



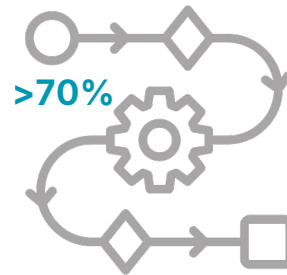
One Platform, One Data, One Source of Truth

Transforming Carbon & ESG Data into Strategic Value

Problem



**Over 8,000 hours annually
on ESG data collection
(4FTEs)**



**Using 3+ Fragmented
Systems
ESG Data Chaos &
Compliance Complexity**

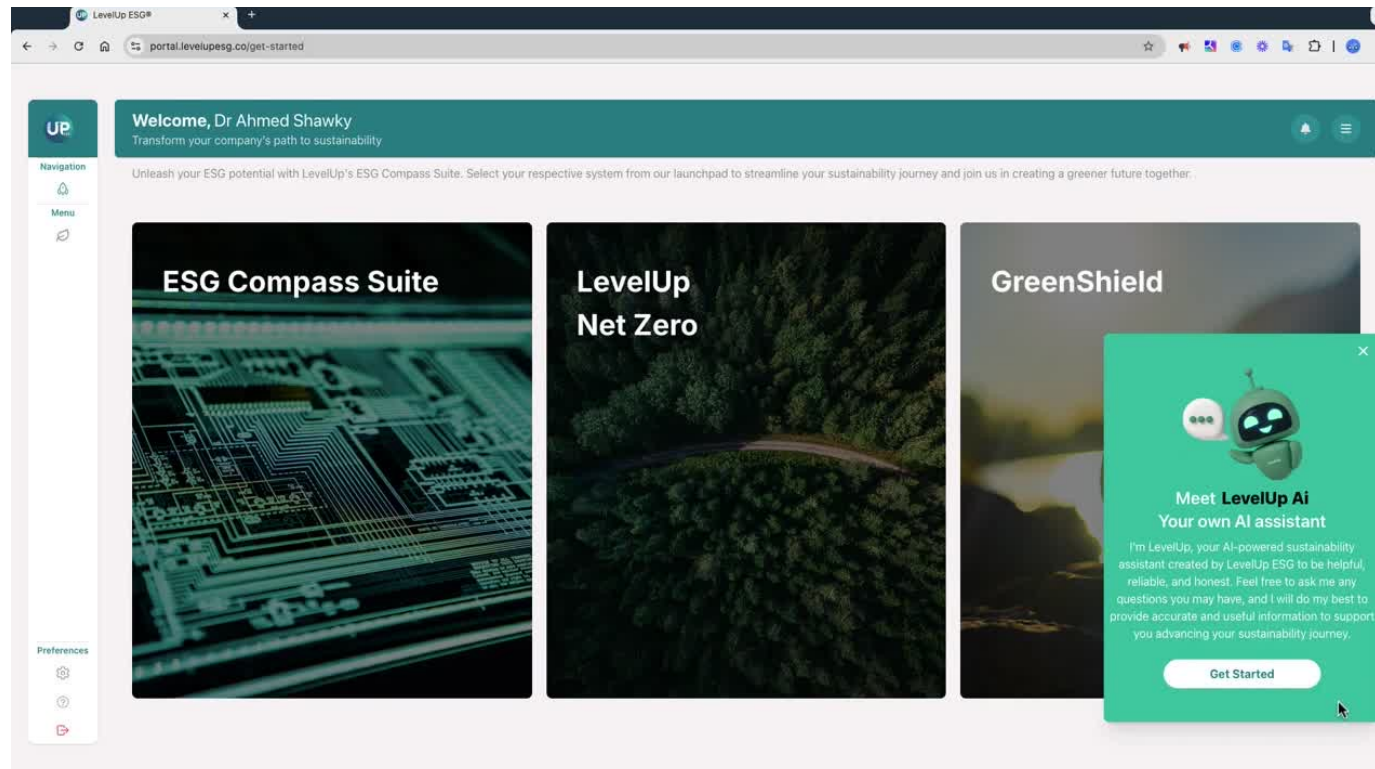


**Greenwashing Vulnerability
& Trust Deficit**

