



Your Autonomous Office Manager

**ELIMINATE ADMIN,
GROW REVENUE.**



Admin is **Killing** Service Businesses

Service Businesses are drowning in time-consuming, low-value admin wasting hours, missing revenue, and struggling to scale. In Australia alone, 190,000 receptionists are still required equating to over 10 billion in wages per annum

1^x

Lost Revenue

Missed calls, slow responses, and poor follow-ups which mean lost customers.

2^x

High Overheads

They rely on expensive operations staff or spend hours on admin themselves.

3^x

Inefficient Systems

CRMs, emails, invoicing, and scheduling tools still require human effort to operate.

4^x

Scaling Bottleneck

Admin grows with the business, preventing real scale and efficiency.

All Service businesses are constrained by the same bottleneck issues when it comes to admin and scalability

Meet Sophiie

We're not just building a better admin tool.
We're building the operating system for AI-driven service businesses.

Lead Management

Human-like AI that handles customer calls, texts, and emails instantly.

Job Management

Automates micro-admin from inquiry to invoice so no manual input needed.

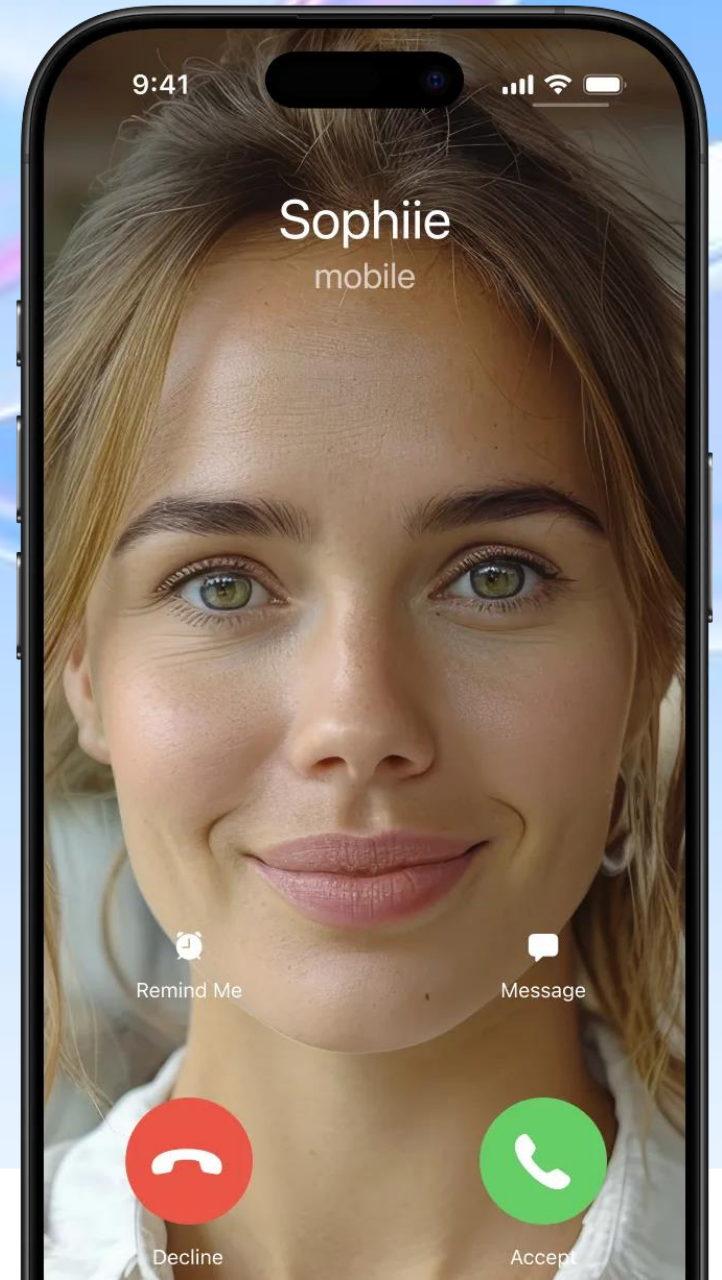
Customer Retention

Proactively nurtures, re-engages, and upsells existing customers.

Sophiie automates the core of every service business:

AI-powered answering, quoting, scheduling, invoicing
and follow-ups-without hiring more staff.

Which means Less admin. More business. More revenue.



