



Helpdesks manage tickets. Keeyu prevents them.

Keeyu stops e-comm complaints before they start

PROACTIVE AI FOR POST-PURCHASE

2. Feedback

MARCH 2025 IC FEEDBACK → WHAT WE DID



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.**

REACTIVE HELPDESK

Helpdesks start with the complaint.

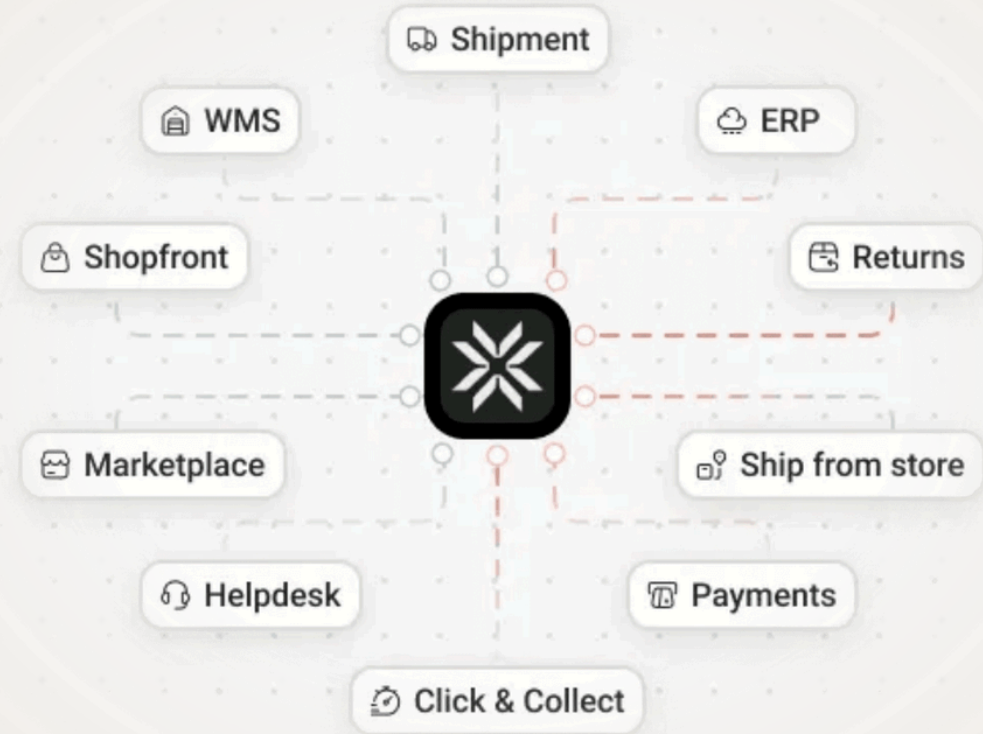
The ticket exists because something went wrong.

