



# Business Plan

2022

**ALECA**

Transform the way you Collaborate



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# 1. Executive Summary

**ALECA** is a B2B SaaS platform offering integrated solutions to measure traditional and sustainability metrics. Our services also extend to consulting on energy projects and Carbon Capture Utilisation and Storage (CCUS) investment opportunities.

All of **ALECA's** products and services are structured to deliver a viable ecosystem for client companies to systematically set and meet revenue, cost management and sustainability objectives. Reducing carbon footprint, exploring alternative sources of energy and realistic planning are core to this mission.

Using our system, companies can measure their traditional financial and functional metrics alongside sustainable metrics such as carbon footprint, environmental impact and social governance (ESG).

**ALECA's** drive for excellence has created an innovative, easy to use toolkit to correlate cost-reduction and carbon footprint. Our combined decades of experience of consulting and team management allows us to leverage collaboration to help clients explore alternative energy investments and be energy sector disruptors - for good.

**ALECA's** business model is to drive green finance and ecological metrics, with low operational costs.

## 2. Ownership

<b>Shareholder</b>	<b>Shares held</b>
Serge Vincent Jean	<b>99,723</b>
Crowdtech Nominee Sdn. Bhd.	<b>1,045</b>
John Swankie	<b>157</b>

## 3. Vision & Mission

### **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.

## 4. Problems

Commercial objectives need to accommodate sustainability, but resources and tools have either not kept up, or are so complex, no one uses them, resulting in missed opportunities and higher costs.

### 1. **Absence of appropriate integrated software offerings.**

Traditional teams use separate software offerings and struggle to effectively collaborate. Yet decision making processes require an integrated analysis of cash flows, IRR, shareholder value, ROI, Carbon Credits, and forecasted growth. **ALECA** helps companies gauge their sustainability metrics, e.g.: stakeholder engagement, **Environmental Social Governance**, Carbon Footprint in supply chain (Scope 3) + revenue / energy diversity & efficiency.

### 2. **Insufficient awareness about the correlation between cost management and carbon footprint reduction.**

Most businesses believe that sustainability comes at a cost - in the form of capital expenditure, (e.g.: advanced technology), expensive consultants, inefficient operating systems, reduced yield, etc. By contrast, **ALECA** can reveal the positive correlation between reducing costs and reducing carbon emissions.

### 3. **Concerns about data security and information privacy.**

Companies are reluctant to move to third party cloud-based applications, due to privacy concerns. **ALECA** leverages the gold standard security provided by Microsoft AZURE.

### 4. **No simple-to-use, customizable tools for clients.**

Currently available software lacks easy customization and is inflexibility in use. **ALECA** is fully flexible.

## 5. Solution

### 1. Sustainable finance tool that works within commercial goal-setting.

**ALECA's** SaaS platform allows organizations to measure both traditional and sustainable metrics, to help them have an overall and integrated understanding of their business, along with its impact in the market and environment.

### 2. Making sustainable goals achievable and manageable.

From years of experience, the **ALECA** team has a unique understanding of the industry, having been recognised as subject specialists, with deep industry expertise. From this, **ALECA** has formulated strategies developed from proven correlations between cost and carbon footprint reduction. Backed by **ALECA's** consulting services, the company is in a strong position to provide solutions to companies, based on the actual challenges they face.

### 3. Reliable data security, backed by Microsoft Azure.

The platform will be measuring ROI, IRR, and other metrics that contain sensitive information. Since data privacy is such a key concern, **ALECA's** software is backed by Microsoft Azure, to ensure data protection. Along with specific privacy guidelines, we aim to ensure the safety of clients' sensitive data on the platform.

**4. Ability to customize to client circumstances and needs.**

Since client needs vary according to company size, goals and circumstances, **ALECA** aims to help clients achieve operational and environmental objectives. Carbon efficiency is the prime goal. With **ALECA**, clients identify which sustainable solutions to invest in, for their specific objectives. **ALECA's** expertise unlocks the best green solutions for companies to reduce their carbon footprint, as well as providing consulting services to explore alternative energy sources, and other environmental objectives.

