

# ALECA

Let's redefine the meaning of success!

**ESG reporting & emissions auditing for SME  
B2B Global Scale Up, 1 Million Tonnes of CO<sub>2</sub>e**

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CONFIDENTIAL

Pitch Deck, 2026



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## What we do



ALECA performs emissions audits and Environmental Social Governance (ESG) reporting for Small to Medium Enterprise (SME) without adding extra burden to the entrepreneurs.

ALECA will get SMEs to stop over thinking ESG, stop over spending on carbon emission solutions, and slow inflation.

By combining energy efficiency, capital efficiency, and the purchase of \*carbon offsets, ALECA is providing actionable, sustainable solutions for SMEs.

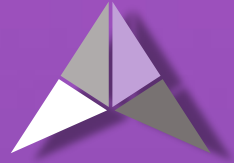


## Our goal

Let's reduce emissions globally by one million tonnes of CO<sub>2</sub> equivalent!

1,000,000 tCO<sub>2</sub>e by 2030

\*Carbon offsets via large scale Mother Nature projects ~\$10 USD/t purchased from verified projects.



# Problem

Small to Medium Enterprise (SME) entrepreneurs are being crushed. The introduction of Environmental Social Governance (ESG) reporting and emissions auditing is adding more stress.

1

SMEs don't know where to start. Is it ESG training, software, new processes, new cost?

2

Carbon taxes are increasing the cost of doing business in the name of sustainability.

3

Large companies are spending millions on ESG and expect SMEs to follow suit.

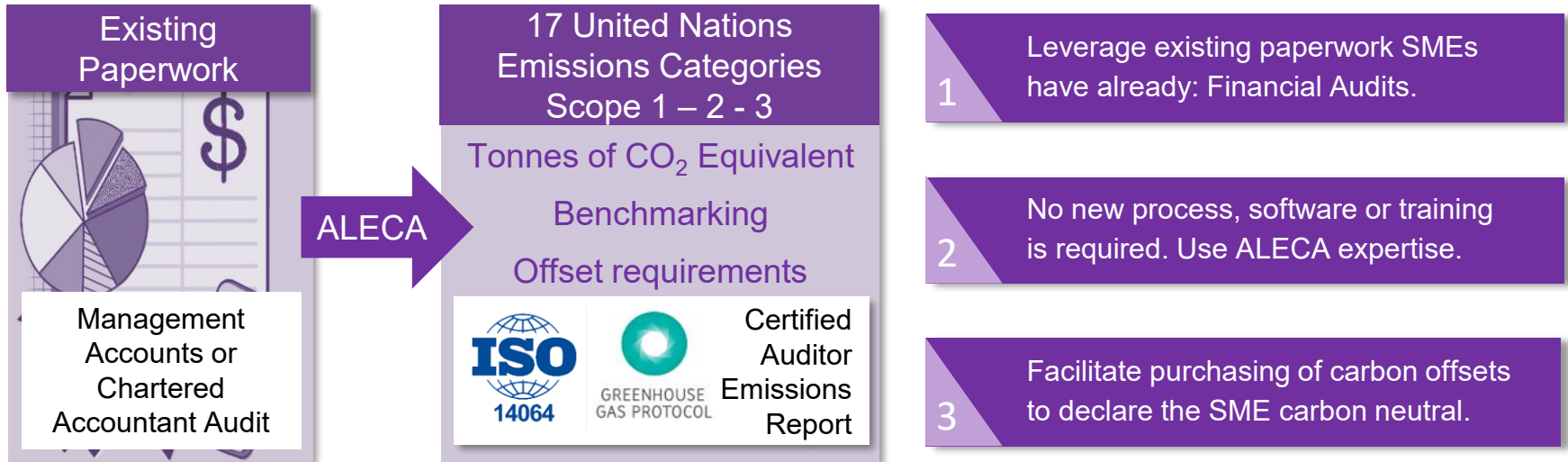
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Consumers are curious about the SMEs **“sustainability story”** prior to purchasing.



# Our Solution

Remotely perform an emissions audit and build an ESG report for SMEs as a value add through their existing service providers (B2B) such as payroll companies, company secretary, etc. Ultimately promoting energy & capital efficiency, with the opportunity to purchase carbon offsets.



## Vision



To have a more sustainable world, where success is not defined by luxury or excess.

