



# 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.**

REACTIVE HELPDESK

# Helpdesks start with the complaint.

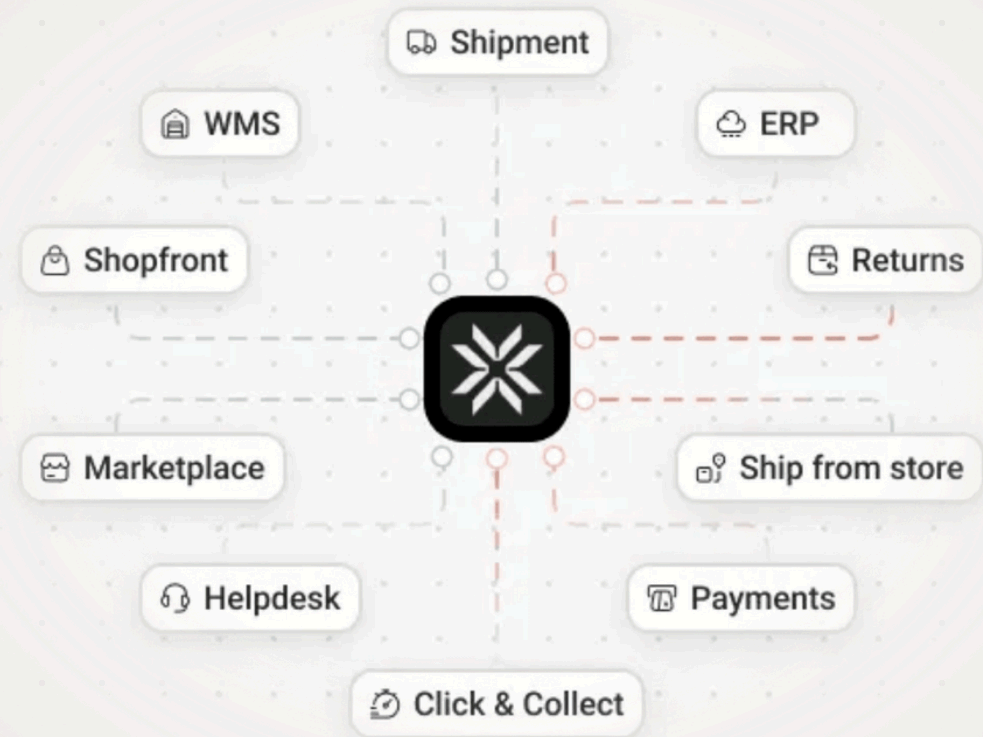
The ticket exists because something went wrong.

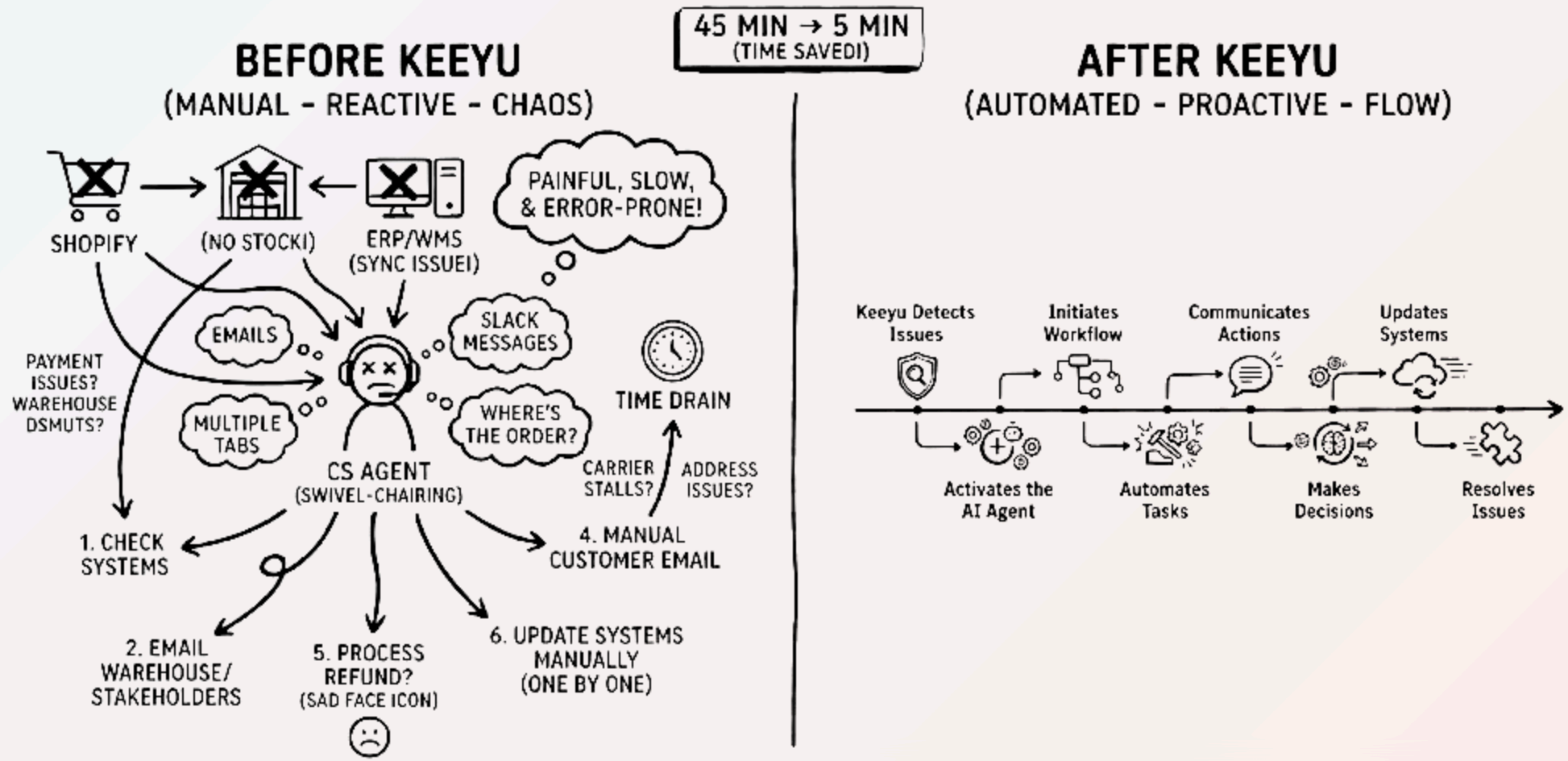
- A customer has already waited. Already gotten frustrated. Already given up.
- Helpdesks are built for triage. Not prevention.
- This is a structural problem. It can't be fixed with a feature.

