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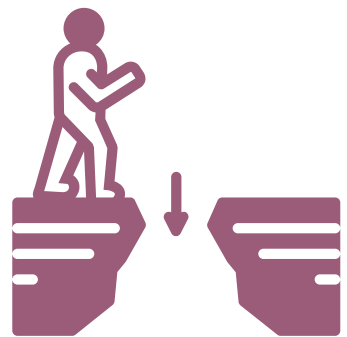
Unlocking Sustainable Success in the
Environmental Sector and Blue Economy

alexagoodmanconsulting.co



Noticeable Challenges

Alexa Goodman Consulting aims to solve these problems facing the environmental sector and blue economy.



Knowledge Gaps

Innovation is driven by research, and sustainable solutions need information.



Grant Funded Industry

Tight timelines and ambitious deliverables.



Limited Capacity

Growing demand for capacity to produce high-quality work.

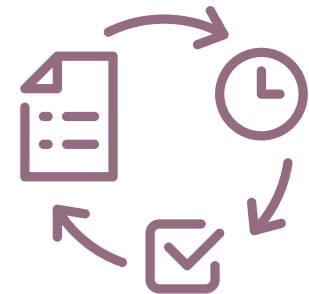
Solutions Focused

Here's how Alexa Goodman Consulting is addressing challenges facing the environmental sector and blue economy.



Research, Communication & Engagement

Knowledge gaps are filled through holistic approaches in research, communications and engagement,



Project Management

Nimble and efficient with project execution.



Applied Expertise

High-quality and value-added contractual work tailored to client's needs.



Unique Value

Driven by their will to do good for the planet and its inhabitants, Alexa Goodman Consulting helps organizations and businesses realize their full potential in addressing environmental challenges and developing sustainable solutions to advance the blue economy, using holistic project management techniques.

Meet the Team



Alexa Goodman, PMP MMM, BSc.

Principal Consultant
(they/she)



Future Teammate

Their Opportunity Awaits

Inception Story

Alexa Goodman Consulting emerged through a passion to effectively manage our ocean environments for future generations to come, combined with the need for holistic project management that turns awareness into action.



2019

Registered as a sole-proprietor business in Nova Scotia and **initiated our first our project** Comprehensive Assessment of Ghost Gear in the Canadian Maritimes with the Fishing Gear Coalition of Atlantic Canada (FGCAC), funded by the World Wildlife Fund (WWF).



2021

Alexa Goodman **gains national recognition** for their achievements in advancing solutions to managing ghost gear in Atlantic Canada, with two new publications and countless news features, while **building partnerships for collaborative solutions**.



2023

Alexa Goodman Consulting **launches their website**, expands services and clientele, and **receives Project Management Professional Designation (PMP)**.

Our Clients

We work with small to-mid size non-profits and businesses, government departments and academics in the ocean sector.



WWF Canada

"Alexa helped us set out clear objectives which she met in a timely manner and on budget. I was incredibly pleased with her work ethic and deliverables!"



Oceanic Impact

"Alexa is very knowledgeable in the field of marine and project management, particularly with ghost fishing gear, and she has genuine interest in sharing her knowledge and experience in helping fellow projects succeed. Alexa is thoughtful, supportive, collaborative, and enthusiastic. She is also very organized and creative, and does not hesitate to seize unique opportunities to find new ways to engage and empower the marine communities to collectively grow this sector."

Market Opportunities

The time is right for Alexa Goodman Consulting.



- Atlantic Canada's marine sector offers significant market opportunities, where fishing, seafood, transportation, and oil and gas industries play a major role.
- Approximately 80% of employment and GDP are generated by the private sector. The marine industry is expected to reach 3 trillion dollars by 2030, positioning Nova Scotia as a global center for marine innovation.

Market Size

Growth Potential for
Alexa Goodman Consulting

58 M

Total Available Market (TAM)



19 M

Serviceable Available Market (SAM)

500 K

Serviceable Obtainable Market (SOM)



Direct Competitors

- ◆ Pisces Research Project Management
- ◆ Nexus Coastal Limited

Different Scale & Approaches

- ◆ Focus areas, expertise & services offered
- ◆ Approach, methodology & branding
- ◆ Client base, networks & collaboration





Competitive Advantages



- ◆ As a consulting company, we are nimble in taking on new projects and executing them efficiently.
- ◆ With our solutions focused and value-added approaches, clients have access to holistic project management services.

