni logo, which includes a green stylized symbol and the word "zeni" in bold. Below the logo, it says "GOLD" and "Zeni". The location is listed as "Palo Alto, CA, United States of America". There is an orange "Contact" button. The right column has the heading "About Zeni" followed by a paragraph: "Zeni offers AI powered bookkeeping and accounting for tech startups. The platform does daily bookkeeping and gives founders real-time insights into their finances, so they're never flying blind. Most accounting solutions don't have your books closed until two to three weeks after the month-end. We give founders up-to-date financial statements daily. Contact scott@zeni.ai to learn more." Below this, there is a "Services" section with a list of services: Accounting, Accounts Payable, Accounts Receivable, Book Cleanup, Bookkeeping, and Business Budgeting and Forecasting. At the bottom right, there is a watermark that says "Activate Windows Go to Settings to activate Windows. Powered by PartnerPage".

BOTKEEPER

Company overview :

- Botkeeper started in 2015.
- The company is based in Boston, Massachusetts, USA.
- It has around 261–500 employees in 2025.
- They have raised about \$110 million in total.
- The most recent funding was \$42 million in December 2021.
- Website : botkeeper.com

Growth

- **2018 (Seed Round):** \$4.5M from Ignition Partners and some angel investors (including a former Microsoft CFO).
- **2018 (Series A):** \$18M led by Greycroft and Google's AI fund.
- **2020 (Series B):** \$25M led by Point72 Ventures.
- **2021 (Series C):** \$42M led by Grand Oaks Capital (started by Paychex founder Tom Golisano).

What They Do:

Botkeeper mixes **AI software and human accountants**.

They help CPA firms by:

- Making financial reports
- Handling taxes and accounting
- Finding mistakes in numbers
- Reducing boring data entry work

Basically, it's like using robots and people together to make bookkeeping faster.

Who Uses It:

- Mostly CPA firms and professional accountants
- Not really for small business owners directly
- Works mainly in the U.S.

Customers Review:

- Saves a lot of time
- Cheaper than hiring more staff
- Helpful and fast customer support
- Reports are accurate once the system is running

Limitation:

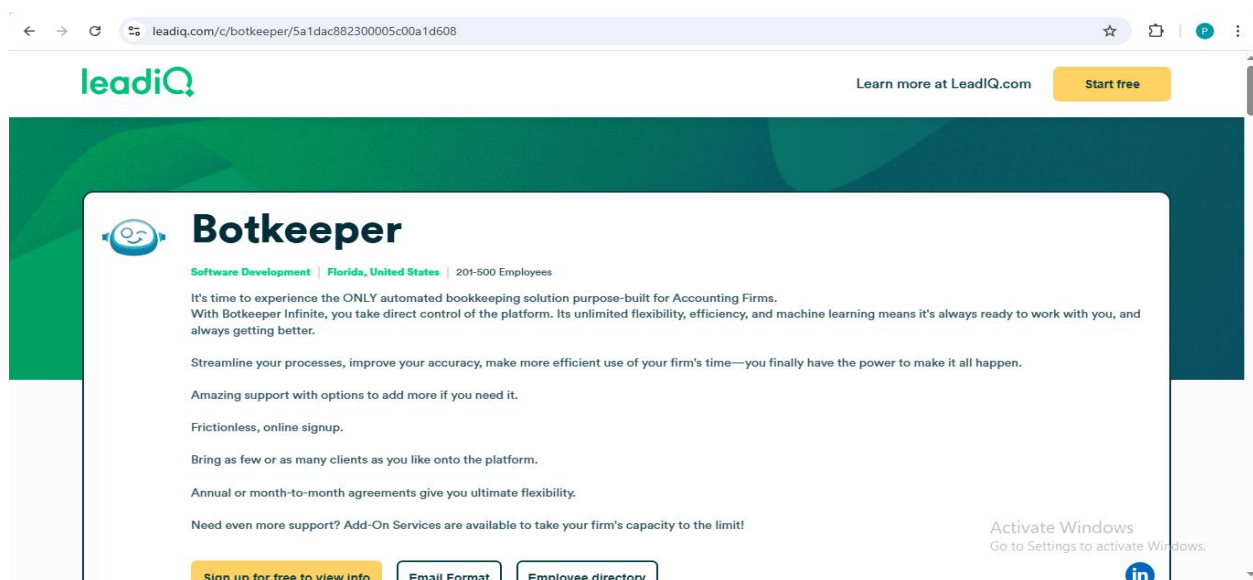
- Setup takes a long time
- Tech issues happen (like bank connections not working)
- Too expensive for small companies
- Only good for CPA firms, not other businesses
- Mostly U.S. only
- Not always reliable (sometimes the system goes down)