Sources: ERM, ESG today, EU report 2022

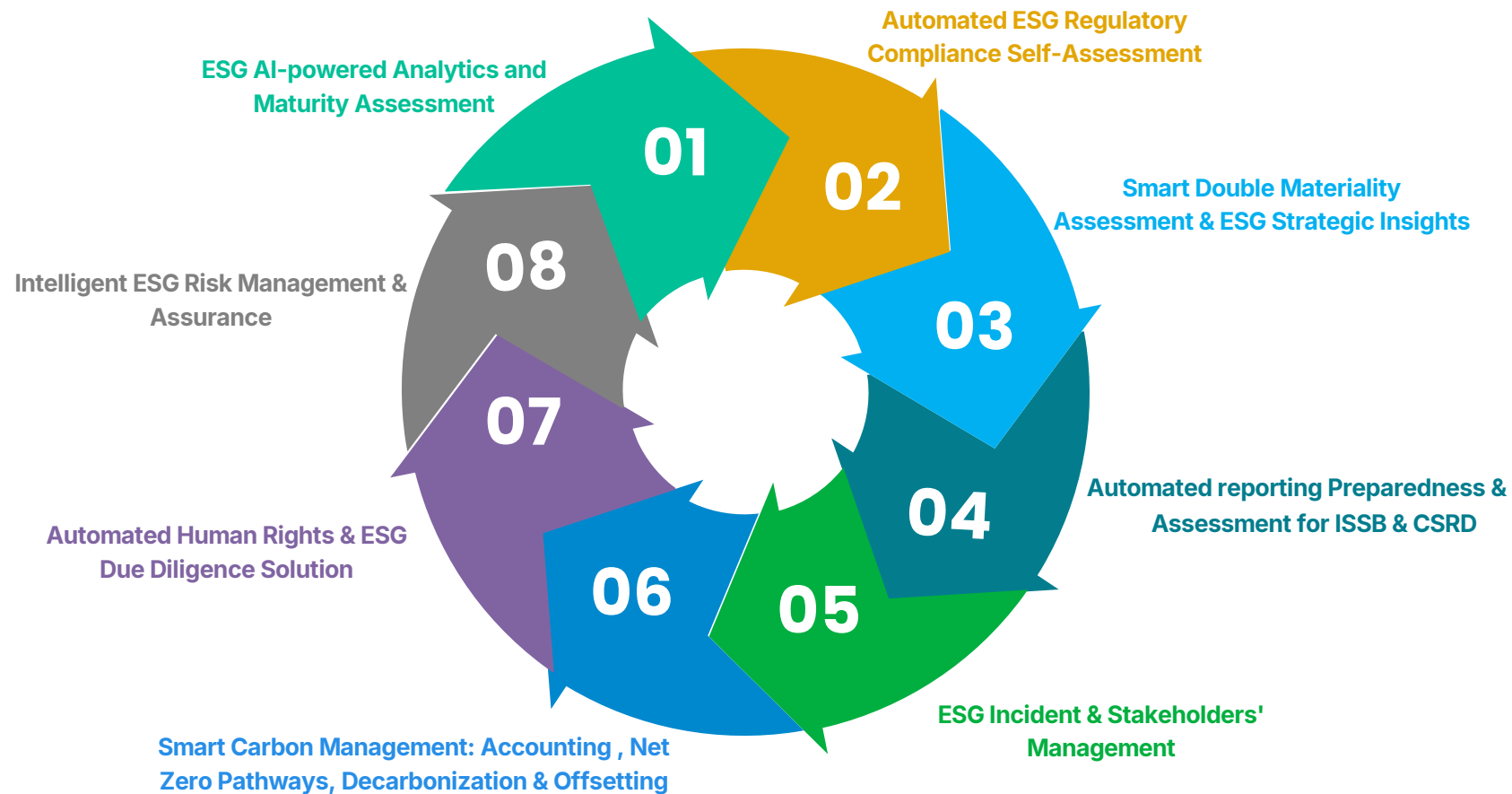
One Platform, One Data, One Source of Truth

An integrated platform for comprehensive Carbon and ESG Intelligence



Demo: <https://youtu.be/IXt7gehZSil>

Our Integrated Quality-Driven Sustainability Platform



Demo: <https://youtu.be/IXt7gehZSil>

One Platform, One Data, One Source of Truth

One platform. One truth. Real impact.