Sophie

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Log In

Get Started →

Your Office Manager, Perfected

Sophie AI answers calls, messages, and emails, books jobs, schedules appointments, and manages customer interactions—all instantly and effortlessly

Get Started

No credit card needed | 67k+ calls answered

Sophie

Inbox

Search Filter
All message Newest

Olivia Martinez • In progress 8:30 PM

Discussed a leaking tap in the kitchen. Scheduled a plumber for Thursday morning to inspect and repair.

John Smith • In progress 7:15 PM

Inquired about a blocked drain. Provided initial troubleshooting steps and booked a service for Fri.

Alice Johnson • In progress 6:00 PM

Asked about replacing an old hot water system.

Michael Brown
john@email.com +61 1234 5678

View Customer

Set Reminder

Call 2 Text 2 Email 1 Facebook Instagram Webform Chat bot

Urgent assistance needed • New Leads
Fri, 18/10/2024 3:15 PM

Points
Inquiry about gutter cleaning.
• Single and double storey areas, gutter guards at the back.
• Additional cost for gutter guard removal.
• Leaking shower to be assessed during visit.

Summary

Michael called Stay Connected Plumbing regarding gutter cleaning for his single and double storey home with gutter guards on the back. Sophie explained the extra cost for gutter guard removal. Michael also requested a quote for a leaking shower, and Sophie suggested Ayman could assess the shower during the gutter cleaning. A booking link was sent, and no further assistance was needed.

0:00 / 3:27 Schedule Job View transcript



AI Phone Answering

Answers calls instantly, books appointments, and handles enquiries 24/7.



Customer CRM

Stores customer details, tracks interactions, and manages communications.



AI Email Responder

Replies to emails, manages enquiries, and improves response times.



Smart Scheduling

Optimises job scheduling, reduces conflicts, and improves efficiency.



Jobs Manager

Creates, assigns, and tracks jobs with updates.



AI Chatbot

Engages website visitors, answers FAQs, and captures leads.



Invoicing - Coming soon in Q2!

Easily create, send, and track invoices to get paid faster.



Quoting - Coming soon in Q2!

Quickly generate and share professional quotes.



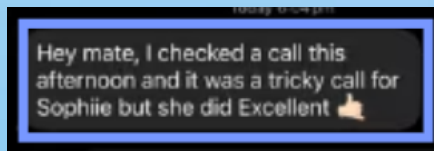
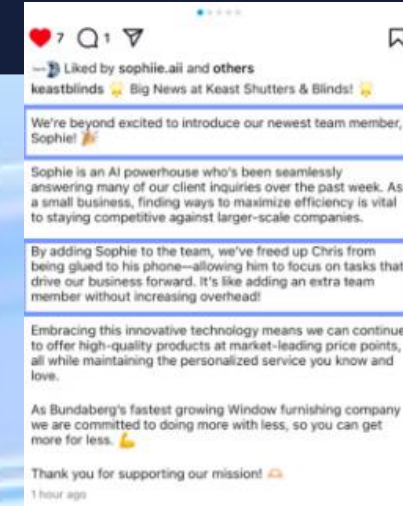
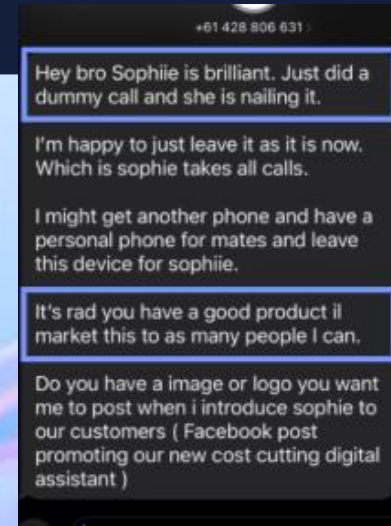
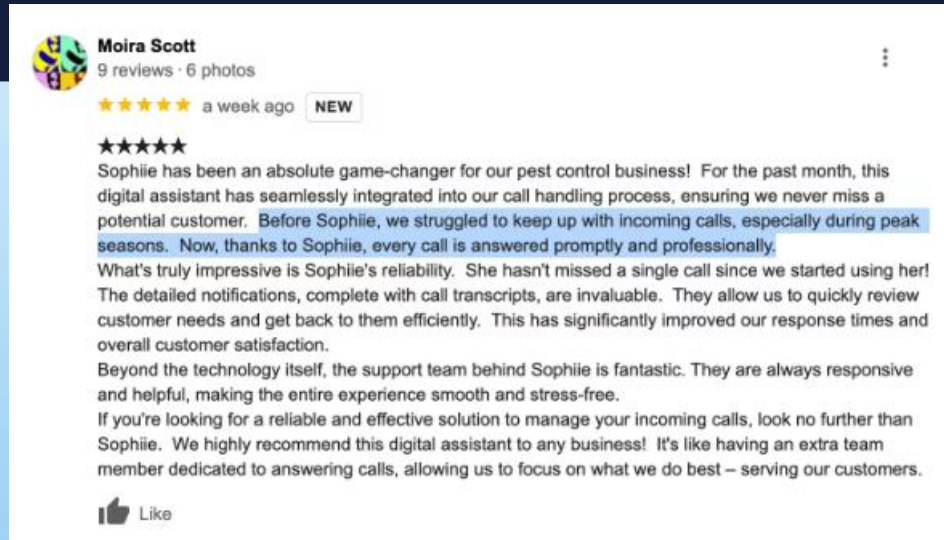
Get ready for Invoicing and Quoting!

