



**alive
labs**

**Regenerative architecture
for a living planet.**

THE ALIVE LABS LIVING WALL



THE PROBLEM: TRADITIONAL LIVING WALLS FAIL



High maintenance costs



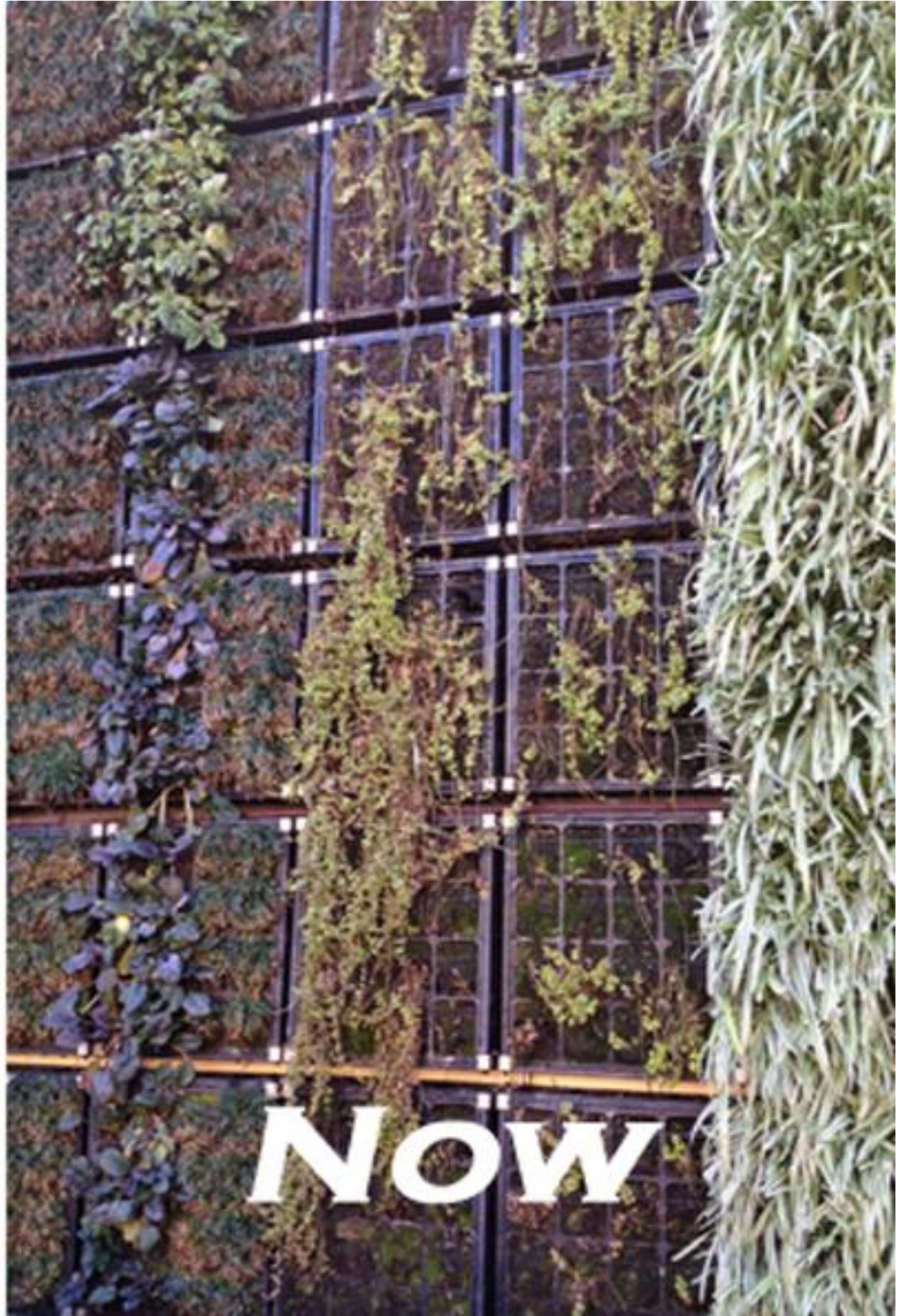
Fire regulation compliance



High irrigation use



Bulky installation



- Government policy mandates sustainable construction, net zero & biodiversity
- Sustainable property attracts higher rents
- 2025 Green Wall Demand in UK of £550 million, growing at 10%

