



# 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."*



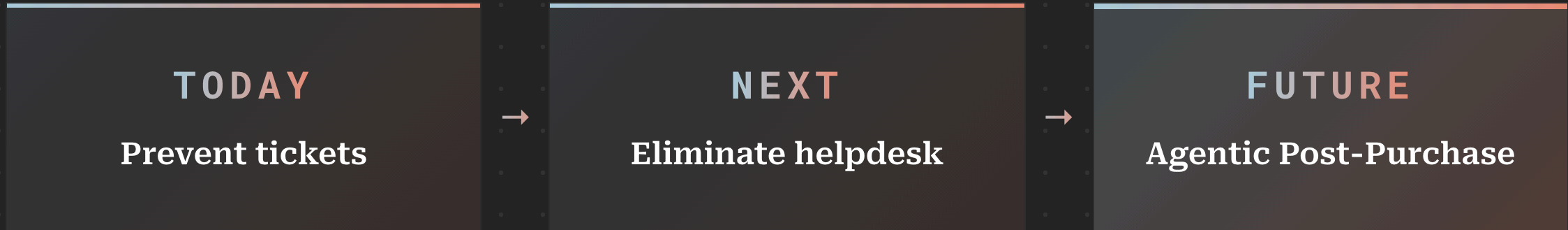
## JEVON LE ROUX

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.

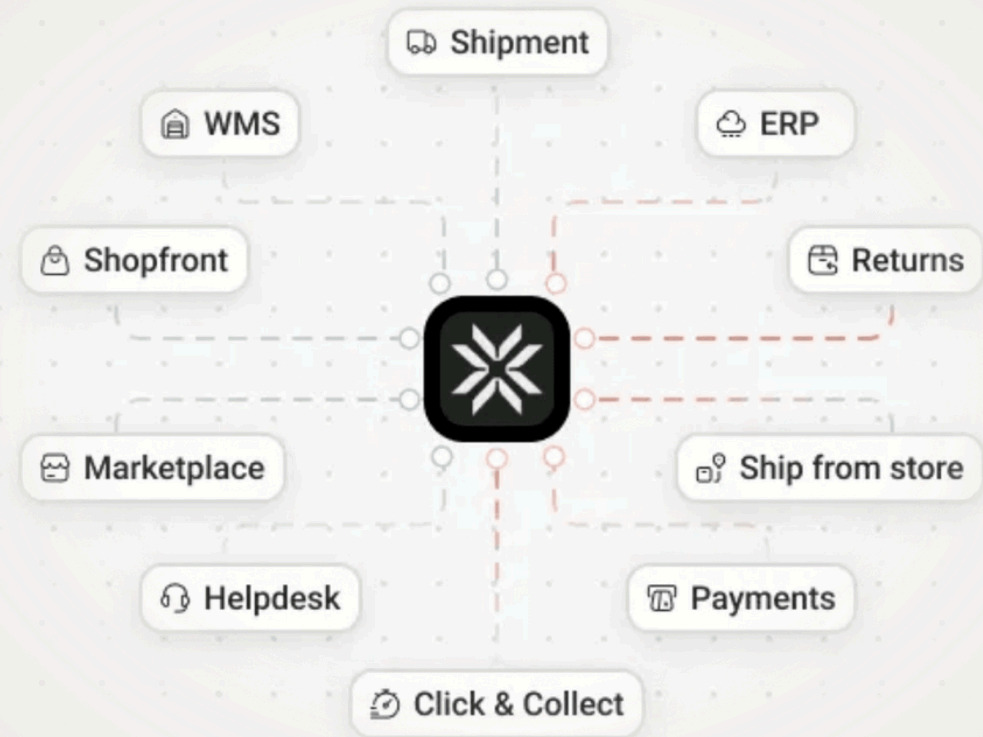
The ticket exists because something went wrong.

