



# Helpdesks manage tickets. Keeyu prevents them.

Keeyu stops e-comm complaints before they start

PROACTIVE AI FOR POST-PURCHASE



## TRACY GODTSCHALK

PE Nation • 20 yrs e-commerce & CX

*"Lived the chaos. Ended it."*



## TAHIR RAUF

Mastercard • Woolworths • PE Nation

*"Enterprise architect. Built the impossible."*



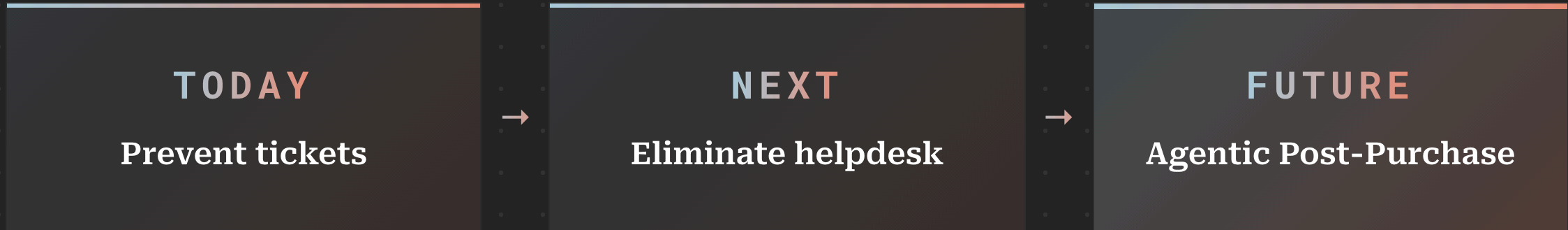
## JEVON LE ROUX

Hurley (exited) • Surf Stitch (MD) • P.E Nation (CEO)

*"Ex-Pro Surfer. Hates losing."*

**Not a better helpdesk. Not another reactive AI feature bolted onto the helpdesk.  
A new category. Proactive AI for Post Purchase.**

# Keeyu replaces all post-purchase tools.



SOFTWARE REPLACEMENT + LABOR REPLACEMENT

PROACTIVE AI FOR POST-PURCHASE

REACTIVE HELPDESK

# Helpdesks start with the complaint.

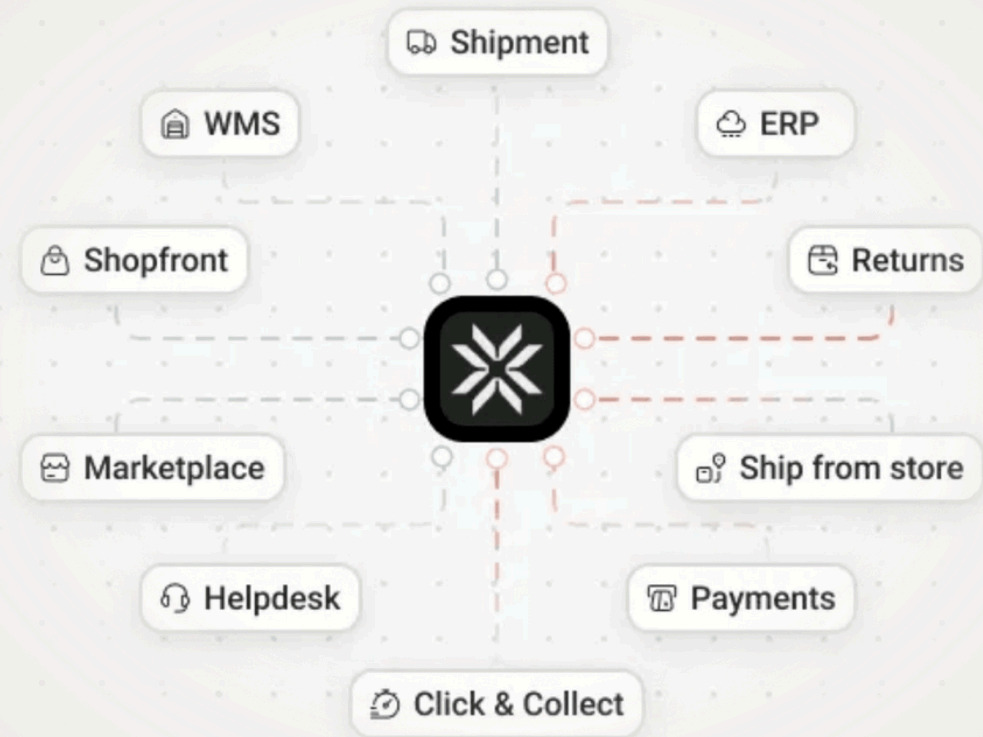
The ticket exists because something went wrong.

