



plstka

Empowering Waste Economical Impact



Problem / Opportunity

No real Profitable Benefits From your Waste

Solid Trash Management dilemma in Egypt



90
Million Tons Solid Trash
Annually



85% Solid Trash
Unrecycling



100 Billion \$
Annually

Plstka Potential

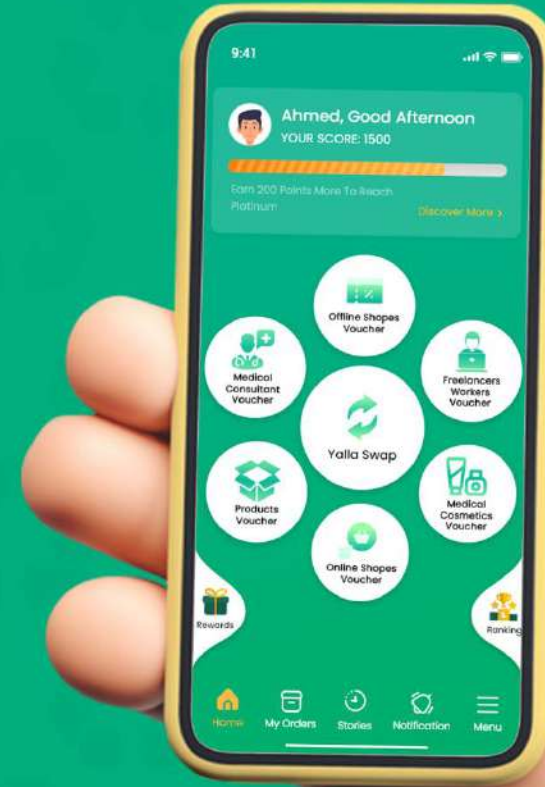
From Trash To Gold



Solution

Pistka

is rewarding app to get best benefits from your solid trash.



Product Overview

Yalla Swap

Plstka swaps your solid trash
with Vouchers & Discounts Coupons.