## Mission



To provide emissions auditing, ESG reporting, energy efficiency & sustainability solutions that save costs for SMEs and slow inflation. To become the ESG B2B partner of choice and facilitate the reduction or offsetting of 1 million tonnes of CO<sub>2</sub>e by 2030.



# Our Products

Carbon Footprint Report  
ISO 14064 Audit  
Benchmarking



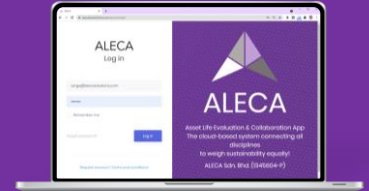
Carbon Offset Report  
& Offset Facilitating



ESG Report  
Energy/Capital  
Efficiency



Cloud-based Application  
Hosted on Microsoft AZURE



ALECA Verified Labels



ALECAfy Free App



## The Core Team



### Serge Jean

Co-Founder & Director

Leader in sustainable economics, with extensive experience as a technical and commercial advisor, and a Director with exemplary team-leading skills.



### Zai Hamid

CEO & Director

Leader in Business Development and Marketing with over 25 years in industry, as an entrepreneur and in corporate leadership roles.



### Haziq Akmal

COO & Director

High energy motivational leader and Professional Engineer who brings 10 years of entrepreneurial spirit and problem-solving skills to the team.



### Lupete Bhullar

Head of Sustainability

10 years as an entrepreneur and in corporate roles as a chemistry major and Professional Engineer, is now leading the emissions calculations and benchmarking.



## Board of Advisors



### Graeme Rae

Co-Founder & CTO

Experienced engineer and consultant, with 30 years of expertise in software development, AI and leadership in new technology deployment.



### Stephanie Santa

CSO

Chief Sustainability Officer and Professional Geologist with 10 years experience as a consultant and leader in asset evaluations.



### Shak Shahrul

Advisor on sustainability and new technology. Proven ability to predict industry trends in AI. Advisor to UNGC, BCG, FTI, Straits AI, Bybit.



# Market Opportunity

Total Addressable Market:	<b>300 – 400 Million</b> SMEs globally.
Serviceable Addressable Market:	<b>30 – 40 Million</b> SMEs are in market for ESG solution.
Serviceable Obtainable Market:	<b>100,000 – 1 Million</b> SMEs through B2B partnerships.
ALECA SME annual audit fee:	<b>US \$1,500 - \$6,000</b> annual recurring revenue (ARR) per SME.

## ESG Related Investing

### ESG Reporting Software

USD  
**\$ 5 Bn**  
By 2035

Roots Analysis  
Nov. 2025  
**CAGR: 15%**

### Carbon Offset Market

USD  
**\$ 60 Bn**  
By 2030

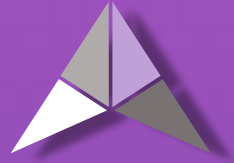
CSR Jobs Team  
Nov. 2025  
**CAGR: 20%**

USD  
**\$ 180 Tr**  
By 2034

Fortune Business Insights  
Feb. 2026  
**CAGR: 18%**



# Business Model



B2B strategic partnerships, commissions, supply chain Scope 3 audits to access large SME client databases and be introduced as a solution via the partnerships.

1

Build strategic partnerships with industry associations who promote sustainability to their members.

2

Offer commissions and white label ALECA services through company secretaries, payroll services, accountants, etc.

3

Perform supply-chain ESG audits for large companies to quantify Scope 3 emissions. Be introduced to their suppliers.

Work closely with  
100's of  
strategic partners to  
gain access to  
+1,000,000 SMEs



# Progress & Roadmap

Since incorporation, the ALECA team has delivered energy related consulting and software, emissions related R&D intellectual property, and are now a globally certified, Greenhouse Gas (GHG) accounting lead verifier by the Bureau Veritas.

## Oct. 2019 – Dec. 2025



Oct. 2019 Incorporation  
Dec. 2020 MVP launch



Dec 2021 energy economics  
Jun. 2022 emissions calculator  
Feb. 2025 ISO 14064 certification



Nov. 2025 signed 3<sup>rd</sup> strategic partner  
Cumulative Carbon Offset: 500 tCO<sub>2</sub>e  
**Cumulative Revenue: US \$1.1 Million**

## Jan. 2026 – Dec. 2030



2026 – Social Media SE Asia  
Sign 10 strategic partners  
Goal of 100 SMEs



2027 – 2028 Europe & USA  
Sign 100's of strategic partners  
Goal 100,000 SMEs introduced



2030 Global ESG B2B partner of choice  
Cumulative Carbon Offset: +1 Mn tCO<sub>2</sub>e  
Annual Revenue: US \$8 - \$16 Million

## Competitor Analysis Expensive

The “big four” perform ESG reporting services, emissions auditing and energy efficiency consulting. Large teams, lengthy process and burden to the client.

