



ALECA

Transform the way you collaborate

**The Sustainability cloud-based SaaS
all disciplines can use**

www.alecasolutions.com

Available on:



Azure



Problem

Commercial objectives need to accommodate sustainability, but resources and tools have either not kept up, or are so complex, no one uses them:

1

Lack of integrated software to measure traditional and sustainability metrics

3

Absence of reliable Data Security and privacy

2

Lack of awareness of the correlation between cost savings and carbon footprint

4

Absence of an agile work system to reduce costs

5

Few simple-to-use and customizable tools for clients



Our Solution

A B2B SaaS platform offering integrated solutions to measure traditional and sustainability metrics.



First of its kind commercial, technical and sustainable finance tool



Enables collaborative evaluation & goal setting



Reliable data security backed by Microsoft Azure



Ability to customize to client needs



Unlocking green financing and tax recoverable opportunities



Enabling career-long ESG training for lasting impact



Consulting on alternative energy & Carbon Capture Utilisation & Storage (CCUS) investment projects

Vision



To offer solutions for the new environment, that bridge the gap to a sustainable tomorrow with emphasis on green finance, ecological balance and business excellence.



Mission



To disrupt the energy sector by leveraging a cloud-based collaborative system, along with human capabilities, for long-term, feasible solutions. To prioritize future generations by keeping environmental concerns at the forefront of our everyday goals.





Product

ALECA & ALECAFY Application and SaaS Platform

Cloud-based & mobile app to quickly build & analyze the economics of a business & evaluate the CO₂ footprint/sustainability.

Evaluates:



cash flows –

Shareholder value, ROI, IRR, growth & cash flow



sustainability metrics –

Stakeholder engagement, **E**nvironmental **S**ocial **G**overnance Carbon Footprint in supply chain (Scope 3) + revenue / energy-diversity & efficiency

Project Consulting at ALECA Services

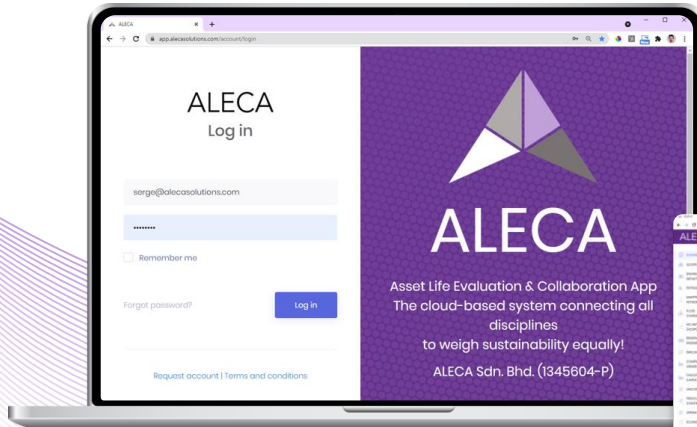
Exploring alternative energy investments, CCUS, training, as well as solving energy concerns for companies.

Product Snapshots

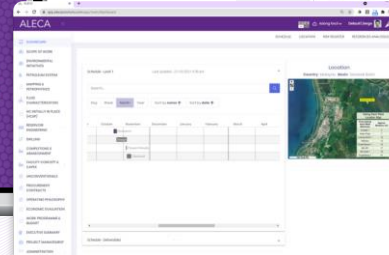
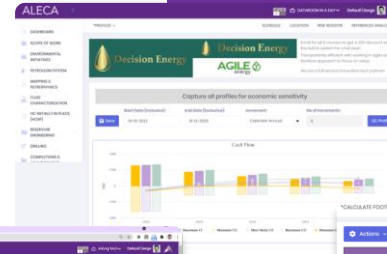


Advertisement
Banner

Carbon Footprint
Calculator



ALECA login page hosted
by Microsoft



Dashboard &
Toolkit Menu

Calculate Footprint (Production) -

Oil Inputs	Units	Refined Product	CO2 Intensity	Units	Option	Carbon Footprint
Crude Oil	1000	Gasoline / Diesel / Kerosene	Maximum	1400	Natural Gas	15120
Crude Oil	24390	Gasoline / Diesel / Kerosene	Most Likely	8500	Natural Gas	11120
Maximum	233238.2	Gasoline / Diesel / Kerosene	Maximum	29000	Natural Gas	15120
CO2 Intensity	In mtonno	Refined CO2 in mtonno	In MCF	Refined CO2 in mtonno	Options	Carbon Footprint
Maximum	1938	854296377	Maximum	14		25835584
Most Likely	2142	723740404	Most Likely	15		27620257
Minimum	233	787252983	Maximum	29		52610549

The Core Team



Serge Jean

Co-Founder & Managing Director

Leader in sustainable economics, with extensive experience as a Geophysicist, Advisor, and Director with exemplary team-leading skills.



Graeme Rae

Co-Founder and Director

Experienced Engineering technologist, with two decades of Petroleum Industry technology development leadership.



Banu Panjateharam

Co-Founder and Director

Geoscience Green Ambassador, Director of Geoscience with 9+ years of relevant experience.



Andrew Weller

Business Executive

Seasoned seller of multimillion-dollar software and services to a global client base across the Energy Sector.

