READYNICHE · FREE PREVIEW

WhatsApp Business chatbots for small businesses

Evidence collected 03 Oct 2026 from public sources (competitor pricing pages re-read on that date; discussion threads and Google Trends collected 27 Sep 2026). 6 competitors with public pricing · 1 on-topic discussion thread · 20 cited sources.

How to read this dossier. Every number is either followed by a source id such as [S3] — listed with its URL in the Sources appendix — or labelled as an assumption such as [A1]. Prices are quoted as displayed on each competitor's public page on the collection date; they can change. Nothing in this document is a testimonial or a guarantee of results.

Contents: 1 The problem · 2 Who pays · 3 Market signals · 4 Competitors & public prices · 5 Angle · 6 Pricing advice · 7 30-day launch plan · Assumptions · Method & limitations · Sources

FREE PREVIEW

Sample: competitors & public prices

Competitor	Public prices on the pricing page (as displayed)	Source
Aurora Inbox aurorainbox.com	1,800 MXN /month 3,200 MXN /month 4,000 MXN /month 99 USD /month MXN 240 /month (add-on) $15 /month (add-on)	[S1]
BotPenguin botpenguin.com	$29 /month $99 /month $990 /month $5 /month (add-on) $15 /month (add-on)	[S3]
yavendió! yavendio.com	US$4.99 /month US$32.50 /month US$195 /6 months US$82.50 /month US$0.062 per conversation (usage charge) $0.075 per conversation (usage charge)	[S5]

The full dossier lists 6 priced competitors, all market signals, the written analysis and a 30-day launch plan, with 20 cited sources.

Sample: demand signals

Demand evidence is thin: only 1 recent public thread or post directly about this niche was found (3 more threads only touch on related topics and are not counted as demand). 2 older (over 3 years) or off-topic threads found by the same searches were excluded. Treat demand as unproven and validate it with customer interviews before investing.

• WhatsApp Business API pricing 2026: what's free and where markup hides — 16 comments, 2026-06-12 [S17]

• Show HN: A journaling service that runs over WhatsApp — 99 comments, 2024-09-23 (related topic — not counted as demand) [S16]

• Show HN: WhatsDate – Meet new people in WhatsApp — 4 comments, 2025-06-19 (related topic — not counted as demand) [S18]

Get the full dossier at https://readyniche.com/p/whatsapp-business-chatbot-smb

FREE PREVIEW