

Investment memo

Intro

I met Jacob and the Sophiie team through a mutual connection that I have a lot of respect for. Since then I've learned from a few others in the Brisbane startup ecosystem about their reputation for customer obsession and rapid product iteration. What impressed me most in our first meeting was their clear vision for building not just another point solution, but a comprehensive AI infrastructure that could power tomorrow's service businesses—from solo tradies to national firms. I love a big vision paired with a big market size.

The team's willingness to share detailed metrics and their transparent approach to discussing both the BHAG (big hairy audacious goal) and challenges convinced me that this was the type of high-quality, scalable business that aligns perfectly with our investment thesis.

Our allocation in this round came through our strong relationship with lead investor [Archangel Ventures](#) and our early recognition of the massive market opportunity that Sophiie is addressing. The company's exciting early traction, experienced leadership team, and clear path to scale made this a competitive allocation that we were fortunate to get into.

Why I'm Investing:

- Exceptional founding team with proven track record: Jacob Banks previously bootstrapped Service.com.au to AUD\$4.4 million ARR* and 35,000 customers*. Luke and Juan, the other two co-founders, have also both previously founded businesses, so all three of them are second-time founders with what I believe is a track record in strong execution capability.
- Massive and underserved market opportunity: [Over A\\$50 billion spent annually](#) on receptionists across Australia, US, and UK markets alone, representing a clear pain point affecting millions of service businesses with low technology penetration.
- Strong early traction and signs of product-market fit: 100% month-on-month MRR growth*, 98% day-30 retention*, and top-decile engagement metrics (as shared by the founder), which in my view demonstrate exceptional customer demand and satisfaction. Just from the time we first met, to writing this, they went from 145 customers to 220 (April to May)*.

- Compelling unit economics: 6.3x LTV:CAC* (life time value:customer acquisition cost) ratio with setup fees covering acquisition costs creating a capital-efficient growth model that I see could support rapid scaling.
- Defensible technology moat: Deep workflow integration creates high switching costs and network effects that strengthen over time.
- Clear path to significant scale: Well-defined roadmap to reach 1,800 customers^^ and AUD\$6.5 million ARR^^ within 12 months, supported by sales processes and partnership strategies the team has clear experience with executing.
- Riding powerful macro trends: AI workforce automation market growing at 22.3% CAGR to reach US\$14.2 billion by 2033^^, with 75% of workers already using AI in workplace tasks ([Market.us](#))

Problem

Service-based businesses (think plumbers, sparkies, tradies, roofers, cleaners, renovations, pest control, and many more), across Australia and globally (according to the founders) are drowning in low-value admin tasks that prevent them from focusing on their core operations and growth.

The scale of the administrative burden:



Research indicates that service business owners spend an **average of 16 hours per week** on administrative tasks alone. According to industry analysis, even with existing CRM systems, business owners **lose two full workdays weekly to administrative work**. The team has shared anecdotal evidence of customers who dedicate entire days (such as taking every Friday off) or work 2-3 hours each evening just to keep up with administrative demands.

ServiceM8 research demonstrates the scope of this problem, revealing that their AI-powered administrative tools save trade and service businesses over **10,000 hours per month** in day-to-day client communication and administration tasks. Individual case studies conducted by ServiceM8 showed residential electrical contractors spending almost **10 hours each week on estimates**, client communications, and invoicing alone.

From research and experience, the key pain points for service businesses are:

- Administrative time drain: Business owners can spend up to 16 hours weekly on admin tasks, equivalent to losing two full productive workdays
- Missed revenue opportunities: Calls may go unanswered during business hours when staff are engaged with existing customers or working in the field
- Costly estimating burden: Time-consuming quote generation can often result in clients moving on before receiving estimates
- Communication overwhelm: Managing emails, phone calls, text messages, and follow-ups while team members are busy on job sites can take a toll
- System fragmentation: Multiple disconnected tools can create complexity and require constant manual data entry across platforms
- Scaling bottleneck: Administrative burden can grow proportionally when businesses grow, preventing efficiencies in scaling

Market data supporting the problem:

The fundamental problem is compounded by low technology adoption rates across the service business sector. According to the team's research (asking customers in their pipeline) indicates that only 39% of Australian service businesses have implemented any form of CRM system. This low digitisation rate leaves the majority of service businesses relying on manual processes that can become increasingly unmanageable as they grow.