Key Takeaways:

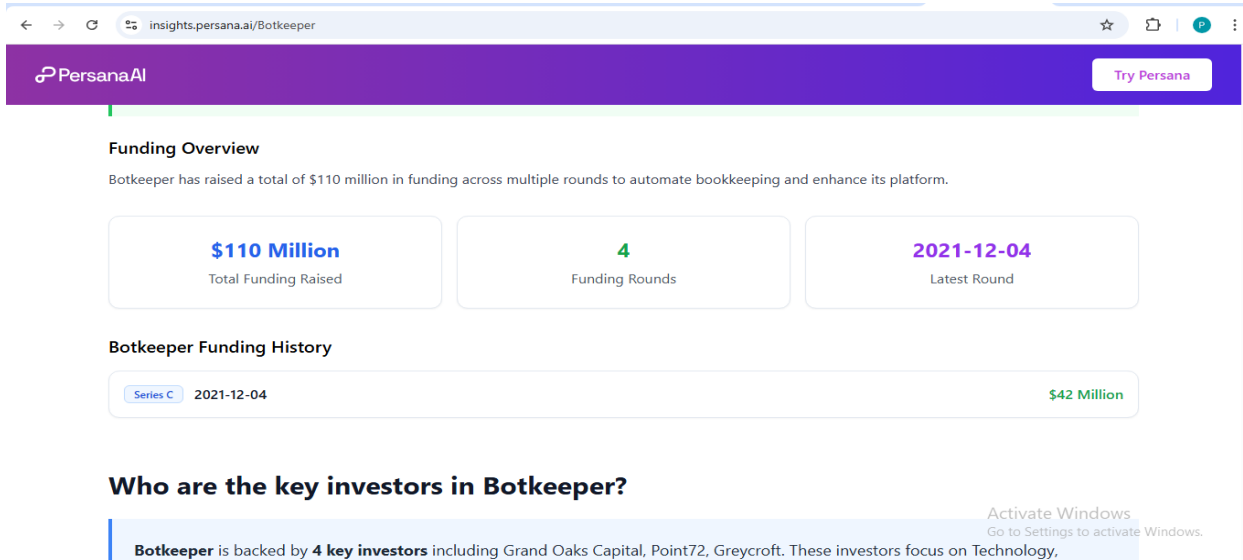
- Botkeeper raised over \$110M from top investors like Google's Gradient Ventures and Paychex founder Tom Golisano.
- Focuses only on CPA firms in the U.S.
- Saves time and money, but it's not global, not cheap, and sometimes not reliable.

Sources, screenshots and Links:

