

Pitch Deck

Greenlect

Sports ESG Data Platform

Powered for Clubs & Leagues

Investor Pitch | Idea Stage

Presented by:

Ruwindu Peiris, Founder

Problem Statement

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**300–800 tonnes
CO₂ per match**

Professional clubs (e.g., Liverpool FC, Mumbai Indians) emit 300–800 tonnes CO₂ per match without real-time tracking.

Operational blind-spots: stadium energy use, team travel logistics, water usage per seat, waste from concession stands.

Sponsors and governing bodies demand transparent ESG metrics - clubs risk fines, loss of partners, fan backlash.

Solution

Cloud-native, multi-tenant SaaS automates sports ESG data capture and delivers real-time, globally-compliant reporting and dashboards.

Key benefits include:

Sports-Centric Insights: Track stadium emissions, travel footprint, water use, athlete welfare, and community impact in one dashboard

Stakeholder Confidence: Branded, real-time ESG dashboards for fans, sponsors, and regulator

Compliance Made Easy: One-click reports for CSRD, GRI, TCFD standards

Automates data capture (IoT sensors in stadiums, travel booking APIs, billing systems)

Efficiency & Growth: Automated data pipelines reduce manual effort, powering ongoing sustainability improvements

Product

Environment

- Real-time carbon & energy tracking
- Water & waste analytics

Social

- Athlete wellness metrics
- Diversity & community insights

Governance

- Compliance reporting
- Central policy repository

Core Platform

Multi-tenant SaaS design
Simple data integration & reporting

[Click here for Detailed feature breakdown](#)

Architecture & Tech

Azure-hosted multi-tenant SaaS with secure data ingestion and AI-powered benchmarking.

Key features include:

SaaS: multi-tenant, scalable on Azure

Data connectors (APIs, CSV uploads, IoT integrations)

AI-powered benchmarking against peer clubs

Secure, GDPR/PDPA-compliant data storage

Market Opportunity

TAM

\$6 Bn annually

- Global ESG Software Market in USD 1.92 billion (2024) and projected to reach USD 5.54 billion by 2033
- Global sports market exceeds USD 600 billion across all disciplines

SOM

\$500 Mn annually

- Estimated 10,000 – 15,000 clubs, leagues, and stadium operators globally
- Estimated SAM approx. USD 500 million annually