The Sophiie team also shared data showing that 99% of their customers reported problems with spam calls and 96% struggled with missing important customer calls before implementing Sophiie (*internal research conducted around January 2025*)*. These

inefficiencies can compound over time, creating a significant drag on business growth and profitability that affects the entire sector.

Real-world customer impact example (anecdotal):

When speaking to the team, they shared a number of specific customer examples that illustrate the severity of this admin burden. One plumber customer reported losing \$800-900 per week* by taking every Friday off work specifically to handle administrative tasks. This could represent approximately \$40,000-\$46,000 in lost annual revenue^ for a single tradesperson, a substantial economic impact of inefficient administrative processes.

Solution

Sophiie has developed what Jake describes as an autonomous AI office manager that addresses these pain points through an integrated platform. Unlike many current solutions that focus on individual tasks, Sophiie aims to handle the complete customer interaction lifecycle—from initial inquiry through to final invoice.

The platform's core value proposition centres on its ability to operate autonomously while maintaining the personal touch, and specific human touch points, that service businesses require. The AI agent can handle thousands of calls simultaneously, provides immediate responses to customer inquiries, and integrates multiple administrative functions into a seamless workflow.



Sophiie's Capabilities - Source: Sophiie Pitch Deck May 2025 Slide 4

Customers report that callers often don't realise they're speaking with an AI, with testimonials describing Sophiie as "professional, human-like, and trusted." And that's just with the current version - reportedly they are about to launch a new version of Sophiie that is even more human-like.

I invite you to have a call with Sophiie, just [enter your details here](#) and it will give you a call (feel free to pretend you have a plumbing business or you can ask her to role play with you as the customer and you have a leaking tap).

Key competitive advantages, in my opinion:

- Decision-native architecture: Understands urgency, tone, sentiment, and context rather than relying on simple rule-based responses
- Deep workflow integration: Replaces fragmented tools with a single AI layer across voice, CRM, quoting, scheduling, and billing functions
- High switching costs: Learns the unique style & requirements and becomes the voice and tone of each business, creating emotional and operational barriers to change

- Network effects and data moats: Every interaction trains the AI to become more effective, learning by vertical industry, geography, urgency level, and customer intent

Why couldn't OpenAI or any other models win in this space? The compounding value of continuous learning:

In my view, the most compelling aspect of Sophiie's solution is its self-improving capability through business-specific customisation and cross-pollination of learnings. Each business trains Sophiie to understand their unique voice, processes, and customer requirements, creating a highly personalised AI assistant that becomes increasingly valuable over time. This customisation not only delivers superior performance and customer value but also creates substantial switching costs as businesses become reluctant to abandon an AI system that intimately understands their operations.

Simultaneously, Sophiie becomes more effective for similar businesses within each vertical as more users adopt the platform. As more plumbers use Sophiie, the system learns the nuances of plumbing customer interactions, common service requests, and industry-specific language, making it a better receptionist for all plumbing businesses. The same applies to electrical contractors, HVAC companies, and other service verticals. This within-vertical learning creates a powerful flywheel effect where each new customer in a specific industry makes Sophiie more valuable to all existing and future customers in that same industry, establishing category-specific competitive moats that strengthen with density within each vertical.



Past performance is not necessarily indicative of future performance.

Market Opportunity & Trends

With over A\$50 billion plus spent annually [1] on receptionists across Australia, US, and UK markets alone in 2024, I'm fairly confident that this is a significant market opportunity.

The global *virtual* receptionist service market was valued at US\$3.85 billion in 2024 and is projected to reach US\$9-25 billion by 2029-2033^^, representing significant growth opportunity ([Business Research Insights](#), [Adroit Market Research](#)). In the United States alone, over 1.5 million receptionists are currently employed ([Zippia](#)), representing just one segment of Sophiie's addressable market of service business administrative roles.

The global AI workforce management market is experiencing explosive growth, with the market size expected to reach US\$14.2 billion by 2033^^, growing at a CAGR of 22.3% from 2024 to 2033^^ ([Market.us](#)). This growth is being driven by several powerful tailwinds that directly benefit Sophiie's market positioning.