Plastic



Aluminum



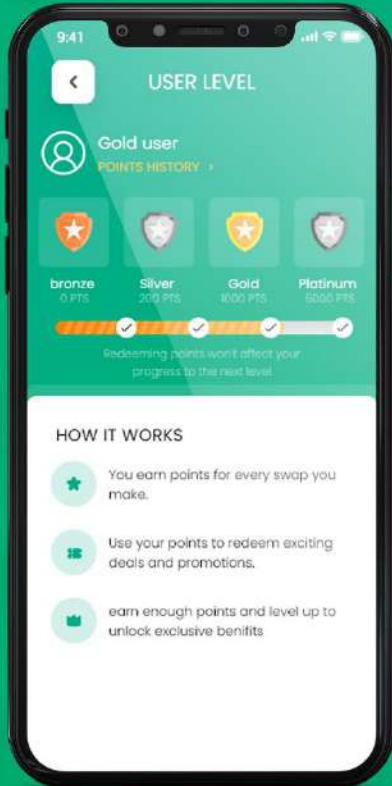
Electronics



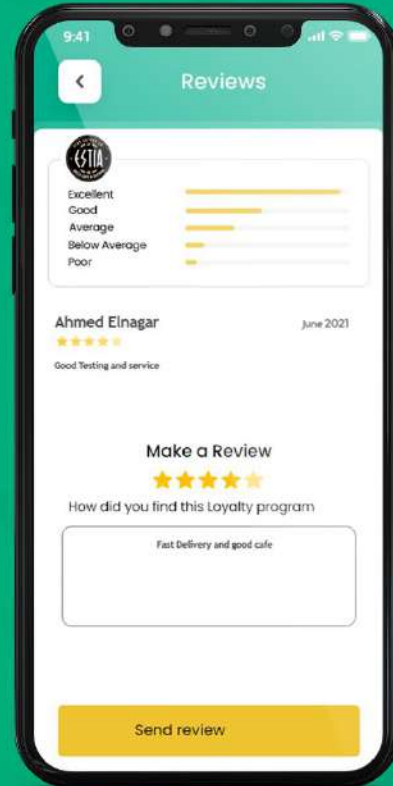
Gamification – Rewarding Features



Ranking System



Points Level up with benefits



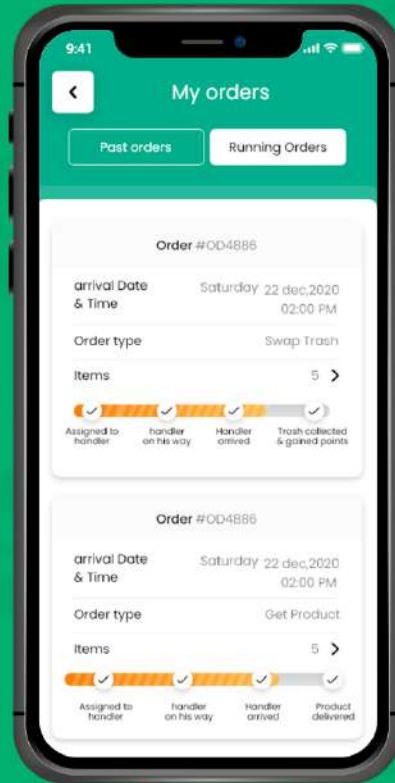
Rates System



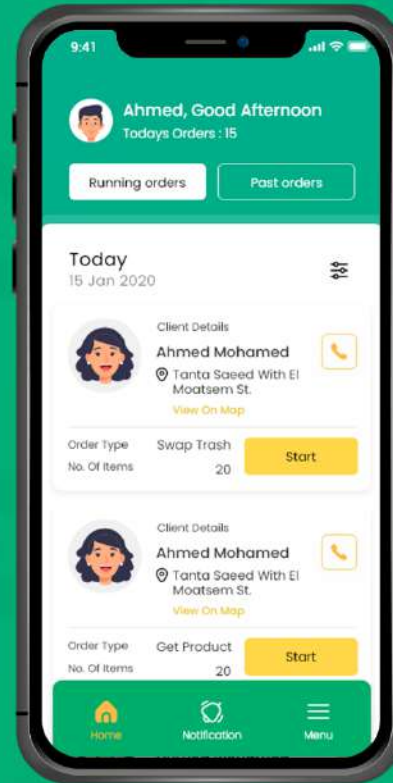
Offers and Give away Stores

How It Work

Client App
(Make Order)



Handler App
(Activate Customer code)



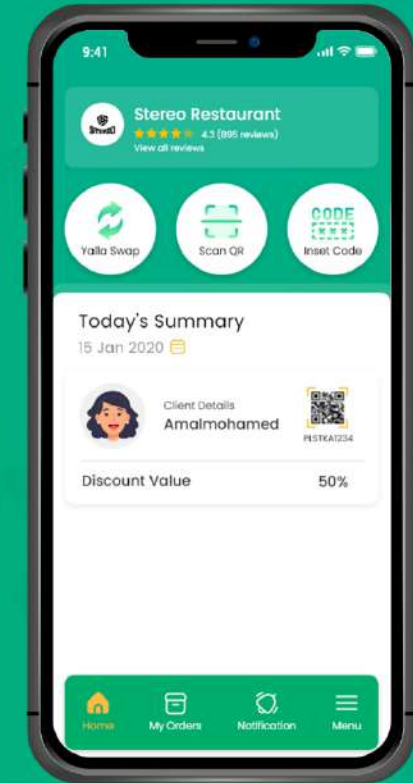
Receive Trash



Take your discount



Cashier App
(Apply Discount)



