

## Everything You Need to Know to Get Started with the Pendless Partner Program

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## Welcome to Pendless

Join the movement to **automate the monotony**.

Pendless is the **browser-native automation platform** that frees humans for human work—built for **agencies, consultants, and systems integrators** who help businesses work smarter.

Pendless turns **plain-English prompts** into **precise browser actions**.

It reads, writes, and automates repetitive digital work so teams can focus on what matters most.

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## The Pendless Value Proposition

### Tagline

*Automate the Monotony. Free Humans for Human Work.*

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## Core Value

Pendless replaces manual browser work with reliable automation that anyone can use—**no code, no integrations, no maintenance.**

## Functional Benefits

- Automates any browser workflow: form filling, data transfer, file downloads, dashboard reporting
- Lives inside Chrome, setup in minutes
- Reads and writes directly on any website
- Queue system enables large-scale, API-connected automation

## Emotional Benefits

- Relief from endless busywork
- Confidence in automation that doesn't break
- Empowerment for teams to do creative, meaningful work

## Proof Points

- 581 hours/year lost to repetitive browser work (*McKinsey*)
- 80% of teams report higher satisfaction after automation (*Deloitte*)
- 10× cheaper than legacy RPA tools

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## Ideal Customer Profile (ICP)

### Who to Target

Operations and productivity leaders in small and mid-sized firms (50–500 employees) who manage teams buried in digital drudgery.

*Titles include:*

- Operations Manager / Director
- Business Process Manager
- Automation Lead
- COO or CEO (in smaller firms)

### Key Verticals

Finance, insurance, law, real estate, logistics, manufacturing, healthcare administration, and professional services.

### Pain Points

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- Staff wasting time on form filling and data entry
- Errors and rework from manual input
- Previous automation attempts too costly or fragile

## Buying Criteria

- No-code, easy-to-use interface
- Affordable SaaS pricing (not six-figure RPA)
- Reliable automations that don't break when sites change
- Works without complex integrations
- Secure and compliant with data regulations

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## The Market Opportunity

### Macro Context

- Global RPA market: **\$28.3B in 2025**
- North America leads with **39% share**
- **34% of new automation licenses** come from SMBs—the fastest-growing segment
- **60%+ of CEOs** cite automation as their top cost-saving strategy

### Trends Driving Demand

- Democratization of automation via no-code tools
- Economic pressure to “do more with current staff”
- Human-friendly AI redefining automation for SMBs

### Why It Matters for Partners

Pendless partners tap into a fast-expanding, nearly **\$30B browser automation niche** serving companies left behind by traditional RPA.

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## How Pendless Works

### Architecture Overview

- **Automation Engine:** Executes read/write operations on live web pages
- **Chrome Side Panel:** Lets users describe workflows, run automations, manage queues, and launch from saved galleries

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- **Server Orchestrator:** Handles authentication, AI logic, and API-triggered automation queues securely

## Core Features

- Plain-English task creation
- Batch queue execution
- Excel upload integration
- API and developer sandbox
- Encrypted data handling (HIPAA/GDPR compliant)

## Why It's Different

Pendless is **not an agent or a chatbot**. It's a **robot** that performs real browser actions—**reliable, deterministic, scalable**.

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## Differentiation

### Pendless Advantage

- Executes real browser actions (not just API calls)
- Zero IT setup, no integration costs
- Built for SMB budgets and use cases
- Predictable, safe, deterministic automation—not exploratory “agents”

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## Pricing Overview

Plan:	Price:	Use Case:
Free	\$0/mo	Try basic browser automations and explore the platform
Lite	\$9.99/mo	Individuals testing simple workflows
Pro	\$79.99/mo	Small teams running daily automations
Business	\$249.99/mo	Mid-sized firms managing multiple queues
Corporate	\$1,099/mo	Larger organizations coordinating across departments
Unlimited	\$2,199/mo	Enterprises with API-driven, high-volume workflows

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## All Plans Include

- Free trial (no credit card required)
- Unlimited Chrome-side automation
- Secure HTTPS/TLS encryption
- Queue-based task system and gallery

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## Selling Pendless

### Value Framing for Partners

- **Efficiency Narrative:** “Pendless frees your clients’ teams from 500+ hours of wasted browser time every year.”
- **Economic Narrative:** “At 10× lower cost than RPA, Pendless pays for itself in days.”
- **Human Narrative:** “Automation that feels human—because it’s designed for humans.”