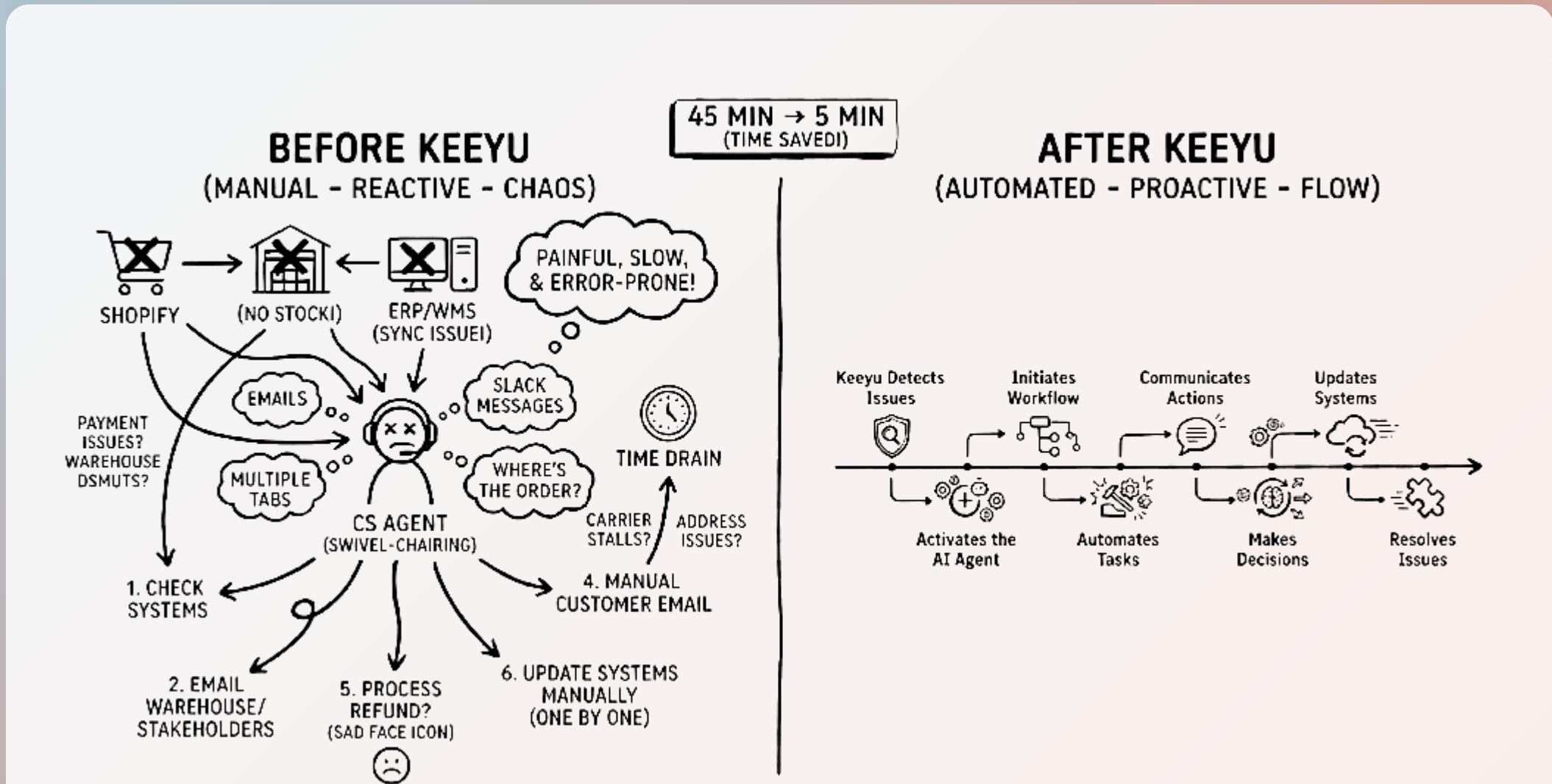
- A customer has already waited. Already gotten frustrated. Already given up.
- Helpdesks are built for triage. Not prevention.
- This is a structural problem. It can't be fixed with a feature.

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.





Four modules. One platform.

