Ada.IR

Advanced
Data Engineering

Pitch Deck

Simplifying Industrial Environmental Compliance

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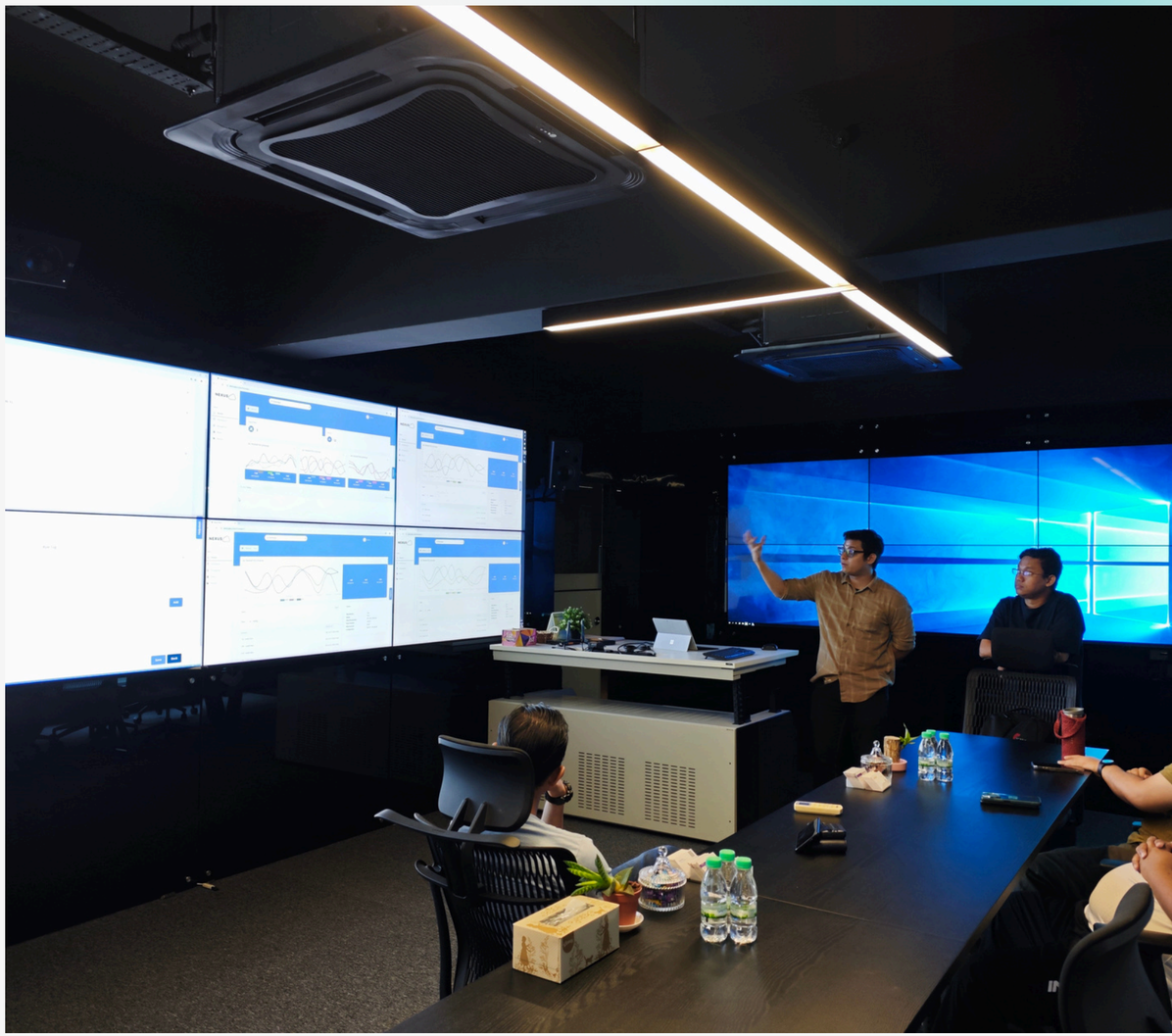
Company Overview

AdaIR Sdn Bhd is a Malaysian-based tech company specializing in environmental data systems. We help industrial players monitor emissions and comply with environmental regulations through real-time, reliable, and scalable solutions.