MAYOR OF LONDON

London Plan Guidance

Urban Greening Factor

February 2023

THIS IS A GLOBAL TREND



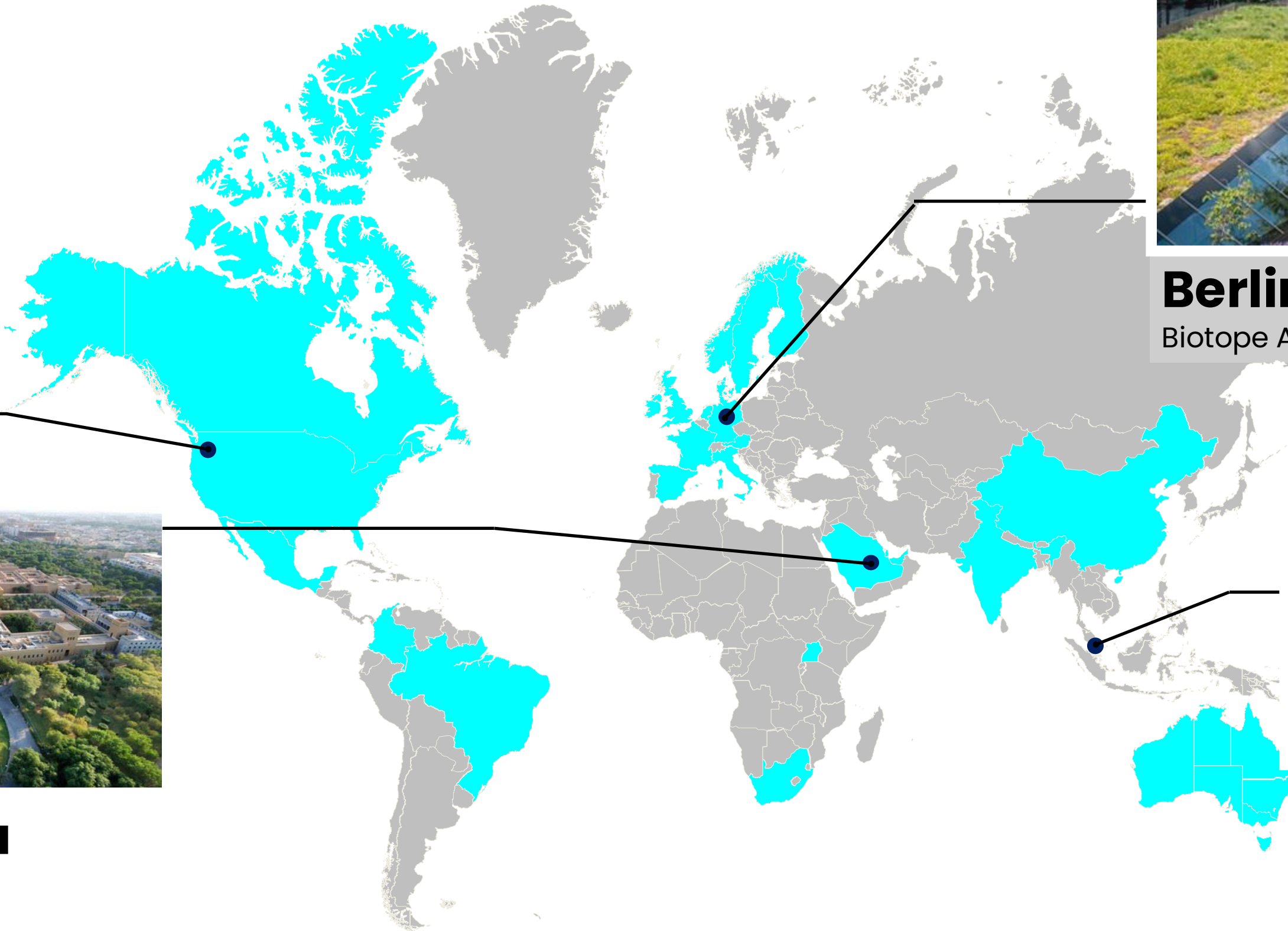
Seattle

Seattle Green Factor



Saudi Arabia

Saudi Green Initiative



Berlin

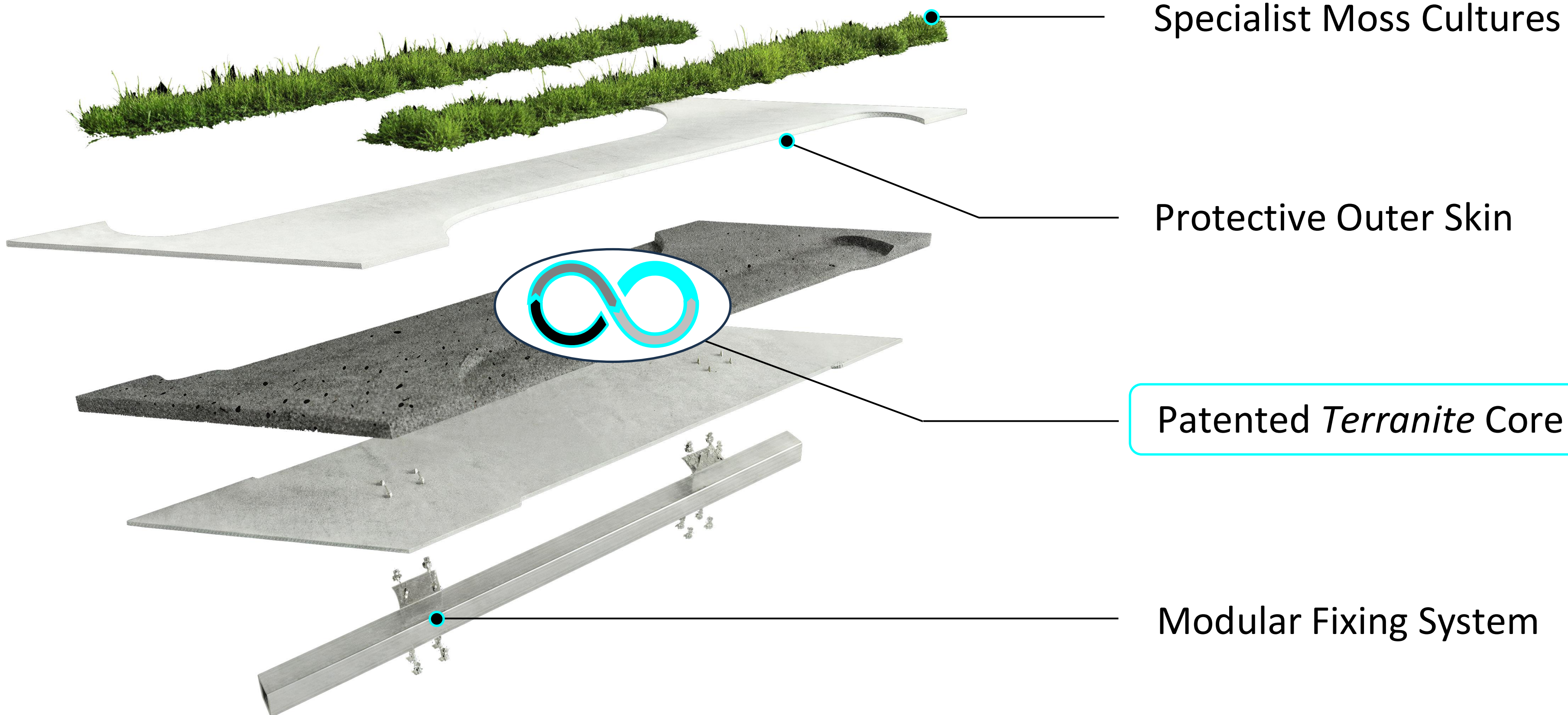
Biotope Area Factor (BAF)



Singapore

Landscape Replacement Policy (LUSH)
& Green Plot Ratio (URA)

OUR ANSWER: THE ALIVE SYSTEM



OUR TECHNOLOGY: EXPLAINED



Smart Materials

Adaptable Biology

Bio-Receptivity

Unique Structure

Carbon Negative



Regenerative

Fire Safe

Native across the planet

Cost Effective

Programmable



THE ALIVE SYSTEM: FUNCTION & BEAUTY

Compared to Traditional Living Walls:



70% Reduction in OPEX



90% Less Water Used



World's 1st Fire Safe Living Wall



Infinite Design Potential



THE ALIVE SYSTEM IS FOR INTERIORS & EXTERIORS



ALIVE LABS HAS A STRONG COMPETITIVE POSITION



- Patented bio-receptive system
- Moss engineered to our needs
- Remote monitoring for optimised growth
- Lower lifetime costs
- High EBITDA margins (45%) to support ongoing development

60% lower cost, radically better performance

Traditional Living Walls



Item Description	Total Price
Installation 100m wall	£130,000
Annual Operating Costs	£18,500
Total 10 Year Cost	*£315,000

*Projections based on 2026 cost assumptions

Alive Wall System



Item Description	Total Price
Installation 100m wall	£125,000
Annual Operating Costs	£5,000
Total 10 Year Cost	*£175,000

*Projections based on 2026 cost assumptions

Please note that the costs are indicative and non-binding. It serves as an initial estimate based on publicly available information. The final agreement and pricing will be detailed in a formal contract, subject to terms and conditions agreed upon by both parties. Prices and availability are subject to change based on project specifics and material costs at the time of contract signing

Projections to 2031

Key Assumptions

TAM – Total Addressable Market

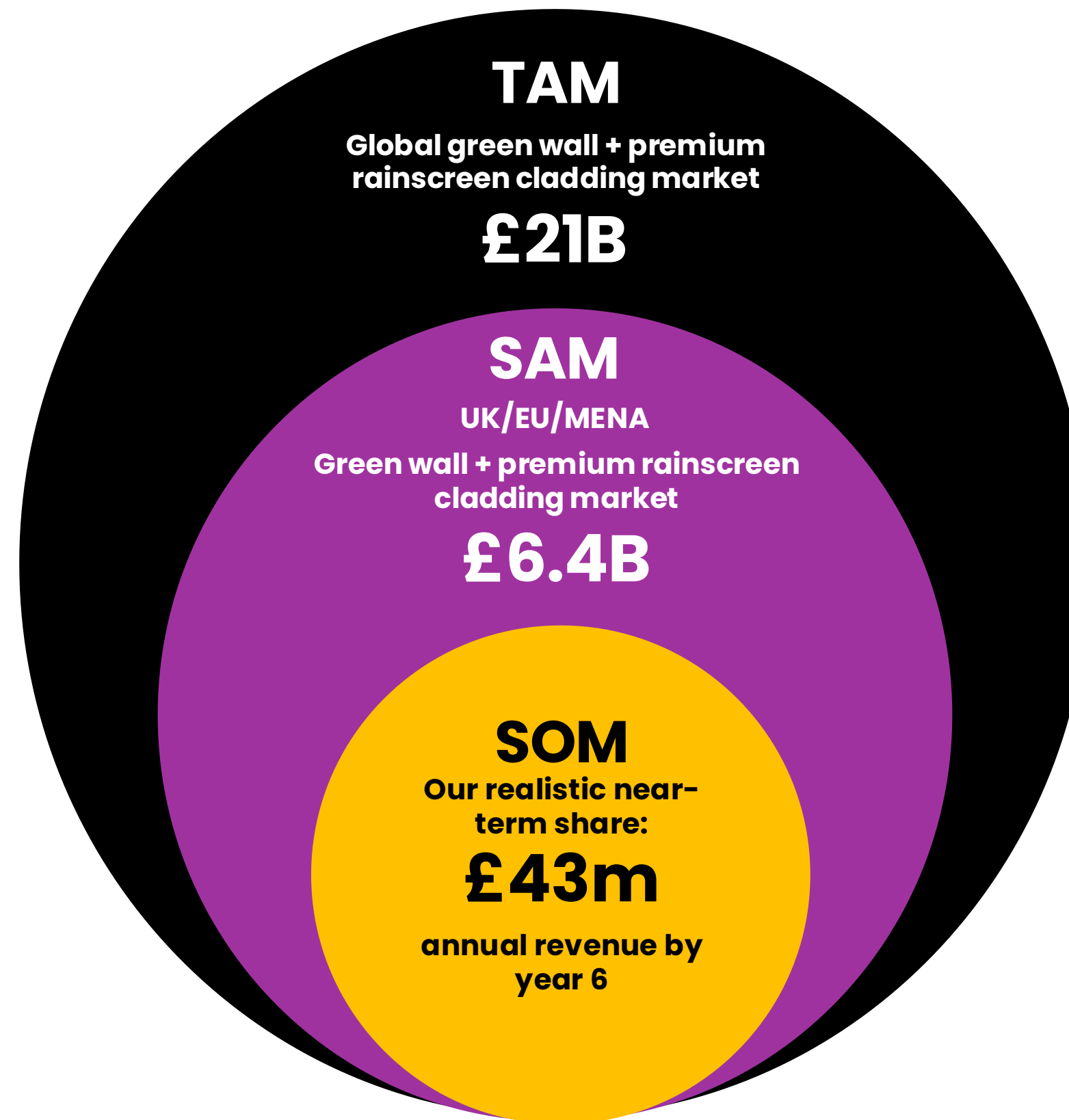
Conservatively assumes **~3% is attributable to premium, sustainable, or architectural-grade façade systems**