The addressable market for Sophiie is substantial and geographically diverse. In Australia, there are approximately 450,000 SMB service businesses [2], with the US market containing 23 million SMBs [3] and the UK representing 1.4 million [4] potential customers. The company has advised us that this research indicates the total addressable market across Australia, UK, and US represents over 28 million service SMBs, with many industries showing low current penetration of advanced business management tools.

Key market drivers:

- Rapid AI adoption: 75% of workers surveyed in 2024 report using AI in their workplace tasks, with 70% of workforce expected to use AI by 2028^^ ([Microsoft WorkLab](#))
- Strong ROI in sales automation: AI-utilising sales departments see 50%+ increase in leads and 60-70% reduction in call times ([Market.us](#))

- Customer interaction automation trend: 85% of customer interactions expected to occur without human intervention by 2025 ([LLCBuddy](#))
- Geographic expansion opportunity: Combined 28+ million service SMBs across Australia, UK, and US markets with low technology penetration (Company analysis)

The timing for Sophie's solution appears optimal, as by 2025, 85% of customer interactions are expected to occur without human intervention, thanks to AI technologies ([LLCBuddy](#)). This trend is particularly relevant for service businesses that handle high volumes of routine customer inquiries and booking requests (think maintenance requests long-term).

[1] AU: 190k receptionists, \$10.8b wages p.a. [ABS 6291.0.55.003 Labour Force Detailed, 2024](#)

UK: 177k receptionists, GBP4.2b wages [UK ONS Labour Market statistics](#)

US: 1m receptionists, US\$35.98b wages [US Bureau of Labor Statistics](#)

[2] Sophie analysis of ABS 8165.0, June 2024

[3] Sophie market scan of US Census Bureau, SBA Office of Advocacy Small Business Profile 2024

[4] [ONS UK Business: Activity, Size and Location 2024](#)

Product & Technology

I believe Sophie's platform represents a sophisticated integration of cutting-edge AI technologies designed specifically for service business operations. The core system combines real-time voice processing, natural language understanding, section/industry specific knowledge, and automated workflow management, to create what the company describes as a comprehensive AI office manager.

Core platform architecture (as provided by the company):

- Decision-native foundation: Goes beyond simple rule-based responses to understand context, urgency, tone, and sentiment
- Unified inbox: Consolidates calls, emails, texts, forms, and chatbot interactions into a single interface
- Integrated CRM: Maintains comprehensive customer histories, notes, and conversation records for personalised service delivery

- Job tracking system: Provides photo logs, status updates, and automated scheduling capabilities for field service businesses

Current features & integrations (as provided by the company):

Feature Category	Current Capabilities	Status
Voice & Communication	Real-time call handling, unified messaging	Live
CRM & Customer Management	Customer histories, notes, conversation tracking	Live
Scheduling	Automated booking, calendar integration	Live
Integrations	ServiceM8 (live), SimPRO & Tradify	Live

Customisation

"Train Sophie" voice and
workflow customisation

Rolling out (50% of the core
features are live already)^

Technology Roadmap

Talking to Jake and the team about their future vision gets me really excited. As I share their vision for a future world where service-based workers can talk to Sophie on a FaceTime-esque interface as if they were talking to a real receptionist /assistant.

Near-term (Launching):

- Quoting and invoicing with supplier pricing and historical data
- Mobile applications with push notifications
- Advanced integration ecosystem expansion

Medium-term (6-12 months):

- Stock management and ordering capabilities
- AI dashboard with daily business insights and task recommendations
- Enhanced analytics and reporting features

Long-term Vision:

- Avatar builder technology for human-like visual interactions
- Call assistant that joins live calls, takes notes, and completes tasks automatically
- Multi-product expansion into website building, SEO, and social media management

Technical Infrastructure:

The team has made sophisticated technology choices, leveraging best-in-class third-party services while building proprietary differentiation. Current technology stack includes their own AI voice agent for voice processing, custom developed from the IP that was acquired when they purchased Trillet Tech. That’s fully live and powering production today. ElevenLabs and Cartesia are for voice synthesis, Deepgram for speech-to-text conversion, and OpenAI and Anthropic for language processing. They also recently completed an acquisition of IP specifically around voice from another startup, which I think demonstrates their commitment to owning key technological differentiators.

Business Model

Sophiie currently operates a hybrid pricing model that combines upfront setup fees with recurring monthly subscriptions, creating both immediate cash flow and predictable recurring revenue streams.

