



Helpdesks manage tickets. Keeyu prevents them.

Keeyu stops e-comm complaints before they start



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."



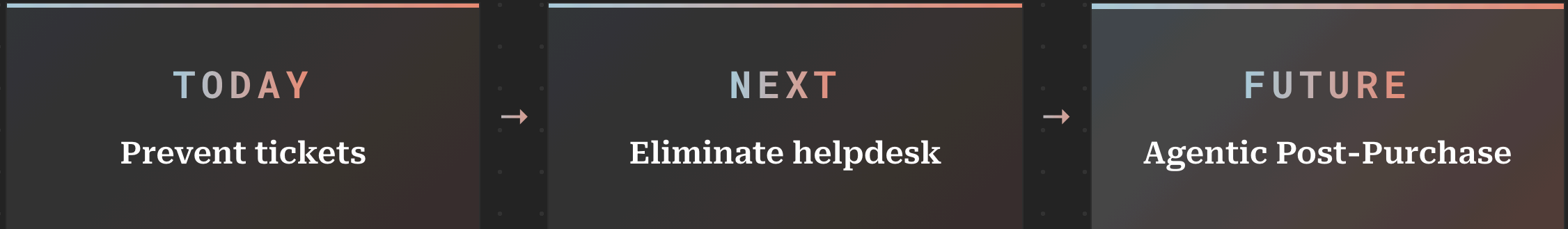
JEVON LE ROUX

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.



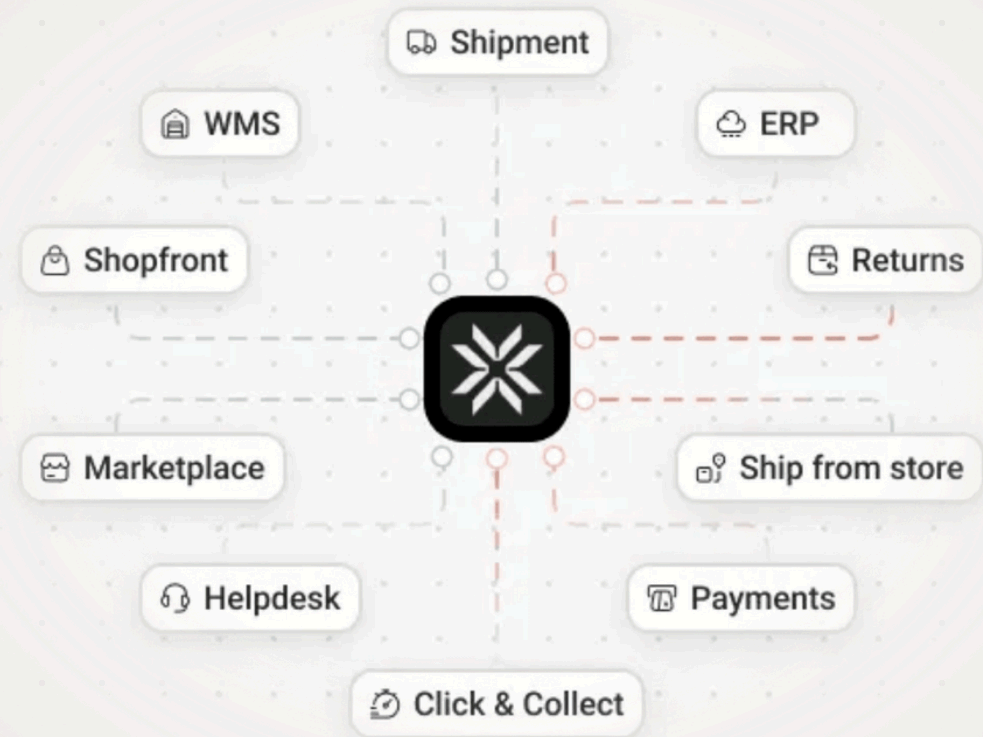
SOFTWARE REPLACEMENT + LABOR REPLACEMENT