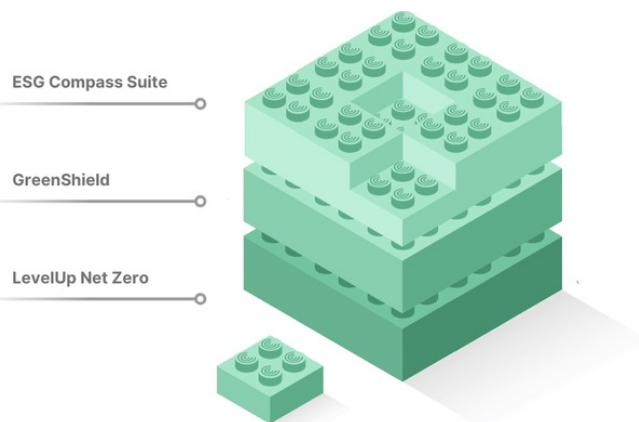
Reduce Time by 70% and
Cut Costs (~3 FTEs)



Safeguard Reputation with
Robust Anti-greenwash AI
capabilities



Reduce Fragmentation &
Data Silos by Over 80%



One Platform, One Data, One Source of Truth

Business Model



Tiered SaaS

(With try-before-you-scale)

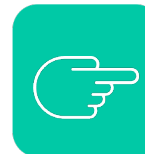
SaaS Subscription Pricing:

- ESG Activator
- Net Zero Strategist
- Sustainability Leader



Add-On Modules

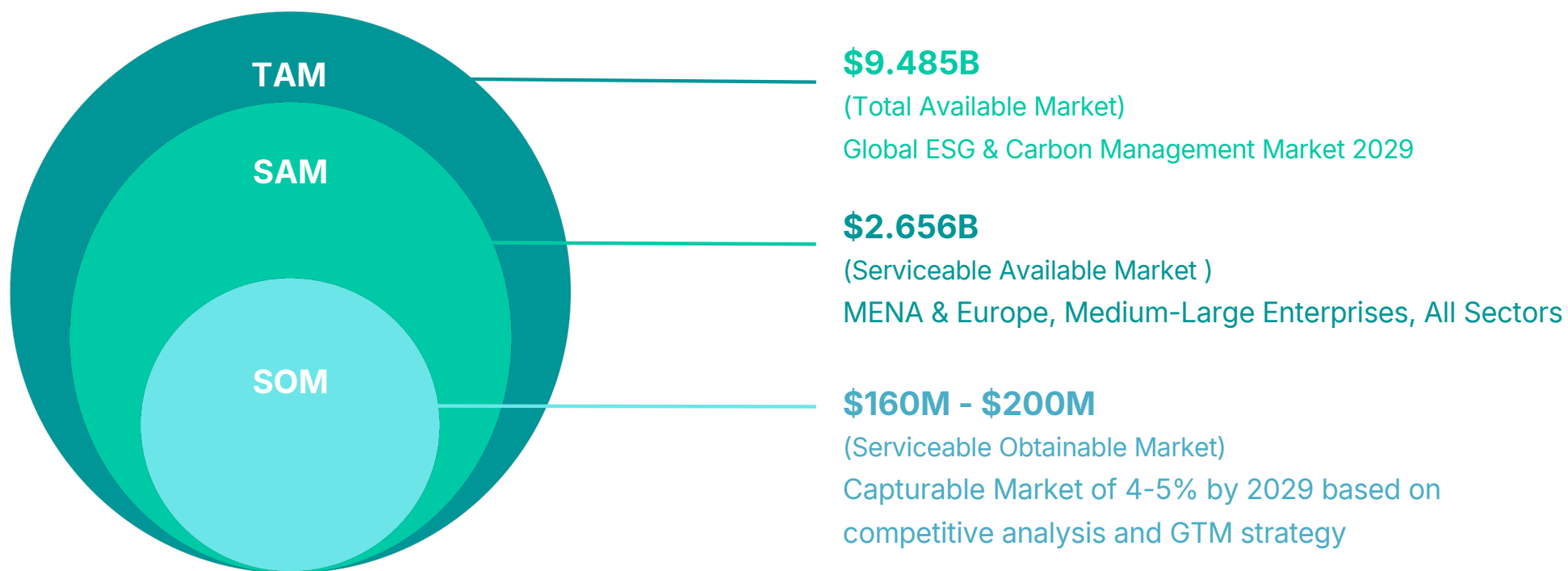
Add-on modules
Integration with other systems (ERP, CRM)