**5. Enabling competitive training for long-lasting impact.**

**ALECA's** objective is to train the best minds for a sustainable tomorrow. We feel an obligation to train employees, business leaders and stakeholders, to equip them for the green journey. This flows from the team's experience, sense of mission, and their expertise.

## 6. Team Information

### Leadership Team

**Serge Jean:** Co-Founder and Managing Director

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

**Banu Panjateharam:** Co-Founder and Director, Geoscience

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

**Graeme Rae:** Co-Founder and Director, Engineering

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

**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**  
Gas monetization expert with over forty years' experience in successfully delivering projects. Held Chairman and CEO positions.
- **Don Archer**  
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.



## 7. Market Research

Idea validity in Global Market mapped through CAGR and projected growth. Total servable market: 2,000,000 professionals.

### Global Picture for Greentech

The global Green Technology and Sustainability market is projected to grow from **US\$11.2 Bn in 2020 to US\$36.6 Bn** by 2025, at a Compound Annual Growth Rate (CAGR) of **26.6%** during the forecast period.

### Carbon Capture Utilisation and Storage (CCUS)

Current spend **US\$2 Bn** and 2025 forecast market size, based on public commitments by majors, is **US\$100 Bn**, in line with national Net-Zero Emission (NZE) targets.

### SaaS & Consulting

SaaS market is currently **US\$30 Bn** SDG Consulting market is **US\$5Tr** per annum.

### COP26 and a Greener Future

The Energy Industry has been the focus of much attention, in the context of carbon emissions. Concerns over climate change have led to COP commitments by governments, and the investment community has taken note. Energy companies are increasingly aware of the need to respond, by increasing their attention to carbon emissions reduction. **ALECA** is well-positioned to provide the industry with much-needed solutions.

## 8. Industry Drivers

- 1. Market awareness driven by the growing need to act.**  
With growing public awareness of the causes of carbon emissions and its climate change and economic impact, there is more pressure on companies to act. This is driving an increase in corporate awareness and action, resulting in a move to more sustainable operations.
- 2. Governmental support, and targets enforced by taxes.**  
Governments have become increasingly concerned about the use of non-renewable resources. Initiatives such as carbon tax, subsidies for clean energy, and grants to accelerate decarbonization have spurred the growth of the greentech industry. Clean energy receives significant support from an increasing number of governments.
- 3. Lack of well-designed and integrated software solutions.**  
Companies often have to use several tools to manage their teams and projects, from project management, to measuring growth using financial metrics, managing operations, inventory, credits, systems and work processes. In general, sustainability is, at best, an add-on activity or consideration.

*There is active demand in the market for an integrated software that serves all these needs, saves managerial time and cost, and integrates environmental, especially carbon, metrics.*

## 9. Product Features

### Customization

**ALECA** allows clients to customize the platform to their needs. Our expert team is ready to adapt our tools to cater to a company's need, and to provide customizations to their current tools based on their requirements.

### Integration

**ALECA's** smart solution ensures end-to-end solutions, for a company to be able to collaborate, while also allowing them to manage and measure operations, finance, growth and sustainability, for a holistic progression to their integrated goals.

### Privacy assured

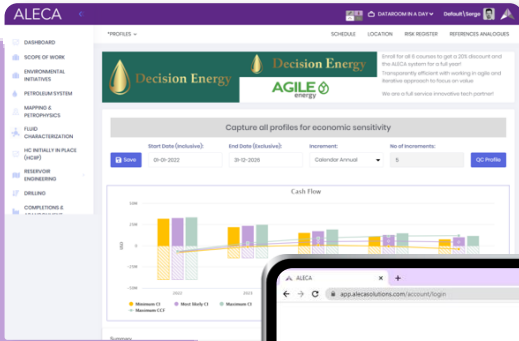
Platforms functioning on Microsoft Azure give clients the guarantee that their sensitive data is safe and will not be exposed to a third party.

### End to end solutions

**ALECA** combines Project Management tools + HCIIP Tools + Production Forecast + Economic Screening + Carbon Footprint which no software currently does. Our software acts as a one-stop solution for firms wishing to achieve their goals in a holistic manner.

