



Plastikinia

Integrated Waste Management Platform & 4R Loyalty Program

Will Change the **World**
by making **Waste** being **Valuable**.

Problem

Many **problem** appears cause by Waste especially Plastic Waste.

Why plastikinia?



Indonesia is ranked 2nd garbage producer into the sea.



Need more than 100 years plastic waste can decompose.



Garbage is the cause of many environmental, health issues, etc.



Continue to increase the volume of waste in the landfill



Not running and implemented well the Government Law 18 th 2018 about waste management.



Lack of Desire, Knowledge supporting infrastructure and technology

Solution

How plastikinia

Solved the plastic waste problem?



People collected plastic waste



Exchange plastic waste into plastikinia point.



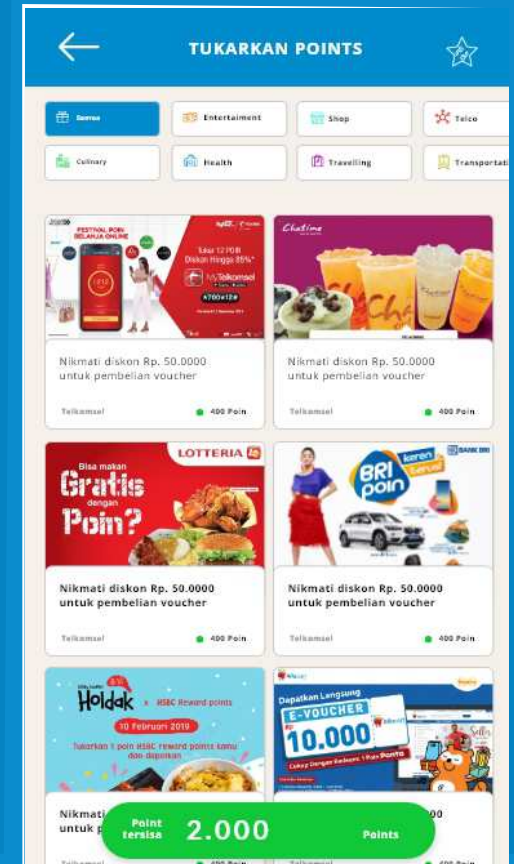
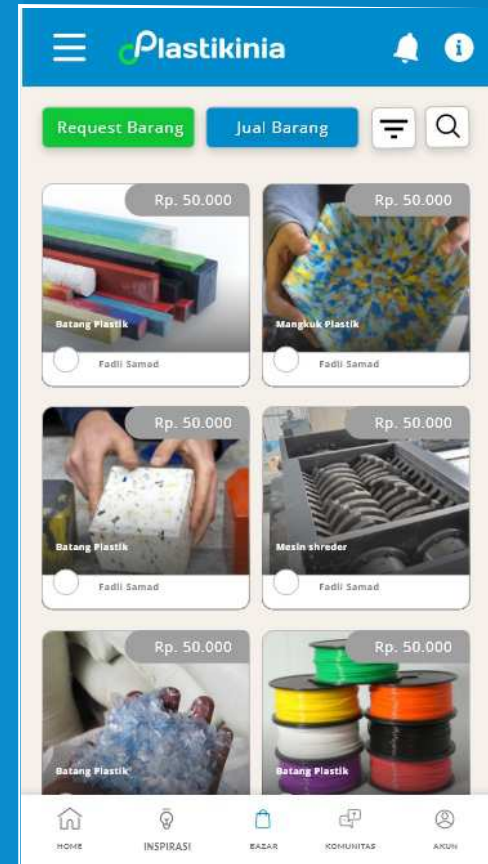
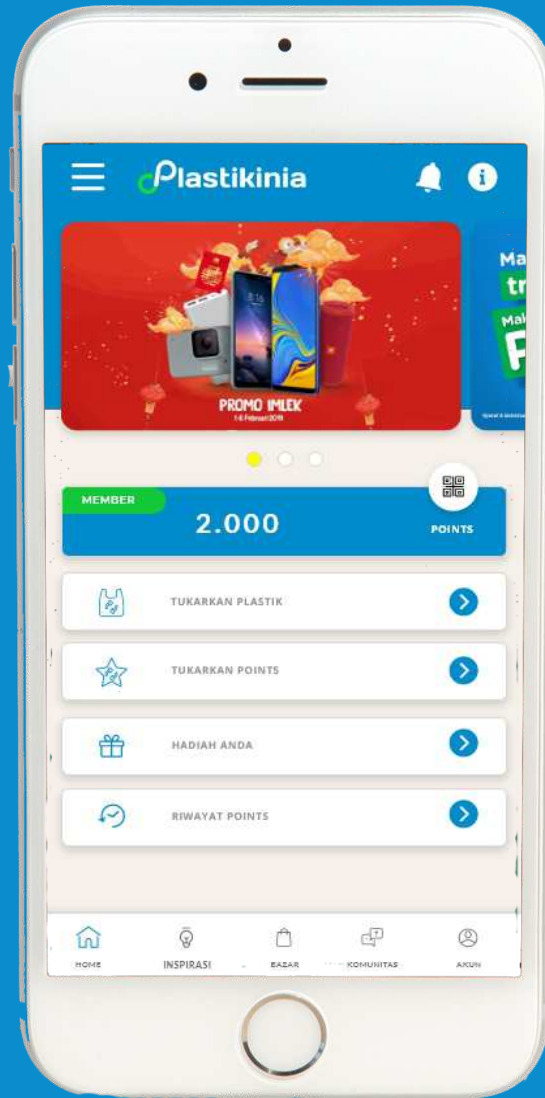
Claim and get rewards by exchanging points.