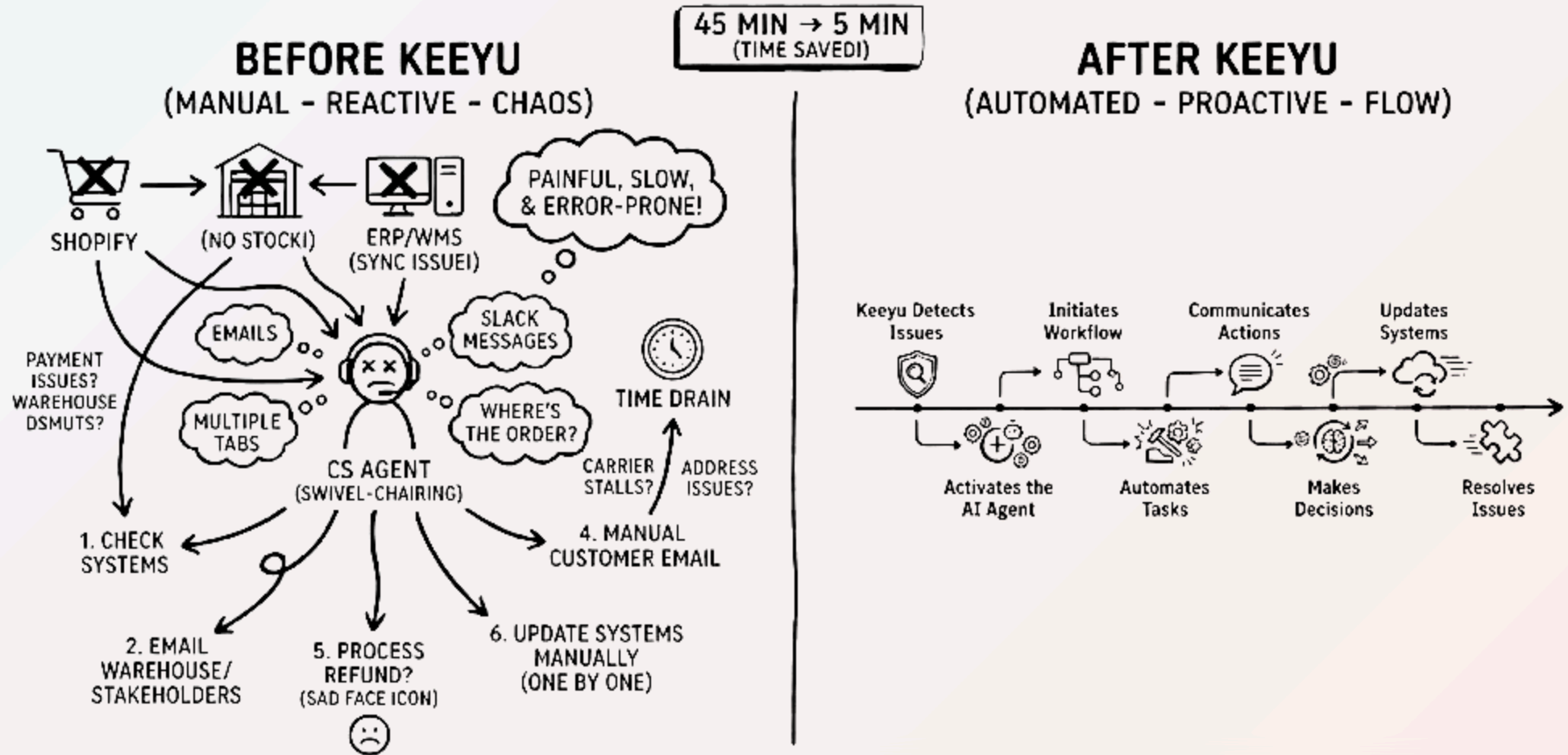
- A customer has already waited. Already gotten frustrated. Already given up.
- Helpdesks are built for triage. Not prevention.
- This is a structural problem. It can't be fixed with a feature.

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.