# 10. Product Snapshots

Economic analysis & cashflow modeling



Carbon Footprint calculator by production

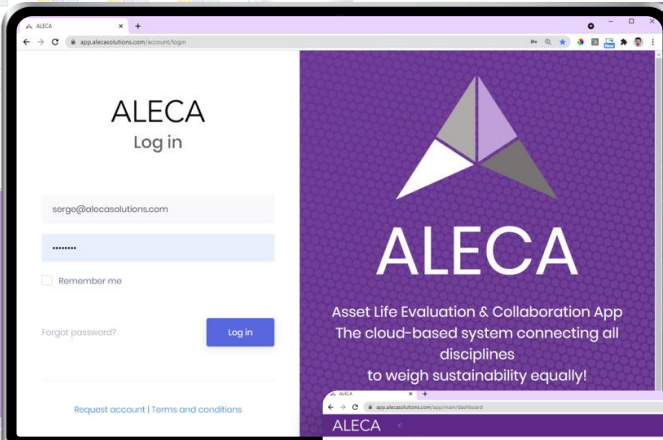
\*CALCULATE FOOTPRINT (PRODUCTION) | Table Reference: [www.icas.com/carbondatabase/volumeconverter.asp](http://www.icas.com/carbondatabase/volumeconverter.asp)

Oil Inputs	Units	Refined Product	Gas Inputs	Units	Option	Condition
Minimum	93313.6	Gasoline/ Diesel/ Kerosene	Minimum	1400	Natural Gas	Minimum
Most likely	214360	Gasoline/ Diesel/ Kerosene	Most likely	1500	Natural Gas	Most likely
Maximum	233234.2	Gasoline/ Diesel/ Kerosene	Maximum	2900	Natural Gas	Maximum

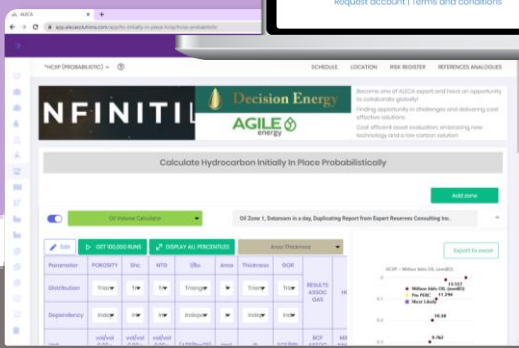
  

	In BCF	Emitted CO2 in Mton
Minimum	1.4	253,913.84
Most likely	1.5	271,621.97
Maximum	2.9	526,135.68

ALECA login page hosted by Microsoft



Advertisement Banner



Dashboard & Toolkit Menu

# 11. Business Environment 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:

## 1. **Project Management tools**

SAP, Sage, and Monday.com are the leading project management software tools.

## 2. **Production Forecasting**

OFM is the leading software used for production forecast.

## 3. **Economic Screening**

Merak and IHS Markit are the leaders in economic screening.

## 4. **Carbon Footprint**

There are limited and weak competitors in this sector.

## 12. Revenue Model

**ALECA** offers the following B2B Services Model:

### **SaaS Platform:**

Used by Companies with varying needs with ability to customize according to requirement

### **ALECAfy App:**

Simplified tool for companies to run traditional and sustainable metrics' analysis

### **Young Professional Training:**

Providing training to employees of companies

### **Advertising on the platform:**

Releasing ads for companies who's target market uses **ALECA's** platform

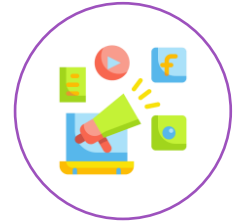
### **Consulting:**

Consulting services based on companies needs offered by expert team of professionals with decades of experience

# 13. Marketing & Promotional Plan

## 1. Social Media Marketing

Through the **ALECA** Newsletter and **ALECA** Talks.



**ALECA Newsletters** Builds curiosity in young minds about the energy industry, carbon footprint and its impact, green economics and more. It aims to educate young professionals about the practicalities and importance of green finance and alternative energy investments.

