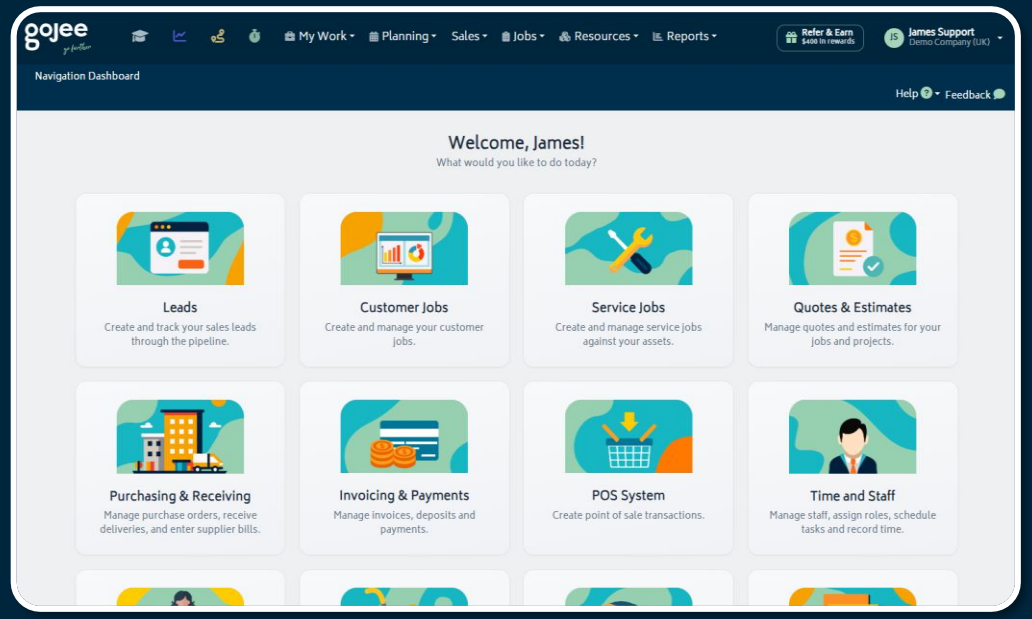
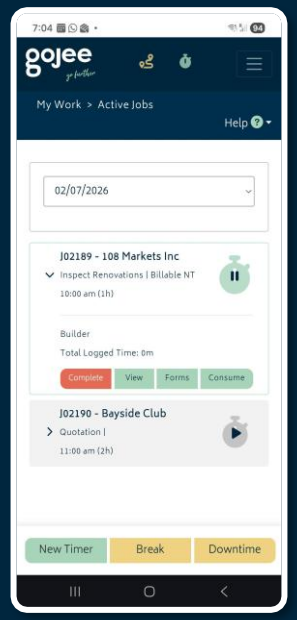
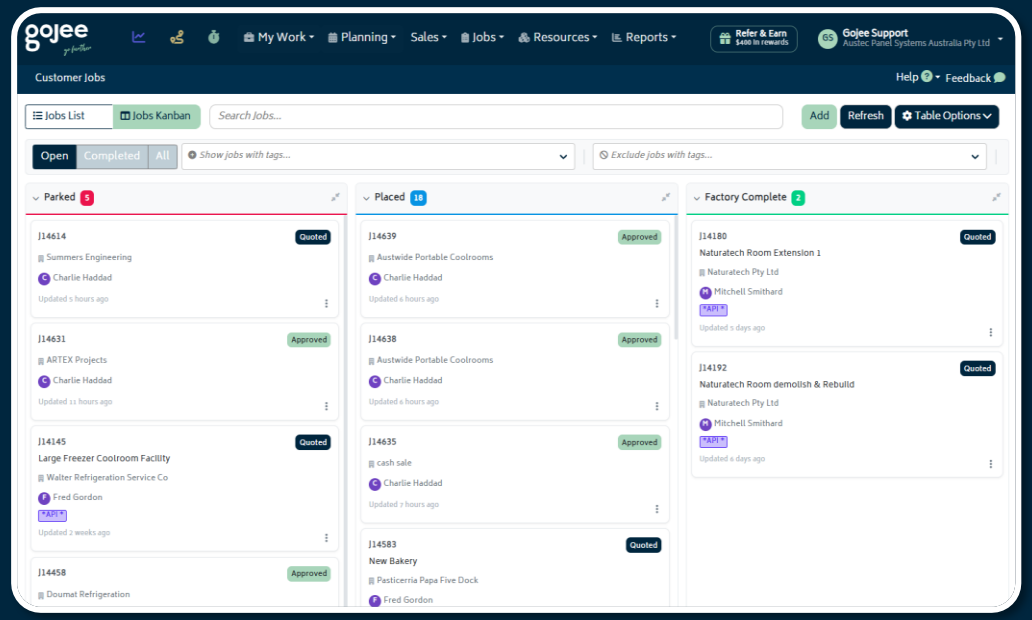
gojee

go further







From disconnected operations to one connected business.

