



# How Keeyu wins. Global GTM. USA first.

Australia proved the motion. USA is the rollout.

# What we'll cover.

Global GTM plan. USA-focused rollout.

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# \$4B Obtainable Opportunity

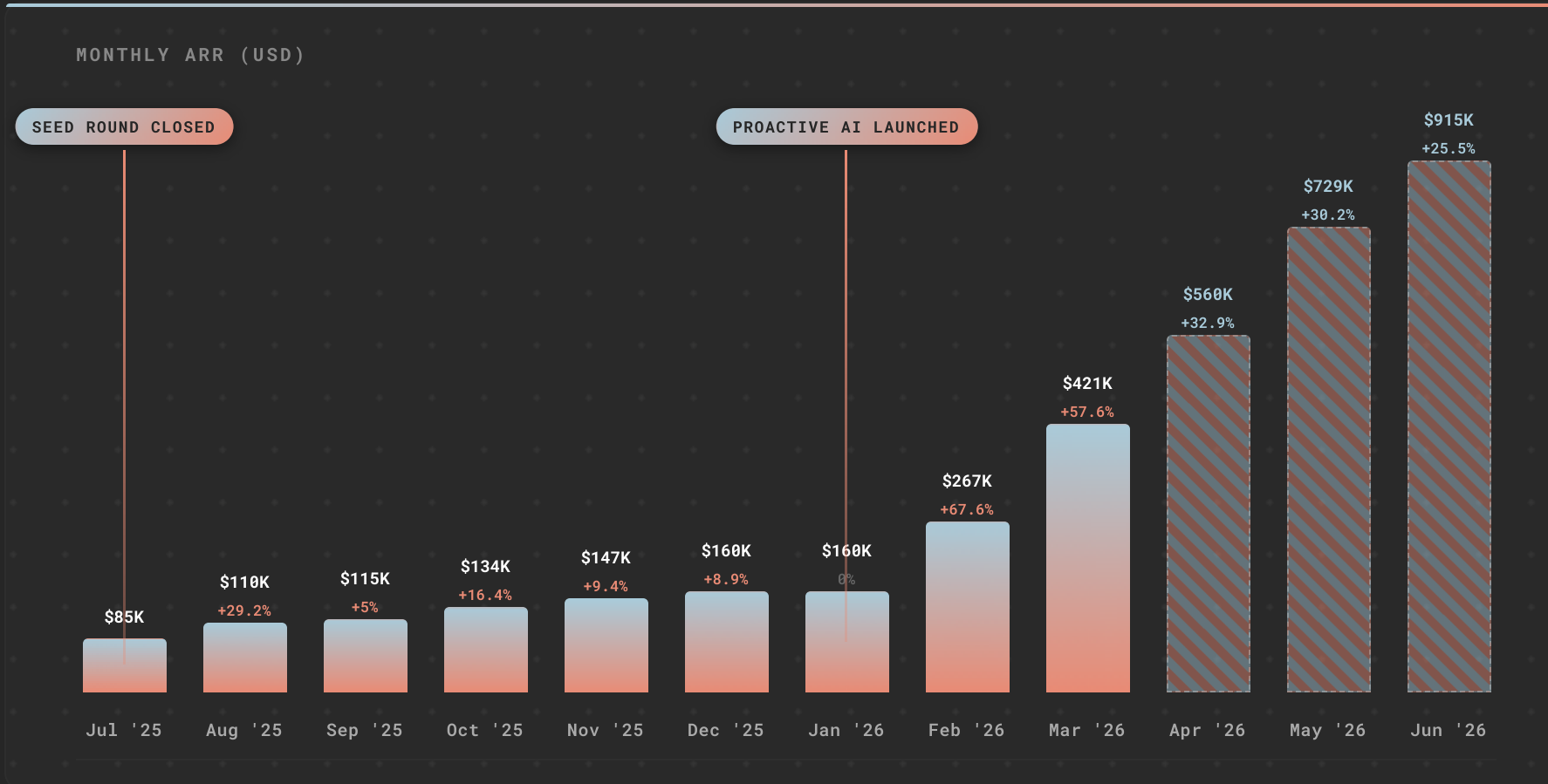
Bottom-up \$25K ACV



# From \$85K ARR. 12 months of compounding.

ARR in USD (FX 0.70). Jul '25 → Jun '26.

Hatched bars = forecast.



