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CASE STUDY · MARLUC SYNOPSIS

Bear

IMPLEMENTED 2026 ONWARDS · PROFESSIONAL SERVICES · FINLAND · BAND B · CLAIMED ONLY

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An accounting firm where AI agents do the bookkeeping and tax filings and a certified accountant signs off.

ABOUT THIS SYNOPSIS

This is MarLuc's summary and grading of publicly available sources, for information only. It is not investment, legal, financial or professional advice, and should not be relied on for any decision. Readers must validate it against the original sources and, where appropriate, challenge its conclusions.

Facts and figures are as reported by the sources listed below, which may be incomplete, self-reported or out of date. Check the original source before relying on any figure.

The impact band, proof marker and SEAM view are MarLuc's opinion. The organisation is not a MarLuc client and has not reviewed or endorsed this synopsis. Names and trademarks belong to their owners.

NOTICE WORDING LAST UPDATED 16 NOVEMBER 2026

AT A GLANCE

AI-native company: built around AI from the start and attempting transformational change. It claims band A; MarLuc grades it on what is evidenced.

AI used: AI agents doing bookkeeping and filings, with an accountant signing off.

Implemented: 2026 onwards. Grade: band B, Operating model redesign, Claimed only.

Headline result, as reported: AI agents do the bookkeeping and filings and a certified accountant signs off, by Bear's account; no results published

1 · The case

The facts, as reported by the 2 sources listed at the end. Where a source is silent, the field says "Not reported".

Organisation

Bear. Accounting firm for start-ups and small businesses in Europe and the US, founded in 2026 in Helsinki, Finland, formerly Last Accounting Company. Three employees and in Y Combinator's Summer 2026 batch, per its Y Combinator listing. Canvas block: 4. Operations and process. Also 3. Customers and proposition, 5. People and skills.

Business challenge

The challenge. Bear says founders become the link between their accountant, bank, payroll, invoices and internal tools: they find and forward data and answer questions. By the time the books are closed, it says, the numbers are often too old to guide day-to-day decisions.

How it was addressed. Bear sells the same services as a traditional accounting firm, such as

Who implemented it

In-house (In-house): The company's own service.

Technology (SEAM pillar E)

SEAM types: T3 API integrations, T7 AI agents. Deployment: Not reported. Vendors and products: Not reported.

Where it was built in: Agents connect directly to clients' bank, payroll and internal systems to keep the ledger, handle invoices and payroll and prepare filings; clients query figures through a Slack agent or MCP.

What changed

Before: founders pass data between their accountant and their systems, and books close late, by Bear's account. After: Bear's agents keep the ledger continuously updated and its accountants validate the work before filing. Measured results: Not reported. By its website, clients get an answer in minutes and experienced accountants check critical work. [1] [2]

What it cost

Not reported

What it saved

Not reported. Bear says its service is faster and cheaper than a traditional accounting firm; no figures are published. Its Finnish website says routine work takes minutes and clients pay a fixed monthly price. [1] [2]

Governance and control

A certified accountant signs off, and the firm's accountants validate all outputs before anything is filed, by Bear's account. Accountable owner, professional registration, controls and insurance: Not reported.

S2 · Accountable owner · Claimed
A certified accountant signs off the work, by Bear's account. [1]

A1 · Safe use · Not reported
Not reported.

A2 · Human in the loop · Claimed
Bear says its accountants validate all outputs before anything is filed; its Finnish website says experienced accountants check critical work. [1] [2]

A3 · Monitoring and assurance · Not reported
Not reported.

A4 · Vendor AI · Not reported
Not reported.

A5 · Agent controls · Claimed
Agents do the work but filings wait for an accountant's validation, by Bear's account; limits on what agents

A6 · Standards and regulation · Not reported
Not reported.

What worked, what did not, what is unproven

WORKED

– Not reported

DID NOT

– Not reported

UNPROVEN

– Speed, cost and accuracy against a traditional accounting firm.
– Whether human sign-off keeps pace as client numbers grow.
– Client numbers beyond the website's statement of more than 20 companies, and revenue.

Timeline

2026 Founded in Helsinki as an AI-native accounting firm [1]

2026 Joins Y Combinator's Summer 2026 batch [1]

Nov 2026 Company website says more than 20 companies trust the service, at a fixed monthly price [2]

2 · Grade and SEAM assessment

MarLuc's opinion, made on the evidence above. How cases are graded: marluc.co.uk/case-studies/how-we-rate

Level of change and impact

Claimed: A. Grade: B, Operating model redesign. Proof: Claimed only. Route: Model-led.

Operating model change (Level 3, band B), claimed as business model change (band A). The firm is designed around AI doing the work with a qualified accountant signing off; there are no published results yet.

Graded B, claimed A. The firm is designed around AI doing the work with a qualified accountant signing off; there are no published results yet to prove a transformed business.

The SEAM view and lessons learnt

The design puts people at the point of accountability: agents do the work and an accountant signs off. That split is the transferable idea for a larger finance team, which could automate routine postings and focus review on exceptions and filings. Whether the model is faster, cheaper and as accurate as a traditional firm is not yet shown in any source.

1. Decide where human sign-off sits before automating the work beneath it.
2. Measure accuracy and turnaround against the previous process, as well as cost.
3. Treat claims of faster and cheaper service as untested until figures are published.

Evidence

Score 0 of 4. Self-reported: both sources are the company's own descriptions (Y Combinator listing and Bear's website).

Evaluation method. Self-reported company figures: company descriptions only; no results published.

Sources disagree. The Y Combinator listing gives a team size of three; the launch post on the same page names four founders.

Status. Ongoing: start-up in Y Combinator's Summer 2026 batch; its website lists more than 20 client companies.

3 · Original sources

Read these in full. To challenge a fact or a grade, use the contact form at marluc.co.uk or the link on https://marluc.co.uk/case-studies/bear

[1] Y Combinator: Bear, formerly Last Accounting Company
https://www.ycombinator.com/companies/bear-inc

[2] Bear: company website (Finnish)
https://bear.inc

Bear website: https://bear.inc

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VERSION HISTORY

v1.1 15 November 2026 Added company website's statement of more than 20 client companies and fixed monthly pricing.
v1.0 15 November 2026 First published