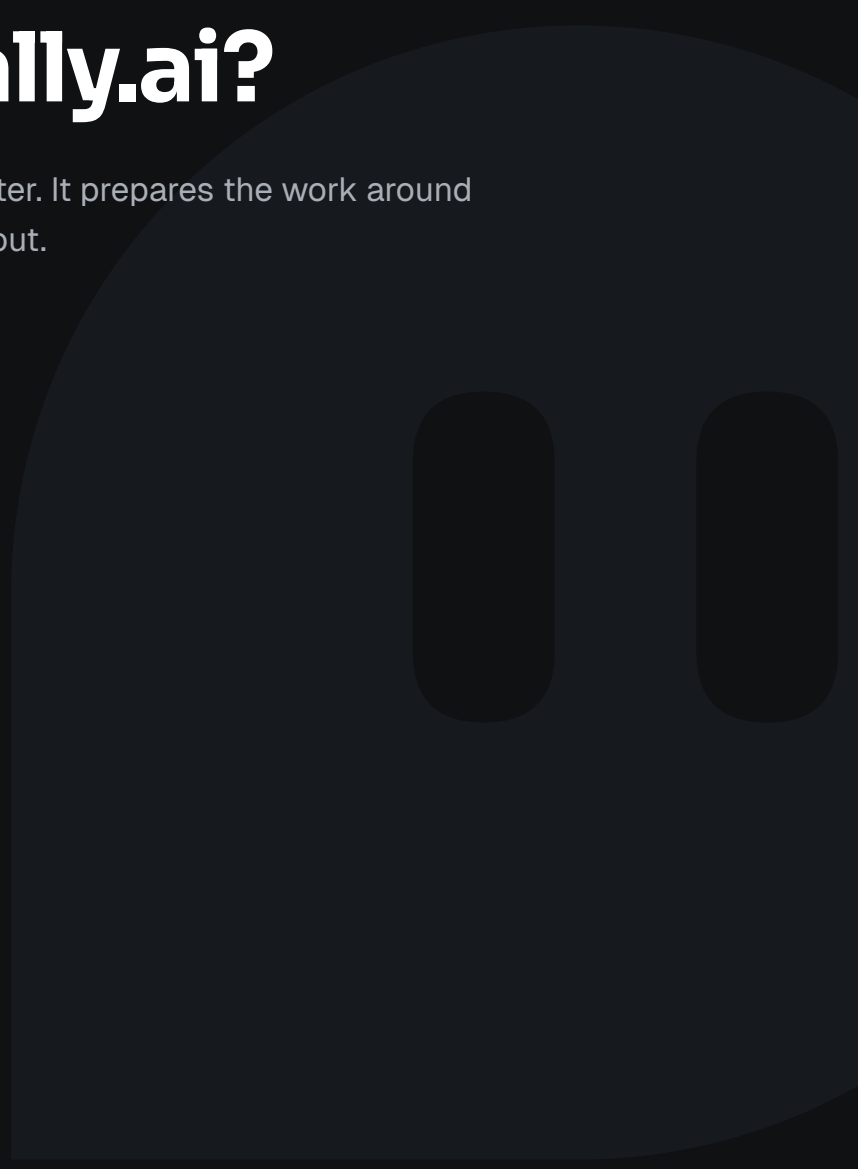


# What is Locally.ai?

Your own AI team on your own computer. It prepares the work around your business. You decide what goes out.



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# What is Locally.ai?

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01

# Locally in one minute

Locally is an AI team for people who run a business on their own. Michael, your team lead, and his specialists draft your mail, posts, quotes and invoices. You read the drafts and approve what goes out.

## Drafts only

Nothing is sent, published, paid or switched on without your OK. The app enforces this.

## On your own computer

A desktop app for Mac and Windows. Your files, drafts and keys stay on your machine.

## Your own AI

The team thinks with the Claude or ChatGPT subscription you already have. Locally adds no AI fees.

## Pay once

No subscription to Locally. From €197 at launch, once, with 12 months of updates.

## What it is

Locally is a desktop app with a small office inside. Every specialist has a name, one job and a desk. You tell Michael what you need, in plain words. He splits it into tasks and hands them to the right person. You can watch them work, and every result waits for you as a draft.