Partner Referral

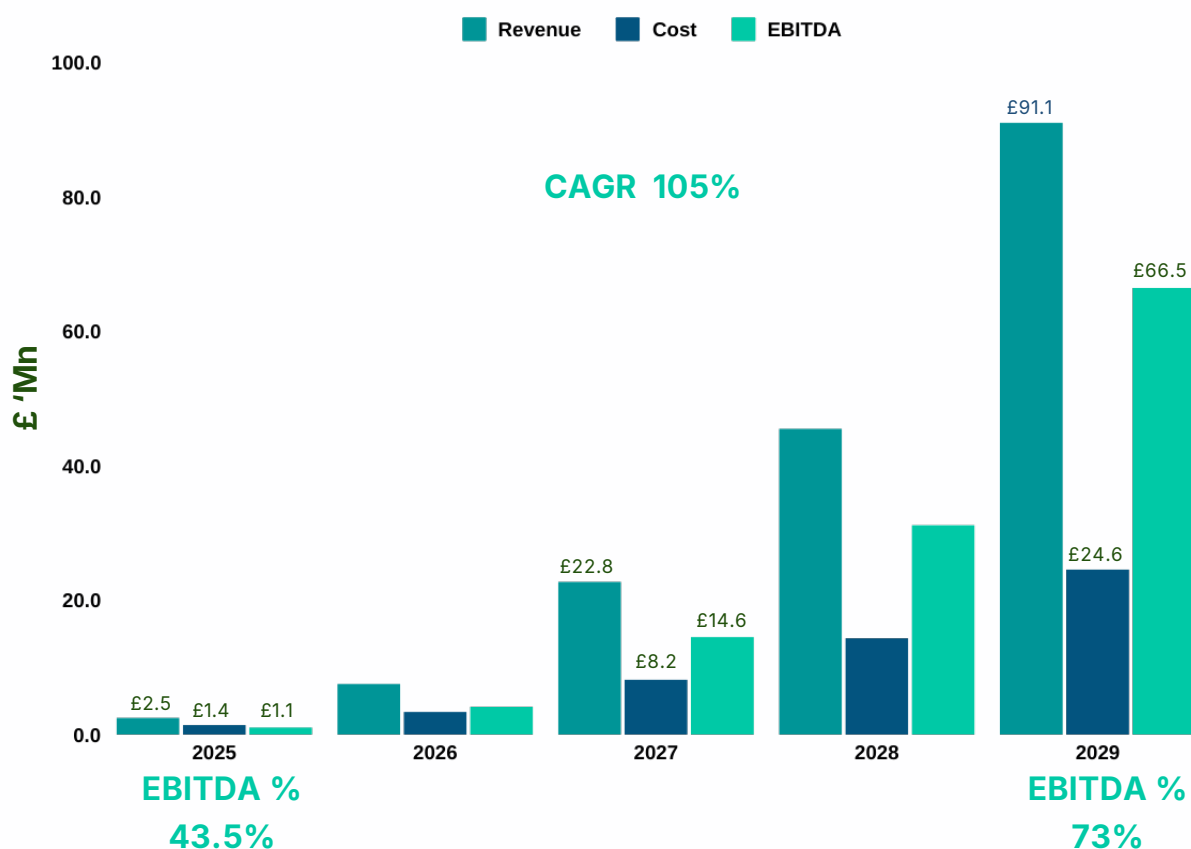
White-label solutions for partners
(e.g.. PwC, KPMG)

Market value \$9.4B expected in 2029 at an avg 29% CAGR¹



1. Source: Verdantix

Conservative Financial projections £169Mn+ Revenue by 2029



Key Financial Highlights

- EBITDA Margin improvement from 43.5% to 73%
- Cumulative Revenue over 5 years: £169.5M

Key Metrics

- Average Revenue per Customer (ARPC) in Year 1: £84k.
- Revenue CAGR (2025-2029): 105%
- CAC to CLV Ratio: 1:6 (2025) to 1:12.8(2029)

GTM

- Direct sales and strategic partnerships
- Sectors: Initially Service sectors (highest buying power) expanding to Industrial & Energy next
- Markets: MENA & Europe first (where we have strong presence), then North America, following proven success

LevelUp ESG®: Complete Carbon & ESG automation, with anti-greenwashing AI

Competitive Advantage								
Integrating 12-in-1	✓	✗	✗	✓	✗	✗	✗	✗
Anti-Greenwashing AI	✓	✗	✗	✗	✓	✗	✗	✗
ESG Risk Management & Assurance	✓	✗	✓	✗	✗	✗	✗	✓
Carbon Management	✓	✓	✗	✓	✓	✓	✓	✓
								

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Traction

- Alpha prototype built and demonstrated
- Beta prototype ready to scale

Product Development



Intellectual Property

- Patent application on core components and Proprietary Data sets.

