A global outlook.
A lasting purpose.

Mission

Bring people and possibility together.

We bring talent, ideas and resources together to build exceptional businesses, create useful solutions and expand opportunity. Our purpose is to improve everyday life, strengthen the organizations we serve and turn human ingenuity into lasting value.

Vision

An enduring institution. A world of possibility.

To build a globally trusted family of businesses and initiatives that connects capabilities across industries, cultures and borders. We aspire to make Alemaal a name associated with thoughtful invention, dependable excellence and progress that benefits generations.

All. Everyone. All together.

The Dutch word allemaal means “all” or “everyone.” Alemaal makes that idea a direction: bringing different strengths together to create a wider impact.

Alemaal is the parent identity and public home of our developing group. Alemaal Global Holdings LLC is the U.S. holding company behind that vision. Alemaal Brands introduces the companies, products, inventions and ideas individually.

The convictions behind our work.

Humanity

We respect the dignity, time and aspirations of every person. Care belongs in our products, our services, our workplaces and our decisions.

Excellence

We value craftsmanship, depth of understanding and attention to detail. We take pride in work that earns people’s confidence.

Integrity

We tell the truth, honor our commitments and accept responsibility. We welcome scrutiny and have the courage to acknowledge what needs to change.

Ingenuity

We believe imagination gains power through knowledge. We question assumptions, connect disciplines and pursue possibilities that deserve to exist.

Unity

We recognize strength in different talents, experiences and perspectives. Shared purpose allows us to accomplish more while preserving what makes each contribution distinctive.

Stewardship

We treat trust, capital, knowledge and natural resources with care. Our responsibilities extend to the people affected by our work and the generations that follow.

Build with imagination. Grow with discipline.

01 / Make the experience worthy of the promise.

Begin with the people we serve. Understand their needs and make every interaction useful, clear and dependable. Quality includes how something works, how it feels and how people are supported when it goes wrong.

02 / Give every business a reason to exist.

Each business must understand its customers, develop a distinctive contribution and earn its place in their lives. We enter markets where we can create meaningful value and build the capabilities to deliver it.

03 / Make the whole strengthen every part.

Give each business the freedom to serve its market with focus. Connect the group through shared knowledge, capabilities and standards. The parent’s responsibility is to help businesses succeed while holding them accountable for their commitments.

04 / Pursue difficult ideas with clear thinking.

Investigate important problems, question accepted limits and reason from evidence. Test early, learn openly and increase investment as understanding improves. Have the courage to change direction when an idea no longer earns its place.

Build with imagination. Grow with discipline.

05 / Move with purpose. Protect trust.

Make decisions close to the work, with clear ownership and timely follow-through. Build privacy, security, accessibility and reliability into the experience. Address weaknesses before they become someone else’s burden.

06 / Invest for endurance.

Allocate resources with financial rigor and an understanding of risk. Balance present performance with investment in people, research and future capabilities. Expand at a pace we can support, and preserve the strength to serve through changing conditions.

07 / Connect globally. Contribute locally.

Bring ideas, expertise and opportunity across borders. Listen to the communities we enter, respect their cultures and adapt to their realities. Our global ambition should create value people can recognize in their own lives.

08 / Hold progress accountable.

Measure what our work achieves for customers, businesses and communities. Learn from outcomes and be honest about shortcomings. Pursue commercial success responsibly, while advancing the foundation’s distinct public-benefit mission with equal care.

A clear role.
A stronger whole.

The group is designed to separate stewardship, management, operating businesses and brands. This creates focus and keeps commercial activity distinct from the nonprofit mission.

Alemaal Global Holdings LLC

Parent holding company | Wyoming

Strategic direction, capital allocation and long-term stewardship.

Alemaal LLC

Management & operations | Washington

Consulting, incubation, administration and shared services. Also known as Alemaal Enterprises.

Modelo Security LLC

Security & technology | Washington

Security modeling, cybersecurity software, advisory and research.

Terrana Holdings LLC

Property & hospitality

The property and hospitality structure associated with Orb Stay.

Orb Roast LLC

Coffee & consumer brands

The company behind the Orb Roast coffee identity.

This introduction describes organizational roles and intended design. It is not a statement of ownership percentages or a legal ownership register.

Opportunity belongs to everyone.

Allemaal (Worldview) Foundation

The Foundation is a nonprofit organization, separate from Alemaal's commercial companies. Its founding purpose is to bring people together and create opportunities around the world.

The original purpose spans education, scientific research, religion, technology, love and diplomacy. It reflects a commitment to opportunity and service beyond commercial activity.

Legal name: ALLEMAAL (WORLDVIEW) FOUNDATION

Jurisdiction: Washington, United States

Filed: November 30, 2017

UBI: 604 194 877

A personal commitment

"Alemaal is an expression of what we can achieve when people, ideas and opportunities come together. There is still much to build. My commitment is to keep learning, connect ideas across boundaries, and turn ambition into work that matters."

Stéphane Ikoué (Lion)
Founder, Alemaal

I AIM - to make a difference.

Public introduction | Updated October 29, 2026 | English edition