SAM

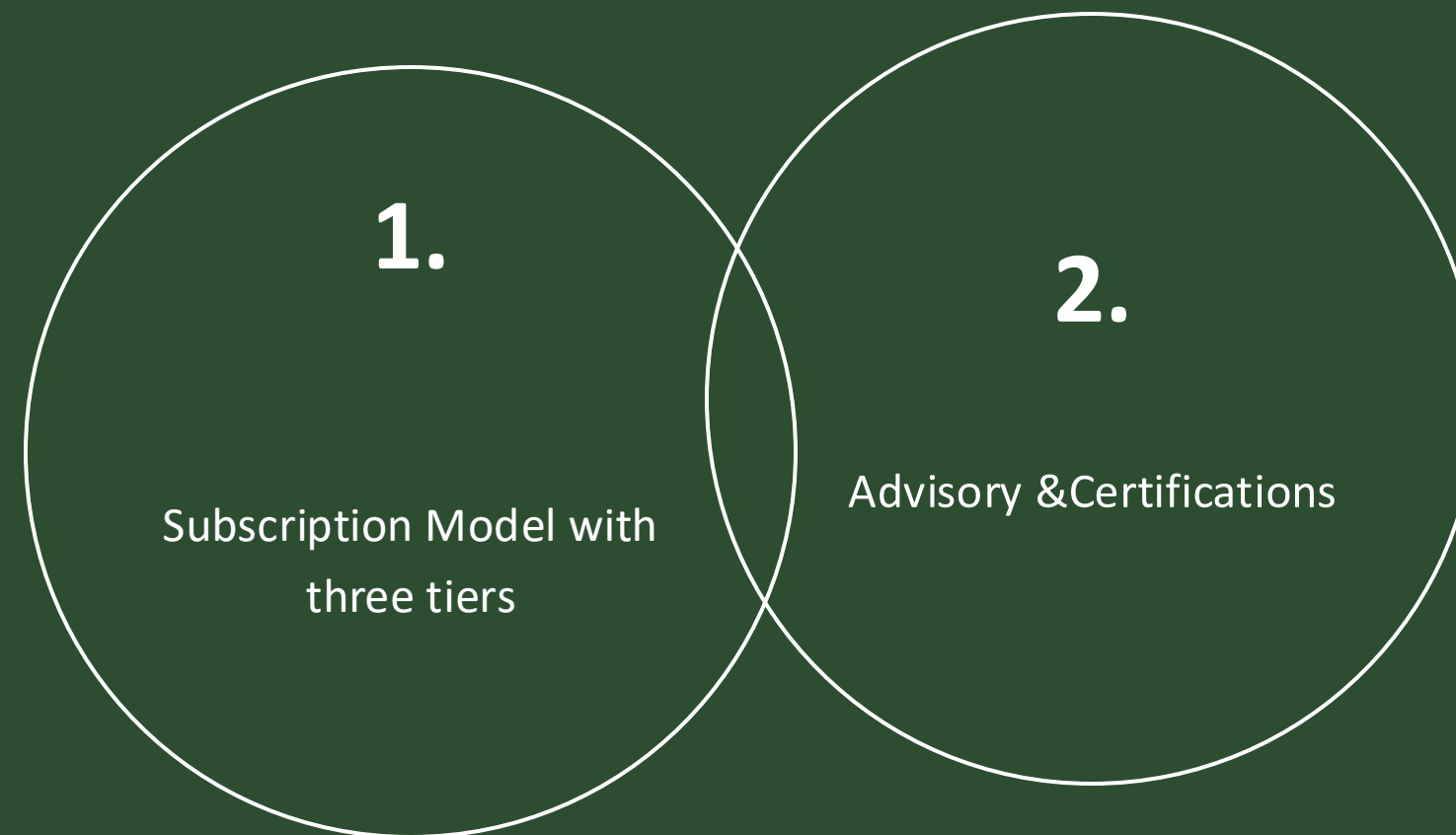
20Mn+ annually

- Football, cricket, rugby, athletics, motorsports, and stadiums with rising compliance burden
 - Target Penetration (3–5 Years): 1,000–2,000 organizations globally
- USD 20+ Million Annually

Business Model

We operate on a subscription-based model, _____ **\$5,000** annually
with pricing starting at

Our primary revenue
streams include:



Competitive Landscape

Our competitors include:

WeTrack (Momentum)

An event ops tool with a sustainability module used by top-tier events (e.g. Olympics, Wimbledon).

Our take: WeTrack validates the demand in sports. Great for elite clubs, but too complex and costly for mid-tier teams - we're the simpler, scalable alternative.

Measurabl

Originally built for real estate ESG, now used in major league stadiums (e.g. MLB).

Our take: Strong on environmental data but lacks sports context and flexibility - Greenlect adds social metrics and is sports-native.

ESG in Sports (Consulting + Assessment Tool)

Provides one-off ESG maturity scores with basic digital tools and advisory services.

Our take: Useful for assessments, but not built for day-to-day management - Greenlect is an ongoing, self-serve platform.

Go-to-Market Strategy

Start with mid-sized clubs under ESG pressure. Launch with pilots, scale via partnerships and referrals. Tiered SaaS pricing.

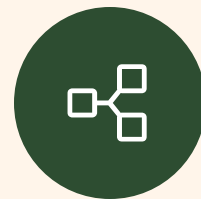
Goal: 15+ clubs, 1–2 league deals in Year 1.

We plan to acquire customers through:



Phase 1

Target Cricket & Football clubs only



Partnerships

Leverage sports consultancies and leagues



Participating

in sports sustainability events starting with Sports Impact Summit, UAE 2025

Our People



Ruwindu Peiris
Founder/CEO

Over 8 years of experience in handling businesses in different industries including startups. Involved in ESG sector for past 2 years. Will overlook strategy, operations and finance.

Resident of Sri Lanka.



Isadora Fenili
Chief Sustainability Officer/Advisor

Expert in ESG Strategy, Reporting, Sustainable Finance. Robust experience across diverse global reporting frameworks. Will guide product development ensuring all complex ESG requirements are met.

Resident of Brazil currently residing in Bali.

Funding Ask

We are seeking upto USD 150,000 to complete MVP and build early traction.