Channels

Mobile Apps

Allow users exchange plastic waste with point, buying and selling, or get information by discussion with other users.

we adopt 3R Concept (Reduce, Reuse, Recycle) to completing our features



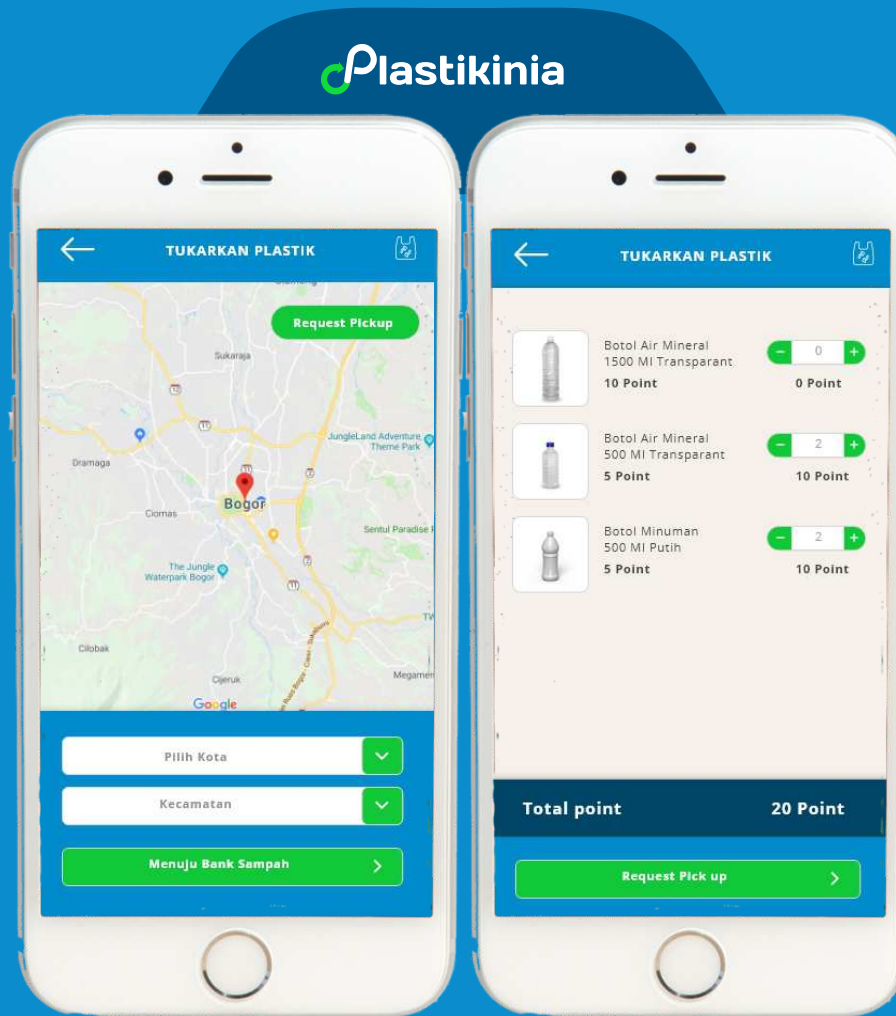
Features

-  Point & Rewards
-  Community
-  Bazaar
-  Inspirasi
-  Games

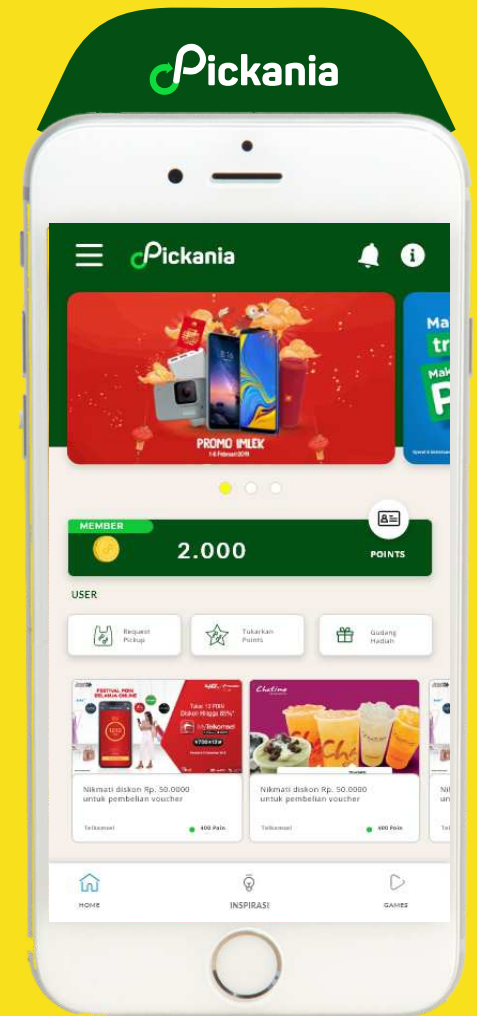


Product

We also implemented Sorting Waste program by separating our applications into 2 types



Using **Plastikinia**, user can find nearby Plastic Bank / agent or their can request Pickup their plastic waste



Using **Pickania**, user can request pickup for their general trash (Household waste, organic, etc)