SAM – Serviceable Available Market

Focuses on Europe and the Middle East, which represent approximately **30% of the TAM**

SOM – Serviceable Obtainable Market

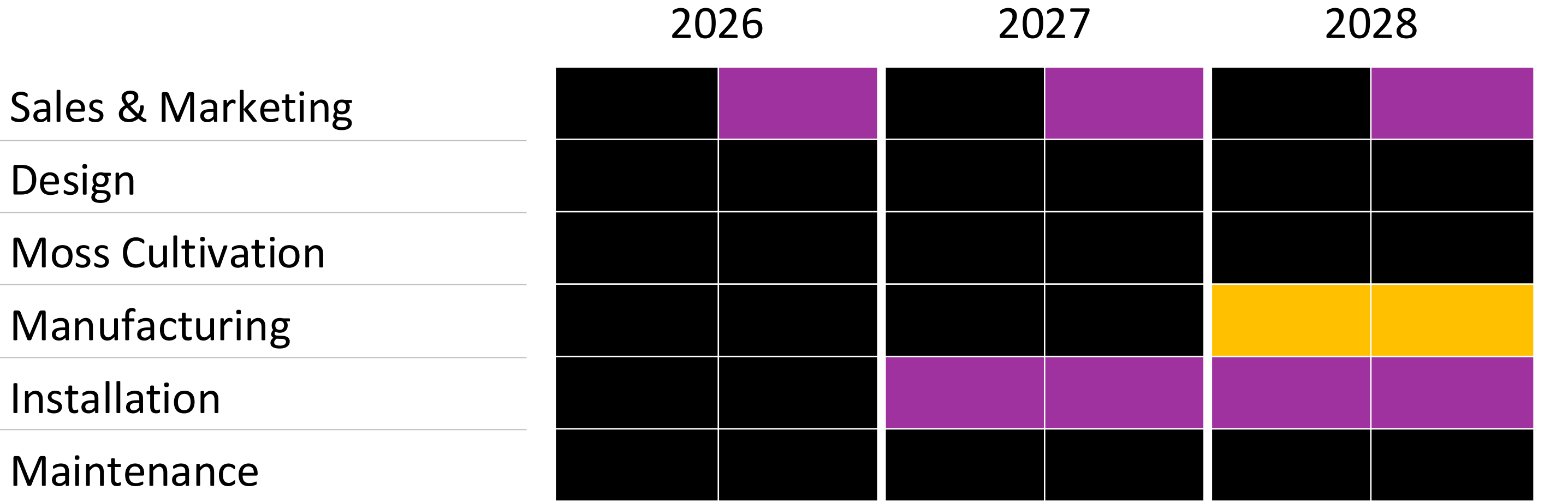
- Based on a 6-year revenue forecast.
- Reflects a conservative **0.7% of our SAM**



Economics per unit

	£	£	£
List Price	800		
Design	20		
Distributor Fee		-200	
Total Revenue			620
Panel Manufacturing		-150	
Panel Materials		-150	
Moss Cultivation		-42	
Gross Profit			278
Gross Profit Margin			45%