- Strategic partnership with PwC ME
- Pilot programs initiated with 4 companies

Partnerships & Customer Engagement



Funding

- Revenue USD 20,000
- Bootstrapped

Diverse, purpose-driven talent

Core Team



Dr Ahmed Shawky
Founder & CEO



- Ph.D. in Sustainability Assurance and LBS Sloan fellow
- 20+ years in sustainability, governance, IA and risk management



Katerina E.
Business Development



- Expert in software solutions for environmental sustainability and regulatory compliance.



Salman Azmi
AI and data science solutions



- 10+ years of AI and data science expertise delivering transformative solutions across finance, oil & gas, retail, and supply chain.



Jeffery T.
Sales Partner



- 20+ years of Sales & Marketing experience across various tech sectors



Dr Mohamed El Zayet
sustainability Director



- Ph.D. in Environmental Engineering and ongoing MBA
- 15+ years in sustainability, environmental engineering, and solid waste management



Yana M.
Strategy & Growth



- 20+ years driving growth and digital transformation.
- Expert in building partnerships



Kayode Temenu
ESG Impact and Investing



- 15 years in ESG, GHG, and Private Equity.
- ESG integration, sustainability frameworks.



Frank H.
Market and Partnerships



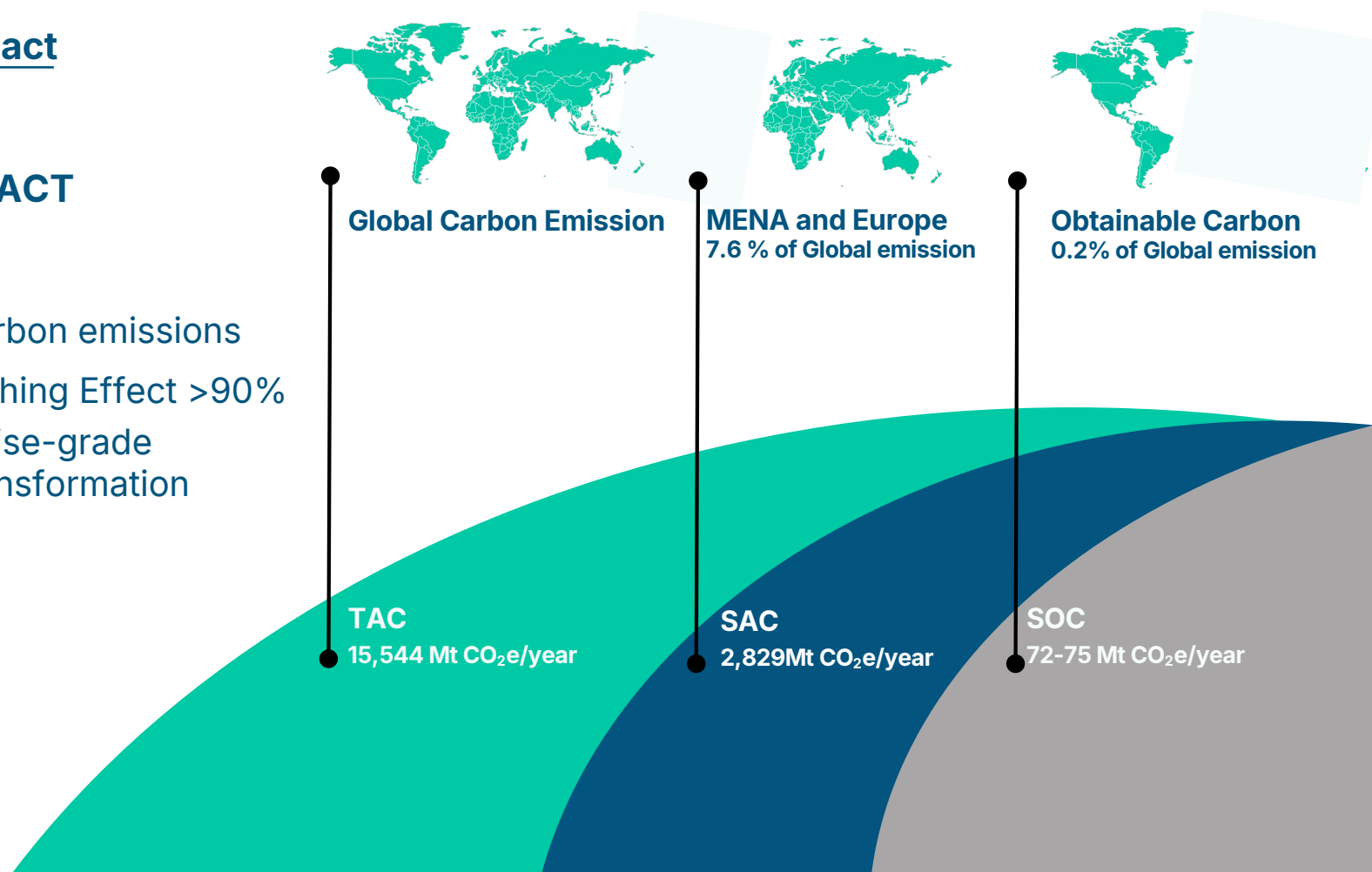
- 25+ years in market and business development.
- Expert in driving tailored innovation