**\$1M**  
ARR BY JUN '26  
Forecast. ~\$915K USD.

**10.8x**  
ARR GROWTH  
12 months: \$85K → \$915K

**108%**  
NET REVENUE RETENTION  
Expansion > churn

**29**  
CUSTOMERS  
Zero logo churn, 18 months

# Australia was the wedge. USA is the rollout.

## Australia — Proven (18 months)

- 29 customers, zero churn
- 108% NRR
- \$424K ARR with no sales team
- Founder-led + word of mouth proved motion
- ICP locked, ACV expanding \$6K → \$25K–\$40K

## USA — Rollout (from July 2026)

- Same buyer. Same platform (Shopify Plus). Same pain.
- \$64K already committed (IM8, Desky)
- Jevon relocating to LA at close
- 2 AEs + 4 SDRs + Partnerships + GTM Eng
- Target: \$2M US ARR in Y1

# Largest e-comm market. Our buyer is already here.

**\$64K**

COMMITTED US ARR  
(IM8 + DESKY)

**#1**

E-COMMERCE MARKET  
GLOBALLY

**LA**

JEVON RELOCATING  
AT CLOSE

**3x**

US AE CAPACITY  
BY M5

**The commitment:** *Jevon moves to LA as soon as the round closes. 12 months minimum in market, leading from the ground.*

# We're changing how buyers think about CX.

## OLD BUYER MINDSET

*"How do we handle more tickets?"*

*"Let's automate responses"*

*"Support is a cost center"*

*"AI will respond for us"*

*"Faster response = better CX"*

## NEW BUYER MINDSET (KEYYU CREATES)

**"Why are we getting these tickets at all?"**

**"Let's eliminate the need to respond"**

**"Post-purchase ops is a retention driver"**

**"AI should prevent the need to reach out"**

**"No response needed = best CX"**

# Proactive AI for Post-Purchase.

A category we're creating, not competing in.

## Intuitive

Buyers immediately understand the contrast with reactive support.

## Differentiated

No one else is using this terminology.

## Defensible

Benchmarks. Events. Community. We own the narrative.

*Helpdesks manage tickets. Keeyu prevents them.*

# Who we go after.

## ICP SPEC

GMV	\$20M – \$150M
Orders/mo	20K – 500K
Platform	Shopify Plus
Support team	3 – 15 (or BPO)
Signal	Dedicated CX/ops hire

## HIGHEST-PAIN VERTICALS

### Fashion / Apparel

30–40% return rates, WISMO, sizing anxiety

### Health & Supplements

Subscription complexity, compliance

### Home & Furniture

Damage, long lead times, low NPS

### Beauty & Skincare

Subscription + high SKU + sensitivity

### Pet

Auto-ship complexity, emotional customers

# How we score — 100 points, geo-adjusted.

DIMENSION	MAX	WHAT IT MEASURES
CX Stack	25	Helpdesk integration depth (0-20) + returns tool (+5)
Complexity	20	Marketplace +5, intl shipping +5, retail +3, wide SKU +4, B2B +3
Revenue	15	Geo-adjusted (ANZ \$500K ≈ US \$5M)
Rank	10	Store rank, geo-adjusted (ANZ top 10K ≈ US top 1K)
Employees	10	500+ = 10, 250+ = 8, 125+ = 6, 25+ = 4, 5+ = 2
Geography	10	US/AU = 10, GB/NZ = 8, CA = 6, EU = 5
Tech Breadth	5	30+ = 5, 20+ = 3, 10+ = 1
Platform	3	Shopify/Magento = 3, BC/SFCC = 1
Opportunity	2	Negative reviews signal
<b>Total</b>	<b>100</b>	

Enterprise 85+

Pro 72-84

Plus 58-71

Grow 45-57

Starter 30-44

Edge &lt;30

# 5,471 brands scored. Gap: +10K US, +2K UK.

Path to 18K full ICP.

GEO	ENT	PRO	PLUS	GROW	STARTER	EDGE	TOTAL
US	52	810	1,084	508	120	26	2,600
ANZ	19	206	554	807	971	208	2,765
GB	0	7	13	11	11	2	44
Other	0	0	8	10	25	19	62
<b>Total</b>	<b>71</b>	<b>1,023</b>	<b>1,659</b>	<b>1,336</b>	<b>1,127</b>	<b>255</b>	<b>5,471</b>

### Closing the gap to 18K

- +10K US brands via StoreLeads enrichment
- +2K UK brands via StoreLeads
- FullEnrich for contact data fill
- Funded from GTM data budget