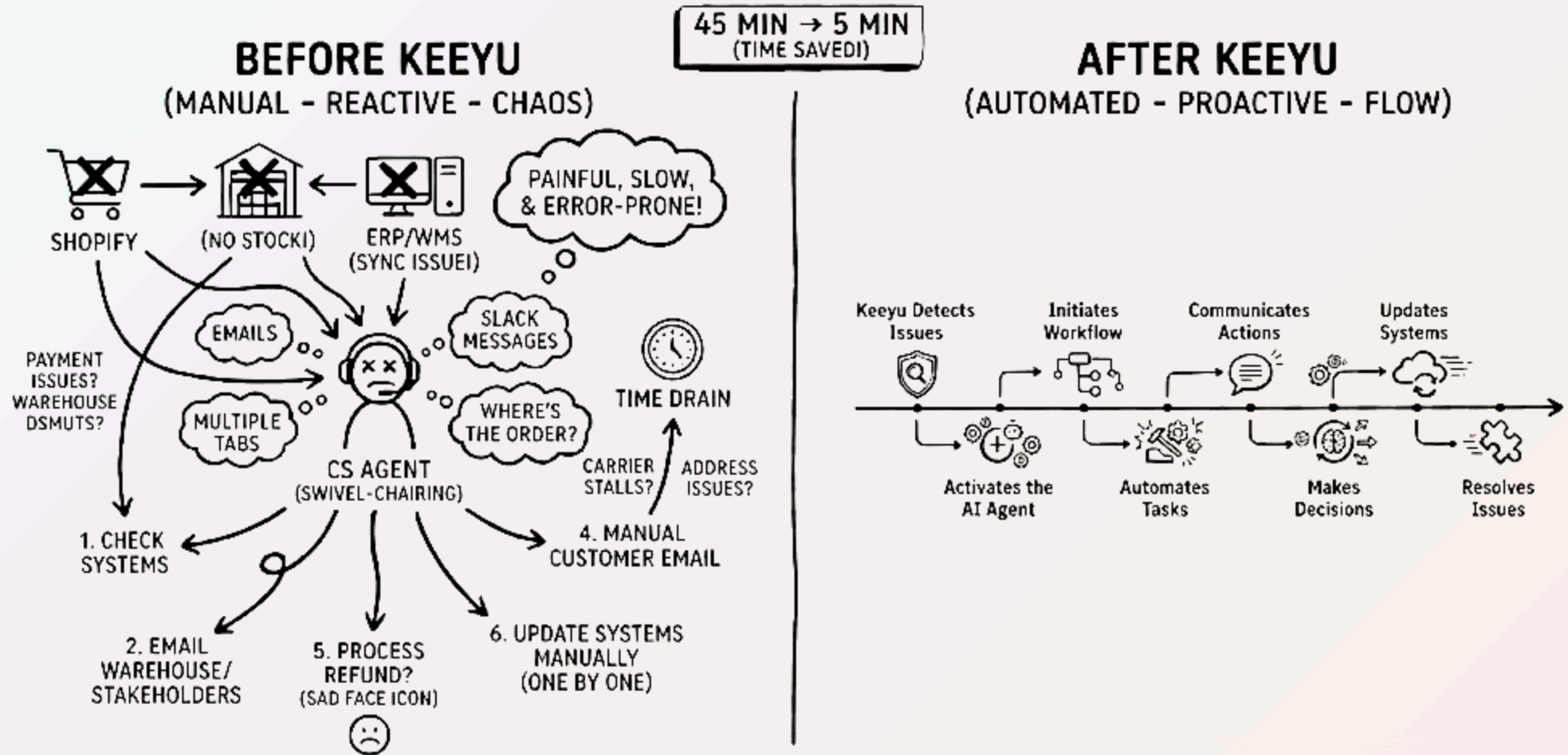
PROACTIVE AI FOR POST-PURCHASE

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.





Live Demo

Proactive AI in Action.

Proof that Keeyu works at scale.