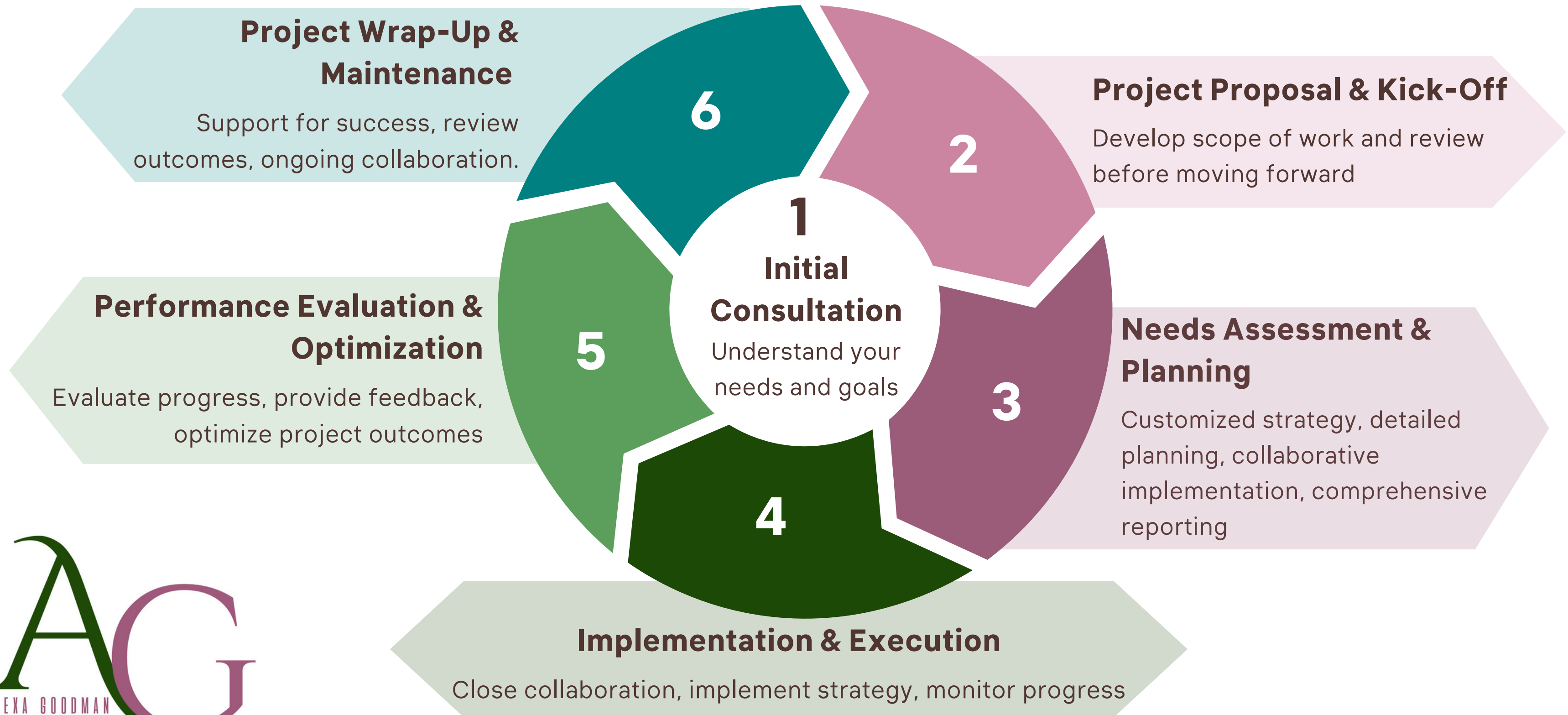
Our Consultative Approach



- ◆ **Understanding Client Needs**
Forms the basis of a customized strategy to support long-term success.
- ◆ **Holistic Thinking**
Utilizing best practices for sustainability, project management, and communication to deliver high-value outputs and actionable recommendations.
- ◆ **Timely Workflow**
We ensure quick client onboarding, nimble project execution, and continuous communication throughout the project.

PROCESS OF WORKING TOGETHER

with Alexa Goodman Consulting



Scaling for Greater Impact

Here's our pathway to increasing our positive environmental impact.



Iterative Improvements



Collaboration & Partnerships



Scaleable Solutions



Advocacy & Education

Accomplishments

Since establishing in 2019, Alexa Goodman Consulting has been busy.

50 K

In gross sales



6 Clients

In Atlantic and Central Canada

550 K

Funds mobilized for ocean projects





Time is running out for sustainable solutions...

It's time to act!

Research is the key to innovation, clear communication amplifies our impact, and efficient project management is the key to a sustainable blue economy.



Get in Touch

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