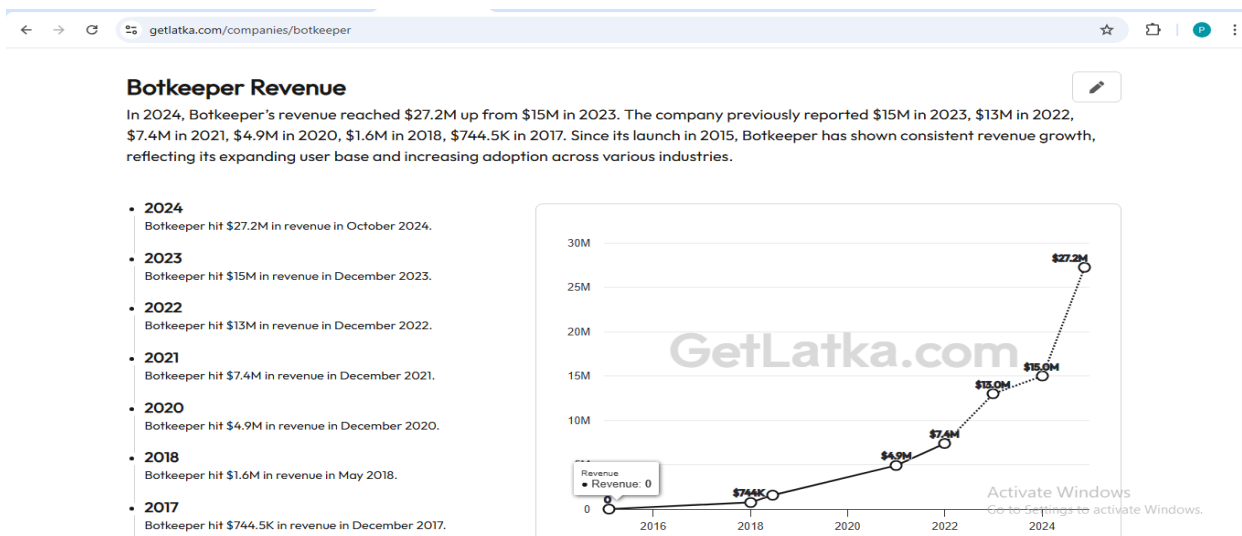
<https://leadiq.com/c/botkeeper/5a1dac882300005c00a1d608>



<https://insights.persana.ai/Botkeeper>



<https://getlatka.com/companies/botkeeper>



Company Overview:

- **Founded:** 2016
- **Headquarters:** New York City, USA
- **Team Size:** 105 employees (2025)
- **Funding:** \$115 million
- **Revenue:** \$13.9 million (2023), estimated \$15–16 million (2024)
- **Recognition:** On Inc. 5000 list for 705% revenue growth over 3 years
- **Website:** vic.ai

What They Do:

Vic.ai makes software that uses AI to help companies with their finances:

- **Invoice Processing:** Reads invoices automatically with high accuracy.
- **PO Matching:** Checks invoices against purchase orders.
- **Approval Workflows:** Helps approve invoices faster using AI suggestions.
- **VicInbox:** Organizes invoices from emails.
- **Analytics:** Gives insights to make better decisions.
- **VicPay:** Automates paying vendors.
- **VicAgents:** AI agents handle finance tasks automatically.

Customers:

- Works with real estate, transport, retail, and manufacturing companies.
- Big clients include Diesel Direct, VTrips, Stonewall Kitchen, and Crown Crafts.
- Usually helps companies processing 500+ invoices a month.

Growth Timeline:

- 2016: Company started
- 2017: Got seed funding(undisclosed)
- 2018: Built AI platform, trained on 100 million documents
- 2019: \$11M Series A funding
- 2021: \$50M Series B funding
- 2022: \$52M Series C funding
- 2023: Revenue \$13.9M, 105 employees
- 2024–2025: Launched VicPay and VicAgents

Customer Feedback:

- 83% of invoice work done by AI, 17% by humans
- Cuts invoice processing time by 80%
- Up to 99% accurate
- Easy to use, connects with ERP systems
- Some want faster support and better payment integrations

Limitations:

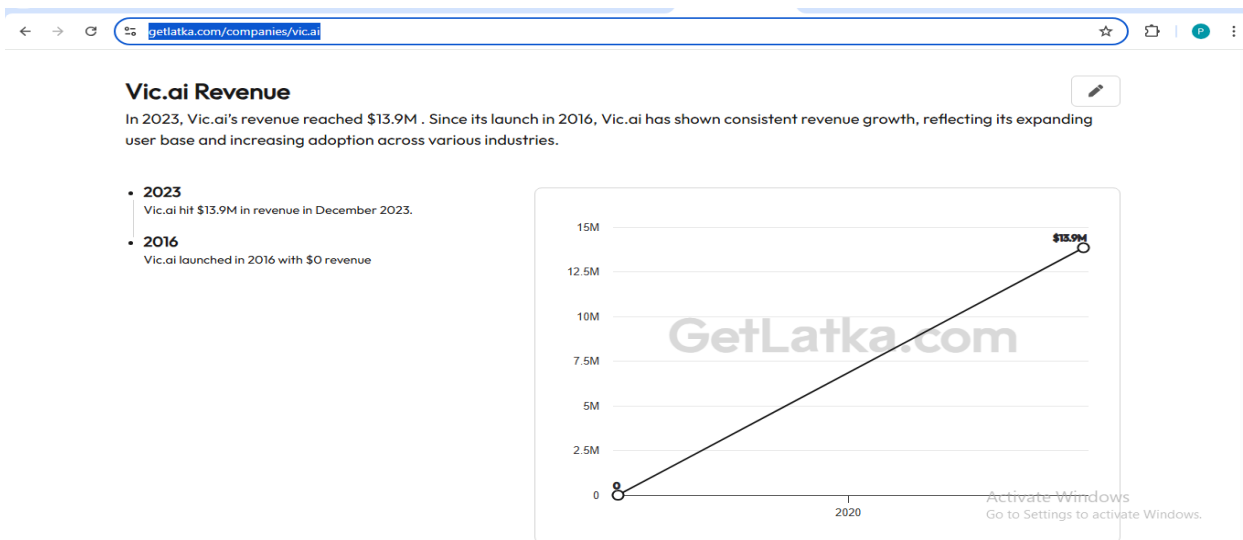
- Mostly works in North America
- Best for medium to large companies, not small businesses
- Costs \$1–\$2 per invoice, no free version
- Some ERP systems may need extra setup

Key Points:

- Saves time and reduces mistakes
- Handles large volumes of invoices
- Support is okay but can be slow

Sources, screenshots and links :

<https://getlatka.com/companies/vic.ai>



<https://www.vic.ai/how-it-works>

Explore the Q2 2025 Product Release: VicPay™ 2.0, Vendor Portal, and VicAgents™

VIC.AI

Why Vic.ai? Products Solutions Resources Company Request demo

How Vic.ai works

Purpose-built AI for AP automation


Vic.ai was developed by accountants and leverages proprietary AI trained on over a billion invoices to deliver advanced automation for invoice processing and bill payment.

<https://www.vic.ai/news/vic-ai-secures-52m-in-series-c-funding-to-expand-suite-of-ai-enterprise-fintech-offerings>

← → ↻ 🔍 vic.ai/news/vic-ai-secures-52m-in-series-c-funding-to-expand-suite-of-ai-enterprise-fintech-offerings ☆ 📦 ⓘ ⋮

Company News
Dec 13, 2022

Vic.ai Secures \$52M in Series C Funding



NEW YORK, December 13, 2022 – [Vic.ai](#) today announced \$52 million in Series C funding to expand its artificial intelligence (AI) platform for real-time, autonomous accounting and financial intelligence. This funding round was led by existing investors [GGV Capital](#) and [ICONIQ Growth](#) with continued participation from [Cowboy Ventures](#) and [Costanoa Ventures](#), bringing total capital raised to \$115 million. Vic.ai plans to use the new funding to add industry-pioneering modules to its platform in 2023 to help enterprises optimize their finance processes and make more informed data-driven decisions.

Vic.ai's groundbreaking AI platform has already helped thousands of accounting firms and enterprise companies revolutionize their accounts payable (AP) operations by automating the most manual and

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Key features and USPs:

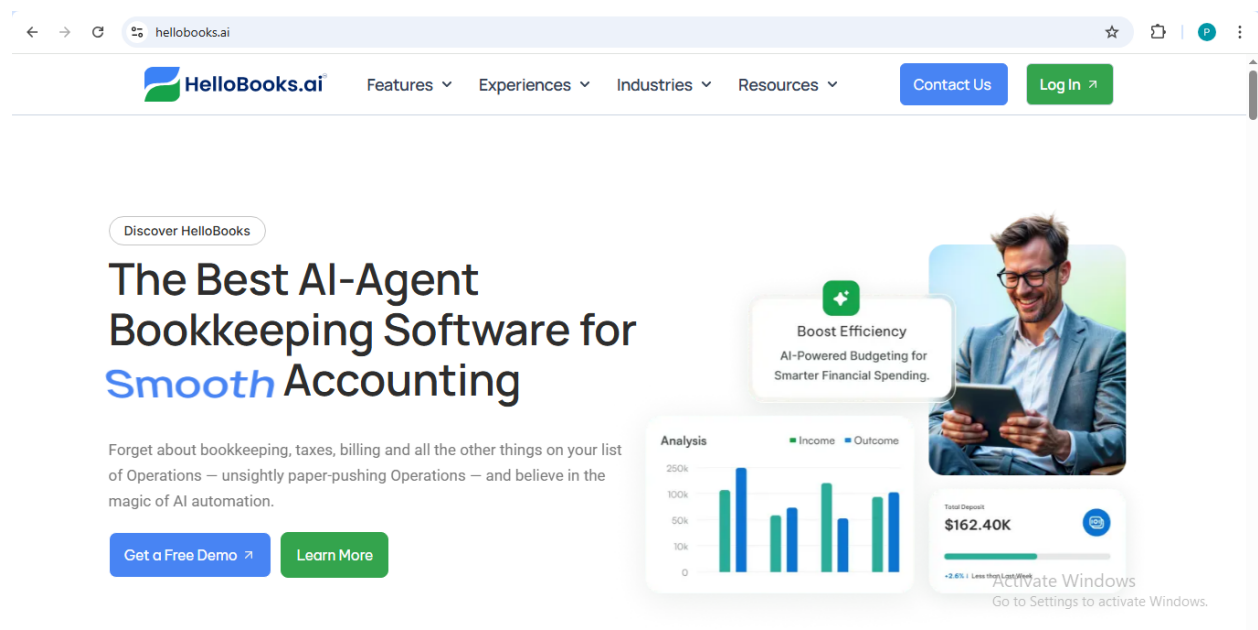
- Makes it easier to scale your business and manage finances.
- Has a tax manager and is cloud-based, so you can access it from anywhere.
- Automatically scans bills and documents using OCR.
- Can spot errors and generate reports quickly.
- Works for lots of industries—manufacturing, construction, IT, law, franchises, jewelry, mining, and more. That's more than most competitors.

Area that can be improved:

- It's unclear how the AI improves or learns over time.
- They don't explain their security measures, which could worry some users.
- No blogs, posts, or customer stories to show real-world results.
- Pricing isn't easy to find.
- SEO could be better—they're not ranking at the top on Google.
- The branding can be confusing; some might mistake it for Edubooks instead of HelloBooks.ai.

Sources, screenshots and links :

<https://hellobooks.ai/>



Five Important Features for HelloBooks.ai

- **Automation of Work**
 - *What it is:* The software should do most tasks automatically, with about 90% of tasks being automatic.
 - *Why it's important:* People want things to be easy. If the app is hard to use, users won't like it. Smooth automation builds trust and increases usage.
- **Integrated Payment Processing**
 - *What it is:* Users can pay and receive money directly inside the app without using other services.
 - *Why it's important:* Built-in payments speed things up and reduce frustration. They make it easier for everyone, not just businesses, to manage money.
- **Multi-Currency and Multi-Language Support**
 - *What it is:* The app works in different languages and accepts multiple currencies.
 - *Why it's important:* Users won't use an app they don't understand. Supporting many languages and currencies allows HelloBooks.ai to serve people and businesses globally.
- **Better Mobile App**
 - *What it is:* A mobile app that lets users do everything on their phone.
 - *Why it's important:* Many people manage money on the go. A strong mobile app keeps users engaged and satisfied.
- **Automated Financial Forecasting**
 - *What it is:* The app predicts future money trends, income, and potential problems.
 - *Why it's important:* Forecasting helps users plan ahead and avoid financial stress.

Limitations

- HelloBooks.ai does not have blogs or posts, so nobody really knows about them.
- They are not ranked for SEO, so they are hard to find online.
- People might mistakenly think they are a book company because of the name.

Messaging and Target Audience Ideas

- **Messaging:**
 - Share blogs, stories, and customer reviews to show the app works.
 - Highlight features like automatic forecasting, built-in payments, and multi-currency support.
- **Target Audience:**
 - Reach businesses worldwide, not just one region.
 - Serve both small and big businesses.
 - Include **regular people, workers, and the working class** who want to track expenses, manage bills, and simplify finances.
 - Keep pricing affordable so more people can access the app.