### Sales Enablement Toolkit

- Use “Browser-Based Automation” to define the category
- Focus on plain-English automation, Chrome-native setup, and API scalability
- Share case studies: law firms saving 30% of admin time; real estate firms updating listings automatically

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## Partner FAQs

### General questions

1. **What's the difference between Pendless and GPT-based agents?**  
Pendless executes. Agents reason. We perform real browser actions with rule-based precision.
2. **Who is the ideal client?**  
SMBs and mid-market companies with repetitive browser workflows—finance, law, real estate, logistics, insurance, healthcare, and professional services.
3. **Does Pendless integrate with CRMs or SaaS tools?**  
Yes. It automates any web interface, even without an API, and connects to CRMs via

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API queue if desired.

#### 4. **What kind of support do partners get?**

Priority onboarding, co-branded assets, lead-sharing opportunities, and dedicated partner success support.

#### 5. **Is data secure?**

Fully encrypted, HIPAA and GDPR compliant. Sensitive data auto-deletes after short retention.

#### 6. **Can I demo Pendless easily?**

Yes. Use the Chrome extension in the free trial. Automations run instantly from the side panel.

## Getting Started

#### 1. **Who can join the Pendless Partner Program?**

The program is open to agencies, consultants, integrators, creators, and anyone helping businesses work smarter through automation.

#### 2. **Is there a cost to join?**

Other than signing up for any Pendless paid plan, there is no specific cost to join as a partner.

#### 3. **How do I sign up?**

After signing up for any Pendless paid plan, follow this link and sign in:

<https://app.pendless.com/partner-program>, or feel free to reach out for manual enrollment.

#### 4. **Do I need technical experience?**

No. Pendless is designed for everyone. If you understand your clients' pain points, we handle the rest.

## Earnings and Commissions

#### 1. **How much can I earn?**

You earn up to 10% of every paid subscription from your direct referrals for two years, plus 6%, 3%, and 2% from second-, third-, and fourth-level referrals—each for two and a

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half years.

## 2. How are referrals tracked?

Each partner receives a unique referral code and link. When a new customer signs up through your link, their subscription is automatically tracked to your account.

## 3. When do I get paid?

Payments are issued monthly, based on revenue collected two months prior (to account for cancellations or refunds).

## 4. What payment methods are supported?

Once approved, you'll be contacted by our Program Administrator to confirm your preferred method (e.g., PayPal, ACH, or bank transfer).

## 5. Is there a minimum payout threshold?

Yes. Partners must earn at least \$50 before payouts are released.

## 6. Can I earn commissions on free or trial users?

No. Commissions only apply to active, paying subscribers.

## Program Details

### 1. Do commissions expire?

Yes. Each referral tier pays for 30 months from the customer's sign-up date.

### 2. Can I promote Pendless globally?

Yes. The program is open worldwide, except where prohibited by law.

### 3. What marketing materials do I get?

Partners receive branded assets, product guides, and campaign materials to help introduce Pendless to clients and communities.

### 4. Can I promote Pendless alongside other automation tools?

Yes, as long as all representations of Pendless are accurate and align with our brand and ethical guidelines.

### 5. What if a client I refer upgrades or downgrades their plan?

Your commission automatically adjusts based on their current subscription amount.

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## Support and Program Management

### 1. Who do I contact for questions or support?

Email [partners@pendless.com](mailto:partners@pendless.com) or reach out through the partner dashboard.

### 2. How do I see my earnings and referrals?

You'll have access to a real-time dashboard showing your referrals, tiers, and monthly payouts.

### 3. What if I suspect a referral wasn't tracked correctly?

Contact support with details (name, email, signup date). We'll review and resolve it quickly.

### 4. Can I refer my own company?

No. Self-referrals are not eligible for commission.

### 5. What happens if I violate the program terms?

Pendless reserves the right to suspend or terminate accounts that misuse links, misrepresent the product, or violate ethical guidelines.

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## Closing Message

Pendless is built for a future where **every business has its own browser robot**.

As a partner, you're not just selling software—you're bringing automation to the companies that need it most.

👉 **Join the Browser-based Automation Movement!**  
Become a **Pendless Partner** → [pendless.com/partners](https://pendless.com/partners)