Current pricing structure:

Component	Price	Purpose
Setup Fee	A\$1,200	Covers customer acquisition costs (CAC recovery)
Monthly Base Fee	A\$300	Recurring revenue for ongoing service

Future Usage-Based	Variable	Additional revenue from AI task volume
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Unit Economics Performance:

Metric	Current*	12-Month Forecast^
ARPU (Monthly)	A\$300	A\$300
Customer Lifetime	20.8 months	20.8 months
LTV	A\$4,442	A\$5,620
CAC	A\$700	A\$1,000
LTV:CAC Ratio	6.3x	5.6x

Gross Margin

80%

90%

Revenue Model Evolution

The team has advised us that they intend to evolve their pricing model through three distinct phases to maximise revenue capture as the platform scales and customer needs become more sophisticated.

Phase	Model	Key Features	Revenue Driver
Phase 1 - Current	Setup + Subscription	<ul style="list-style-type: none">• A\$1,200 setup fee• A\$300 monthly base fee• Strong unit economics (6.3x LTV:CAC*)	Immediate cost recovery + predictable recurring revenue
Phase 2 - Usage Expansion	Add Usage-Based Billing	<ul style="list-style-type: none">• AI task-based pricing• Scales with customer growth	Organic revenue growth (50 tasks/month → 500+ tasks/month)^

		<ul style="list-style-type: none"> • Natural account expansion 	
Phase 3 - Feature Tiers	Multi-Product Platform	<ul style="list-style-type: none"> • Premium capability tiers 	Wallet share expansion + multi-product cross-sell
		<ul style="list-style-type: none"> • Advanced analytics & automations 	
		<ul style="list-style-type: none"> • Website, SEO, social media tools 	

Value Proposition Validation:

The company estimates their current customers receive nearly \$400 in daily value* (based on internal customer surveys, conducted in Jan-2025) through after-hours call handling, urgent job conversion, follow-up automation, and labour cost savings. This represents approximately 40x value-to-price ratio^ according to the founders, providing substantial room for pricing increases as the product demonstrates sustained value and market maturity (in my view).

Traction

Sophiie platform launch: October 2024 (in market for approx. 8 months)

This is where I get really excited. Based on what I have seen, Sophiie has demonstrated exceptional early traction that validates both product-market fit and the scalability of their

go-to-market approach. As of May 2025, the company has reportedly secured 220 paying customers* generating \$60,000 in Monthly Recurring Revenue (MRR)*, representing consistent 100% month-on-month growth* since their launch in October 2024.



Key traction metrics (as reported by the company)*:

- Revenue growth: \$60k MRR with 100% month-on-month growth since launch, plus A\$220k in setup fees
- Customer acquisition: 220 paying customers, growing from \$3k to \$60k MRR in 8 months (1,500%+ growth)
- Operational scale: 67,000+ calls handled, with 9,800 calls in May 2025 alone
- After-hours coverage: 6,224 calls outside business hours and 2,413 weekend calls monthly
- Industry-leading retention: 98% day-30 retention and 95% day-90 retention, significantly exceeding industry benchmarks where top quartile SaaS companies achieve 90-93% three-month retention ([ChartMogul SaaS Retention Report](#))
- Exceptional engagement: 44% DAU:MAU (daily active users:monthly active users) ratio, well above the 13% industry average and approaching the 50% "gold standard" for daily habit formation ([Mixpanel Product Benchmark Report](#)); 83% WAU:MAU (weekly active users:monthly active users) ratio demonstrates top-decile weekly engagement

- Competitive churn: 4.8% monthly logo churn, comparing favourably to the 10-15% typical for early-stage SaaS companies while trending toward the 3.5% broader cross-industry average ([2025 Recurly Churn Report](#))

Customer feedback provides qualitative validation of the quantitative metrics. The team has reported that customers regularly describe Sophiee as their 'favourite employee' and note that callers 'don't realise she's AI.'

