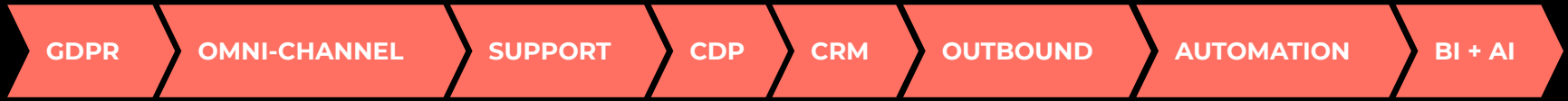

KB:
keybe.ai
SCALE your
OMNI-CHANNEL
SALES with
EMPATHY

KB:

THE **PROBLEM**

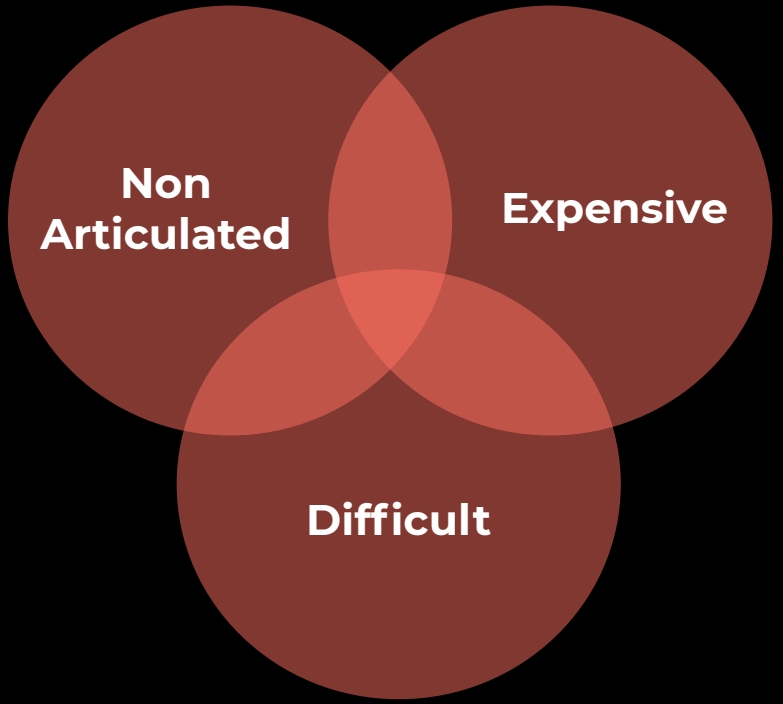
To **UNDERSTAND THE CUSTOMERS LIFE CYCLE** and **SCALE** their **SALES**, businesses need different **tech solutions** (many licenses, interfaces, integrations, support channels and negotiations):



KB:

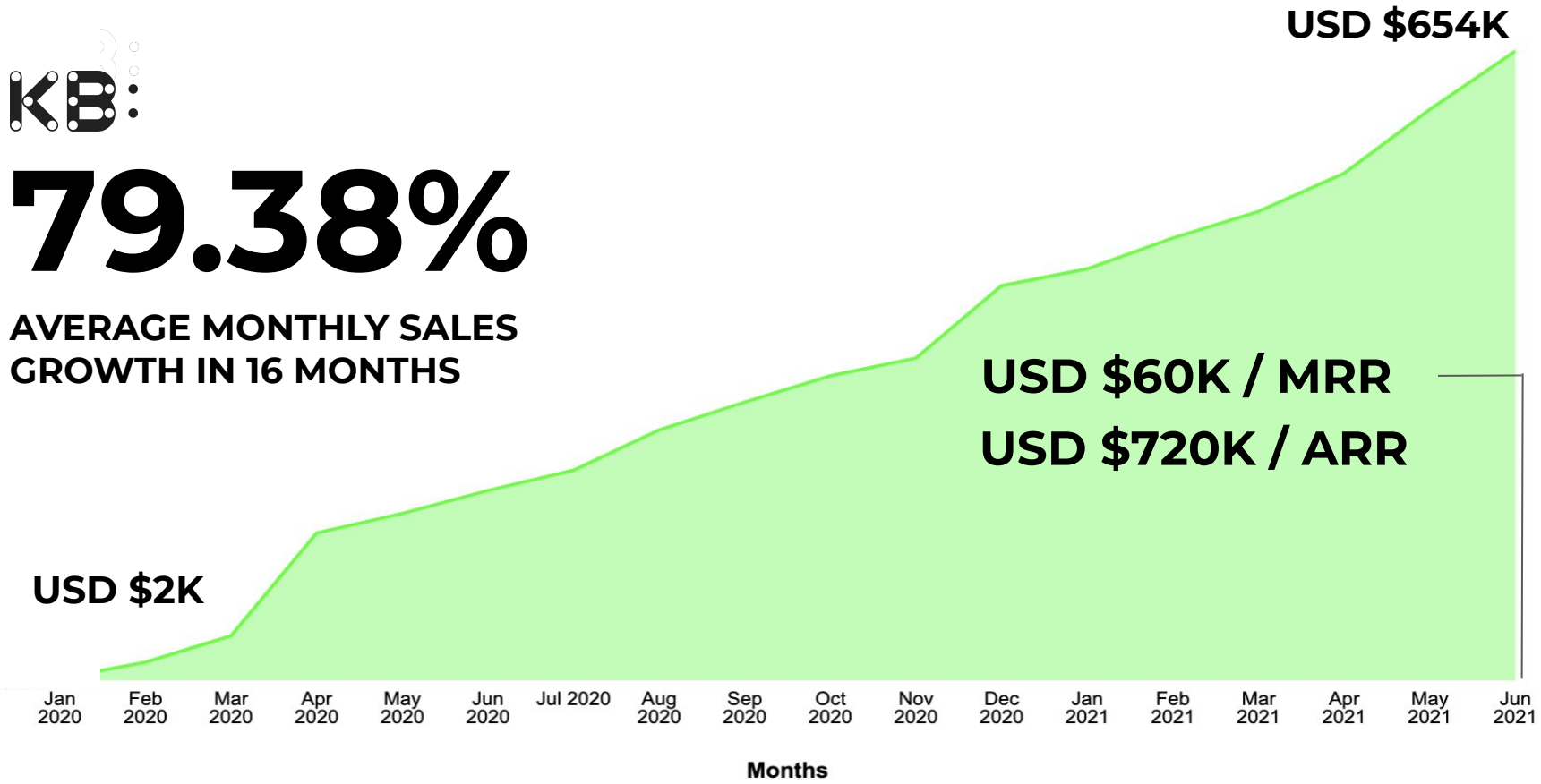
THE **PROBLEM**

The tech solutions needed to understand **THE CUSTOMERS LIFECYCLE** and **SCALE SALES** are:



79.38%

AVERAGE MONTHLY SALES GROWTH IN 16 MONTHS



THE **SOLUTION**

Keybe is an All In One Sales Platform

Making it easy to manage your clients in one place to scale and boost your revenue in the new digital revolution.

VIDEO ▶



KB: PRODUCT **MODULES**



CONNECT

Relationships with **EMPATHY**

Boost your engagement by integrating and understanding your customers in one place.

GDPR + CDP + CRM



CHAT

OMNI-CHANNEL conversations.

Empower your sales force by connecting it to all your channels in the smartest way

MULTI AGENT + SALES + SUPPORT



OUTBOUND

PROACTIVE messages and notifications.

Massive engagement with segmented and automated communications

SMS + EMAIL + WHATSAPP + PUSH



AUTOMATE

Integrated **ARTIFICIAL INTELLIGENCE**

Let the machine work for you, connect all your systems and unleash your true potential.