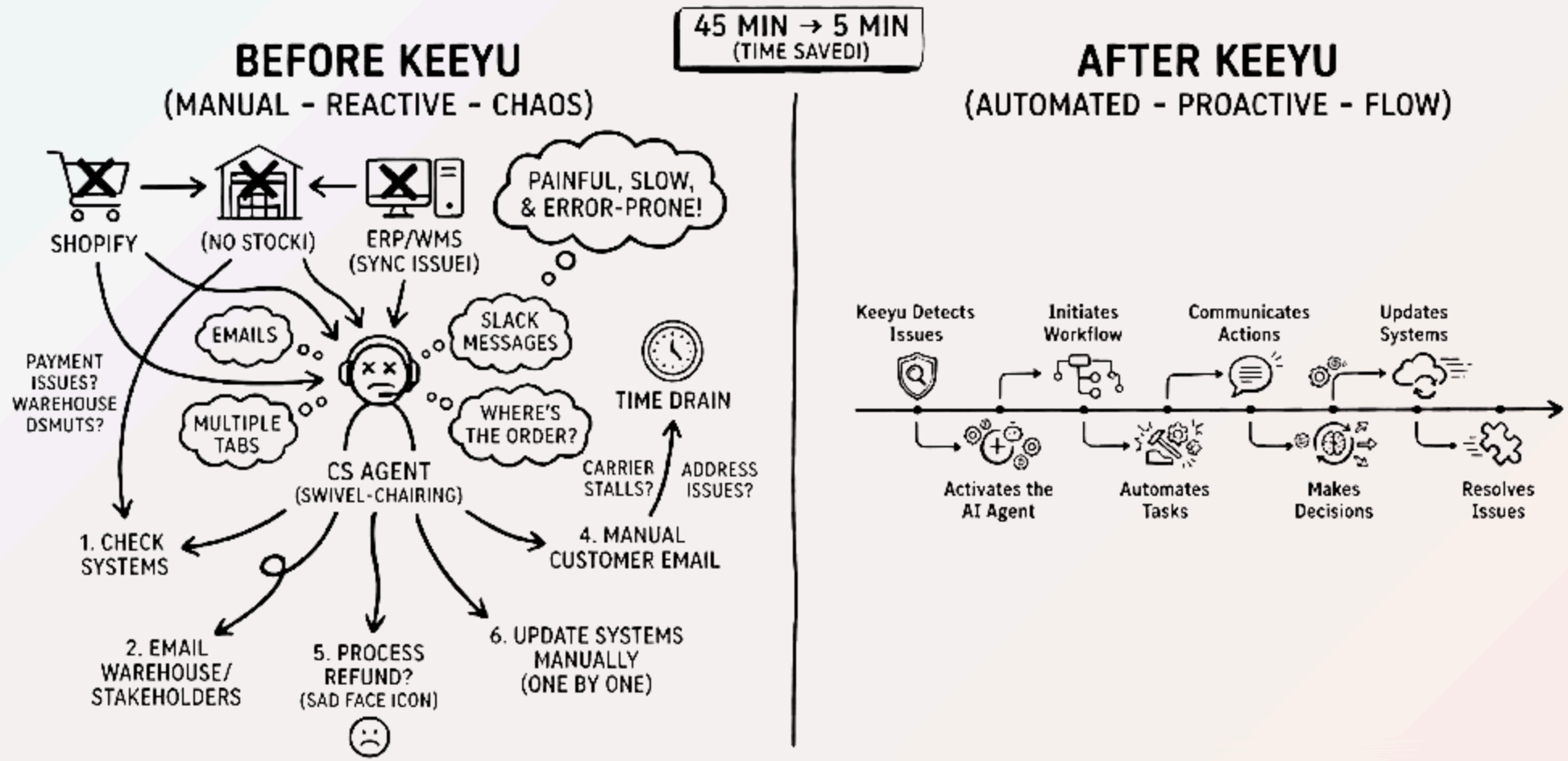
- A customer has already waited. Already gotten frustrated. Already given up.
- Helpdesks are built for triage. Not prevention.
- This is a structural problem. It can't be fixed with a feature.