Take your Product



Business Model

Solid TRASH



\$1K : \$3K
PER TON

Recycling factories

Plskta Retailers E-Commerce



10%
PER ORDER

Retailers

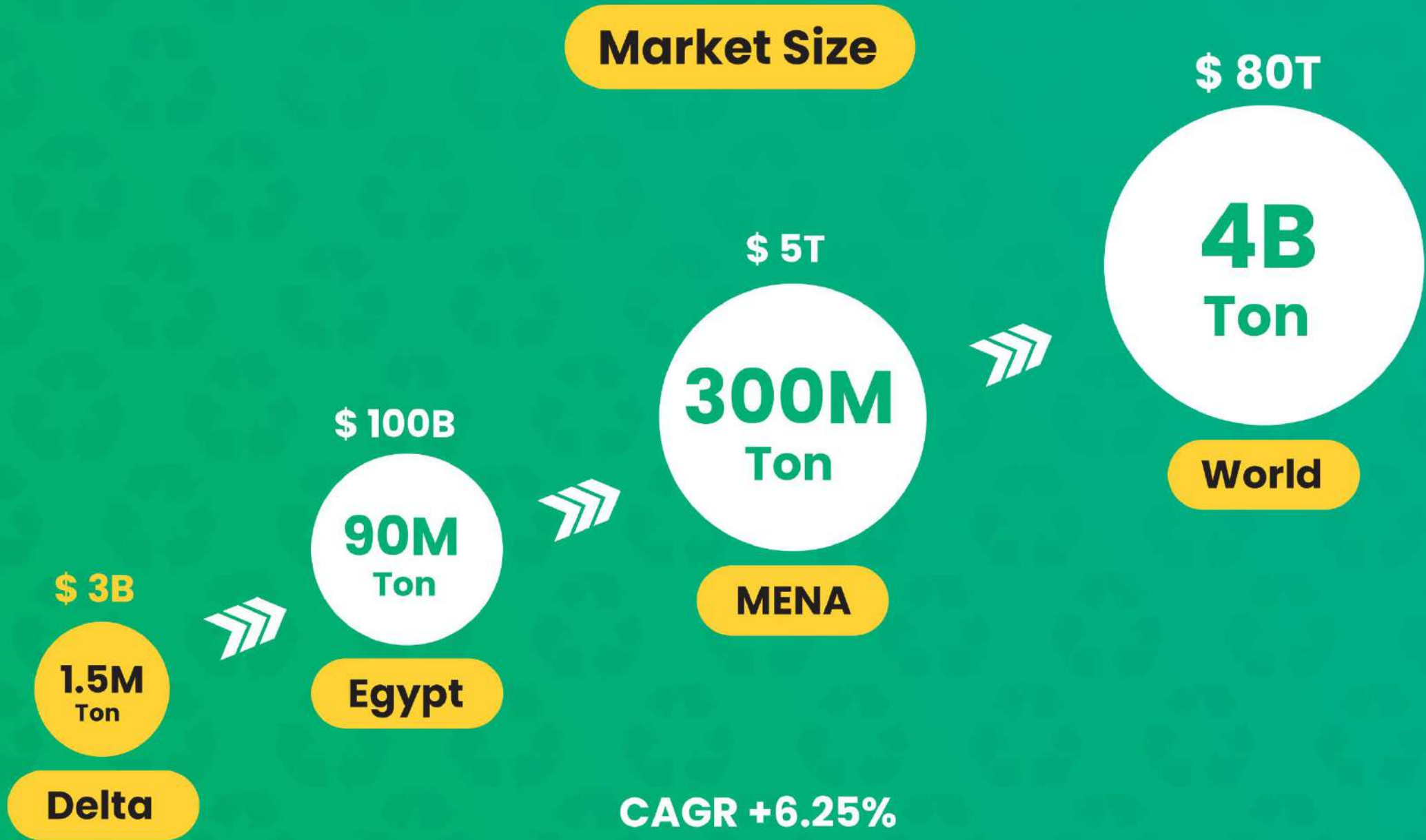
Premium ADS



\$50 : \$100
PER FEATURE

SMEs

Market Size



Nation Master 2020/2021

Innovation - Waste Replacement System

Plstka New Model - No Replacement Cost - Low Cash Burn

APP End User



Homes



Companies
Owners



institutes
Owners