## What it is not

- Not a chatbot you have to explain your business to every time. The team keeps one shared business profile.
- Not a robot that acts on its own. Sending, publishing, payments and ads always wait for you.
- Not a cloud service. The team works on your own computer, under your own AI account.

# Who it is for

Owners who do everything themselves. If your evenings go to mail, posts and admin, Locally takes the first draft off your plate.

## YOU RUN

## TYPICAL EVENING WORK LOCALLY DRAFTS FOR YOU

|                                           |                                                                           |
|-------------------------------------------|---------------------------------------------------------------------------|
| <b>A trades business</b>                  | Job requests, quotes with the right VAT, work orders, review requests     |
| <b>A salon or practice</b>                | Booking mail, Instagram posts, a price list, "we miss you" mails          |
| <b>A café or restaurant</b>               | Reservation mail, menu texts, allergen list, specials, the staff schedule |
| <b>A freelance or consulting business</b> | Proposals, your hour log, monthly invoices, LinkedIn posts                |
| <b>A webshop</b>                          | Order mail with tracking, product texts, a daily sales briefing, margins  |
| <b>An agency</b>                          | Leads, proposals, client onboarding, monthly client reports               |
| <b>A coaching or course business</b>      | Course modules, sales pages, launch emails, client check-ins              |
| <b>A creator channel</b>                  | Hooks, scripts, clips from long videos, brand pitches                     |
| <b>A paid Whop community</b>              | Member pulse, welcome messages, support answers, win-backs                |
| <b>A trading or picks community</b>       | Education recaps, risky-claim checks, honest stats, member support        |

## What you need

- ✓ A Mac (macOS 11 or newer) or Windows 10 or 11 computer you use every day
- ✓ A Claude Pro or Max, or ChatGPT Plus or Pro subscription
- ✓ No code, no technical background. The app explains everything in plain words.

03

# Your team

Every kit starts with the same Basics team. Michael plans the work and hands it to the right specialist.



**Michael** TEAM LEAD

Turns your request into tasks, picks the specialists and keeps an eye on deadlines.



**Vera** STRATEGY

Your plan, your prices and this week's top 3 priorities.



**Mia** MARKETING

A weekly content plan with posts, photo ideas and newsletters.



**Leo** WEBSITE

A simple, fast website you preview before anything goes live.



**Max** ADS

Ad proposals and campaigns, prepared switched off until you approve.



**Ava** SALES & REVIEWS

Lead lists, personal outreach drafts and review replies.



**Finn** ADMIN

Quotes, invoices and payment reminders as drafts.



**Lina** SEO

Keywords, page texts and a Google Business Profile checklist.



**Nina** CUSTOMER CARE

Reads your inbox and drafts the replies. Flags what is urgent.



**Otto** TECH HELP

Explains tools and connections, and checks your website's health.

## TIP

Every kit adds specialists for your kind of work. A salon gets help with bookings and client care, a webshop with order mail, product texts and margins. Chapter 07 lists them.

## NOTE

Max is ready in every kit, but switched off for ads until you approve. He prepares campaigns paused; you switch them on yourself.

# What it does for you

The work around your business arrives as ready drafts. You read, tweak and send.

| WORK                       | WHAT YOU GET                                                               |
|----------------------------|----------------------------------------------------------------------------|
| <b>Customer mail</b>       | Reply drafts in your own mailbox, with the order and tracking looked up.   |
| <b>Social posts</b>        | A weekly plan with posts, captions and photo ideas, ready to paste.        |
| <b>Newsletters</b>         | Drafts in MailerLite, Brevo, Klaviyo or Kit. You press send.               |
| <b>Quotes and invoices</b> | Drafts in Moneybird or Stripe, payment reminders prepared.                 |
| <b>Website and SEO</b>     | New pages and fixes you preview first, keywords, page texts.               |
| <b>Ads</b>                 | Proposals and campaigns prepared switched off, plus a plain weekly report. |
| <b>Reviews and leads</b>   | Review replies, review requests, lead lists and outreach drafts.           |

## An example morning

| TIME  | WHAT HAPPENED                                                 |
|-------|---------------------------------------------------------------|
| 08:02 | Nina drafted 9 replies to new reviews. You approved them.     |
| 08:31 | Finn drafted 2 invoices in Moneybird. They wait for your OK.  |
| 08:47 | Lina rewrote 4 page titles for search. They wait for your OK. |
| 09:05 | Michael is splitting your spring launch into 6 tasks.         |

An illustration of a typical morning, not data from a real customer.