PROACTIVE POST-PURCHASE

# Keeyu starts with the customer promise, not the ticket.

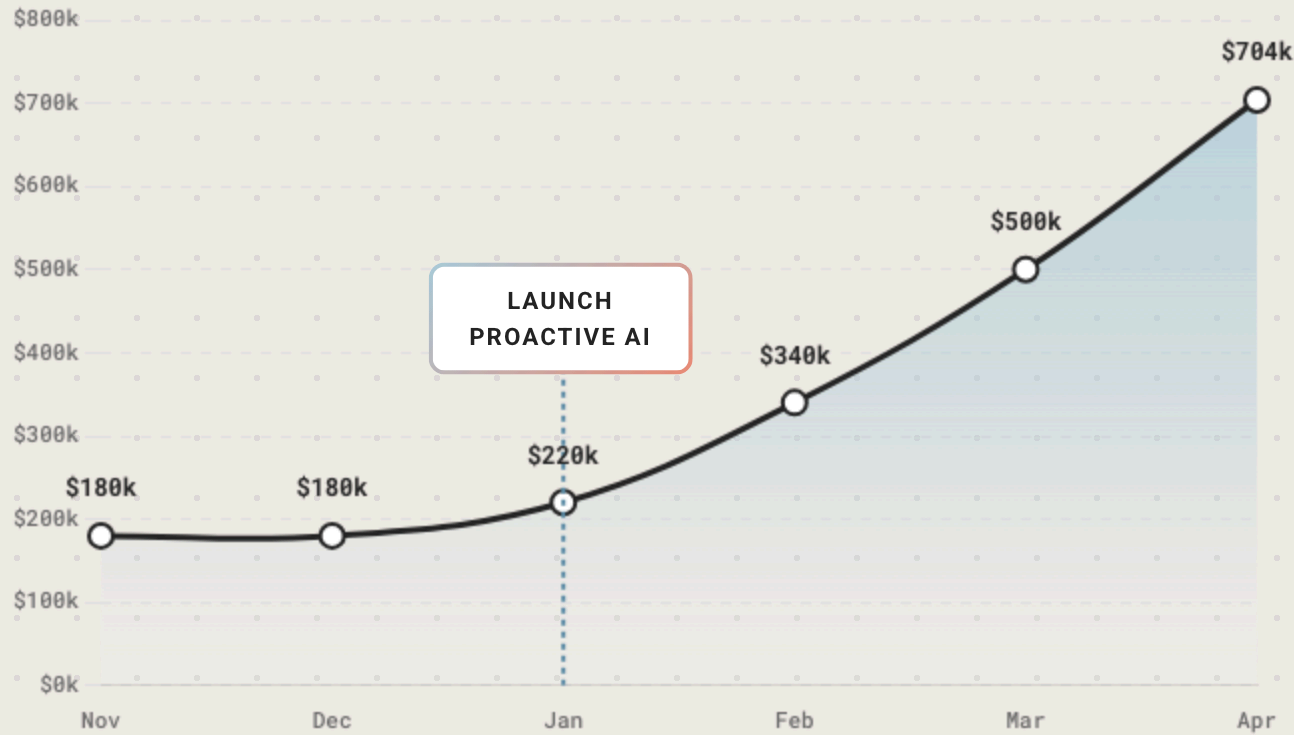
Keeyu connects all post-purchase tools to one platform. When something fails, Keeyu acts to resolve it before the customer knows. Preventing the ticket. A structural solution.





# ARR accelerating, 3x ACV

## NRR expanding, zero churn



# \$704K

ARR + CARR

**3x**

ACV

**108%**

NRR

**0%**

CHURN






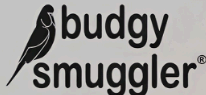




**24%**

AVG GROWTH

# \$1.275M

SALES PIPELINE

44% close rate (8-weeks)

	TONY BIANCO	I·M·8		mister zimi	DECJUBA	ELLIATT
Chemist Direct	KIVARI				Life Interiors	DESKY
BRISCOES	MUSCLE REPUBLIC			BRONZE SNAKE		Camilla
eshopping group	<i>Dr. pen</i>		CLUTCH		Chief.	the oodie

# \$6B Obtainable Opportunity

Bottom-up \$35K ACV



# \$4.5M - \$5.5M Series A 12 months.

8x ARR in 12 months. USA expansion.  
Agentic post-purchase.

METRIC	TODAY	MONTH 12
ARR	\$606K	\$5M
Customers	30	140+
US Revenue	14%	40%
Team	13	26

USE OF FUNDS

50% Sales & US	35% Product (AI eng)	15% Ops
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Ending cash ~\$2.5M. ~5 mo gross runway / 18+ mo net of M12 revenue.



Helpdesks manage tickets.  
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Proactive AI for Post-Purchase