Discounts



Trash



Partners Rates



Services Providers



Coupons



Trash



Marketing



Brands & SMEs



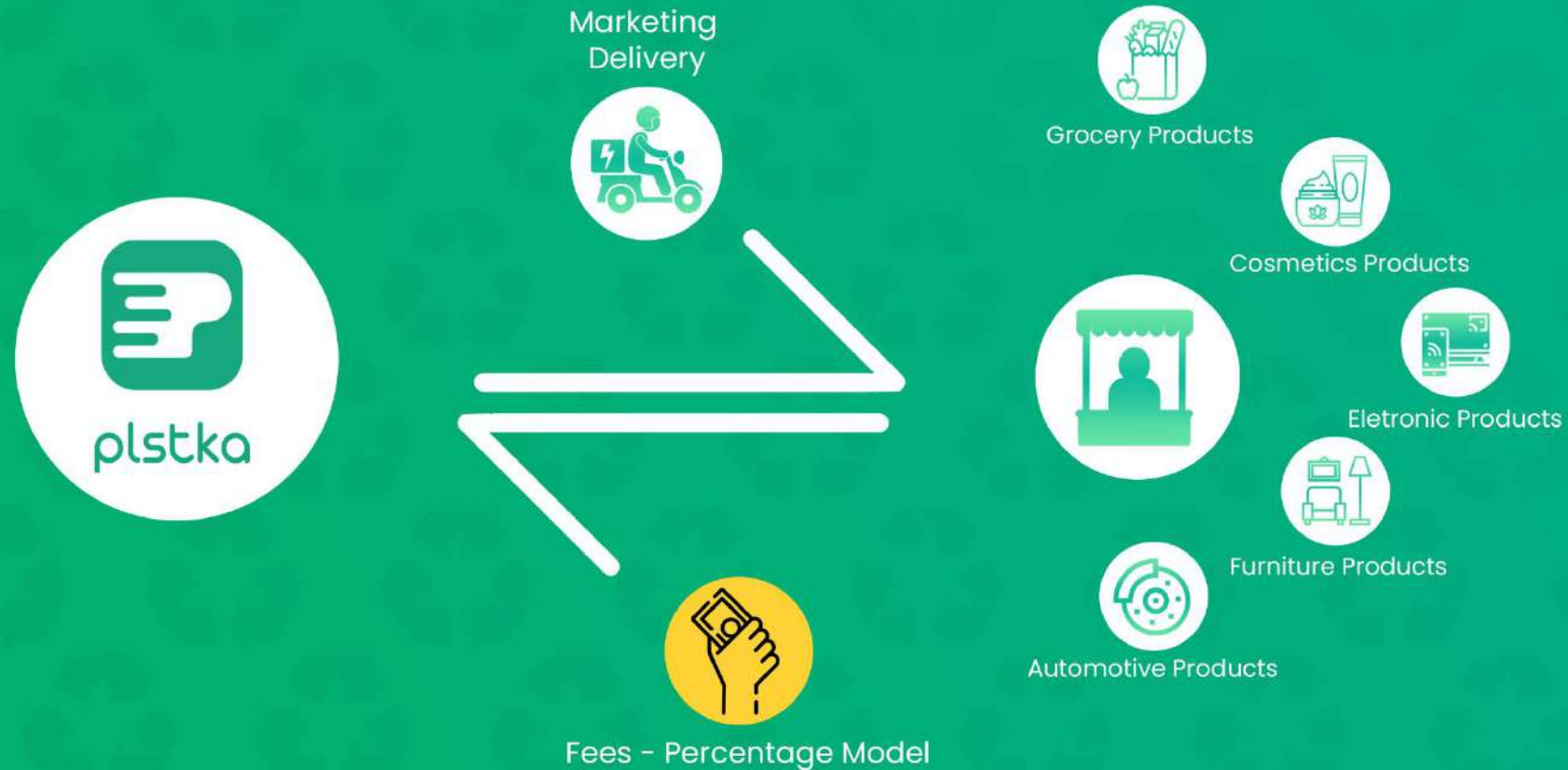
Offline & online Stores




Medical Consultants

Innovation – Retailers Model

it's affiliate marketing Concept



Competition

Model	Cost Per Unit	Replacement Cost	Supply Chain Cost (Sorting / Storing)	Marketing & Sales Cost
 Traditional	100% Cost \$ 	50%	40%	10%
 plstka	60% Cost \$ 	0%	30%	30%