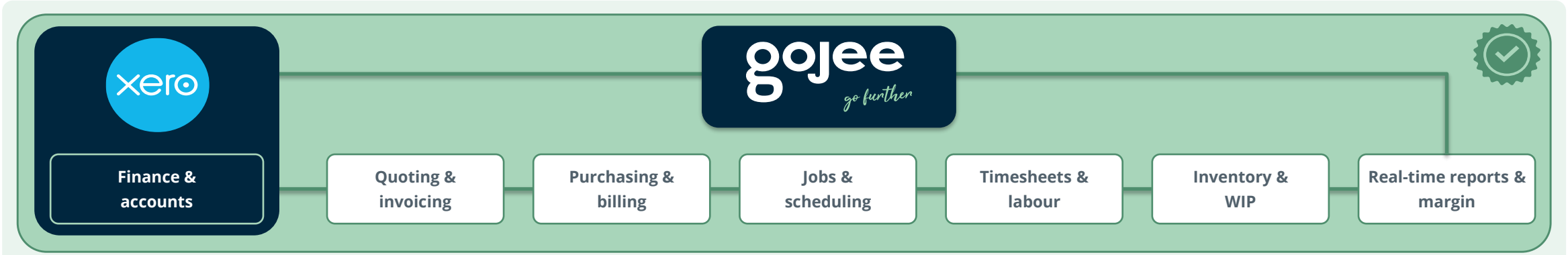
TODAY

Xero for accounts. Spreadsheets and point tools for operations.



WITH GOJEE

One workflow. Less admin. Lower software costs. Real-time job margin.



The Xero opportunity: growing businesses need an operations layer.

4.92m
Xero customers globally (FY26)

2.75m
ANZ
7% YoY Growth

2.17m
International
17% YoY Growth

1.32m
United Kingdom
14% YoY Growth

WHY NOW	Xero is leaning into partners to help retain, expand and acquire business
WHO WE SERVE	Manufacturing, construction, engineering and field services.
WHAT THEY DO	Buy. Make. Sell. Install. Maintain.

OUR NICHE	~1.1M Xero customers — estimated 22% with complex operations
OUR VISION	The default global operations platform for Xero users.

Winner — Xero Global Small Business App of the Year 2026.



Global Small Business App of the Year

Winner announced 21 Aug 2026 · one of four global finalists

WHAT IT MEANS

First
company from regional NSW to win one of Xero's global awards

1,000+
apps in the Xero App Store that the shortlist is drawn from

Guaranteed
Xero promotion for winners — App Store, developer site, blogs and social

THE COMPANY WE KEEP — THE FINALISTS GOJEE BEAT

A2X
Ecommerce accounting automation for Amazon, Shopify, eBay, Etsy and Walmart sellers. Established 2014; also a People's Choice finalist this year.

ApprovalMax
Approval workflows for AP / AR controls. Past Xero award winner and a repeat Global App Awards finalist (2025 and 2026).

ServiceM8
Field service job management for trades. One of the largest and longest-standing apps in the Xero ecosystem (est. 2010).

All three co-finalists are mature, premium apps at global scale — Gojee won the category pre-raise.

Independent global validation of the product and the Xero relationship — with Xero's winner promotion landing as the raise funds lead capture.

Proven traction. Established global footprint.

GROWTH

AUD 600k+
ARR
Current recurring revenue run-rate

2.4x
YoY revenue growth
FY25 → FY26 · 7x in 2 yrs

65
Customers internationally
AU · NZ · UK · EU · US · South Africa

~AUD 770
Subscription ARPA / mo
top account ~AUD 6k / mo

QUALITY OF REVENUE

~88%
Gross margin
expands toward ~94% at scale

~100%
Net revenue retention
only ~10% of base expanded so far

~94%
Gross revenue retention
logo churn ~6-7% / year

~4 mo
CAC payback
CAC / (ARPA x gross margin)

EFFICIENCY & CAPITAL

~10x
LTV : CAC
3-year life; 88% GM; AUD 2.5k CAC

~AUD 2,500
CAC, current run-rate
paid ads <AUD 2k/yr; ecosystem-led

~AUD 30k
Net burn / mo
fully loaded, incl. founder salary

Cashflow positive
FY28 Growth projection
Funding by scenario — see slide 7

Founder-led, with a bench mapped to the execution risks.