Designed to simplify payments and proposals effortlessly. Stay tuned!

MRR IS EXPLODING!



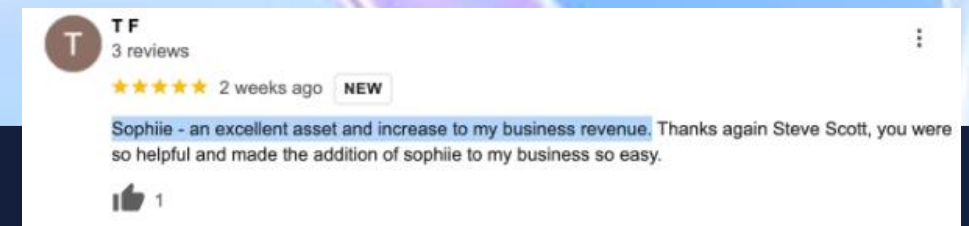
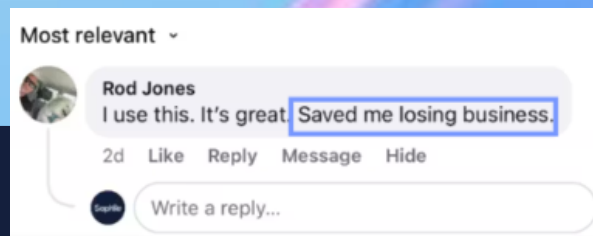
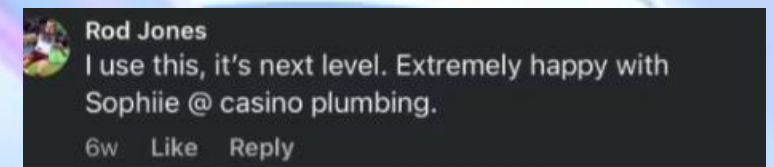
Customers Love Sophie