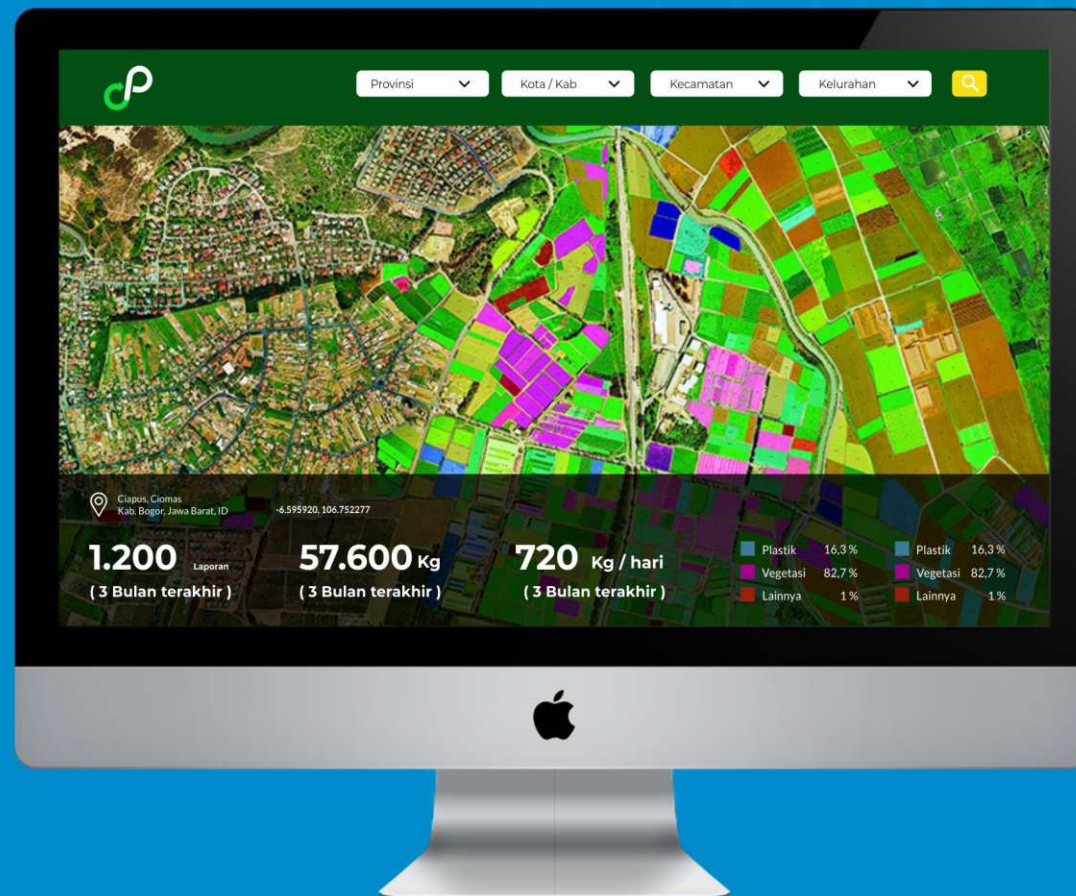
TECHNOLOGY

How we are implementing "Deep tech" in Waste Management
Using Machine Learning / AI + Geographic Information System (GIS)

Measurement tools for waste
(Volume, Dimension, Type & Location)



User can report using phone camera
Location of waste piled up



Using Geographic Information System,
we show the result from user report.

User benefits

Key partners

Plastikinia cooperates with various 3rd parties to provide users benefits worthy.

The user exchanges their plastic waste with plastikinia point which can be exchanged with various benefits.

house hold



entertainment



traveling



mobilitas



shopping



telco



Cullinary



payment



MARKET VALIDATION

200.000 +

Google search volume / month
Daur Ulang Sampah.

200 + Group
Facebook

Buy/Sell Waste product
Avg. 3.000 Member / regional

450 ++

Nasabah Aktif

35.000 +

Google search volume / month
Tempat Buang Sampah

500 + Volunteer

Event Participant
Collecting Waste

Avg. TPS in JABODETABEK
(Sample 37 Bank Sampah)

12,3%

Increasing waste volume
every years in Landfill/ TPA

3,6 Jt Tons

Plastic waste every years
in Indonesia sea

Rp. 6,7 Jt Tons / Years

Government budget og JABODATABEK
for Retribution cost & tipping fee

MARKET SIZE

Refferal fee model

USD
\$ 115 m
/ year

Plastikinia

TAM

14.400.000
Plastic Waste Thrower
in Indonesia (3,6Jt Ton / Year)

USD
\$ 32 m
/ year

SOM

3.896.000
lastic Waste Thrower
(Cosmetic, Straw, Bottle, &
Drink Cup)

