

# MoneyPOP brings money and behavior together for beauty professionals

*A finance app built for income that arrives client by client.*

MoneyPOP is a behavioral finance app for beauty professionals with irregular income, including hairstylists, barbers, nail technicians, and estheticians. It brings income, tips, business costs, and money-related moods into one place so beauty pros can think, feel and behave better with their money.

**Think:** know what came in, what chair rent and backbar took, and what is actually left after card fees and taxes. **Feel:** every money moment carries a mood, so the stress of an irregular week becomes visible instead of something carried alone. **Behave:** once the pattern shows up, the change gets specific. Stress-spending after a no-show client becomes something you can see coming.

## MEET THE FOUNDER

MoneyPOP was created by Janell Borrero, MBA, MAFM, EA, the founder of SHEfo®, The Female CFO, and MoneyPOP, a financial wellness app for beauty entrepreneurs. With an MBA, a Master's in Accounting and Financial Management, and a PhD in Business Psychology in progress, she brings financial expertise and psychological insight to her work with women business owners.

Her path there was anything but conventional. Janell survived an attempted murder at 13 and has been on her own since she was 16. She started her business with a laptop at her dining room table and grew it into a company earning multiple six figures without outside funding. Now on her way to seven figures, she is committed to helping other women grow.

After years of working with women entrepreneurs, Janell saw the same gap again and again: many talented business owners needed more than bookkeeping or reports. They needed help understanding what their numbers meant, recognizing what was affecting their financial decisions, and knowing what to do next.

Janell created MoneyPOP because she believes a lack of money should not prevent entrepreneurs from accessing the guidance and resources they need to reach the next level. Many beauty pros can't afford her one-on-one guidance, so MoneyPOP puts it inside the app.

Visitors can explore free tools at [moneypop.ai/calculators](https://moneypop.ai/calculators), read practical guides at [moneypop.ai/blog](https://moneypop.ai/blog), take the two-minute money quiz at [moneypop.ai/quiz](https://moneypop.ai/quiz), or find the app for iPhone

and Android at [moneypop.ai/download](https://moneypop.ai/download).

## **ABOUT MONEYPop**

MoneyPOP is a woman- and Latina-founded behavioral finance app for beauty and service professionals. It helps them think, feel and behave better with their money by connecting everyday business numbers with the emotional and behavioral patterns behind money decisions. It was founded by Janell Borrero, MBA, MAFM, EA, who also founded SHEfo® and The Female CFO.

## **PRESS INQUIRIES**

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