Customer case studies*:

The company has provided several detailed case studies demonstrating real-world impact across diverse service industries. Five representative customers showcase the breadth of Sophiee's application and consistent value delivery:

- BMS Air Conditioning: 245 calls handled with 243 outside business hours, generating 189 new leads and only 1 spam call breakthrough, demonstrating exceptional spam filtering
- Energy Educators: 282 total calls with 276 after-hours, producing 197 new leads and over 11.5 hours of AI-handled call time, proving scalability for growing businesses
- Finance Corp: 196 calls with 195 after-hours (99.5% coverage), generating 137 leads and 99 follow-up interactions, showing effectiveness beyond traditional trades
- Western Greater Body Works: Multi-location deployment across 5 sites handling 145 calls and generating 106 leads, validating enterprise-level scalability
- Your Local Termite & Pest Control: 153 calls with 145 outside hours, capturing 114 leads and 7 urgent jobs, with customer noting "hasn't missed a single call since we started"

These case studies consistently demonstrate 95%+ after-hours call coverage, strong lead generation ratios, and exceptional spam filtering, while customers report improved business operations and stress reduction. The testimonials include phrases like "absolute game-changer," "the real deal," and recommendations to "any trades business owner," providing strong qualitative validation of product-market fit across multiple verticals. I encourage you to have a read of a few to read the customer comments yourself!

[Detailed case studies available in [Additional Documents section](#)]

Go-to-market strategy

The company's target customer profile focuses on service businesses with 1-10 employees and A\$300,000-A\$10 million in annual revenue. Primary verticals include electricians, plumbers, HVAC contractors, and residential construction companies. However the team reports seeing organic demand from legal, finance, and allied health industries. I believe that once Sophiie gains a big chunk of the market in field services-based businesses, they will be in a strong position to expand into other verticals such as these (and other other service businesses).

According to the team, their current customers* average approximately 3 staff members and A\$600,000 in annual turnover, with 50% already using some form of CRM system.

Current and planned marketing strategy (as shared by the founder):

- Precision digital marketing: Highly targeted Facebook and Google advertising campaigns reaching high-intent SMBs. Jake shared that they are currently generating about 70 leads per month* via this channel.
- Frictionless conversion: One-call demos with immediate customer closure supported by "Train Sophiie" self-onboarding
- Strategic partnerships: TradieSpace partnership with expansion planned to job management platforms, lead generation marketplaces, and business service providers
- Experienced sales team: Contractors with prior experience from Service.com.au providing deep target market knowledge and proven sales capability
- Geographic expansion roadmap: Initial Australian market dominance before expanding to UK, New Zealand, and eventually United States

The outbound sales operation includes experienced contractors who previously worked with Jacob at Service.com.au, providing deep knowledge of the target market and proven sales capabilities. The team has advised us that their existing sales setup can handle up to 200 new customers per month^, which demonstrates significant runway for growth without immediate scaling requirements.

Competitive Landscape

The competitive landscape for AI-powered business automation tools is rapidly evolving, with Sophiie positioned at the intersection of several market categories. The company faces competition from both established players, emerging startups, and general AI tools, though I believe their comprehensive approach provides meaningful differentiation.

Competitive Categories & Key Players

Current Traditional Competition:

Today, the vast majority of Sophiie's customers are migrating from traditional solutions that represent the incumbent competition, according to the team. Traditional answering services can offer rigid, scripted responses with no CRM integration and poor lead conversion. In-house receptionists can create high overhead costs while missing after-hours calls and introducing human error. Overseas virtual assistants may provide lower costs but suffer from quality inconsistencies, communication barriers, and lack of industry-specific knowledge or automation capabilities.

While these traditional solutions currently represent the majority of Sophiie's competition, the market is evolving quickly toward more sophisticated AI-powered solutions as the category matures.

AI Voice Agent/Receptionist Startups:

While numerous AI voice agents exist in the market, most pursue broad, generalist approaches that limit their effectiveness for service businesses. These solutions focus on basic functionality such as answering questions and taking customer details. From what I have seen, those with appointment booking capabilities are designed for stationary businesses like salons rather than field service operations. They lack the complexity required to manage driving distances, job duration estimates, and multi-location logistics, and crucially do not integrate with job management systems or handle sophisticated workflows like quoting and invoicing. Here's just a few:

- AI & AI-hybrid receptionists: Smith.ai, Aircall, SynthFlow, My AI Front Desk, Ruby Receptionists
- Voice-focused agents: RingCentral, Phonely, Rosie, Lyngo, Curious Thing, Hatch, Lindy, Sameday
- Broader AI tools: One AI, Voxia, Clerk Chat, B12, Durable, Duotalk, Duohub.ai, Openstream.ai

My belief is that by the time any of these tools decide to go down the path of more complex integrated workflows, Sophiie will be way ahead and ingrained in customer systems. While it could be much easier for Sophiie to then expand into new verticals.