**ALECA Talks** Every fortnight, Serge hosts a live **LinkedIn** webinar or an interview to discuss green energy topics, and new tools and their abilities. **ALECA** talks has grown significantly since its inception, and is developing into an effective lead-generation tool.



## 2. In Person & Virtual Interaction

In presentations and conferences at universities, **ALECA** educates the professionals of tomorrow. They are the key drivers of future industries.



# 14. Financial Projections

## INCOME STATEMENT

All values in USD

Particulars	2022	2023	2024	2025	2026	2027	2028
Total Revenue	1,005,000	1,800,000	2,860,000	5,899,930	8,408,916	12,007,768	17,439,085
Growth (%)	-	79%	59%	106%	43%	43%	45%
Direct Expenses	422,300	685,000	1,063,100	2,293,246	3,335,410	4,549,399	6,093,354
Cloud Hosting	12,000	12,000	24,000	24,000	72,000	72,000	72,000
Expert Consulting Services	240,000	360,000	540,000	1,414,000	2,002,000	2,619,120	3,267,040
Agent Commissions	110,000	205,000	327,500	501,250	756,875	1,137,813	1,707,969
Sales & Service Tax	60,300	108,000	171,600	353,996	504,535	720,466	1,046,345
<b>Gross Profit</b>	<b>582,700</b>	<b>1,115,000</b>	<b>1,796,900</b>	<b>3,606,684</b>	<b>5,073,506</b>	<b>7,458,369</b>	<b>11,345,731</b>
Gross Margin (%)	58%	62%	63%	61%	60%	62%	65%
Indirect Expenses	577,571	728,857	707,286	866,929	1,133,893	1,329,071	1,485,286
Module Research & Design	240,000	240,000	120,000	120,000	120,000	120,000	120,000
Module Programming	120,000	180,000	120,000	120,000	120,000	120,000	120,000
Software Updates & Maintenance	24,000	36,000	48,000	48,000	48,000	48,000	48,000
Travel Expenses & Universities	15,000	30,000	30,000	45,000	45,000	60,000	60,000
Advertising, Marketing & Tradeshow	50,000	50,000	100,000	100,000	150,000	200,000	200,000
G & A for Support Team	128,571	192,857	289,286	433,929	650,893	781,071	937,286
Earnings before Int. Taxes and Dep.	5,129	386,143	1,089,614	2,739,756	3,939,613	6,129,298	9,860,445
<b>EBITDA Margin</b>	<b>1%</b>	<b>21%</b>	<b>38%</b>	<b>46%</b>	<b>47%</b>	<b>51%</b>	<b>57%</b>
Depreciation	-	-	-	-	-	-	-
EBIT	5,129	386,143	1,089,614	2,739,756	3,939,613	6,129,298	9,860,445
EBIT Margin	1%	21%	38%	46%	47%	51%	57%
Interest	-	-	-	-	-	-	-
<b>PBT</b>	<b>5,129</b>	<b>386,143</b>	<b>1,089,614</b>	<b>2,739,756</b>	<b>3,939,613</b>	<b>6,129,298</b>	<b>9,860,445</b>
PBT Margin	1%	21%	38%	46%	47%	51%	57%
Tax	1,436	108,120	305,092	767,132	1,103,092	1,716,203	2,760,925
PAT	3,693	278,023	784,522	1,972,624	2,836,521	4,413,094	7,099,521
<b>PAT Margin</b>	<b>0%</b>	<b>15%</b>	<b>27%</b>	<b>33%</b>	<b>34%</b>	<b>37%</b>	<b>41%</b>

