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About Halfway

Halfway is a budgeting app for couples who don't earn the same. Instead of splitting shared expenses 50/50, Halfway calculates a proportional split based on what each partner actually earns, so both people contribute the same percentage of their income, not the same dollar amount. Halfway is free to start, with Premium at \$9.99/month or \$89.99/year. Available on web, iOS, and Android, in English, Spanish, and French. For more information, visit meethalfway.app.

Our Story

Founder Shashank Imarati built Halfway after his own experience splitting rent 50/50 with a partner who earned a different amount. What looked fair on paper wasn't fair in practice, the higher earner had money left over, the other felt the squeeze every month. That realization, that equal and fair aren't the same thing, became the foundation for Halfway.

We genuinely want couples to have better financial discussions; that's why we also offer a fully free version of the app. Halfway has grown by word of mouth alone, with no outside funding, to users in more than 30 countries.

Product Overview

For a more in-depth explanation of individual features, check out our website.

- **Split shared expenses by income, not habit.** Set both incomes once, and every shared bill splits proportionally, automatically, at any ratio: 60/40, 70/30, or custom: no manual math, no spreadsheets.
- **Keep personal spending private, share what's shared.** Shared expenses are visible to both partners. Personal purchases stay private. Get transparency where it matters without giving up independence.
- **Build budgets, set goals, and see what's ahead.** Create shared and personal budgets, set savings goals with target dates, and use forecasting to see how upcoming expenses affect your plan before they happen.
- **Sync your bank automatically (Premium).** Connect your accounts and let transactions import and categorize themselves, no manual entry required.
- **Ask Penny, our AI financial assistant.** Get real answers to real questions, "Can we afford a weekend away?", grounded in your actual spending and budget.
- **Get 2 free 1:1 sessions with a registered financial advisor (Premium).** A benefit no other budgeting app offers.

Why customers choose Halfway over other personal finance apps:

- The **fairness of proportional splitting**, with the simplicity of real tracking. Couples say splitting finally feels fair, and the app is actually easy to stay on top of, the best of what a fairness tool and a full budgeting app should be, in one place.
- Personal spending stays completely private from your partner
- Free 1:1 sessions with a registered financial advisor included in Premium
- No ads, and no selling data to third parties, ever
- Available in English, Spanish, and French
- Couples who use Halfway report arguing about money 43% less (based on a Halfway user survey)