

Your business software, finally, under control.

Bridging software management and regulation & compliance for SMBs

We live in an era of platform bloat — hundreds of software options for every business need, new tools launching every week, and subscription costs that quietly compound until no one knows what the business is actually paying for or why. Elea is your business software command center. It helps you architect the right stack from day one, keep track of everything you're paying for and whether it's still earning its place, and stay informed when prices change, better tools emerge, or new laws apply to your business.

317+

Tools catalogued

35+

Regulations tracked

440+

Tool alternatives mapped

100%

Vendor-neutral

IS THIS YOU?

Six kinds of businesses Elea was built for

① The new entrepreneur

Has an idea and doesn't know where to start. Elea walks you through the major steps, in the right order.

\$ The small business owner

Suspects they're overpaying but doesn't know where to look. Elea finds it fast.

§ The compliance-conscious

Needs to understand legal exposure before it becomes a problem.

↔ The operator

Knows their tools could work better together but doesn't know how to connect them.

🌐 The global business

Operates across borders and needs to know which laws apply in each jurisdiction.

↑ The growing team

Scaling fast and needs one source of truth for tools, costs, and compliance.

THE REAL COST OF NO CLARITY

What SMB owners are losing every year, in money and hours

\$1,200

avg. wasted on SaaS per year

SMBs waste 25–30% of software spend on unused seats, duplicate tools, and over-provisioned tiers. On an average budget of ~\$4,800/yr, that's over \$1,200 quietly leaving the business.

Sources: Zylo SaaS Management Index 2023; BetterCloud State of SaaS Ops 2023

6 hrs

reclaimed per week with automation

SMBs that automate repetitive tasks report reclaiming an average of 6 hours per week — redirected to client work, growth, and decisions that require a human. That's 312 hours a year.

Source: Zapier State of Business Automation 2023 (n=2,000 SMB owners)

23 hrs

lost per week to admin by the avg. owner

Nearly 40% of a small business owner's working week is consumed by administrative tasks — bookkeeping, scheduling, compliance research, tool management — rather than revenue-driving work.

Source: SCORE / Salesforce SMB Trends Report 2022

Eight things Elea does together that no other platform does.

01 Unbiased guidance — no advice shaped by someone else's partnerships [VENDOR-NEUTRAL]

Elea is a paid platform — that's how it stays independent. When you ask Claude, ChatGPT, or Gemini for software advice, their recommendations are shaped by their ecosystems and partner relationships. Elea evaluates your tech stack with no vendor relationships, no referral fees, and no financial incentive to recommend one tool over another. It even includes an Optimal LLM Wizard that evaluates 14 AI models — including Claude, GPT-4o, Gemini, and open-source options — and tells you which one actually fits your use case and budget.

EXAMPLE

Ask an AI assistant which CRM to use and it points toward tools in its own ecosystem. Ask Elea the same question and it evaluates your stack, team size, budget, and industry — then tells you which CRM actually fits, regardless of who benefits from the recommendation.

02 Audit the software you're already paying for [SAVES MONEY]

Already running a business? Tell Elea what tools you pay for and walk through a structured, guided audit across 10 categories and 49 items — the exact questions that surface duplicate tools, over-provisioned tiers, seats nobody's using anymore, and upcoming contract renewals. Research shows SMBs waste 20–30% of their software spend without realizing it — usually because nobody ever stops to ask.

EXAMPLE

A marketing agency runs the guided audit and realizes they're paying for both Notion (\$16/mo) and Confluence (\$15/mo) — the team only uses Notion. A quick seat-by-seat check turns up a Zoom Pro seat (\$15/mo) nobody's used since an employee left 8 months ago. Business tier on a project tool when Starter covers everything — \$29/mo wasted. Total: \$75/month, \$900/year, surfaced in a 20-minute guided walkthrough. A solo consultant discovers they're paying \$47/month for email marketing when their list size qualifies for a \$0/month plan.

03 Identify your legal and compliance gaps [GOV & PRIVACY]

Privacy laws like GDPR, HIPAA, and new AI regulations apply to SMBs too — most owners don't know which ones until something goes wrong. Elea maps your business against 35 compliance frameworks with 732 compliance tags across the tool catalog, flagging which tools carry compliance implications. It doesn't give legal advice — it makes sure you know the right questions to ask.

EXAMPLE

A US e-commerce store starts shipping to Europe. Elea flags GDPR exposure, a non-compliant cookie banner, email list consent issues, and EU AI Act disclosure requirements — three specific issues for their lawyer instead of a costly general review.

04 Monitor continuously — like Experian monitors your credit [ALWAYS ON]

Elea doesn't do a one-time check and disappear. It tracks regulation changes, tool updates, and pricing shifts continuously. The digest lets you choose which categories to follow — new tools, pricing changes, LLM updates, compliance changes, and more.

EXAMPLE

A consulting firm spots it in their weekly digest: their project tool is raising prices 30% next month. Elea already has two alternatives at their current price queued up. They switch before the hike. Annual saving: \$1,440.

05 Act as your architect — build the right foundation from scratch [BUILD]

Not sure what your business needs? Elea acts as your architect — suggesting tools across 12 product types and 29 stack layers based on your industry, stage, and budget. You make every decision. You can also build manually, save multiple stacks, and add custom tools.

EXAMPLE

A freelance designer with a \$100/month budget gets a prioritised tool list for billing, contracts, client communication, and file delivery. Recommended spend: \$47/month. She saves \$53 from day one.