## BALANCE SHEET

All values in USD

Particulars	2022	2023	2024	2025	2026	2027	2028
<b>EQUITY &amp; LIABILITY</b>							
Share Capital	-	-	-	-	-	-	-
Reserve and Surplus	3,693	281,715	1,066,238	3,038,862	5,875,383	10,288,477	17,387,998
<b>Sub-Total</b>	<b>3,693</b>	<b>281,715</b>	<b>1,066,238</b>	<b>3,038,862</b>	<b>5,875,383</b>	<b>10,288,477</b>	<b>17,387,998</b>
<b>Non-Current Liabilities</b>							
(a) Other long term liabilities	-	-	-	-	-	-	-
(b) Long term provisions	-	-	-	-	-	-	-
Sub-Total	-	-	-	-	-	-	-
Deferred Tax Liability	-	-	-	-	-	-	-
<b>Total</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Current Liabilities &amp; Provisions</b>							
Short term borrowing	-	-	-	-	-	-	-
Sundry Creditors	-	-	-	-	-	-	-
Accrued Expenses & Other Current Liabilities	-	-	-	-	-	-	-
Tax Provisions	1,436	108,120	305,092	767,132	1,103,092	1,716,203	2,760,925
Sub-Total	1,436	108,120	305,092	767,132	1,103,092	1,716,203	2,760,925
<b>Total Equity &amp; Liability</b>	<b>5,129</b>	<b>389,835</b>	<b>1,371,330</b>	<b>3,805,993</b>	<b>6,978,475</b>	<b>12,004,681</b>	<b>20,148,923</b>
<b>ASSETS</b>							
<b>Fixed Assets</b>							
Tangible & Intangibles	-	-	-	-	-	-	-
Deferred Tax asset (Net)	-	-	-	-	-	-	-
Other Non-Current Assets	-	-	-	-	-	-	-
Sub-Total	-	-	-	-	-	-	-
<b>Current Assets, Loans and Advances</b>							
Cash & Bank balance	5,129	389,835	1,371,330	3,805,993	6,978,475	12,004,681	20,148,923
Trade Receivables	-	-	-	-	-	-	-
Other Current Assets	-	-	-	-	-	-	-
Sub-Total	5,129	389,835	1,371,330	3,805,993	6,978,475	12,004,681	20,148,923
<b>Total Assets</b>	<b>5,129</b>	<b>389,835</b>	<b>1,371,330</b>	<b>3,805,993</b>	<b>6,978,475</b>	<b>12,004,681</b>	<b>20,148,923</b>
Check	-	-	-	-	-	-	-

## CASH FLOW STATEMENT

All values in USD

Particulars	2022	2023	2024	2025	2026	2027	2028
<b>A. Cash Flow from Operating Activities</b>							
<b>Net Profit / (Loss) after Tax</b>	3,693	278,023	784,522	1,972,624	2,836,521	4,413,094	7,099,521
Adjustments for:							
Non cash adjustment							
Deferred Tax	-	-	-	-	-	-	-
Depreciation and Amortisation	-	-	-	-	-	-	-
Finance Costs + Borrowing cost	-	-	-	-	-	-	-
Non operating income	-	-	-	-	-	-	-
Provision For Tax	1,436	108,120	305,092	767,132	1,103,092	1,716,203	2,760,925
<b>Operating Profit / (Loss) before Working Capital Changes</b>	<b>5,129</b>	<b>386,143</b>	<b>1,089,614</b>	<b>2,739,756</b>	<b>3,939,613</b>	<b>6,129,298</b>	<b>9,860,445</b>
Changes in Working Capital:							
Trade Receivables	-	-	-	-	-	-	-
Other Current Assets	-	-	-	-	-	-	-
Tax Paid	-	-1,436	-108,120	-305,092	-767,132	-1,103,092	-1,716,203
Other current Liability	-	-	-	-	-	-	-
<b>Cash Generated from Operations (A)</b>	<b>5,129</b>	<b>384,707</b>	<b>981,494</b>	<b>2,434,664</b>	<b>3,172,482</b>	<b>5,026,206</b>	<b>8,144,242</b>
<b>B. Cash Flow from Investing Activities</b>							
Addition in Fixed Assets	-	-	-	-	-	-	-
Other Non Current Assets	-	-	-	-	-	-	-
Other income	-	-	-	-	-	-	-
<b>Net Cash Flow from / (used in) Investing Activities (B)</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>C. Cash Flow from Financing Activities</b>							
Proceeds from issue of Equity Shares	-	-	-	-	-	-	-
Proceeds/ (Repayment) of Long-term Borrowings	-	-	-	-	-	-	-
Finance Costs	-	-	-	-	-	-	-
<b>Net Cash Flow from / (used in) Financing Activities (C)</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
Adj. For Group Business	-	-	-	-	-	-	-
<b>Net Increase / (Decrease) in Cash and Cash Equivalents (A+B+C)</b>	<b>5,129</b>	<b>384,707</b>	<b>981,494</b>	<b>2,434,664</b>	<b>3,172,482</b>	<b>5,026,206</b>	<b>8,144,242</b>
Cash and Cash Equivalents at the Beginning of the Year	-	5,129	389,835	1,371,330	3,805,993	6,978,475	12,004,681
<b>Cash and Cash Equivalents at the End of the Year</b>	<b>5,129</b>	<b>389,835</b>	<b>1,371,330</b>	<b>3,805,993</b>	<b>6,978,475</b>	<b>12,004,681</b>	<b>20,148,923</b>