Amount of Features

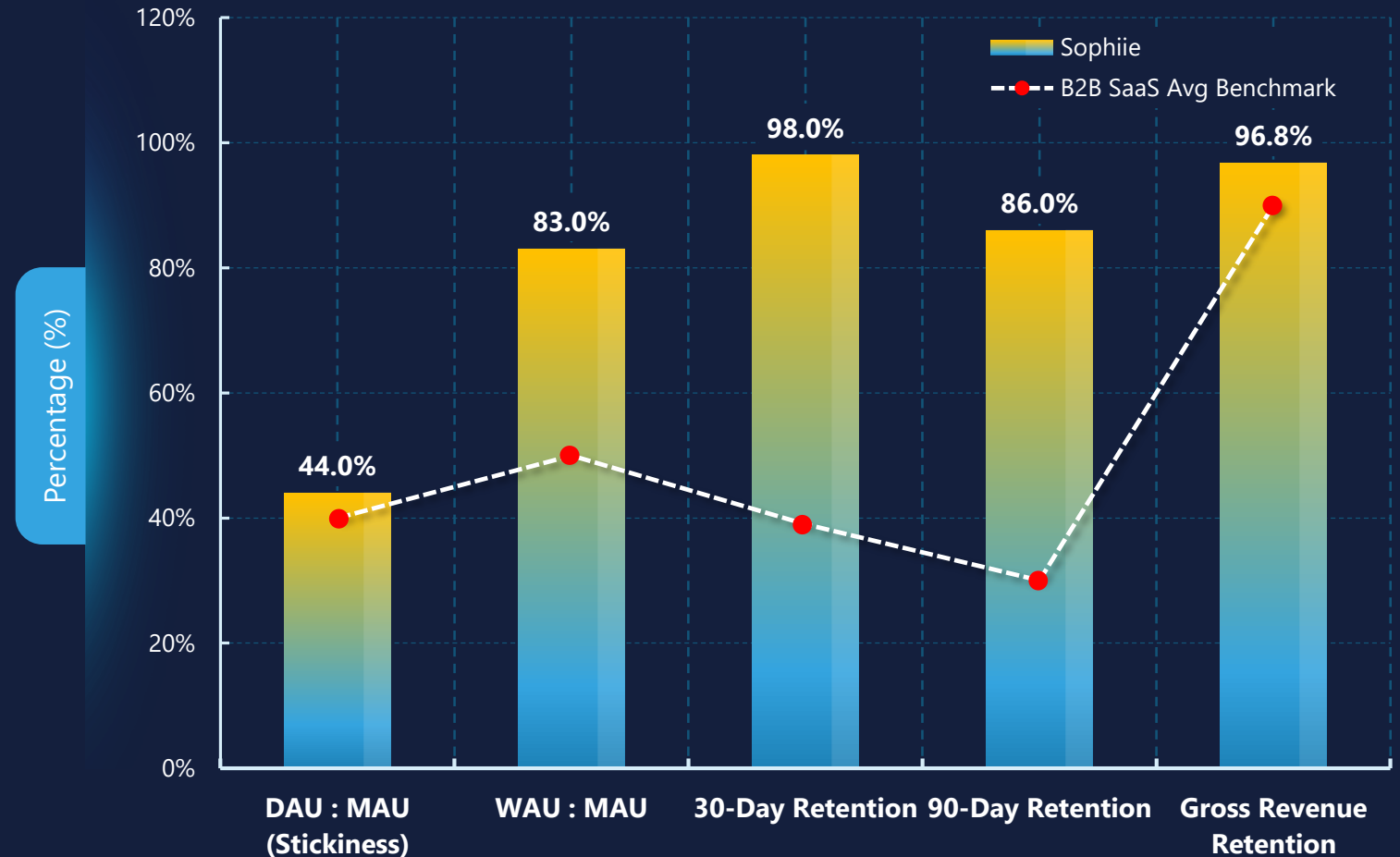
From call answering and job scheduling to detailed call recordings and a robust CRM dashboard, Sophie AI offers an impressive range of features that cater specifically to the needs of busy tradies. It ensures no job opportunity is ever missed and admin tasks are effortlessly managed.

Rating: ★★★★★ 10/10



Sophiie KPI Performance VS Industry Benchmark

- **44%**
DAU : MAU - On par with Slack-level daily engagement
- **83%**
WAU : MAU - Exceeds "elite" weekly usage benchmarks
- **98%**
30-day retention and
- **86%**
90-day retention - 3× the B2B SaaS industry average
- **96.85%**
Gross Revenue Retention - Already top-quartile SaaS standard



WHY NOW?

Admin is **Eating Time**. AI is ready to take it back.



16 hours a week business owners spend on admin tasks

Even with CRMs, owners lose two full workdays weekly to admin.



78% faster - Task resolution with AI automation

AI drastically reduces admin time and improves customer experience.



\$214B \$1.3T - Global AI market by 2030

AI is scaling rapidly across industries-no longer early-stage.



\$38.5B \$138B - Voice AI market by 2033 (15% CAGR)

Voice AI is growing fast as businesses shift to automation.



\$101.4B → \$262.7B – CRM market by 2032

Legacy CRMs are booming but they're outdated & not built for AI-first operations.



Sophiie is AI-native

Sophiie is not a bolt-on! It's a full-stack AI workforce built for now.