USD
\$ 10 m
/ year

SAM TARGET

1.246.720
Plastic Waste Thrower
Jabodetabek Bandung

Pickania

Monthly
Subscription

TAM
66.514.074
House Owener
in Indonesia

USD
\$ 915 m
/ year

SOM
53.211.667
Middle-up House Owner
in Indonesia

USD
\$ 730m
/ year

SAM TARGET
17.027.733
Middle-up House Owner
JABODETABEK
Bandung

USD
\$ 230 m
/ year

Monetizations

Revenue stream



Commission Avg. \$ 0.25 usd (Referral Fee)

IDR 3.000

Admin fee for each Redemption of the Merchant Partner



Upgrade Premium Agent

\$ 2.2 usd/Month IDR 35.000

Agent can give Double Points to users



Process and sell products

Collaborate with producers to produce and sell products



Waste Management Services



Household waste pick-up and management

\$ 2.2 USD / Month (Retribution fee & tipping fee)

IDR 35.000



Corporate waste pick-up and management

Start from **\$ 110 USD / Month** (Retribution fee & tipping fee)

IDR 1.500.000

(Office Building, Hotel, Theme park, Café & Resto , Co-working space, etc)



Entertainment waste pick-up and management

Start from **\$ 12 USD / Day** (Retribution fee & tipping fee)

(Event, Gathering, Wedding, etc)



Manage CSR funds for plastic waste-producing industries.

MVP TRACTION

(Published on 15 Sept 2019)

www.plastikinia.com

150 +

Member registered (free user)

70 +

Campaign Participant

70 Kg +

Plastic Bottle Collected

12

Rewards Claimed

\$ 130 USD

Revenue
(Selling Plastic Bottle)



PARTNERS / MERCHANT



STRATEGIC PARTNER



MEDIA PARTNER



COMMUNITY PARTNER



Traction

Our History

Received awards from Bogor City Government for Being 3rd Winners

On Bogor City Innovation Competition



SOCIAL IMPACT



GEREBEK (Gerakan Bersih Kota) - Park

Every sunday (from March 2019)

SOCIAL IMPACT



Founded Plastic waste Bank : PRIMA LESTARI

(Des 2019)

TEAM



FAHMI GHANI
CEO / co-founder

Sarjana Seni Rupa & Periklanan
(Institut Kesenian Jakarta)

5 Years Digital Tranformation Specialist,
5 Years Brand Development, Marketing Communication
3 Years Tourism (Themepark), 4 Years UI/UX Design
3 Years Business Development



RIVAL ARIF S
CMO/ co-founder

Sarjana Komunikasi (MARCOMM)
(Univ. Pakuan - Bogor)

4 Years Public Relations
3 Years Marketing communication
3 Years community Branding



FADLI SAMAD
COO / co-founder

Sarjana Ilmu Komunikasi - Jurnalistik
(IISIP Jakarta)

5 Years Content maker
5 Years Event Organizer
3 Years Project Manager



MUHAMMAD ADLI
CTO

Sarjana Komputer
(STT Telkom Bandung)

7 Years Programmer
5 Years System developer



TABAH JULIANSAH
CPO

Bachelor Degree Tekni - Geodesy
(Institut Teknologi Bandung)

3 Years GIS Specialist
3 Years Engineering enviromental



SANTOSA, SE
Mentor

- Pensiunan Kementerian Kehutana
- Pendiri Bank Sampah PRIMA LESTARI
- Menerima penghargaan "Tokoh Lingkungan Hidup Kota Bogor" (2009)
- Mentor Desa Bersih Institut Pertanian Bogor (2017)
- Mentor Workshop ECOBRICKS Institut Pertanian Bogor (2018)