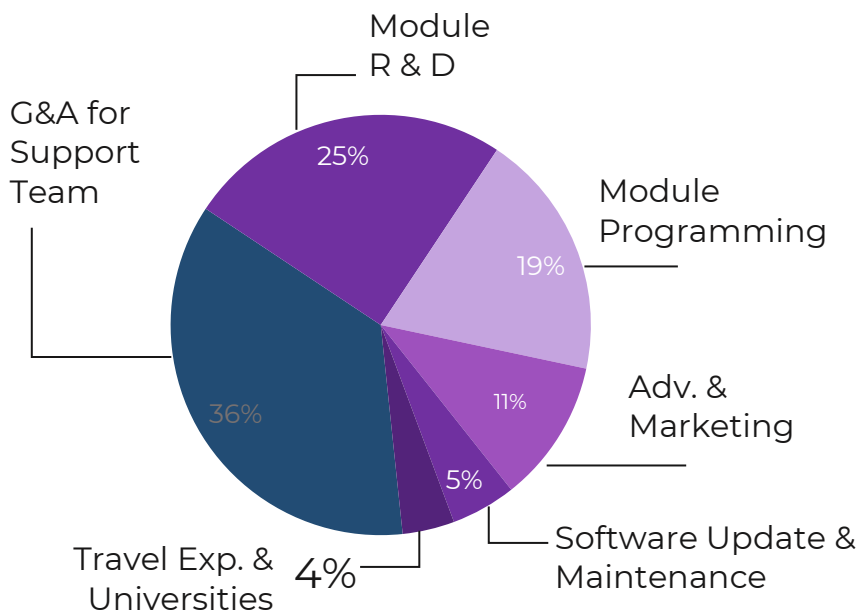
## 15. Investment

### Series A: US\$ 2.88 Million

Pre-money valuation US\$30 Mn

Pre-Series A, Jan 2020, US\$140,000.

#### Fund Allocation



# 16. Roadmap

## Growth Plans for the eighteen months from Series A Raise:



### Stage 1:

**Launch** of the **ALECAfy** Application that provides companies with the tools to measure carbon footprint, amongst other sustainable metrics along with financial and team managing tools.

### Focus on Expansion to Europe

Partnerships within Europe that aim at companies using **ALECAfy**, or **ALECA's** software and services.



### Stage 2:

**Focus** on client acquisition and retention. Target to take **ALECA** cash-flow positive.



### Stage3:

**North America Expansion:** USA and Canada Client acquisition strategy through proven results and exemplar clients, and development of the brand.

## 17. Summary

**ALECA** is a pioneering environmental solutions provider, spearheading tomorrow's green future for the Energy Industry. Our team has developed the right service mix and the most efficient tools, to empower clients to actualize optimal outcomes - ensuring the least environmental damage possible.

Our commitment and vision has brought excellent results right from the beginning. We are a step ahead of the industry and are taking steps to ensure that **ALECA's** impact is long-lasting.

By training and nurturing the key employees of tomorrow through university partnerships, we are enabling the development of the right thought processes in the leaders of tomorrow.

Team **ALECA's** carefully calculated steps and meticulously planned approach is already yielding results for clients, as well as earning recognition from the industry.

We ask you to join us on this journey – to be part of the Energy Industry's Sustainability Story.



# Thank You

Reach us on:

 [Serge Jean](#)

[www.ALECAolutions.com](http://www.ALECAolutions.com)