Sophiie IS the system

SIZE OF MARKET

BUSINESS SPEND BIG

to solve admin

AUSTRALIA

- ▶ **450k SMB**
services businesses
- ▶ **Only 39%**
services businesses have
CRM (9.4% YoY growth)
- ▶ **190k**
receptionists employed,
\$10.8b wages p.a

US

- ▶ **23m SMB**
services businesses
- ▶ **32%**
services businesses have
CRM (12.6% YoY growth)
- ▶ **1m**
receptionists employed,
US\$35.98b wages p.a

UK

- ▶ **1.4m SMB**
services businesses
- ▶ **26%**
services businesses have
CRM (12.2% YoY growth)
- ▶ **177k**
receptionists employed,
GBP 4.2b wages p.a

GLOBALLY

- ▶ **US\$20b**
spent annually on
virtual receptionists
- ▶ **36m** virtual receptionists
- ▶ Xero has **4.2m SMB**
Customers
- ▶ **20m** workers on Freelancer
- ▶ **\$40b** spent in CRMs p.a

Competitors

Traditional Answering Services

1

- Rigid, scripted responses that lack true engagement.
- Expensive and often fail to convert leads into paying customers.
- No integration with job management or CRM systems.

In-House Receptionists

2

- High overhead costs (salary, benefits, training).
- Limited availability-missed calls outside business hours.
- Prone to inefficiencies and human error in scheduling and follow-ups.

Overseas Virtual Assistants (VAs)

3

- Lower cost but inconsistent quality and communication barriers.
- Lack of industry knowledge and training for service based businesses.
- Manual processes with little to no automation or AI-driven efficiency.

Business Model & Unit Economics

We currently Charge **\$1200 setup** and **\$300 per month**

Margin	ARPU (A\$/mo)	Customer Lifetime*	LTV (A\$)	CAC
80%	300	20.8 month	≈ 4,990	≈ 7,1x
90%	300	20.8 month	1000	≈ 5,6x

Even after CAC grows to **A\$ 1,000** and before any ARPU uplift, Sophiie maintains a healthy **5.6x** LTV: CAC -well above the 3x SaaS benchmark, thanks to gross-margin expansion from **80% to 90%**.

Option For usage based pricing a solo tradie might need **50 AI tasks a month**, but a bigger company might need **500+**. They pay more because they use more.

Daily Value Per Customer (last 4 weeks)

A\$399

40x value-to-price:

A\$399 daily value vs A\$10 licence.

**Lots of room to
increase pricing.**

AI Action	Volume	Revenue/Cost Impact*
After-hours Calls	1.4	+A\$105
Urgent jobs	1.4	+A\$30
Follow-up calls	1.4	+A\$24
Total extra revenue	1.4	A\$159
Labour saved (reception)		A\$240
Value delivered per day		A\$399