Jack Ducat

FOUNDER CEO, DIRECTOR

Aeronautical engineer (ex-Boeing) and MBA who built his career operating SMEs in Gojee's target industries, with board seats at two construction firms (>AUD 10M). Co-founded and ran Biotics (raised AUD 7M+). Turning first-hand operating experience into the product roadmap. Full-time and fully committed to Gojee's success.
De-risks execution and product-market fit



Keith Tilley

DIRECTOR

Board-level executive and NED across enterprise IT and SaaS. At Sungard Availability Services he rose from UK MD to EVP and Vice Chair — running global sales, marketing and customer services with full P&L for a USD 1.2B business and driving EMEA & APAC revenue to USD 400M. Now CEO of SaaS company Intoware.
De-risks scaling sales and GTM beyond founder-led.

TBA

Open Seat

DIRECTOR

On completion of the raise, we will appoint a new NED to strengthen our offering.



Meena Berry

ADVISOR

Founder of Appwise with 15 years in SaaS go-to-market and partnerships. Former Xero Senior ANZ & Global Partnerships Manager and an early Xero hire (2011) who helped scale Xero's partner channel toward its first 1M subscribers.
De-risks Xero ecosystem and GTM partnerships.



Nick Watts

CHAIRMAN

Nick began his investment career as a research analyst before moving into investment management and becoming a CIO. In 1994, he joined Watson Wyatt (now Willis Towers Watson), where he led the Investment Practice and advised major pension funds. From 2006, he took on non-executive board roles, including chair positions, across financial services, software, technology, logistics, and retail industries.
De-risks governance and capital markets.



Adelaida De Foxa

DIRECTOR

Leads AI Business Solutions for Microsoft across ANZ. Over 14 years at Microsoft she built and scaled a 15,000+ reseller partner channel and led SME go-to-market — the playbook to build Gojee's partner channel and diversify lead flow beyond Xero. Began as a Freshfields corporate-finance lawyer and IBD at Morgan Stanley; dual MBAs (IESE, MBS).
De-risks channel diversification, GTM and agentic shift.



Alain Picard

ADVISOR

Software engineer, systems architect and CTO with 30+ years building production-grade systems, including as principal architecture lead in start-up environments. Advises on technical architecture, scalability and delivery.
De-risks engineering depth as Gojee scales.



Operations

THE TEAM TODAY

Sales manager closing deals from a proven, non-founder-led playbook, two senior engineers (4+ yrs) who built and maintain the platform with Alain, and a junior dev covering tech support — the founder supports key partner accounts. A lean core already running AUD 600k+ ARR. The raise adds onboarding, developer and sales capacity to support growth.
De-risks delivery and execution capacity.

Funding global growth. 24-month runway to break-even.

A$3.0M target raise

Accelerate global growth

A$1.5M minimum close

Fund the core growth plan

24-month runway

Target cash-flow break-even within the funded period

A$7M pre-money

A$1.5M: 17.6% equity
A$3.0M: 30.0% equity

WHY RAISE NOW?

Fuel an established growth engine.

Bootstrapping built the platform. Capital funds the team and channels to realise its full potential.

A$3.0M TARGET RAISE — USE OF FUNDS



Two funding levels. Two paths to growth.

Case	Investment	Year-5 ARR	Exit EV @ 4.5x	Investor Proceeds	MOIC*
Growth	A$1.5M	A$15.1M	A$68.1M	A$12.0M	**8.0×**
Breakout	A$3.0M	A$32.1M	A$144.2M	A$43.3M	**14.4×**

*A$7M pre-money; 4.5× exit ARR. Growth: A$8.5M post-money; Breakout: A$10M. No further dilution or exit cash/debt adjustment. Illustrative, not guaranteed.

FY28 TARGETS · 24-MONTH PLAN

GROWTH · A$1.5M Investment

~257 Customers · A$3.34M ARR

BREAKOUT · A$3.0M Investment

~1,386 Customers · A$7.66M ARR

Breakout includes 386 core + 1,000 proposed Xero-offer customers; exclusive offer with lower revenue per customer.



Thank you.

Jack Ducat | Co-Founder & CEO

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Connect with Jack on LinkedIn