Average store doing 240K orders/year

PROACTIVE AI PHASE · \$35K ACV

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

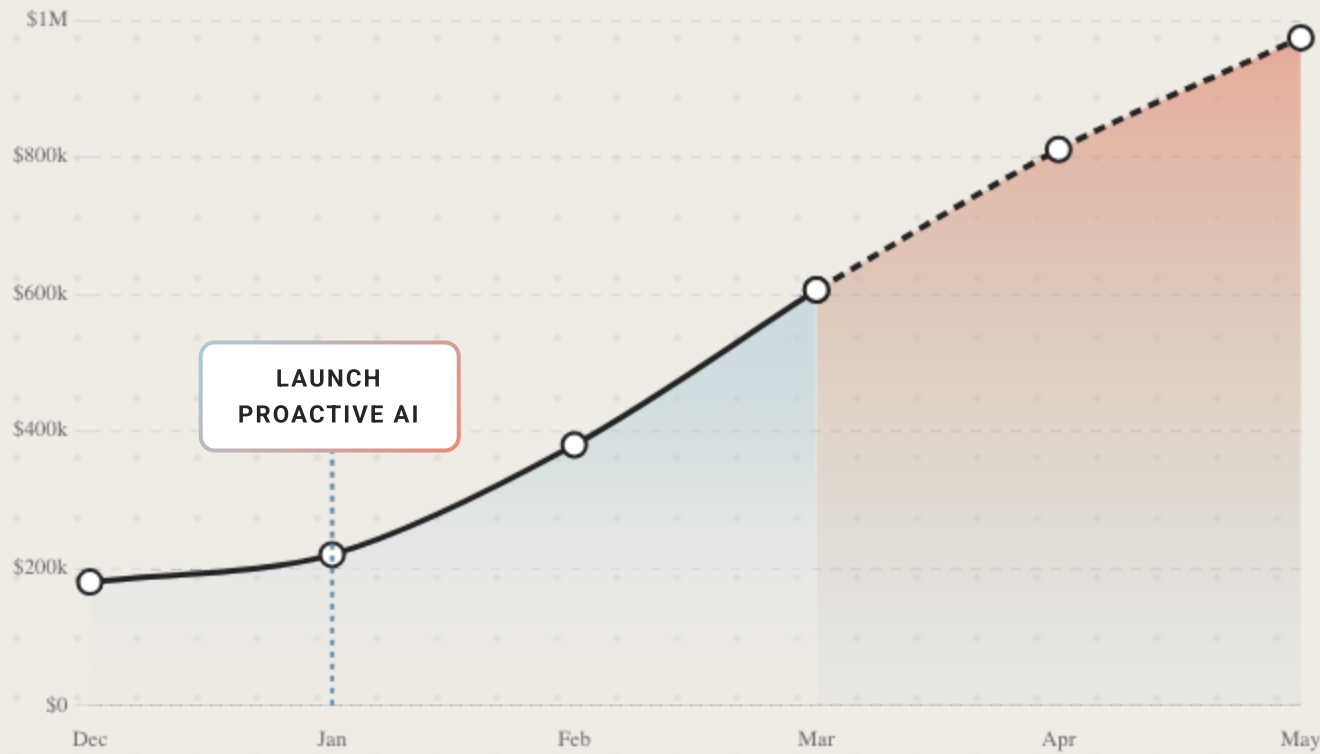
Cherie left
EHP Labs
to join
David Beckham's
IM8 Health



Her one condition?
"Keeyu comes with me!"

ARR accelerating, 3x ACV

NRR expanding, zero churn



\$606K

ARR

3x

ACV

108%

NRR

0%

CHURN

24%











AVG GROWTH

\$1.230M

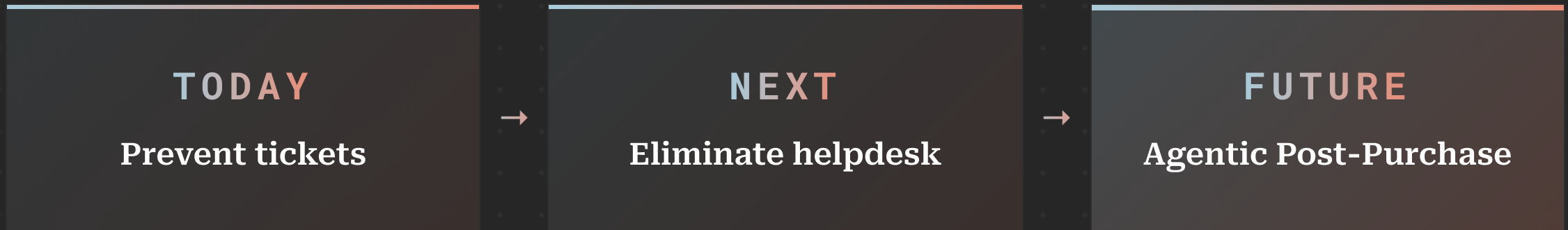
SALES PIPELINE

44% close rate (8-weeks)