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Our Carbon Impact

THIS IS THE IMPACT WE'LL MAKE

- ↓ Operational carbon emissions
- ✓ Anti-Greenwashing Effect >90%
- ✓ Enable enterprise-grade sustainable transformation





We work in MENA and Europe with impactful

Clients – Pilot & Potential:

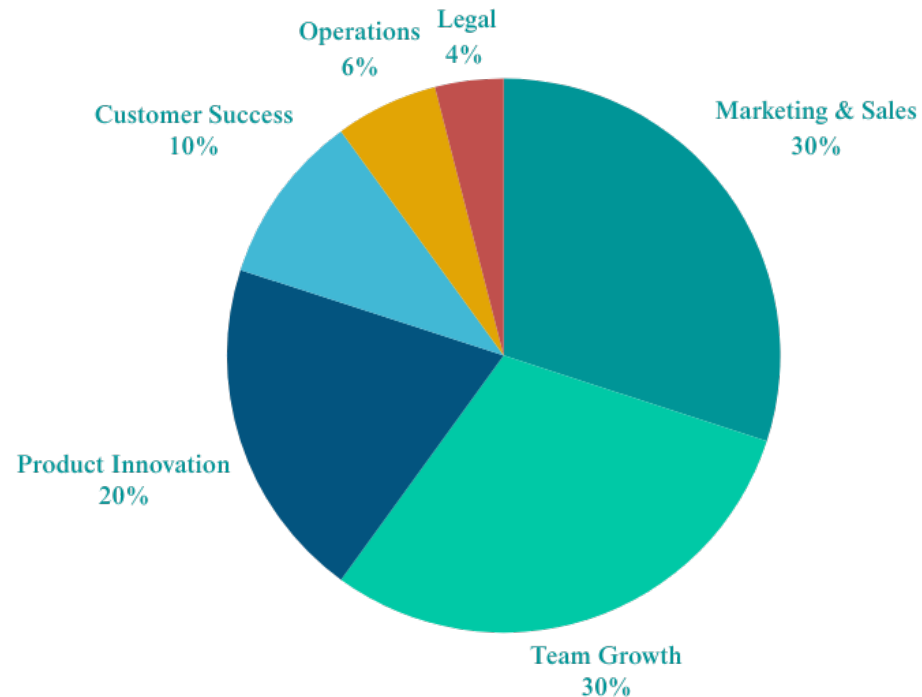


Partners:



Investing in growth & impact

We are raising £1 M
We're actively seeking strategic
investors and partners



18-Months Timelines



One Platform, One Data, One Source of Truth



OUR VISION IS...

..A WORLD, WHERE
SUSTAINABILITY DATA IS
MANAGED AND TRUSTED

MAKING SUSTAINABILITY
DATA AS CREDIBLE AS
FINANCIAL DATA

We are making this possible through our integrated AI-powered platform - transforming how organisations collect, validate, and act on ESG & Carbon data, making **authentic** sustainability achievable for all..



One Platform, One Data, One Source of Truth



Thank You

Join us in making **authentic** sustainability achievable

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LevelUp ESG®: Transform, Sustain, Succeed