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Problems

Industries face challenges in:

- **Managing emissions data from various sensors**
- **Meeting real-time reporting requirements**
- **Avoiding compliance risks due to manual data handling**
- **Integrating environmental systems with legacy infrastructure**

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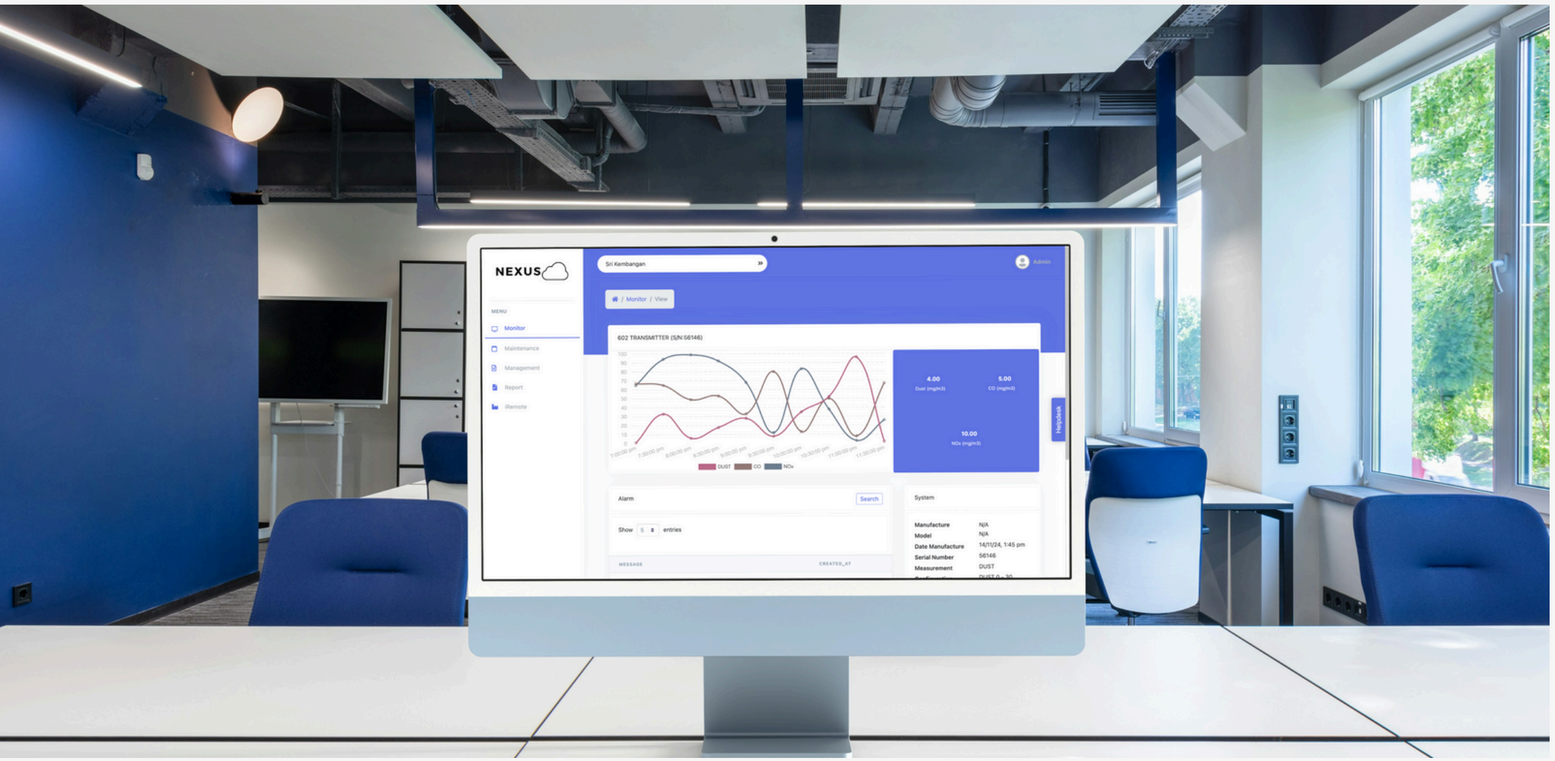
Solutions

Nexus is a centralized platform that automates the collection, processing, and reporting of emissions data.



- It connects with a wide range of off-the-shelf sensors (Protea, Horiba, Envea, etc.) using a plug-and-play approach.
- It transmits data in formats compliant with regulatory portals, ensuring seamless submission.
- Users get access to a real-time dashboard with alarm triggers, customizable thresholds, and analytics.
- Built with data redundancy and disaster recovery to ensure uptime and reliability.