Board of Advisors



Ian Hunt

Business consultant with over thirty years' experience managing businesses in the MENA region, as Vice President and Commercial Director.



David Whitby

A gas monetization expert with over forty years' experience in successfully delivering projects. Held Chairman and CEO positions.



Don Archer

An excellent product developer with international experience in operations, geoscience and technical product development.



Shak Shahrul

Advisor on sustainability. Proven ability to anticipate and deliver stakeholder needs. Special Advisor to UNGC, and BCG.

Market Opportunity

Total servable market: **2,000,000** professionals globally.

SaaS & Consulting



Energy Market Projects
+ SME SDG's US \$ 5 Tr

Greentech



The global Green Technology
and Sustainability market size
to grow at

CAGR: 27%

CCUS



Market size based on
public commitments by
majors, in line with
national Net-Zero Emission
(NZE) targets

Business Model



B2B licensing and customization fees.



SaaS



ALECAfy
App



Consulting



Young Professionals
Training



Advertising on the
platform

Progress

2020



MVP launched Q4



10 pitches produced
2 clients



Revenue US\$40k

2021



8 pilot tests/demos



15 pitches produced
3 clients



Revenue US\$120k



Competitor Analysis

ALECA combines Project Management tools + HCIIP Tools + Production Forecast + Economic Screening + Carbon Footprint with ability to customize according to client needs. Industry software with lead in specific niches include:

Project Management Tools



Production Forecast



Economic Screening



Carbon Footprint





Competitive Advantages



Low operation costs based out of Malaysia (<US 1M \$ /yr.)

Low entry cost for clients to move to cloud & IR 4.0



Unique carbon footprint calculator with simplified analysis

Unique understanding, correlating costs with carbon footprint



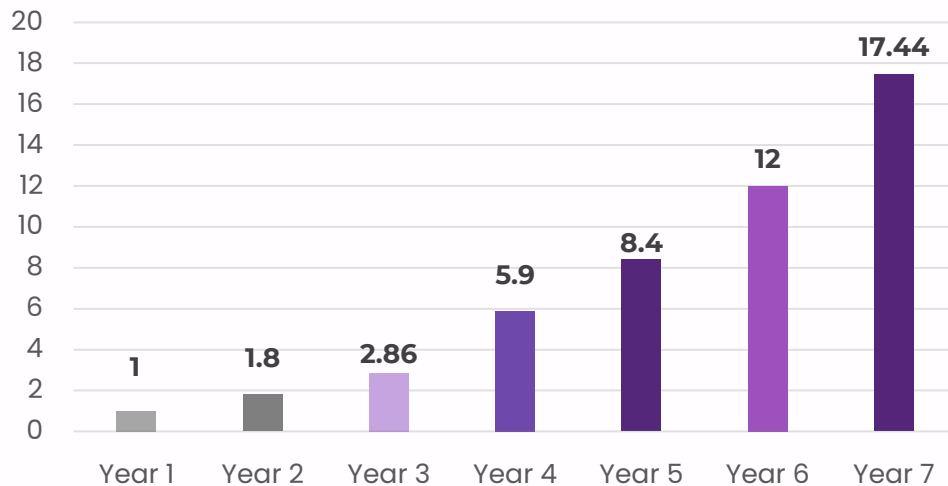
Social Impact through ALECA Talks on LinkedIn for consistent market credibility



Recognized UN Global Compact contributor

Offers the ability to collaborate, with analysis for faster, better decisions

Financial projections



* US\$ millions

The Ask

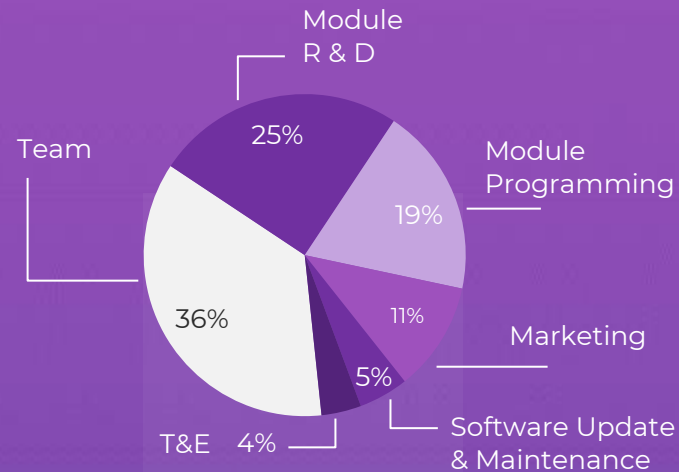
\$ 2.88 Mn

On a valuation of \$30 Mn

Raised to date:
RCPS Pre-Series A
US \$ 140,000, closed Jan. 2020



Allocation of funds





Roadmap

Growth plans for the next 18 months.



STAGE 1: months 1 - 6

- ALECAfy application launch
- Expansion to Europe



STAGE 2: months 7-12

- Client Acquisition and retention
- Target to be cashflow positive



STAGE 3: months 13-18

- Focused expansion: USA & Canada
- Ensuring client acquisition by leveraging positioned brand



Thank You



Serge Jean

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