12. Who We Serve

	TONY BIANCO	I·M·8 [®]		mister zimi	DECJUBA	ELLIATT
	KIVARI				Life Interiors	DESKY
BRISCOES	MUSCLE REPUBLIC			BRONZE SNAKE		Camilla
	Dr. pen		CLUTCH		Chief.	the oodie [®]

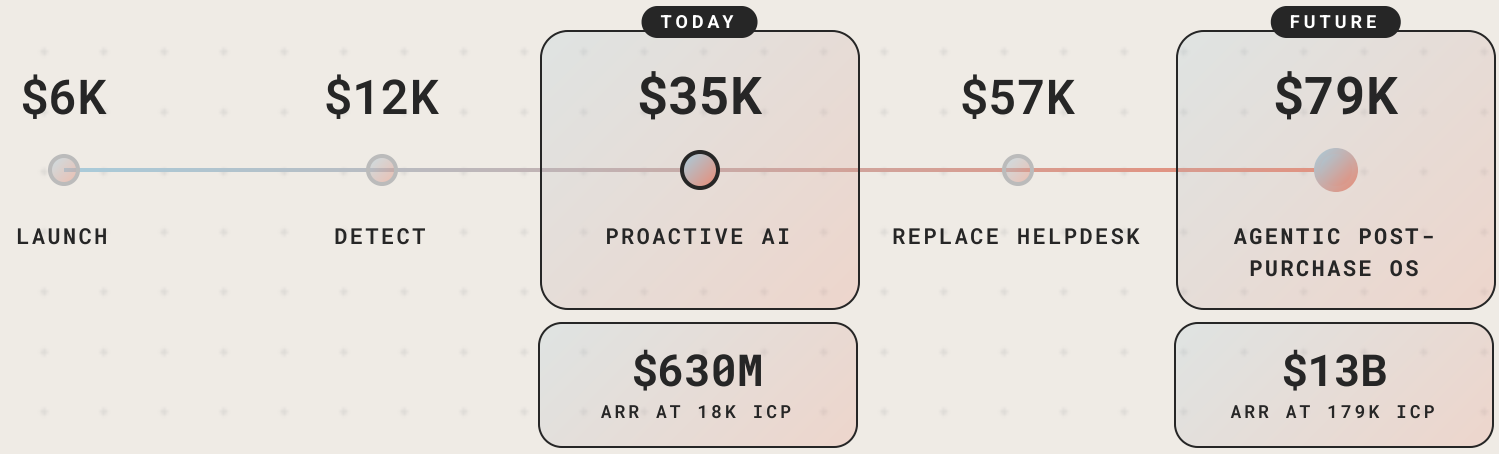
Keeyu replaces all post-purchase tools.



SOFTWARE REPLACEMENT + LABOR REPLACEMENT

PROACTIVE AI FOR POST-PURCHASE

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.



-  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



\$6M AUD

Series A

12 months.

8x ARR in 12 months. USA expansion.
Helpdesk replacement.

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

USE OF FUNDS

50% Sales & US	35% Product	15% Ops
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Helpdesks manage tickets.
Keeyu prevents them.

Proactive AI for Post-Purchase

Why invest now?

01

Keeyu's AI can act,
not just chat.