## Where the drafts land

In your team folder (**Documents** → **Locally**), in your mailbox's **Drafts** folder when your mailbox is connected, and as drafts inside the apps you connect. Nothing leaves until you send or publish it.

05

# A day and a week with Locally

The rhythm is simple: you brief in the evening, the team prepares, and in the morning you approve what is good.

1

## Evening: the brief

Before you stop for the day, tell Michael what you need. "Draft replies to today's mail, plan next week's posts and prepare the invoice for the Jansen job." Two minutes, in your own words.

2

## While you sleep: the team prepares

Michael splits the brief into tasks and the specialists work through them. This needs your computer on with Locally open; turn on

### Keep working while away

. Missed rounds run when the computer wakes up.

3

## Morning: you approve

With your coffee, open the office. Read the drafts, approve what is good, change what you want or send it back with one line of comment. Then you send or publish it yourself.

## The weekly rounds

When you add a team, its routine rounds switch on by themselves. You see them under **Triggers → Schedules** and can switch any of them off.

| WHEN                      | WHO       | WHAT IS READY FOR YOU                                              |
|---------------------------|-----------|--------------------------------------------------------------------|
| Every inbox round         | Nina      | A reply draft for every new customer mail, urgent mail on top      |
| Monday                    | Vera, Mia | This week's top 3 priorities and the content plan with three posts |
| Monday                    | Max       | Last week's ad results in plain words, with one piece of advice    |
| Friday                    | Finn      | Open and late invoices, with payment reminders prepared            |
| First Monday of the month | Finn      | Last month's money overview, including Stripe and Whop             |

### NOTE

Want the team to keep working while your laptop is closed? Guide 06 shows how to run Locally on a rented computer. Optional, about €10 a month to the provider.

06

# How it works

Three steps. No code.

## 1 Install it

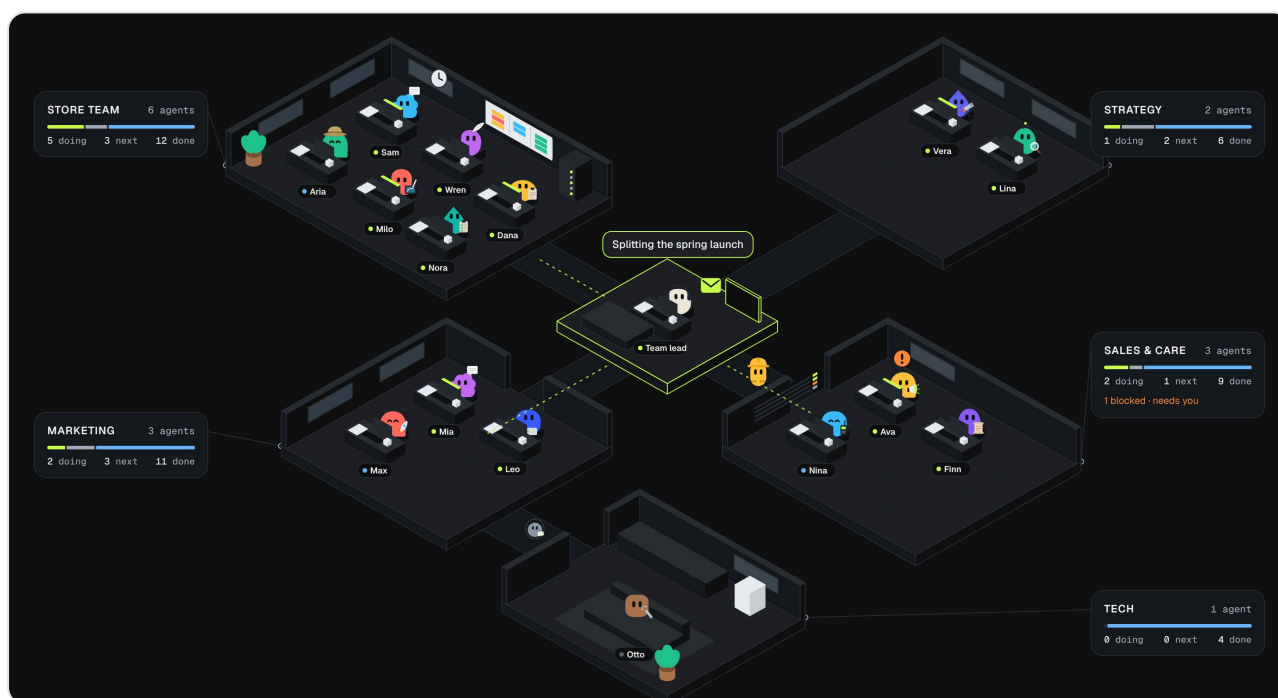
Download the app for Mac or Windows and paste the licence key from your Whop order. Click Spawn to start each team member. About 15 minutes.