# 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

**\$575K** — labor cost



Global supplements brand

## WITH KEEYU

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

**8 FTE** — Full-time employees

**5 min** — per ticket

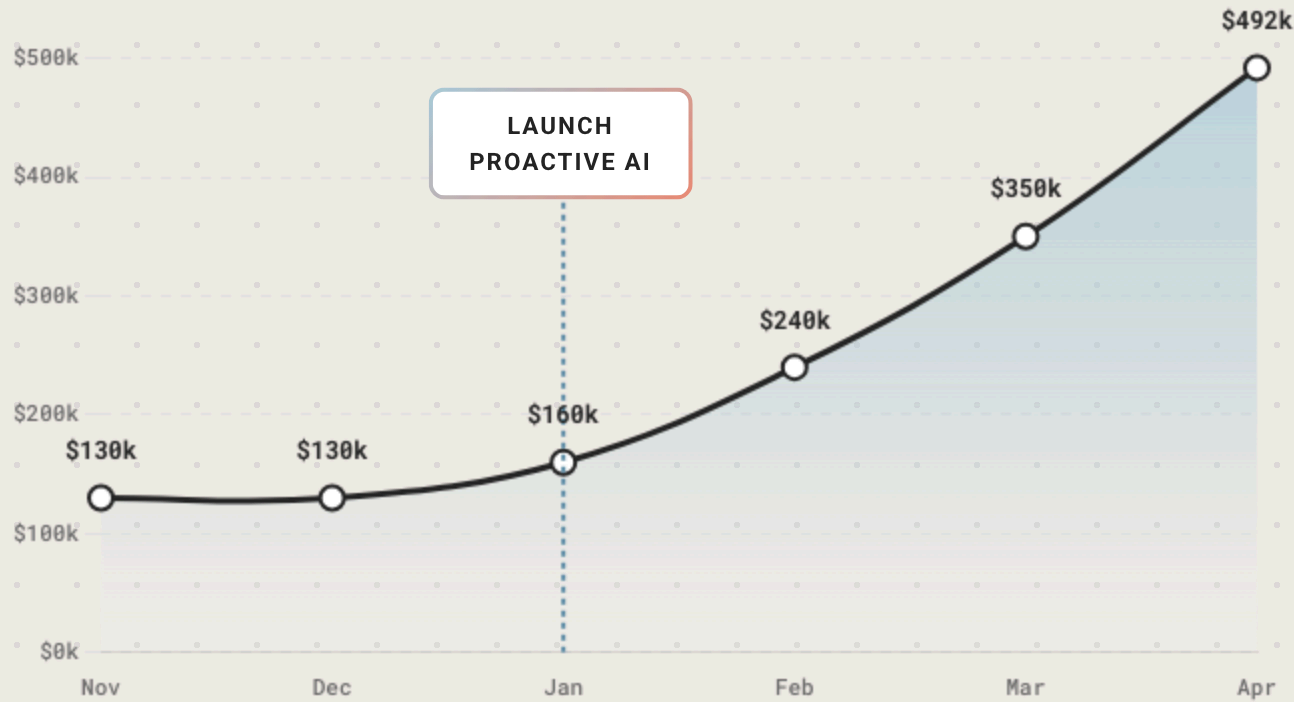
**\$320K** — saved per year

**ROI: 10:1**

Return on Investment

# ARR accelerating, 3x ACV

## NRR expanding, zero churn



# \$492K

ARR + CARR

**3x**

ACV

**108%**

NRR

**0%**

CHURN






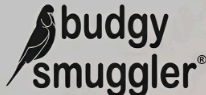




**24%**

AVG GROWTH

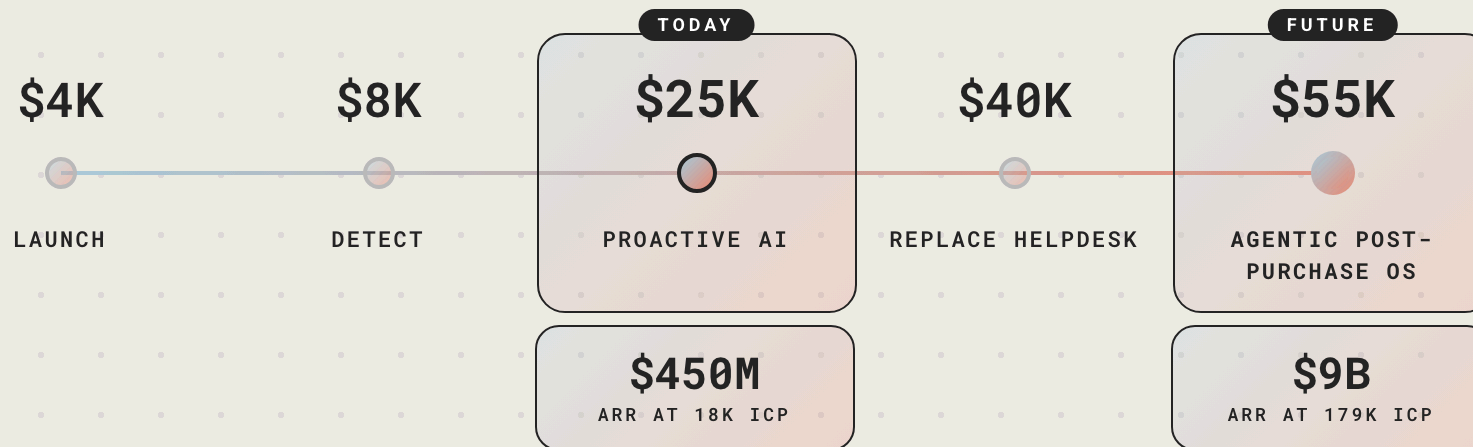
# \$1.275M

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

**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

# \$4B Obtainable Opportunity

Bottom-up \$25K ACV



# \$4M-\$5M Series A 12 months.

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

METRIC	TODAY	MONTH 12
ARR	\$424K	\$3.5M
Customers	30	140+
US Revenue	14%	50%+
Team	13	28

USE OF FUNDS
<div style="display: flex; justify-content: space-around;"> <div style="background-color: #4682B4; color: white; padding: 5px; text-align: center;">50% Sales &amp; US</div> <div style="background-color: #ADD8E6; color: black; padding: 5px; text-align: center;">35% Product (AI + GTM eng)</div> <div style="background-color: #FF4500; color: white; padding: 5px; text-align: center;">15% Ops</div> </div>

Ending cash ~\$2.0M. ~5 mo gross runway / 14+ mo net of M12 revenue.



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Proactive AI for Post-Purchase