Potential Big Tech Threats:

- Technology giants: Google, Microsoft, Salesforce expanding productivity tools with AI capabilities
- AI model providers: OpenAI, Anthropic could build competing solutions (maybe)

My belief is that as these big techs focus on enterprise markets they are unlikely to directly compete in vertical SMB markets. When it comes to the AI model providers like OpenAI and Anthropic, they are large language models that are designed to be generalists, the building blocks on which companies like Sophiie build solutions, and in my view would not look to create specific workflows around a particular user.

Vertical Software Expansion:

While these have existing customer relationships my sense is that competing with Sophiie would require significant re-architecture of their products.

- Existing CRM/Job Management: Jobber, ServiceTitan, Housecall Pro, Workiz adding AI features

Sophiie's Competitive Advantages (in my view):

Advantage	Description	Defensibility
Comprehensive Integration	Full office manager vs. point solutions	High switching costs
Decision-Native AI	Context understanding vs. rule-based responses	Technical moat
SMB-Specific Design	Mobile-first, field service focus	Market positioning
Network Effects	Data improves with each interaction	Strengthens over time
Early Market Position	Customer relationships and industry data	First-mover advantage

Market Positioning:

Most current competitors require significant manual input and lack the autonomous operation that makes Sophiie attractive to time-poor business owners, according to the team. The team's focus on mobile-first design and field service businesses addresses a market segment

that many competitors have not specifically targeted. However, rapid advancement of underlying AI technologies could enable new competitors to enter the market more easily, making Sophiie's early market position and customer relationships valuable defensive assets.

Use of funds

Sophiie intends to deploy the AUD\$2 million fundraising round strategically across three primary areas to achieve their ambitious 12-month growth targets of reaching 1,800 customers^^ and AUD\$550,000 MRR^^.

Capital Allocation Breakdown:

Category	Allocation	Amount	Purpose
Technology Development	55%	A\$1.1M	Product features, integrations, engineering team
Sales & Marketing	35%	A\$700K	Customer acquisition, partnerships, advertising

Support & Internal Tools	10%	A\$200K	Customer success, onboarding, operations
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Technology Development (55% - A\$1.1M): Product feature completion including quoting/invoicing modules, mobile applications, and advanced AI capabilities. Integration ecosystem expansion with additional job management platforms (SimPRO, Tradify) and business software partnerships. Engineering team scaling with specialist AI engineers and DevOps infrastructure for rapid growth.

Sales & Marketing (35% - A\$700K): Digital advertising scale-up across Meta and Google with performance marketing optimisation. Partnership development with job management platforms and lead generation marketplaces (Service.com.au, ServiceSeeking). Sales team expansion to reach 200+ new customers monthly^, including marketing automation and CRM enhancements.

Support & Internal Tools (10% - A\$200K): Customer success team expansion with onboarding automation and retention programs. Internal systems development for operations management, performance monitoring, and quality assurance to support a larger customer base.

12-Month Milestones & Geographic Expansion (as shared by the team):

Key Targets include:

- Customer Growth: 220 → 1,800 SMBs (12x growth)^^
- Revenue Scale: \$60K → \$550K MRR (\$6.5M annual run rate)^^
- Market Expansion: Launch in UK and New Zealand markets^^
- Operational Capability: Support 200+ new customers per month^

Important

Please be sure to read the information below before making your investment decision.

[] Any reported figures & claims are provided by Sophiie AI (May-2025). Performance can go up and down. Past performance is not necessarily indicative of future performance.*

[^] Any projected figures & claims are provided by Sophiie AI (May-2025). These forecast figures are estimates only and may not eventuate. Specific risks may impact on the possibility of the forecasted outcome in the future.

[^^] Any target figures & claims are provided by Sophiie AI (May-2025). This is a target only and may not eventuate. Specific risks may impact on the possibility of the targeted outcome in the future.

Team

I believe the Sophiie leadership team combines exceptional entrepreneurial experience with deep domain expertise in service business operations and AI technology development. The three co-founders have worked together or known each other for several years and bring complementary skills that position them well to execute on their ambitious growth plans.



