

# AI-Powered Financial Tools

*Dr. Nici's recommended AI tools designed to assist with finance management, budgeting, and taxes.*

Incorporating artificial intelligence (AI) into personal finance management can **significantly enhance financial control and decision-making**. Here are some AI-powered tools that individuals and businesses can utilise to manage their finances.

By leveraging these AI-powered tools, you can gain deeper insights into your financial habits, automate routine tasks, and **make informed decisions to enhance your financial well-being**.



**Dr Nici Sweaney is a globally recognised leader in ethical AI**, with nearly two decades of experience as an academic scientist and data strategist. She combines deep technical expertise with a visionary approach to equity, responsible innovation, and AI governance.

Before founding AI Her Way in 2023, **she worked with the United Nations, World Bank, and AUS Aid, developing data-driven solutions that drive real-world impact**. As a **Senior Fellow for the AI for Developing Countries Forum**, she helps shape the global discourse on AI's role in sustainable development.

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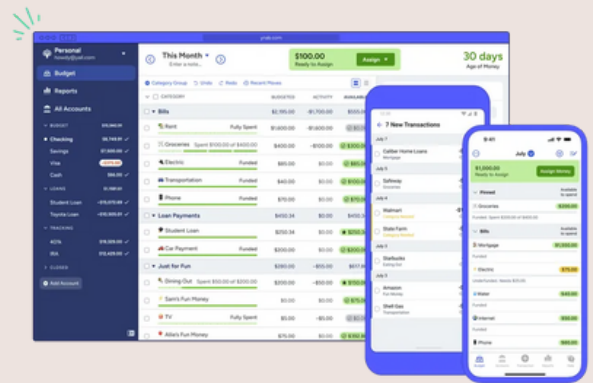


MARCUS  
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We mean business.

## YOU NEED A BUDGET

A proactive budgeting tool that encourages users to **allocate every dollar to a specific purpose, fostering intentional financial planning**. YNAB offers real-time tracking, goal setting, and detailed reporting to help users manage their finances effectively.

[Learn More](#)



## FROLLO

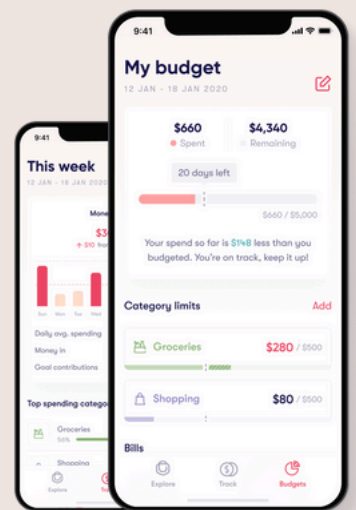
An Australian app that helps users **track spending, set budgets, and achieve financial goals with personalised insights**. Features include automatic goal tracking, bill tracking, and a financial passport for simplified borrowing processes. This app is **completely free** and designed to support both individuals and businesses.

[Learn More](#)

## POCKETBOOK

An Australian personal finance app that **syncs with users' bank accounts to track spending, manage budgets, and set bill reminders**. It offers categorization of expenses and alerts for unusual transactions, helping users maintain financial control.

[Learn More](#)



## TAXLY.AI

An advanced AI-powered tax application designed for individuals, freelancers, and self-employed professionals. Taxly.ai automates tax filing by scanning transactions to identify eligible deductions, ensuring compliance with ATO guidelines.

[Learn More](#)



## ATO APP

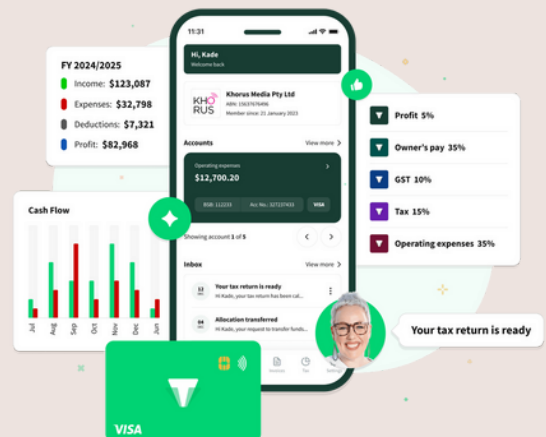
The ATO app has a range of features and tools to help you keep on top of your tax and super while on the go. To take advantage of all the available features and personalise your experience, simply create a myGov account and link it to the ATO.

[Learn More](#)

## THRIDAY

Thriday uses AI to automate financial admin tasks, helping users save time and streamline their business processes. It offers features like automated expense tracking, tax forecasting, and real-time cash flow updates.

[Learn More](#)



# AI<sup>Her</sup>WAY

*Commitment to Ethical AI*

At **Ai Her Way**, we believe that **AI** should be used to solve real-world challenges while maintaining the highest standards of ethics and inclusivity. Our mission is to **empower organisations** across diverse sectors—**education, healthcare, conservation, and ethical business**—to adopt AI responsibly, with a focus on **fairness, sustainability, and equity**.

We work **hand-in-hand** with mission-driven organisations to develop **custom AI strategies**, offer **hands-on guidance**, and provide **executive and team education** that enables businesses to make responsible, impactful decisions. We've partnered with global leaders like **WWF-Australia** to ensure that AI serves humanity's best interests.

## CONTACT DETAILS

Connect with our team to schedule a conversation with one of the leading voices in ethical AI and transformative innovation.



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