## 2 Brief it

Tell Michael what you want, in plain words. For example: "Reply to this week's reviews." Connect your mailbox, shop or invoicing if you like.

## 3 Approve it

Read the drafts. Approve, edit or send back with a comment. Routine work, like weekly posts or review replies, runs on a schedule.



The office view: every room is part of your team. Green means working, orange means somebody needs you.

## When the team needs you

A specialist never guesses about things only you know. Questions land in **Ask me** and the orange **needs you** counter goes up. Answer in one line and the work continues.

07

# Kits

A kit is the same app with a ready-made team trained for one kind of business. Every kit includes Michael and the Basics team.

| KIT                                  | EXTRA SPECIALISTS                 | WHAT THEY HANDLE                                               |
|--------------------------------------|-----------------------------------|----------------------------------------------------------------|
| <b>Local Businesses</b>              | 12, in four teams                 | Pick the team that fits: Trades, Salons, Horeca or Freelancers |
| · Trades                             | Bram, Joost, Lotte                | Job requests, quotes with VAT, work orders, reviews            |
| · Salons                             | Sophie, Yara, Iris                | Booking mail, Instagram, client care                           |
| · Horeca                             | Fleur, Mats, Daan                 | Reservations, menu, allergens, specials, rota                  |
| · Freelancers                        | Noor, Tess, Ruben                 | Proposals, hours, invoices, LinkedIn                           |
| <b>E-commerce</b>                    | Sam, Wren, Dana, Aria, Milo, Nora | Order mail, product texts, daily briefing, listings, margins   |
| <b>Agencies</b>                      | Ezra, Maya, Jonas                 | Leads, proposals, onboarding, client reports                   |
| <b>Coaches &amp; Course Creators</b> | Elena, Theo, Ivy                  | Offer and modules, sales pages, launches, check-ins            |
| <b>Creators &amp; Clippers</b>       | Zoe, Nico, Luca                   | Hooks, scripts, clips, brand pitches                           |
| <b>Whop Communities</b>              | Kai, Jade, Rio                    | Member pulse, welcomes, support, win-backs                     |
| <b>Trading &amp; Picks</b>           | Owen, Clara, Felix                | Education, compliance checks, honest stats, member admin       |

**IMPORTANT**

The Trading & Picks kit is for education and member admin only. It never gives signals, picks or financial advice.

Every specialist and their tasks are described in "Locally.ai, in depth" and in the kit guides at [locallyai.whop.site/guides/](https://locallyai.whop.site/guides/).

# Why not just ChatGPT?

A chatbot answers. A team does the work. Locally runs on the ChatGPT or Claude you already pay for and turns it into specialists that know your business.

|                      | A CHAT WINDOW             | LOCALLY                                   |
|----------------------|---------------------------|-------------------------------------------|
| <b>Your business</b> | You explain it every time | Known, in one shared business profile     |
| <b>The result</b>    | You copy and paste it     | Drafted straight in your mailbox and apps |
| <b>When it works</b> | Only when you type        | Also in daily and weekly rounds           |
| <b>Who helps</b>     | One assistant             | A team lead and a team of specialists     |
| <b>Sending</b>       | Up to you, by hand        | Nothing goes out without you              |
| <b>What it costs</b> | Your subscription         | Your subscription, plus Locally once      |

## The same AI, organised

Locally does not replace your Claude or ChatGPT. It uses it. The difference is the organisation around it: a team lead who plans, specialists with one job and their own playbook, a shared memory of your business, schedules, and connections to the apps you already use.