Past performance is not necessarily indicative of future performance.

Shared Service.com.au experience:

Both Luke previously worked with Jacob at Service.com.au, and Juan previously worked with Luke at his company (2Busy Solutions) providing them with invaluable shared context and deep understanding of the service business market. Service.com.au was a lead generation marketplace that connected Australian consumers with local service providers across trades, home services, and professional services. The platform operated as a two-sided marketplace where customers could request quotes for services ranging from plumbing and electrical work to cleaning and landscaping, while service businesses could access qualified leads in their area.

This shared experience at Service.com.au is particularly relevant to Sophiie because it provided the founding team with direct exposure to the pain points, communication patterns, and operational challenges faced by thousands of service businesses. Working on this platform gave them insights into customer acquisition patterns, lead quality requirements, and the administrative burden that prevents service businesses from scaling efficiently. The team witnessed firsthand how missed calls, delayed responses, and poor follow-up processes cost service businesses substantial revenue—exactly the problems that Sophiie's AI platform addresses.

Founders

Jacob Banks - CEO and Co-Founder

Jacob serves as CEO and brings proven entrepreneurial success with deep knowledge of the service business sector. He previously founded and bootstrapped Service.com.au to A\$4.4 million ARR with 38 staff and 35,000 customers, demonstrating his ability to build and scale technology platforms in the exact market that Sophiie is targeting. Prior to Service.com.au, Jacob worked as a top performer at Yellow Pages, where he developed his understanding of SMB sales and marketing.

Jacob's growth and sales expertise includes hiring and managing 120 sales staff, generating over 1 million leads, averaging A\$60,000 per month in advertising spend, and driving A\$1.2 billion in revenue for clients. He also previously founded Floodgate, which hit A\$30k MRR, giving him experience generating leads through search and social for service based businesses.

His 10+ years of experience delivering technology solutions for Australian service businesses provides invaluable insights into customer needs and market dynamics. Jacob has been recognised as one of the Top 100 Young Entrepreneurs in Australia for multiple years and has tradesperson siblings who provide additional industry insights.

Luke Kelleher - COO and Co-Founder

Luke serves as COO and brings extensive experience in high-growth technology ventures and services industry operations. He is a two-time founder who previously scaled 2Busy Solutions to 100 clients and A\$25,000 MRR. His operational expertise includes managing teams of up to 25 staff and seven years of collaboration with Jacob, providing deep understanding of their working relationship and complementary skills.

Luke's background includes experience in cryptocurrency and blockchain ventures, giving him insights into emerging technology adoption and scaling challenges. His extensive experience in the services industry and strong track record in product-led growth make him well-suited to oversee Sophie's operational scaling as the customer base expands rapidly.

Juan Andres Castro Cabrera - CTO and Co-Founder

Juan serves as CTO and brings sophisticated AI and engineering expertise to the founding team. He is a two-time founder who previously scaled Almendra.io to 1,100 customers with investment from the World Bank, demonstrating his ability to build and scale data-driven platforms globally. His company expanded operations into 8 countries, providing valuable experience in international market entry and technology scaling.

Juan's technical expertise includes AI/ML specialisation in automation and business optimisation, experience managing engineering teams, and three years of collaboration with Luke. His understanding of advanced AI technologies and proven ability to build scalable

technical infrastructure make him ideally suited to lead Sophie's product development and maintain their competitive technical advantages.

Supporting Team

The broader team includes experienced professionals who bring additional capabilities to support rapid scaling. Aidan Lawler serves as Head of Support on a full-time basis, ensuring customer success during the rapid growth phase. Tres West provides part-time product leadership with experience in UI/UX strategy. Arth Camacho leads performance marketing efforts including SEO and SEM, with previous experience working with Jacob at Floodgate Digital.

The sales team consists of experienced contractors who previously worked with Jacob at Service.com.au, including Steve Scott, James Best, Candice Ward, and Marcia Brunner. These sales specialists bring deep understanding of the target market and proven track records selling into the service business sector for over five years. This experience provides immediate sales capability without the need for extensive training or market education.

The team's combined experience demonstrates the pattern recognition and execution capability necessary to scale a technology platform in the service business market. Their previous successes, long-term working relationships, and complementary skill sets position them well to execute on Sophie's ambitious growth plans while maintaining the customer-obsessed culture that has driven their early success.