IoA + BOTS + RPA + NLP + NLU

KB: OUR **BUSINESS MODEL** step by step

1.
CREATE YOUR ACCOUNT IN KEYBE.AI

(SaaS)

2.
CONNECT YOUR POINTS OF SALES:

STORES
E-COMMERCE
SOCIAL MEDIA
CHATS

3.
CONNECT YOUR SALES FORCE

SALES AND CUSTOMER SERVICE TEAM

4.
SALE +4X WITH KEYBE SUITE

EMPOWERED BY AN AGILE SUCCESS TEAM AND AI

5.
LEARN, AUTOMATE AND SCALE WITH EMPATHY

15 USD
MONTHLY PER LICENCE

PAY PER USE

$0.09 USD per MAU (Monthly Active User)
$0.002 USD per massive message *change by territory
$0.03 USD per WhatsApp massive message *change by territory
$0.008 USD per automatic action

KB:

UNIT ECONOMICS

USD

1.4K

CAC x 3Y

USD

10.8K

LTV x 3Y

LTV/CAC

7.3

MAGIC NUMBER

3%

CHURN RATE

+30%

OF SALES FOR INNOVATION INVESTMENT

50.8%

CONTRIBUTION MARGIN

KB:
OUR
TRACTION
SINCE JAN
2020

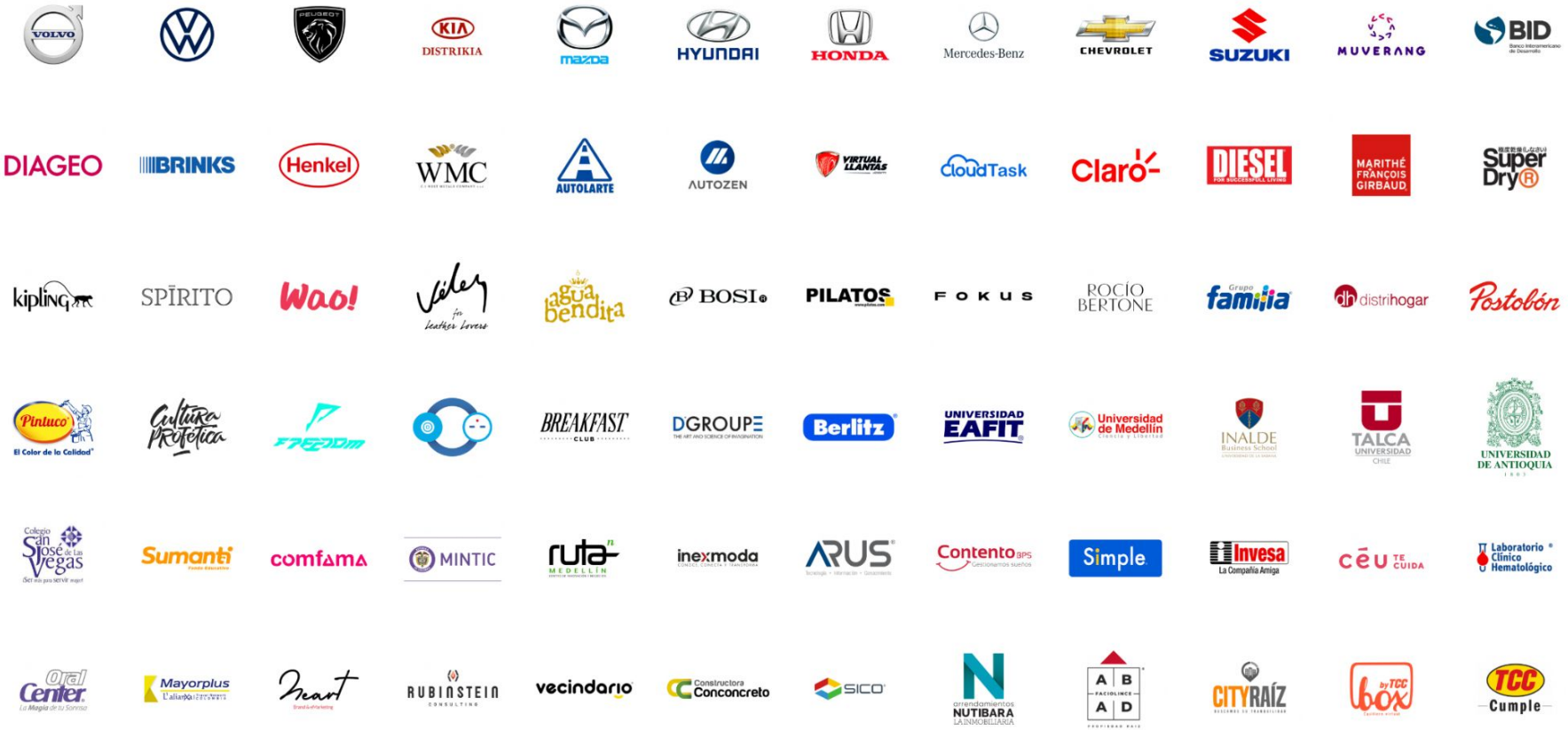
+180
ACTIVE B2B CLIENTS

+2M
USERS CONNECTED AND PROTECTED

KB: COMPETITION

TECH TOOLS:	GDPR API	OMNI CHANNEL	SALES SYSTEM	SUPPORT SYSTEM	CDP	CRM	OUTBOUND	AUTOMATION	INTUITIVE FOR NO CODERS	LATAM CONTEXT
KB:	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Zendesk	✗	✓	✓	✓	✗	✓	✓	✓	✗	✗
Sirena	✗	✓	✓	✓	✗	✓	✗	✗	✓	✓
twilio	✗	✓	✗	✗	✗	✗	✓	✓	✗	✗
salesforce HubSpot	✗	✓	✓	✓	✓	✓	✓	✓	✗	✗
ada	✗	✗	✗	✗	✗	✗	✗	✓	✓	✗
botmaker	✗	✓	✗	✗	✗	✗	✗	✓	✓	✓
mailchimp TWILIO SendGrid	✗	✗	✗	✗	✗	✗	✓	✓	✓	✓

KB: SOME OF OUR **HAPPY CLIENTS**



KB: FOUNDERS



Samuel Urquijo
CEO

Full-time at Keybe
Telecommunications Engineer
Master in ICT with emphasis in BI
Project Manager Professional
English - Spanish
Miami / Medellín

+12 years with innovation public and private sectors.

+6 years entrepreneur for more in technology-based companies.

1 company acquisition



Daniel Jokka
COO

Full-time at Keybe
