



Minimal Viable Launch™

# Built in 8 Weeks 200 Customers £100K ARR in 30 Days

## How Hey Monika's AI Simulation Platform Is Transforming Bookkeeper Training

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- Launched a new AI-first SaaS platform in just 8 weeks.
- 10 custom-built AI agents simulating real-life client interactions.
- £100K+ in ARR generated in the first 30 days.
- Bridging the skill gap between exams and client-facing bookkeeping.



"Our mission was always about empowering bookkeepers. With AI, we finally found a way to bridge the gap between knowledge and real-world readiness."

Zoe Whitman  
Co-Founder, Hey Monika

# CUSTOMER OVERVIEW

**Company:** Hey Monika

**Industry:** Bookkeeping Education & Training

**Stage:** Moonshot (New SaaS product launch)

**Focus:** Empowering bookkeepers to build real businesses and live the lifestyle they want through practical, confidence-building training.

Hey Monika is well-known for its high-touch training programs that help aspiring bookkeepers not only learn the trade but build thriving, independent practices. But as demand grew, so did the cracks in traditional training methods.

## THE CHALLENGE

Bookkeepers were graduating with certifications but little confidence.

The team at Hey Monika saw it firsthand: new bookkeepers entering the field without ever having:

- Spoken to a client.
- Used key industry software.
- Handled messy, incomplete documentation.
- Experienced the fast-moving, unpredictable nature of real client work.

In short, they knew the theory, but not the job. And that gap was holding them, and their potential businesses, back.

Rather than accept this status quo, Hey Monika posed a bold question:

“What if we could simulate the first year of client work before it even begins?”

# THE SOLUTION

We partnered with Hey Monika to turn that question into a product.

Over 8 weeks, we designed, built, and launched a fully functional AI-powered training SaaS platform, complete with:

- 10 custom AI agents that roleplay realistic bookkeeping clients:
  - Some forget receipts
  - Others miss deadlines
  - Some just don't understand how tax works.
- Simulated real-world interactions including emails, messages, and live calls.
- Practice using actual bookkeeping software environments.
- Stripe integrations for user management and payment.
- A polished front end and secure back end ready for scale.

Each AI agent brings a different client personality to life, challenging trainees to problem-solve, communicate, and adapt in ways traditional training never allowed.

The experience mimics real client work before they ever land their first job.

# THE NEW REALITY

The platform launched at the Engager LABS Conference 2025, one of the biggest industry events for bookkeepers and accountants.

Within the first 30 days:

- Over 200 paying customers onboarded.
- Hit £100,000+ in Annual Recurring Revenue.
- Ongoing new customer acquisition from conferences, word of mouth, and demos.
- Initiated partnership conversations with Xero, Sage, and Iris.

Hey Monika's new product is no longer just a training tool; it's becoming the de facto prep platform for the next generation of bookkeeping professionals.

# THE RESULTS

- £100K+ ARR generated within the first month of launch.
- 200+ paying users, with rapid expansion underway.
- Transformed educational model from passive to experiential.
- Featured at major industry conferences and attracting major partnerships.

More importantly, the new platform elevates confidence, skill, and client-readiness. Giving new bookkeepers the tools to succeed from day one.

## Ready to build a smarter, more scalable operation?

Schedule your call today and join the ranks of businesses that are winning with AI.

[Book a Call](#)