09

# Safe by design

You stay in charge of everything that leaves your business.

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- ✓ The team works on your own computer, not on a Locally server.
- ✓ Keys and passwords are stored encrypted on your computer only. The agents never see them.
- ✓ Sending, publishing, payments and refunds always need your approval.
- ✓ Ads are prepared switched off. You switch them on.
- ✓ Most connections are read-only. Where the team writes, it only creates drafts.
- ✓ You choose which apps to connect, and can disconnect them at any time.

**IMPORTANT**

Locally drafts and prepares. It never sends, posts, pays or launches on its own. This is built into the app, not a setting you can forget.

## What goes to your AI provider

To think, the team uses your own Claude or ChatGPT account. The text it works on for a task goes to that provider, Anthropic or OpenAI, under your own account and their terms. Locally itself does not receive your business data.

# What it costs

Pay once. Pick how much help you want with the setup. Prices include VAT.

Self-install

Launch

€197

once · normally €297

- The app, your kit and the Basics team
- 12 months of updates
- 14-day "works on your computer" guarantee

With setup call

€697

once

- Everything in Self-install
- A 60-minute setup call with us (worth €400)
- 30 days of support

Done-for-you

€1,997

once

- Everything in Self-install
- We set it up for you, up to 3 hours (worth €1,700)
- 60 days of support

The launch price of €197 is for the first 100 buyers, with code LAUNCH. After that Self-install is €297.

## What it costs to run

| COST                   | AMOUNT                                                | PAID TO             |
|------------------------|-------------------------------------------------------|---------------------|
| Locally, after you buy | Nothing per month                                     | -                   |
| Your own AI            | About €20 to €23 a month (Claude Pro or ChatGPT Plus) | Anthropic or OpenAI |
| Update Plan            | Optional after year one: €79 for 12 more months       | Locally             |

After the 12 months of updates, the version you have keeps working. The Update Plan only adds newer versions. Heavy use can need a bigger AI plan, such as Claude Max or ChatGPT Pro; that is between you and your provider.

11

# Try it free

Locally Free lets you try the app before you buy a kit. No licence key needed.

|                                          | LOCALLY FREE          | WITH A KIT                                        |
|------------------------------------------|-----------------------|---------------------------------------------------|
| The app for Mac or Windows               | Yes                   | Yes                                               |
| Michael, your team lead                  | Yes                   | Yes                                               |
| Specialists                              | 2 you set up yourself | A ready-made team of 12 to 21 trained specialists |
| The office view and all guides           | Yes                   | Yes                                               |
| Schedules (weekly rounds)                | No                    | Yes                                               |
| Connections (mailbox, Shopify, Whop ...) | No                    | Yes                                               |
| Updates and guarantee                    | -                     | 12 months of updates, 14-day guarantee            |

## Start free in three steps

### 1 Install

Download at [locallyai.whop.site/free/](https://locallyai.whop.site/free/). Mac: drag Locally to Applications. Windows: run the installer.

### 2 Sign in

Connect the Claude or ChatGPT account you already pay for. Locally walks you through it.

### 3 Add two specialists

Give each one a name, a job and a folder. Then tell Michael what you need.

#### NOTE

The first time you open it, your Mac may say Apple cannot check the app. Open System Settings → Privacy & Security and click Open Anyway. On Windows click More info → Run anyway. Only once.

# Questions, answered

Short answers. Honest ones.

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## What do I get?

The Locally app, the kit for your kind of business and the Basics team: Michael and nine specialists, plus your kit's specialists. You activate it with the licence key from your Whop order.

---

## Do I need to code?

No. You install an app and give the team goals in plain language. Connecting your apps is optional.

