



**Helpdesks reactively triage tickets.
Keeyu proactively prevents them.**

Prevent shopper complaints before they start

20 Years of Stagnation

Zendesk

2007

Ticketing built to triage email inboxes.

Gorgias

2015

Helpdesk wrapped for e-comm.

Reactive AI

2025

Bolted onto helpdesks.

**No structural change.
The ticket is still the starting point.**

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.



Keyyu monitors the entire post-purchase order journey. From order placed to return.

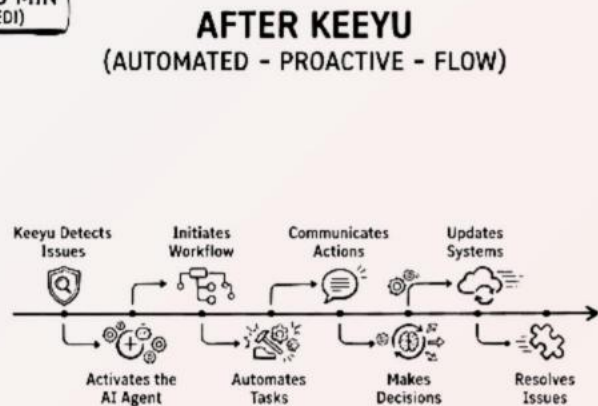
— One orchestration layer across every system that touches the **customer promise**. —

CUSTOMER PROMISE

PROMISE KEPT



Single platform to detect, decide, automate, fix



PROOF IN PRODUCTION

EHP Labs: 55% reduction in tickets.

10x return on investment in 12 months.

18 → 8

People on the CX team

\$455,000

Saved last year

10x

Return on investment in 12 months



"If Keeyu disappeared tomorrow, our operations would fall apart. It's that critical."

"I honestly don't know how we'd cope without it."

Cherie, EHP Labs



That's not a case study. That's proof that the structural solution works at scale.



TONY BIANCO

I·M·8



mister zimi

DECJUBA

ELLIATT

Chemist Direct

KIVARI

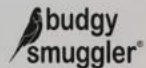


Life interiors

DESKY

BRISCOES

MUSCLE REPUBLIC



BRONZE SNAKE



Camilla

eShopping group

Dr. pen



CLUTCH



Chief.

the oodie

ARR accelerating, 3x ACV

NRR expanding, zero churn



\$808K

ARR + CARR + LOI

3x

ACV

108%

NRR

0%

CHURN

24%

AVG GROWTH

\$1.275M

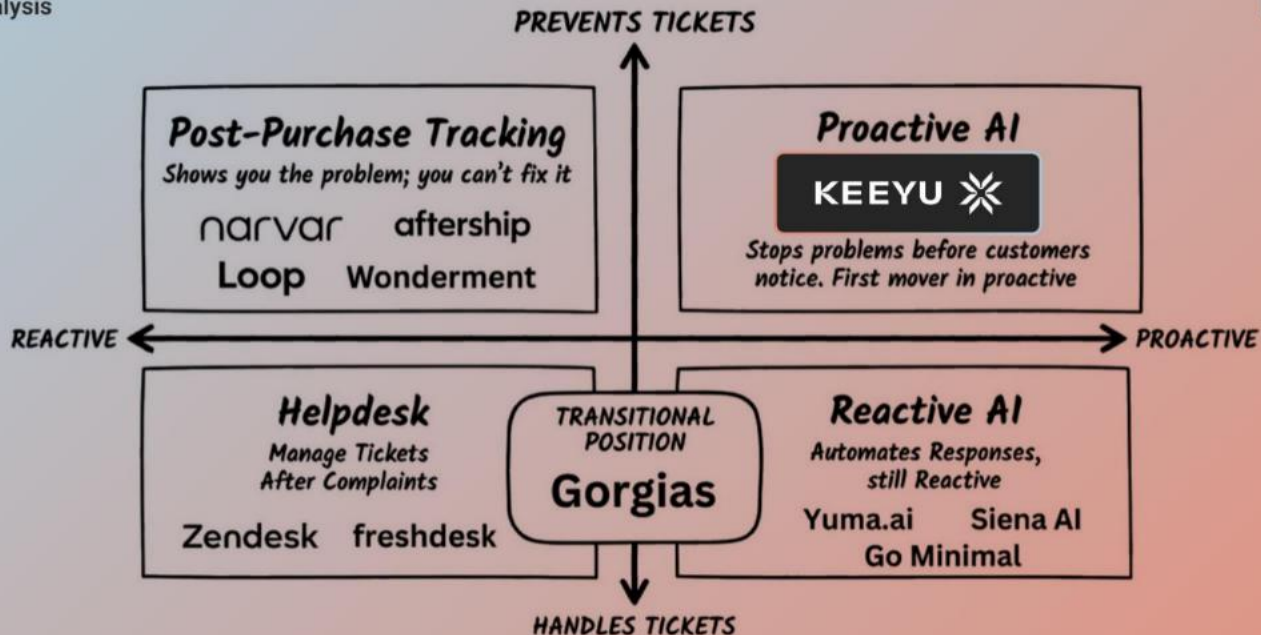
SALES PIPELINE

44% close rate (8-weeks)

\$6B Obtainable Opportunity

Bottom-up \$35K ACV





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



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.**

\$4M

5x ARR in 12 months. USA expansion.
Agentic post-purchase.

METRIC	JULY	MONTH 12
ARR	\$800K	\$4M
Customers	30	140+
US Revenue	14%	40%
Team	13	22

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.
Keeyu prevents them.

Proactive AI for e-Commerce Operations