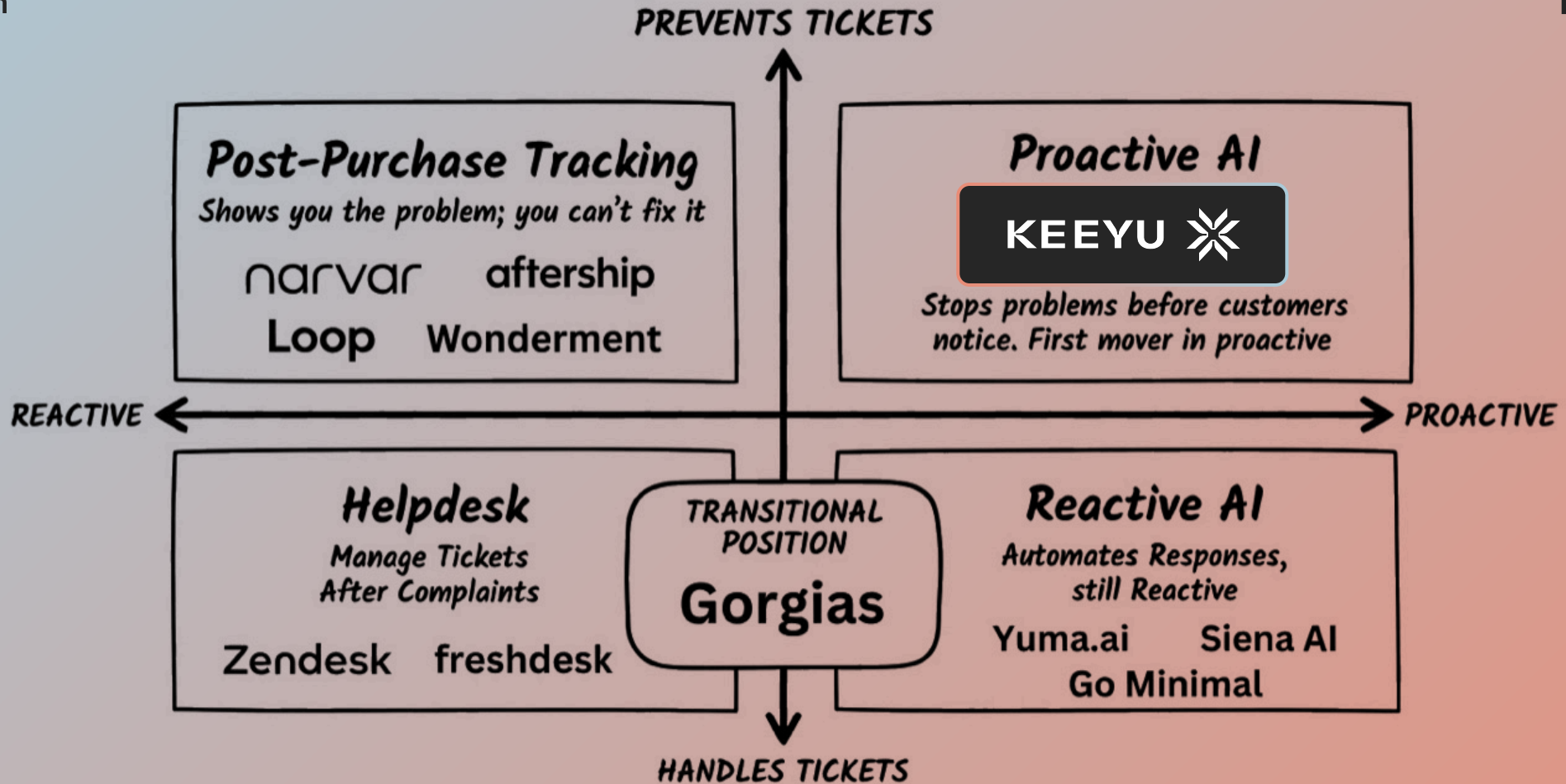
02

First mover takes
the data moat.



03

Momentum compounds
category creation.



**Helpdesks react to tickets.
Keeyu's proactive AI prevents them.**

Structurally defensible. **Strengthening on scale.**

01

Proprietary Data That Compounds

02

Deep Workflow Embedding

03

**Emerging Ecosystem & Platform
Trajectory**

04

Customer Advocacy as Distribution

Four channels. *One engine.*

Direct Sales

5 AEs, 3 SDRs, 1 RevOps
From e-comm SaaS.

Channel Partners

Shorter cycles, warmer intros,
lower CAC.

Inbound

Category believers who find us.
Content + SEO.

Referrals

More examples of Cherie.
EHP Labs to IM8.



Founder on the ground. USA from July '26 → 40% US revenue by M12.