**KPMG    E&Y**  
**PWC    DELOITTE**

Focus on Fortune 500 and base pricing is US \$150,000 to \$1,500,000 range.

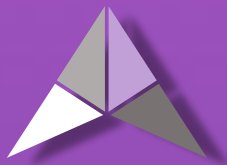
## ALECA Advantage Cost Competitive

Fully certified emissions auditors and have intellectual property to build reports quickly with no burden to the SME. Registered with global credible platforms.

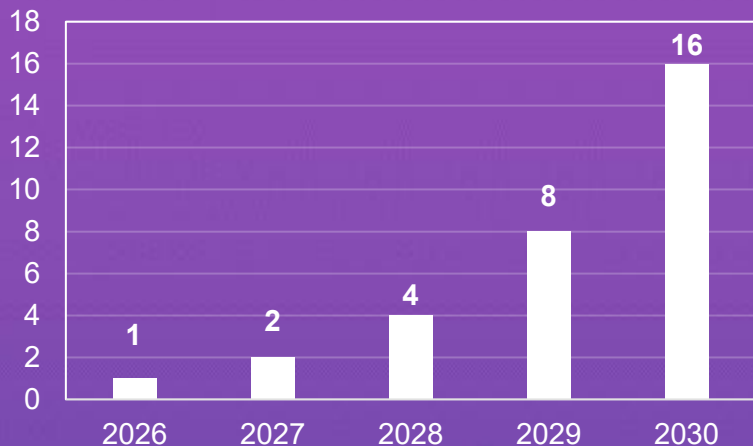


Focus on SMEs and base pricing is US \$1,500 to \$6,000 range.

# 11 Financial projections



Annual Revenue Forecast US\$ millions



## The Ask

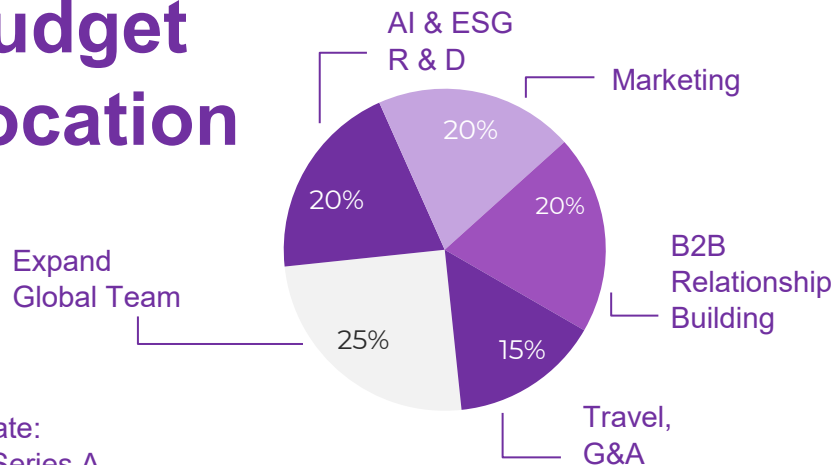
US \$ 1 Mn

## The Give

20 % equity

Based on \$5 Mn valuation  
Option to relocate company

## Budget Allocation

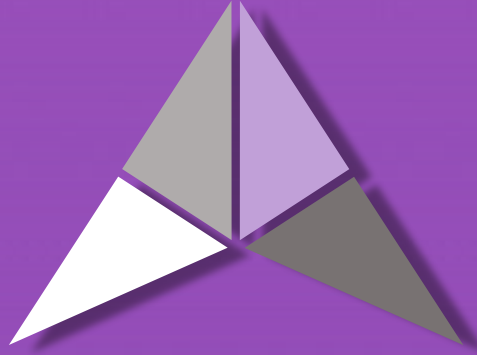


Raised to date:  
RCPS Pre-Series A  
US \$140,000 closed Jan. 2020.  
US \$1.1 revenue to date and cashflow positive.  
Annual burn rate US \$500,000 in 2026.



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