BEFORE KEEYU

*"Chasing our tail all day.
Always reactive."*

18 FTE — Full-time employees

25 min — per ticket

\$820K — labour cost



Global supplements brand

WITH KEEYU

*"We catch issues in minutes.
Always proactive."*

8 FTE — Full-time employees

5 min — per ticket

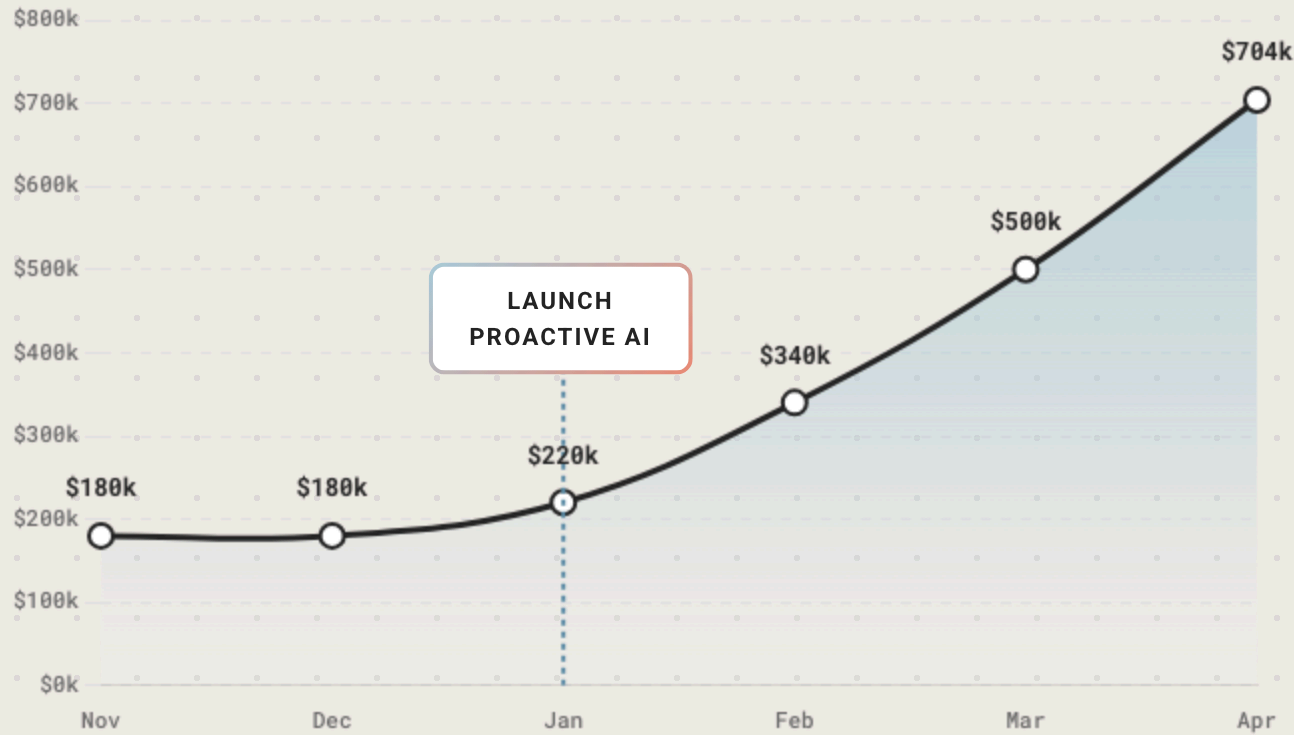
\$455K — saved per year

ROI: 10:1

Return on Investment

ARR accelerating, 3x ACV

NRR expanding, zero churn



\$704K

ARR + CARR

3x

ACV

108%

NRR

0%

CHURN

24%






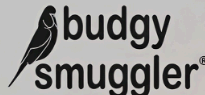




AVG GROWTH

\$1.275M

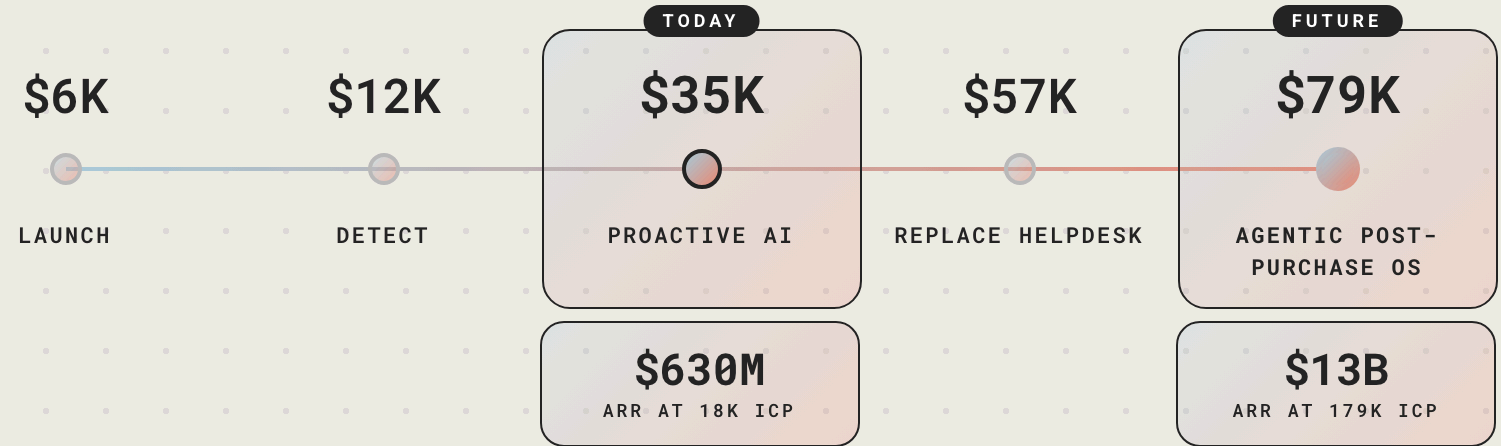
SALES PIPELINE

44% close rate (8-weeks)

9. Who We Serve

| | | | | | | |
|---|-----------------|--|---|---|---|-----------|
|  | 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 |

ACV grows
with order
volume
and
new
products.



POST-PURCHASE OS

Today: 20 tools. Future: One OS Platform.

Keeyu replaces 20 disconnected tools with one agentic post-purchase OS. Full operational control, not just detection.

Every transaction processed, every system of record managed, every workflow orchestrated. Ensuring shoppers get what they want on time, as promised, drama free.


















This is how ACV 3x and ICP expands to 326K.



KEEYU
\$79K ACV

VS

TODAY
\$500K Cost

-  Order Management
-  Inventory
-  Warehouse
-  Shipping
-  Tracking
-  Returns
-  Refunds
-  Order Editing
-  Cross-Border
-  Comms
-  Upsells
-  Protection
-  Fraud
-  Warranty
-  Helpdesk
-  Subscriptions
-  Pre Sales

\$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 |
|----------------|----------------------|---------|

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