TAUPAN TAUFIK
Mobile Apps Developer

7 Years Java Developer
5 Years Mobile Developer
3 Years EDC Developer



ZHURY NUGROHO
Community Manager

3 Years Campaign Manger
5 Years Community relationship
5 Years Warehouse Manager



BUDI A
Content Maker

3 Years Graphic Design
& Content Maker



FIETRA ADHIA S
Account Excecutive

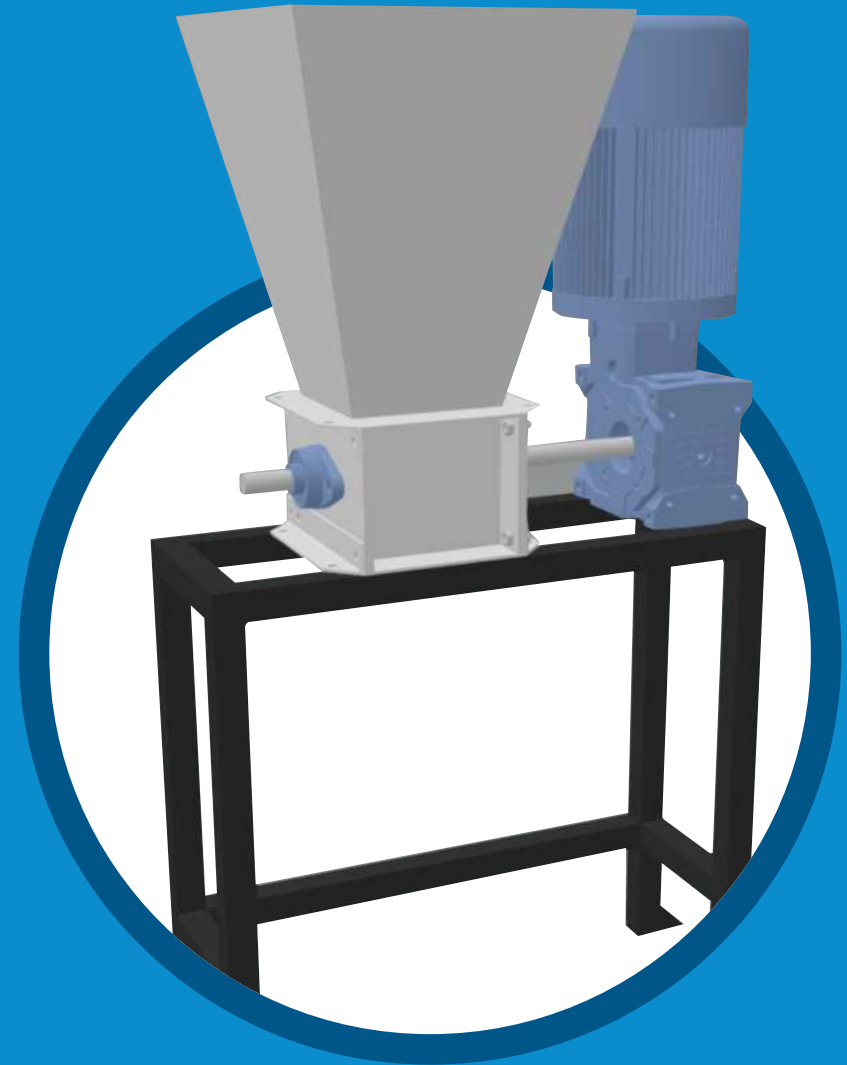
3 Public Relation
1 Years Corporate Affairs

Development plastikinia

Sustainability

We are currently developing a prototype of a chopper machine for home.

which can be made with junk items.



Expansion plastikinia

Sustainability

As for plans
our plan expansion
development.



Develop automatic bins that can recycle plastic bottle waste integrated with Plastikinia applications.



Geographic Information System,
Mapping waste analytic & Data



Processing plastic waste to energy

Investor Information

Investment

We looking for
\$150.000 USD

10%

Equity sharing

Grants, angel investor, Venture capitals are welcomes

WILL BE ALLOCATED FOR

50%

Operational for 12 months

30%

Pengembangan produk

20%

Marketing cost

Plastikinia

Perumnas Bantar Kemang
Jl. Manggis 3 No 17 - E
Baranangsiang, Bogor Timur

+62 8211 3590 953
info@plastikinia.com

www.plastikinia.com

   Plastikinia