---

## Does it really work while I sleep?

It works while your computer is on and Locally is open. Turn on Keep working while away, or run it on a rented computer. Missed rounds run when the computer wakes.

---

## Can Locally send things on its own?

No. Sending, publishing, payments and ads always need your approval.

---

## Is my data safe?

The team works on your own computer. Keys are encrypted and hidden from the agents. Task text goes only to your own AI provider.

---

## What does it cost per month?

Nothing to Locally. Your own AI subscription is about €20 to €23 a month. The Update Plan after year one is optional.

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## Can I get a refund?

Self-install comes with a 14-day "works on your computer" guarantee. Full details: [locallyai.whop.site/legal/refund/](https://locallyai.whop.site/legal/refund/).

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## Which languages?

You can brief the team in your own language, Dutch and English included. The drafts come back in the language you ask for.

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## How do I start?

Try it free, or pick your kit at [locallyai.whop.site](https://locallyai.whop.site), order on Whop and install the app. Your team is ready in about 15 minutes.

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# Contact

Questions before or after you buy? Message us on Whop. A real person answers, usually within one working day.

## DETAIL

|                           |                                                                                                              |
|---------------------------|--------------------------------------------------------------------------------------------------------------|
| <b>Support &amp; chat</b> | <a href="https://whop.com/locallyai">whop.com/locallyai</a> (fastest, a real person answers)                 |
| <b>Email</b>              | <a href="mailto:info@locallyai.nl">info@locallyai.nl</a>                                                     |
| <b>Website</b>            | <a href="https://locallyai.whop.site">locallyai.whop.site</a>                                                |
| <b>Try it free</b>        | <a href="https://locallyai.whop.site/free/">locallyai.whop.site/free/</a>                                    |
| <b>LinkedIn</b>           | <a href="https://linkedin.com/company/locallyaiorg">linkedin.com/company/locallyaiorg</a>                    |
| <b>Instagram</b>          | <a href="https://instagram.com/locallyai.app">instagram.com/locallyai.app</a>                                |
| <b>Company</b>            | Aion B.V. · Founder: Thomas Visser ( <a href="mailto:thomas@locallyai.nl">thomas@locallyai.nl</a> )          |
| <b>Address</b>            | Havenpark 4F, 4301 CD Zierikzee, the Netherlands                                                             |
| <b>KvK · VAT</b>          | KvK 98223704 · VAT NL868406429B01                                                                            |
| <b>Legal terms</b>        | <a href="https://locallyai.whop.site/legal/terms/">locallyai.whop.site/legal/terms/</a> (English is binding) |

## About Locally.ai

Locally is made in Zierikzee, the Netherlands, by Aion B.V. Founder: Thomas Visser. We build Locally for owners who run a business on their own, and we answer support ourselves.

### TIP

Stuck? Send a screenshot of what you see, whether you use Mac or Windows, and what you clicked just before. Never send us your licence key or passwords; we do not need them.



# Your team is ready when you are.

Try it free or pick your kit at [locallyai.whop.site](https://locallyai.whop.site). Questions? Message us on Whop. A real person answers.

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#### SUPPORT & CHAT

[whop.com/locallyai](https://whop.com/locallyai) (fastest, a real person answers)

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#### WEBSITE

[locallyai.whop.site](https://locallyai.whop.site)

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#### LINKEDIN

[linkedin.com/company/locallyaiorg](https://linkedin.com/company/locallyaiorg)

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#### COMPANY

Aion B.V. · Founder: Thomas Visser  
([thomas@locallyai.nl](mailto:thomas@locallyai.nl))

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#### KVK · VAT

KvK 98223704 · VAT NL868406429B01

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#### EMAIL

[info@locallyai.nl](mailto:info@locallyai.nl)

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#### TRY IT FREE

[locallyai.whop.site/free/](https://locallyai.whop.site/free/)

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#### INSTAGRAM

[instagram.com/locallyai.app](https://instagram.com/locallyai.app)

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#### ADDRESS

Havenpark 4F, 4301 CD Zierikzee, the  
Netherlands

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#### LEGAL TERMS

[locallyai.whop.site/legal/terms/](https://locallyai.whop.site/legal/terms/) (English is binding)