06 Walk brand new businesses through every step of launching [LAUNCH CHECKLIST]

Elea gives direction on the major steps that matter most — 6 categories and 31 real steps across Legal Structure, Financial Setup, Insurance, IP & Contracts, Operations, and Launch Readiness. Each with context, tools, and what to do first.

EXAMPLE

A first-time entrepreneur is flagged to register her business before opening a bank account, pointed toward a \$0/month invoicing tool instead of paying \$30/month, and told her email platform requires a physical business address in every footer. Not every detail — the ones that cost you money if you miss them.

07 Educate you first — before you spend a dollar [LEARN]

Elea has a built-in education layer covering every category of modern business software — what it does, what it costs, when you need it. Across 29 stack layers and 317+ tools, organised by business type. No jargon. You learn before you spend.

EXAMPLE

A new restaurant owner isn't sure whether to get a POS system, booking platform, or inventory tool first. Elea explains what each does, what they cost, which integrate, and what to set up first. 30 minutes of learning before spending a dollar.

08 Identify how your tools can work together — and show you what to automate [AUTOMATE]

Elea catalogs which tools have MCP support (62 tools), n8n nodes, Zapier, or native integrations — and flags your stack's automation coverage as part of the audit. A clear picture of what can be automated and what tools make it happen. In plain terms: if two of your tools can already talk to each other automatically, Elea tells you — and shows you what to connect first.

EXAMPLE

An HR consultancy connects their AI assistant, Google Drive, Asana, and QuickBooks through Elea's guidance — so when a proposal is approved, a client folder, project, and draft invoice are all created automatically. 25 minutes of manual work becomes seconds. At their billing rate of \$150/hr, that's \$9,750 of time recovered annually from a single workflow change.

HOW THE MONITORING WORKS

One 20-minute setup. Then Elea runs on autopilot.

STEP 1 20-min setup Tell Elea what tools your business uses. One time. Done.	STEP 2 Instant audit Elea finds waste, gaps, overlaps, and legal risks immediately.	STEP 3 Continuous watch Elea keeps watching and alerts you when anything changes.	STEP 4 Always improving New tools, better options, savings — delivered to you.
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What's Coming Next

- Automatic spend & usage detection — Elea pulls real costs and seat activity directly from connected tools, so unused seats and zombie subscriptions surface on their own instead of needing a guided walkthrough to catch them.
- Full jurisdiction mapping across 23 jurisdictions, plus AI-generated compliance gap reports tailored to your industry and location.
- Proactive alerting — notifications pushed to you the moment something in your specific stack changes.
- Side-by-side comparison mode — two tools scored head-to-head on cost, integrations, compliance, and fit.
- Progress tracking for the launch checklist, plus a dedicated nonprofit launch path.
- Deeper tool profiles with pros, cons, and AI advisor notes for every tool in the catalog.
- Step-by-step automation guides specific to your stack — no technical knowledge required.

A POINT OF VIEW WORTH SHARING

AI will make every business look the same — unless you use it wisely.

Every business today has access to the same AI tools, trained on the same data, producing the same outputs. If every business automates everything with AI, the result isn't efficiency — it's sameness. And sameness is invisible.

The businesses that stand apart use AI and automation deliberately — to eliminate the repetitive and the commodity work, so their people can focus on judgment calls, relationships, and creative decisions. **This is why Elea exists:** not to get you to use more software, but the right software, in the right way.

Fractional CTO / IT Consultant: \$3,000–\$8,000/mo

SaaS management tools: \$300–\$1,000/mo

Compliance consultant: \$5,000–\$20,000/project

PLATFORM OVERVIEW

Everything Elea does, at a glance.

Primary is what's core to the product today. Secondary is the capability layer underneath it. Tertiary is what you actually walk away with. Shape and fill show how real each piece is right now — a solid dot is live, a light dot is coming soon, a hollow dot is still ahead. Diamonds are outcomes, not features.

The diagram shows three concentric circles representing the platform's layers: Primary (innermost), Secondary (middle), and Tertiary (outermost). The Primary layer contains 6 items (P1-P6) with solid dots. The Secondary layer contains 12 items (S1-S12) with light dots. The Tertiary layer contains 8 items (T1-T8) with hollow diamonds. The center of the diagram is a dark circle labeled 'ELEA STACK + COMPLIANCE INTELLIGENCE'.

PRIMARY — FLAGSHIP		
P1	Stack Audit	LIVE
P2	Compliance Engine	LIVE
P3	Stack Architect	LIVE
P4	Launch Checklist	LIVE
P5	Monitoring Digest	LIVE
P6	Document Review	SOON

SECONDARY — CAPABILITIES		
S1	Vendor-Neutral LLM Wizard	LIVE
S2	Regulatory Rulebook · 35 Laws	LIVE
S3	Real Case Law Library	LIVE
S4	AI Plain-English Reports	LIVE
S5	Human-in-the-Loop Review	LIVE
S6	Automation Coverage Map	LIVE
S7	Self-Updating Tool Catalog	SOON
S8	Self-Updating Reg Tracker	SOON
S9	Personal Stack Digest Email	SOON
S10	Full Jurisdiction Mapping	SOON
S11	Live Infrastructure Monitoring	FUTURE
S12	Self-Running Operations	FUTURE

TERTIARY — WHAT YOU GET	
T1	Lower Software Spend
T2	Fewer Duplicate Tools
T3	Defensible Risk Score
T4	Reduced Legal Exposure
T5	Hours Reclaimed Weekly
T6	One Source of Truth
T7	Confidence to Decide
T8	Zero Vendor Bias

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