18 Months operating runway



\$50,000

Development burn for MVP.
4 Months @ ~ \$70/Hour.

MVP development will be outsourced to a resourceful development agency to reduce/eliminate budget and timeline overruns.

\$64,500

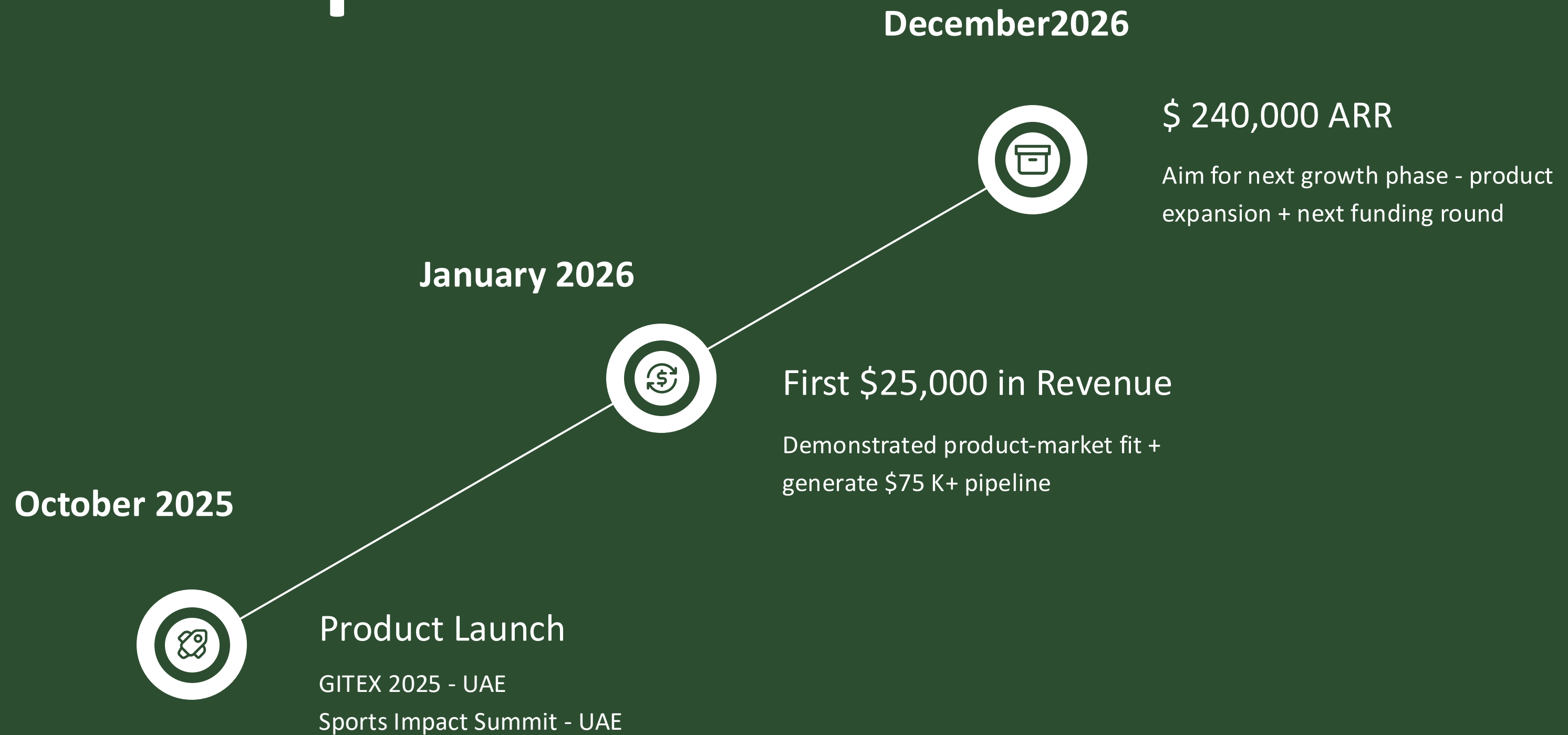
Operations & Personnel

\$35,500

Marketing/GTM

[Click here for Detailed Business Plan and Risk Mitigation Strategies](#)

Roadmap



Thank you for considering Greenlect

We're excited about the opportunity to partner with you in creating a sustainable future in sports!

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