PROACTIVE POST-PURCHASE

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

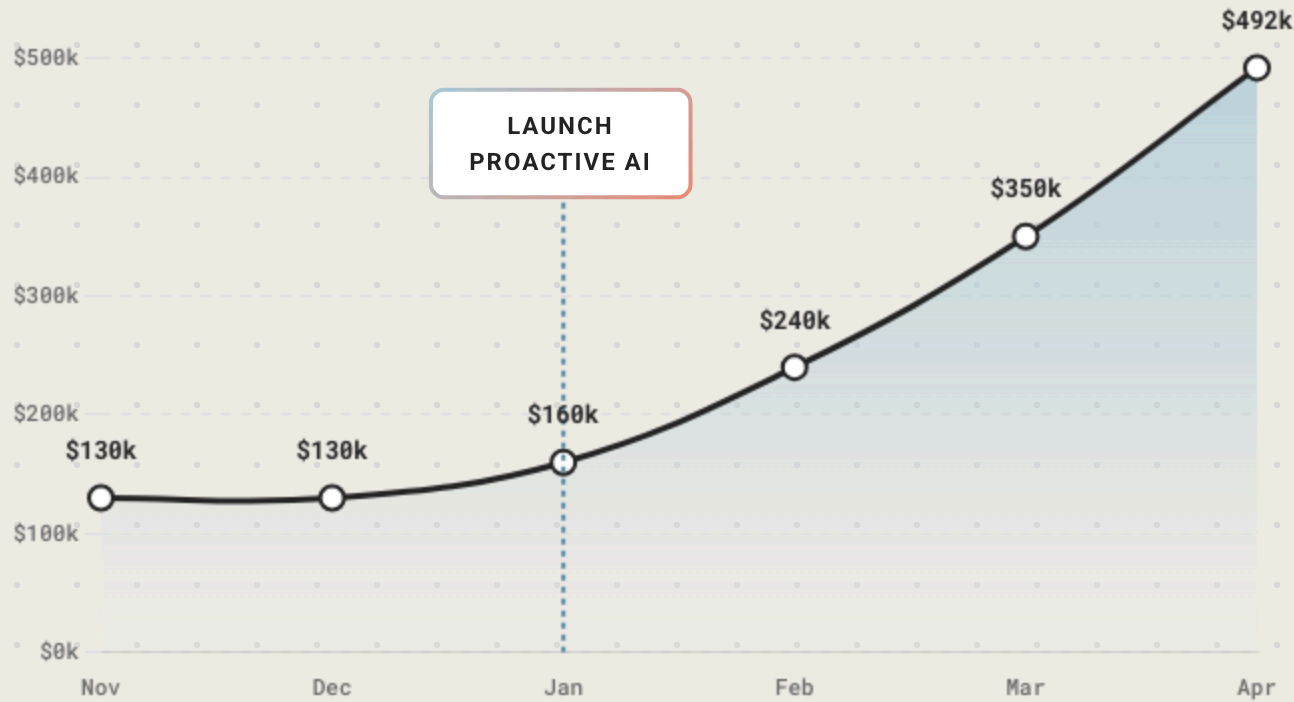
Keeyu connects all post-purchase tools to one platform. When something fails, Keeyu acts to resolve it before the customer knows. Preventing the ticket. A structural solution.





# ARR accelerating, 3x ACV

## NRR expanding, zero churn



# \$492K

ARR + CARR

**3x**

ACV

**108%**

NRR

**0%**

CHURN

**24%**






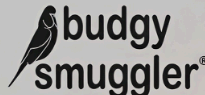




AVG GROWTH

# \$1.275M

SALES PIPELINE

44% close rate (8-weeks)

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	 VOLCOM	Chief.	the oodie

# \$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