Marketing Professional,
UX / UI Designer
English Spanish
Medellín / Ciudad de México

+20 years in technology company development.

Founder of fintech, AI, drones and connectivity companies.

3 company acquisitions



Juanes Ríos
CTO

Full-time at Keybe
Systems Engineer
Master in Software Engineering
English - Spanish
Medellín

+10 years in Full-Stack software developer, DevOps, AI and leading work teams under Agile Philosophy.

Co-Founder of 3 fintech, software development and AI companies.

2 company acquisitions



Caleb Ramos
PR

Full-time at Keybe
BA in Economics
Native English, Spanish
NYC / Washington DC

Entrepreneur, creator of opportunities with 13 years of experience in customer service and hospitality, entertainment and tourism industry.

KB: ADVISORS



Felipe Zárate
FUNDING ADVISOR

Managing Partner, FCP Innovación de Ventures EPM

+25 years in finance, executive management, sales, and business development roles, Expert in early stage financing and mentor of multiple start ups in Colombia and Latam



Caloncho Correa
GROWTH ADVISOR

Co-founder Mystic Foods, 4 years leader of Strategic Communications at Rappi Latam, Consultant in Growth and Digital Strategy.



Johan García
GROWTH ADVISOR

Strategic Digital Media Professional/Growth Hacker with a passion for Marketing Automation, Data Science, BI & analytics.

Y-combinator/500 Startups alumni. Facebook Ops manager Latam

KB:

SEED ROUND

USD

2M

FIRST ROUND SIZE (SAFE)

We are looking for funding to:
20% Hire top talent, Innovation & improvements
80% Increase LATAM market share in America

In the next 12 months
Second round **5M USD** for massive growth

KB:
GO **HARD**
GO **BIG!**



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