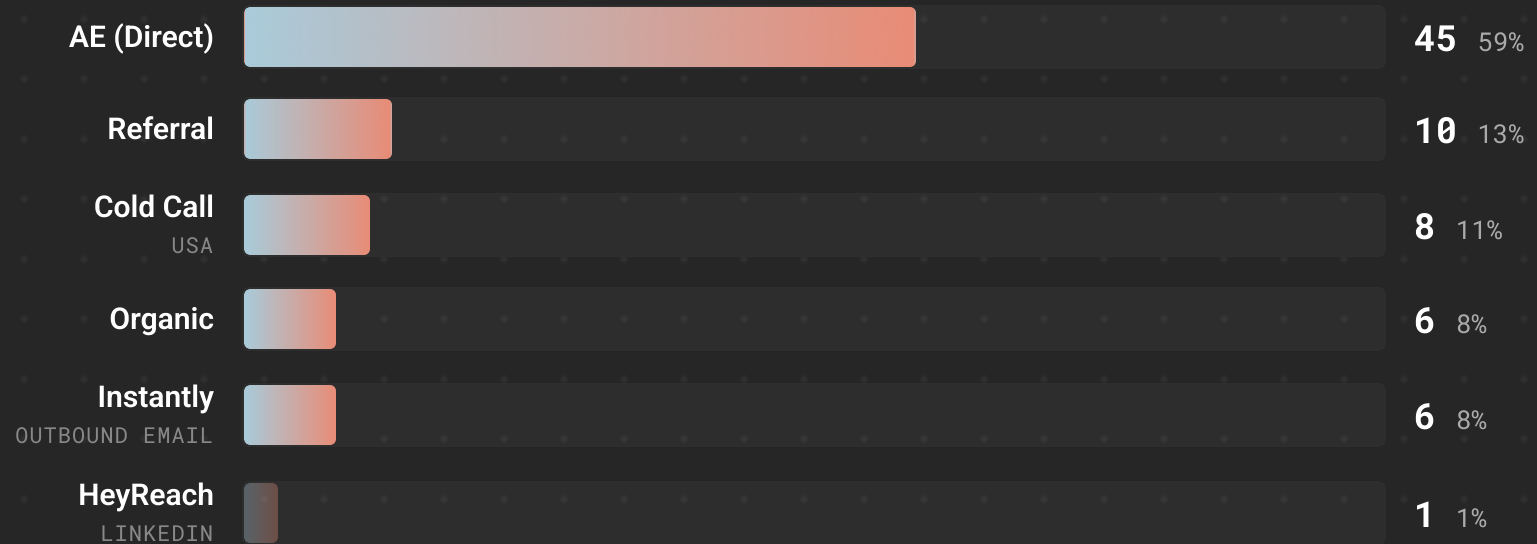
# The mix is already working.

Prospects converted to discovery calls, Jan–Apr 2026.

# 76

DISCOS  
YTD 2026

*Every channel in the plan is already producing. Cold calling is US-only.*



**Pre-raise signal.** No US AEs yet. No Partnerships Manager. No GTM Engineer. The seed unlocks scale on every lane.

PROACTIVE AI FOR POST-PURCHASE

# Three channels. One engine.

**43%**

## Direct

Jevon + 2 US AEs + AU AE. 4 US SDRs feed the team. Highest signal, highest conversion.

**31%**

## Partnerships

BPO + agencies + tech. 1 US Partnerships Manager from M1.

**26%**

## Inbound

Paid + events + GTM-engineered outbound. US Marketing Mgr + GTM Engineer.

*Contributions are % of new logo ARR in Year 1 (ex-expansion).*

# Founder-closed, AE-scaled.

- M1** First US AE + SDR + Partnerships Mgr. Jevon primary closer.
- M3** SDR #2. Outbound scaling via GTM Engineer. RevOps live.
- M4–5** AE #2 (M4); SDR #3 + SDR #4 (M5). Full US team: 2 AEs + 4 SDRs + Jevon.
- M7–12** Jevon closes Tier 1. AEs close partner-sourced + inbound. Customer Success Manager onboards.

TARGET

**\$1.4M**

in new ARR  
from Direct

# The lift. BPOs + agencies + tech.

## BPO Partners

Manage CS for hundreds of ICP brands. Shifting per-seat → outcome-based.  
Keyyu is the wedge.

**Target:** anchor BPO signed M2, second M6.

## CX + Dev Agencies

- **Barrel** — Shopify Plus
- **PartnerHero** — CX ops
- **Peak Support** — CX outsourcing
- **Awesome CX**
- **Disco Labs**

**Target:** \$1.0M new ARR from partnerships. ~40 deals at \$25K average.

# Paid demand. GTM-engineered outbound. Events.

## Paid (LinkedIn ABM, Google intent)

Retargeting from podcasts + content.

## GTM-Engineered Outbound

Clay + Apollo + Smartlead. 3 SDRs perform like 9.

## Content & SEO

Flagship reports, founder LI, podcast tour.

## Community

Proactive AI for Post-Purchase Community (500 members by EOY).

US Marketing Mgr (M2) runs paid for BOTH markets. GTM Engineer (M2) builds the infra.