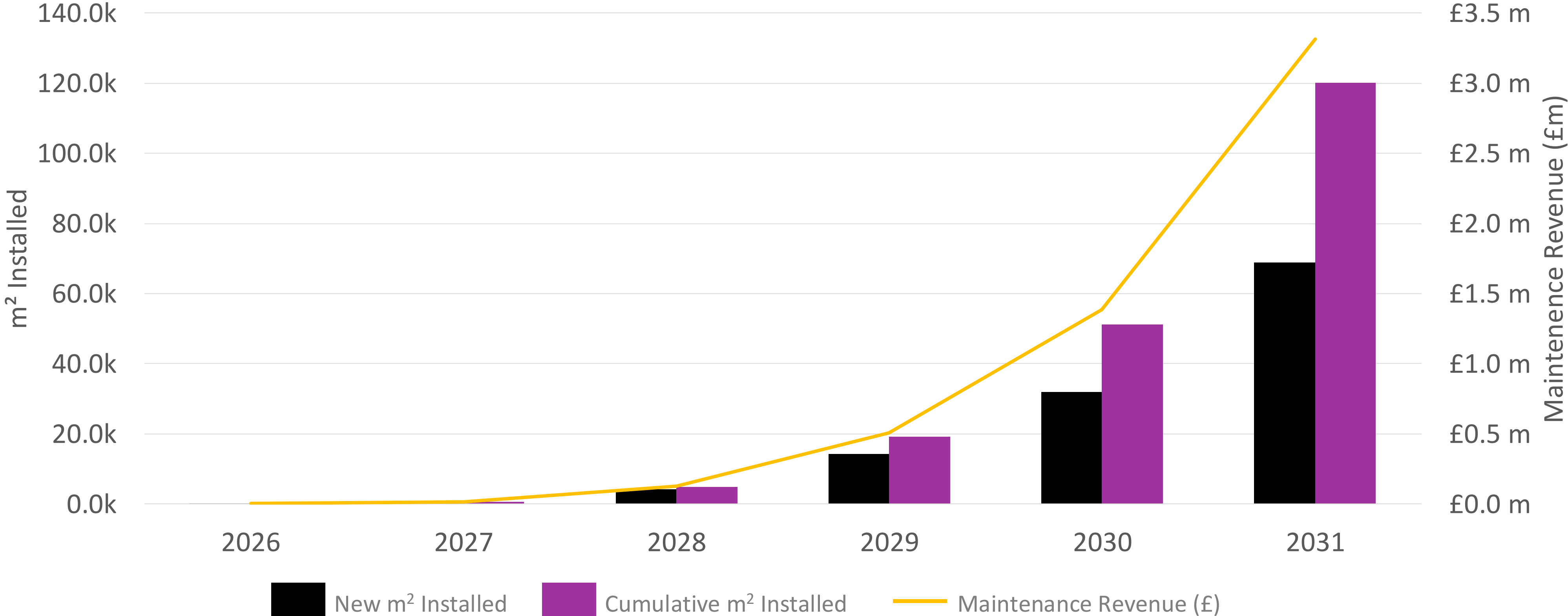
PROGRESSIVE OUTSOURCING



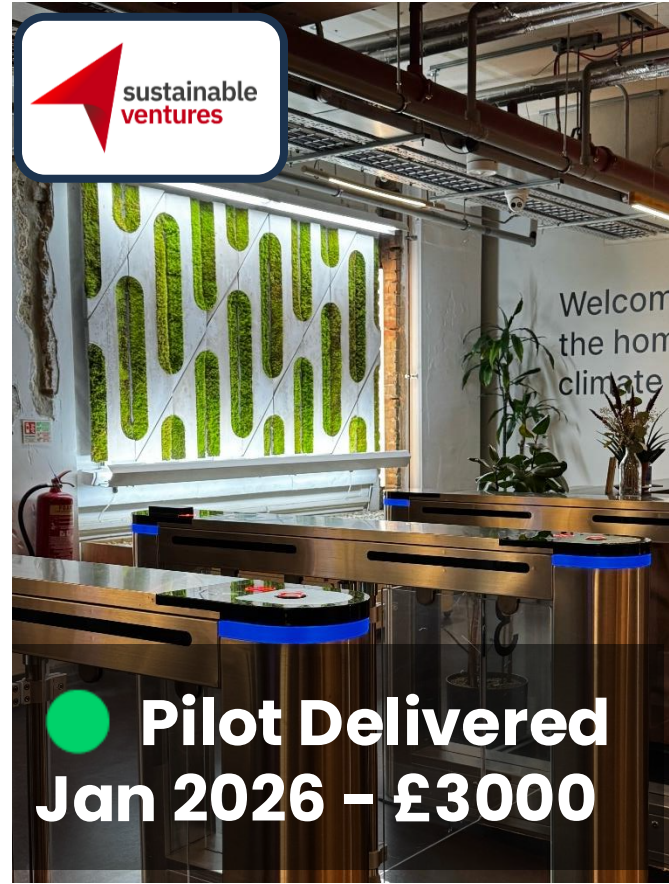

Key:



Maintenance revenue vs installed base



PAID PILOTS AND STRATEGIC INDUSTRY PARTNERSHIPS



**Pilot Delivered
Jan 2026 – £3000**



**Paid Pilot Installation –
May 2026 – £4000**



**Paid Showcase
– July 2026 £5000**



**x4 Store roll
out – 2026**



Paid Pilot Installation – May 2026 – £6000



Paid Pilot Installation – Jun 2026 – £6000

STRONG INTEREST FROM OUR AUDIENCE



10,000

per month

Google Searches
for Green Walls



7 + 15

Letters of Intent
+ Letters of Support



1,000,000

Instagram Alive Labs
Views



80,000

Instagram Alive Labs
Likes

FINANCIAL SUMMARY: DIRECT → LICENSE MANUFACTURING








Total spend to date	2026	2027	2028	2029	2030	2031
£1.1m						
Revenue	£123k	£737k	£3.6m	£11.7m	£27.0m	£43.8m
Metres squared Sold pa	100	600	4,670	15,000	35,000	70,000
Cost of Sales	£32k	£314k	£1.7m	£5.3m	£12.4m	£15.9m
OPEX	£671k	£1.4m	£1.8m	£3.0m	£4.0m	£7.2m
EBITDA	-£581k	-£956k	£129k	£3.4m	£10.6m	£20.8m
EBITDA Margin	~	~	4%	29%	39%	47%
Closing Balance	£40k	£592k	£570k	£2.3m	£8.2m	£22.5m


 2031: EBITDA
£20.8m

£208m
 Valuation based on industry standard of 10x times multiple.

Our 6-year SOM target of **£43m** represents just **0.7%** share of SAM

£600k TO BUILD A SUSTAINABLE COMMERCIAL ENGINE

USE OF FUNDS	£k
 Sales & Marketing	180
 Manufacturing & Ops	150
 Customer Delivery	125
 General & Admin	100
 Working Capital	25
 Contingency	13
 Board	7
Grand Total	600

Alive Labs Valuation

£3,000,000

Investment is EIS Eligible

Investors may claim up to 30% income tax relief

 S&M Agency
Stage 1 – Refine

 In-house Sales Team
Stage 2 – Scale

 PR & Partnerships
Stage 3 – Amplify



Architect

Nicholas Naidu
CEO & Founder

Chartered RIBA Architect.
Foster & Partners



Finance / Strategy

William Hunt
CCO & Co-founder

Big 4-trained in Deal Advisory.



Governance

David Traynor
Director Chair

Chair of VOID
Technologies, Executive
Chair at Byotrol plc.



Sales / Marketing

Matthew Hunt
Advisor

30 years in Financial
Services executive
management



Strategy

Debi Peppin
Advisor

Founder of Cadline, 20
years in manufacturing
and construction service.



Botany

Prof. Jeffrey G Duckett
Advisor

Award-winning Emeritus
Professor of Botany at QMUI.



Materials

Prof. Ondřej Mašek
Advisor

Chair of UK Biochar
Research Centre at the
School of Geosciences.



Concrete

Dr. Richard Ball
Advisor

IMPACT DELIVERED BY 2035



Pollution Removed	26	<i>tonnes p/a</i>
Nitrogen Removed	1.6	<i>tonnes p/a</i>
Carbon Removed	110,000	<i>tonnes in total</i>
Concrete Replaced by Moss	160	<i>acres replaced</i>
Stormwater Runoff Saved	460	<i>million litres</i>
Citizens Positively Impacted	355,000	<i>daily</i>



**JOIN US
FOR INQUIRIES**

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**SCAN QR
TO BOOK A
MEETING**



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