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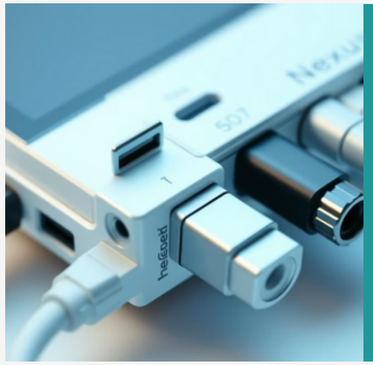
Key Features

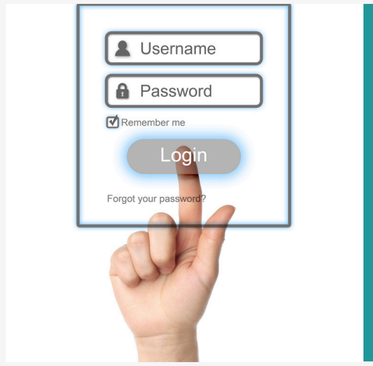


Universal Compatibility:

Works with multiple sensor brands without additional middleware.

Real-Time Alerts:

Immediate notifications for out-of-limit emissions or system failures.



Cloud-Based Access:

Secure login from any device with role-based user control.

Historical & Live Data Trending:

Visualize changes over time for reporting or diagnostics.

Report Generation:

Customizable reports that meet regulatory and internal stakeholder needs.

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Market Validation

Successfully deployed at Lotte Chemical Titan, one of Malaysia's major petrochemical facilities.

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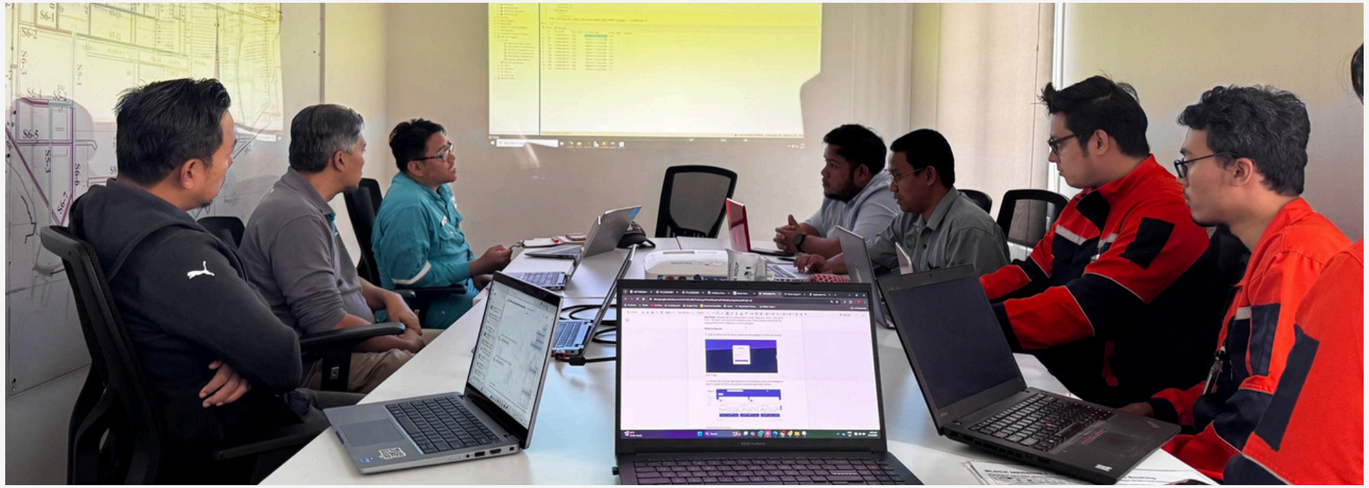
Market Validation

Recently began collaboration with PRefChem



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Business Model

SaaS Licensing

Annual subscription model based on the number of monitored parameters or facilities.

Integration Services

One-time setup fees for hardware interfacing and configuration.

Support & Maintenance

Optional service packages for system updates, remote support, and training.

Scalability

Add-on modules available for water quality, noise monitoring, and ESG reporting.

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Growth Potential

Regulatory trends across Southeast Asia mirror Malaysia’s model, creating a scalable regional opportunity.

Can be applied in sectors such as oil & gas, petrochemicals, palm oil, cement, and power generation.

The system is designed for multi-facility, multi-country deployment, using a centralized cloud infrastructure.

As ESG becomes a global priority, can evolve into a broader environmental intelligence platform.

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Our Team

Zairul Izran
MANAGING DIRECTOR

Shahrin Nidzam
LEAD DEVELOPER

Harith Suhaimi
BUSINESS DEVELOPMENT
EXECUTIVE

Rasul Izzudin
IOT ENGINEER

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Thank You!

Because, we are here to help

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