# We show up where the buyers are.



## Events

NRF, Shoptalk, eTail West, ChargeX. US-weighted.



## Executive Dinners

8–10 dinners Y1, attached to events. \$5–8K each.



## Gifting

High-touch gifts to Tier 1 targets + partners.



## Podcasts

25–30 appearances. Founder LinkedIn + podcast tour.



## Panels & Speaking

Proactive AI for Post-Purchase panels at NRF + Shoptalk.



## Thought Leadership

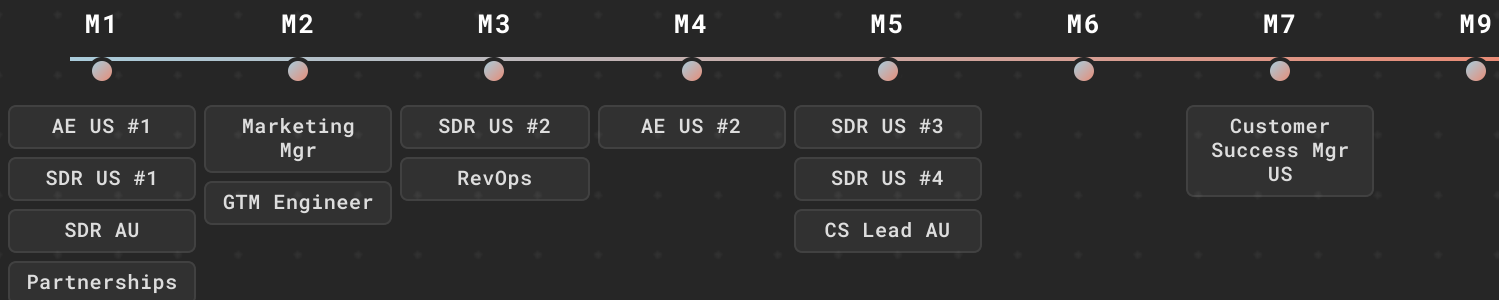
State of Proactive AI for Post-Purchase Report (Q1'27), BFCM Report (Q4'26).

*Paid + LinkedIn ABM funds the top; dinners + gifting close the bottom.*

# The 12 who build the pipeline and keep the customer.

ROLE	START	FOCUS
Jevon (Founder)	M1	Primary US closer M1–6. Tier 1 M7–12.
AE (US) #1	M1	Partner leads + Tier 1 outbound
SDR (US) #1	M1	Outbound volume + inbound qual
SDR (AU)	M1	AU outbound expansion
Partnerships Mgr (US)	M1	BPO + agency + tech partner channel
Marketing Mgr (US)	M2	Paid lead gen for US + AU. Events. Content.
GTM Engineer	M2	Outbound automation. Multiplies SDR output.
SDR (US) #2	M3	Full US SDR coverage
RevOps Manager	M3	Pipeline, forecasting, attribution
AE (US) #2	M4	Inbound + partner-sourced
SDR (US) #3	M5	Feeds 2-AE team; pipeline depth
SDR (US) #4	M5	Outbound density; pushes US to 50%+ new ARR
CS Lead (AU)	M5	Tracy hands off CS management
Customer Success Manager (US)	M7	US customer success + onboarding

# Staggered M1-M9 to match revenue ramp.



**12 new hires**

9 GTM + 3 CS.

7 in US.

5 in AU.

# \$2M US. \$3.5M global.

**\$3.5M**

GLOBAL ARR (M12)

**\$2.0M**

US ARR (Y1)

**140+**

CUSTOMERS

**50%+**

US SHARE OF NEW ARR

M3

**\$700K**



M6

**\$1.33M**



M9

**\$2.24M**



M12

**\$3.5M**

*Series A ready at M12.*

# \$4M-\$5M raised. Base case \$4M.

CATEGORY	AMOUNT	%	WHAT IT FUNDS
People (existing)	\$1,435K	28%	11-person team, full year
People (new hires)	\$2,010K	39%	17 new hires, M1-M9, US-weighted
Marketing	\$940K	18%	Paid, events, content
Infrastructure	\$225K	4%	AWS, AI inference, merchant fees
Rent & Office	\$125K	2%	AU + US coworking
Travel	\$125K	2%	US trips, customer visits
Legal	\$105K	2%	Seed close + ongoing
Other / Buffer	\$165K	3%	Events buffer, contingency
<b>Total</b>	<b>\$5,130K</b>	<b>100%</b>	

Opening **\$505K** + Raise **\$4.0M** + Revenue **\$1.75M** + R&D rebates **\$840K** = **\$7.1M sources**. Ending cash **~\$2.0M**.



# Australia proved it. USA scales it.

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