*Assumes 15% conversion on regular calls, **50% on urgent, \$500 job.***

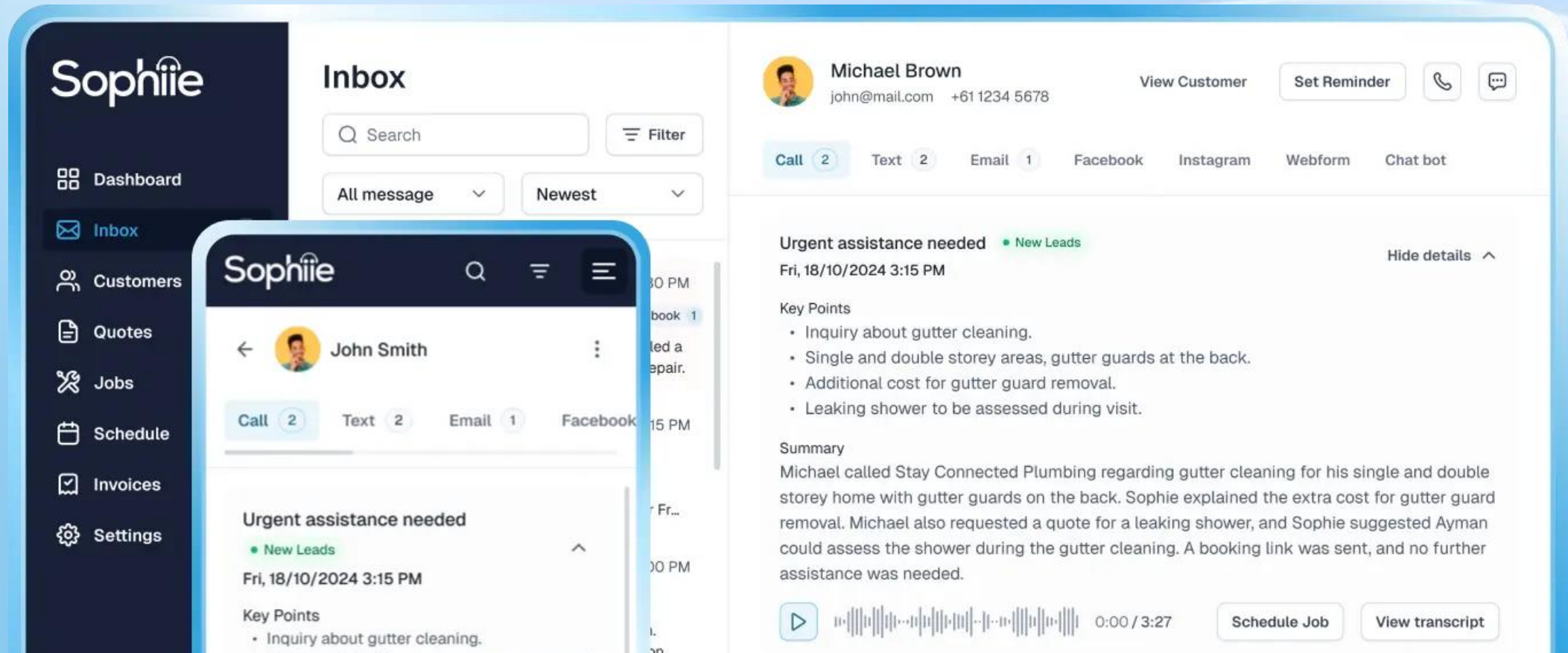
This is How We Execute

SOPHIE AI CUSTOMER JOURNEY

PHASE 1	PHASE 2	PHASE 3	PHASE 4
MVP + First Users	Train Sophie + Frictionless conversion	Mid market Expansion & Strategic Partnerships	Enterprise Expansion & Scale Globally
<ul style="list-style-type: none"> Launched MVP AI Call answering Unified Inbox Scheduling Jobs Manager Customer CRM Chatbot and Various Plug ins! <p>Highly Targeted Ads Campaign across Meta & Google leading to demos with sales people</p>	<ul style="list-style-type: none"> Seed Funding Key Hires Quoting & Invoicing App Launch + integrations Move into NZ & UK Train Sophie onboarding eliminates human bottlenecks, enabling instant adoption. <p>Cold Outbound Campaign using Sophie.</p> <p>Frictionless Conversion → Automated lead capture → Instant scheduling for demo → 1 call close</p>	<ul style="list-style-type: none"> Series A Funding Ordering and Managing stock Plant & equipment Management Integration in to lead generating Platforms Expand into US, CANADA Bi lingual Integration <p>Mid market Expansion → Direct outreach & strategic partnerships to penetrate mid-market & sectors.</p>	<ul style="list-style-type: none"> Series B Funding Sophie Social, Web and SEO Enterprise Partnerships Eg: Service Titan & Thumbtack Launch into non - English-speaking countries. <p>Enterprise Expansion → Targeted outbound & high-level partnerships to land and expand within enterprise accounts.</p>
140 Business	1800 Business	5000 Business	10,000+ Business

Our Vision

A World where service businesses run effortlessly!
No ADMIN, No Missed Opportunities, Just Seamless Growth and Innovation.



Proven Track Record

REVENUE AND CUSTOMER OBSESSED.



Jacob Banks

Co-Founder and CEO



- 3x founder – **Bootstrapped Service.com.au to \$4.8m ARR, 38 staff, 35k customers**
- Growth and Sales Expert - Hired and managed 120 sales staff, 1m leads generated, avg \$60k per month ad spend, \$1.2b revenue generated for clients
- 10+ yrs delivering tech solutions for Australian service businesses



Luke Kelleher

Co-Founder and COO



- 2x founder - **Scaled 2Busy Solutions to 100 clients, \$25k MRR**
- Extensive experience in services industry, managed teams up to 25 staff
- Worked with Jacob for 7 years



Juan Castro

CTO



- 2x founder and CTO - **Scaled Almendra.io to 1,100 customers, investment from World Bank, expanding into 8 countries**
- Managed engineering teams
- AI/ML expertise in automation and business optimisation
- Worked with Luke for 3 years

RAISING \$2M AUD

To hit our next 12 month targets:

➤ **2,000%**
CUSTOMER GROWTH
(1,800 SMBS)

➤ SCALE MRR FROM
\$44K → \$550K
(\$6.5M RUN-RATE)

➤ EXPAND INTO
UK & NZ

