

Fact sheet

The all-in-one app for service businesses.

Calls, meetings, CRM, quotes, scheduling, jobs, invoicing and AI chat in one app with one business memory, and AI agents that do the office work.

70%

Less spent on software, by replacing separate tools

1

App for calls, CRM, quotes, jobs, invoices and AI agents

\$0

To start, no card needed

∞

Users on one login

Boilerplate

How to describe Alori

English, 100 words

Service companies are tired of stacking software subscriptions. Alori sells the finished work, not another tool. An owner describes their business and gets their own custom app, ready in under 10 minutes, with website, CRM, quotes, scheduling, invoices and HR already in place, while bots take over the admin work behind it. Alori also moves them off their old tools.

The result is about 70% less spent on software, one app instead of a stack, and fewer admin hires. Alori is made in Montreal by Philippe Genois (CEO), who grew InputKit to \$3M ARR, and Maxime Lavoie (COO), who scaled Goodfood from \$5M to \$500M.

Français, 100 mots

Les entreprises de services en ont assez d'empiler les abonnements logiciels. Alori vend le travail fait, pas un outil de plus. Un propriétaire décrit son entreprise et obtient sa propre application sur mesure, prête en moins de 10 minutes, avec site web, CRM, soumissions, horaire, factures et RH déjà en place, pendant que des bots prennent en charge l'administratif. Alori s'occupe aussi de la migration depuis ses anciens outils.

Résultat : environ 70 % de moins en logiciels, une seule application au lieu d'une pile d'outils, et moins d'embauches administratives. Alori est fait à Montréal par Philippe Genois (PDG), qui a mené InputKit à 3 M\$ de revenus récurrents annuels, et Maxime Lavoie (COO), qui a fait passer Goodfood de 5 M\$ à 500 M\$.

Fast facts

Company	Alori, Montreal, Quebec, Canada	Founders	Philippe Genois (CEO), Maxime Lavoie (COO)
Team	Operators from InputKit, Goodfood, Tesla and Lightspeed	Industries	HVAC, plumbing, cleaning, landscaping, roofing, salons, clinics, B2B services
Integrations	QuickBooks, Gmail, Messenger and more	Languages	English, French / alori.dev

Product

One app. 70% less.

Automation and AI

Automations AI bot
Integrations

Communication

Conversations Calls
Email Website chat

Sales and marketing

Website Customers
Deals Quotes
Booking Campaigns
Help center

Operations

Schedule Jobs
Tasks Meetings
Invoices Employees

Pricing, in US dollars, unlimited users on every plan

Plan	Price	Credits
Free	\$0	Pay as you go, \$0.30 per credit
Solo	From \$99 / month	375 to 4,500 per month
Business	From \$249 / month	1,000 to 12,000 per month

Case study: InputKit

89% less

spent on software every year. 15 people, 6 tools replaced, from US\$57,480 to US\$5,976 a year.

Founders



Philippe Genois

Co-founder and CEO

Philippe has built five companies. He grew InputKit to \$3M in annual recurring revenue and Doctr to one million users in two years.



Maxime Lavoie

Co-founder and COO

Maxime scaled Goodfood from \$5M to \$500M in revenue. Before that, he was at Deloitte, where he led more than 25 ERP rollouts.

Brand



Wordmark, black: light backgrounds



Wordmark, white: dark backgrounds



App icon



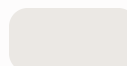
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#000000



Paper
#FDFCFD



Soft ink
#44403B



Sand
#EBE8E4



Violet
#0447FF



Night
#070A1C



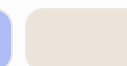
Peach
#F6C9A4



Rose
#F0B3CF



Periwinkle
#AEBDF5



Dawn
#ECE3D9

Geist Light

Headlines

Inter

Body text

Geist Mono

Labels

In text, write Alori with a capital A. Use the logo files as they are: no recoloring, stretching or effects.