Plstka contribution margin is 40% better Than competition

Very Innovation Business Model



+

Trash + Reailers Model
in the Same Operation Cost
(No Inventory)

Traction - Tanta City - June.2020



50K \$
Growth Revenues
Until October.2021



+100
COUPONS
PARTNERS



+60
COLLECTED
SOLID TRASH



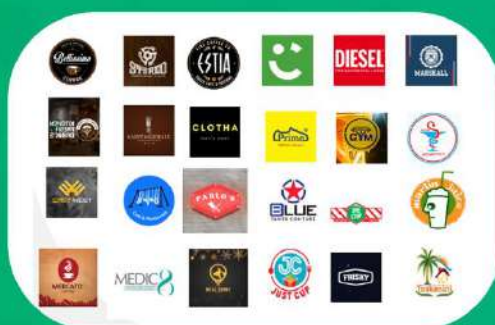
+4000
APP
DOWNLOADS



+1000
SOLD
PRODUCTS



Tanta University Official Partner



SMEs Partners



Raya CX X Plstka



Cooperation Protocol

Business Numbers



18 Kilo

Avg Trash Amount
Per Plstka Customer



+8000

Plstka
Orders



+3000

Active
Customers



+2500

Retention
Customers



\$1

Avg CAC
Per Customer



\$5

Avg Revenue
Per Order



\$3K

Avg Revenue
Per Month



10%

Growth Rate
Per Month

Plstka Smart Expand Strategy

Scale Up Strategy: Blue Ocean



Expand Target: Delta



Plstka customers target on Middle income / Bottom of Pyramid



High consumer areas with Medium culture

Road Map

Q4 2021

Q1 2022

Q2 2022

Q3 2022

Tanta

Acquire 100 Ton

Mansoura

Acquire 250 Ton

Shebin & Kafer Elshekih

Acquire 350 Ton

Alex

Acquire 500 Ton



+100K

Plska target customer is from the total population of Delta



+3000

Sold Product by Plska



20 : 30%

Plska Growth Margin Annually



Acquire .001 % Delta = 1500 Ton = \$ 3M

Plska acquire on Waste Production as Market Size Annually in Delta



+500

Plska Coupons Partners



+10

Develop our current IoT Bin Solution

Plstka Vision



**PLSTKA
RECYCLING**

B2C Marketplace to Swap
Solid Trash with Recycling
Production Line for Solid Waste



**PLSTKA
E-COMMERCE**

B2C Marketplace to buy
everything with Price Lower
than market Price by Trash



**PLSTKA
B-IOT**

Plstka intelligence Bins
Powered by IOT Technology
Creates Smart Supply Chain



**PLSTKA
S-EDUCATION**

Educational Social
Networking interactive
Platform

Prize Planning

20%
Product
Development



B2b Service



Ux Develop



CRM System



Chatboot



Tracking System
By Ai

40%
Marketing
Development



Gamification
Activities



Online & Offline
Ads



Customer
Acquisition

40%
Operation
Development



Scaling
Team



Recycling
Machines



IOT Storing
Bins

Team



**AHMED
ELNAGAR**
FOUNDER , CEO
Mechanical Power Engineer
6Exp in Environmental Engineering
and Business Development
Founded TRONX Company



**MAHMOUD
YOUSSEF**
CGO, CO-PARTNER
IT Engineer
5Exp in Business and Marketing
Founded Pro Dental Company



**SAAEDA
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**HAMZA
TAREK**
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Supply Chain
3Exp in Delta Oil



**MAHMOUD
SAFWAT**
CMO
2Exp in Marketing
Marketing Manager The Insider



**ESRAA
ELMAGHRABY**
CSO
3Exp in Sales and Logistics
Chirman IEEE



**MOHAMED
TOURKEY**
CCB
4Exp in HRM
ECB Aiesec



**ABDALLAH
TAREK**
CFO
2Exp in Financials
ECB Enactus

Team Total Experience : 30 years



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