



**TRASHCYCLER**  
Recycle on the go

# GROWING WASTE STREAM INCOME

*With* **TECHNOLOGY**

**PITCH DECK**

# About us

Trashcycler is the solution that combines the power of technology with recycling which helps individuals and businesses with the digital infrastructure that optimizes the recovery of sorted waste to increase efficiency and profitability.

## Vision and Mission

We balance people, profit and the planet; we aim to have a 10x recycling rate in Africa and South America.

We develop solutions that help create a better environment where lives and businesses will flourish.



# Problem



*88%*

**WASTE GENERATED IN NIGERIA IS NOT RECYCLED DUE TO LOW COLLECTION RATE.**



*Less than 10%*

**WITH VERIFIABLE DATA TO TRACE COLLECTION PER MATERIAL TYPE.**

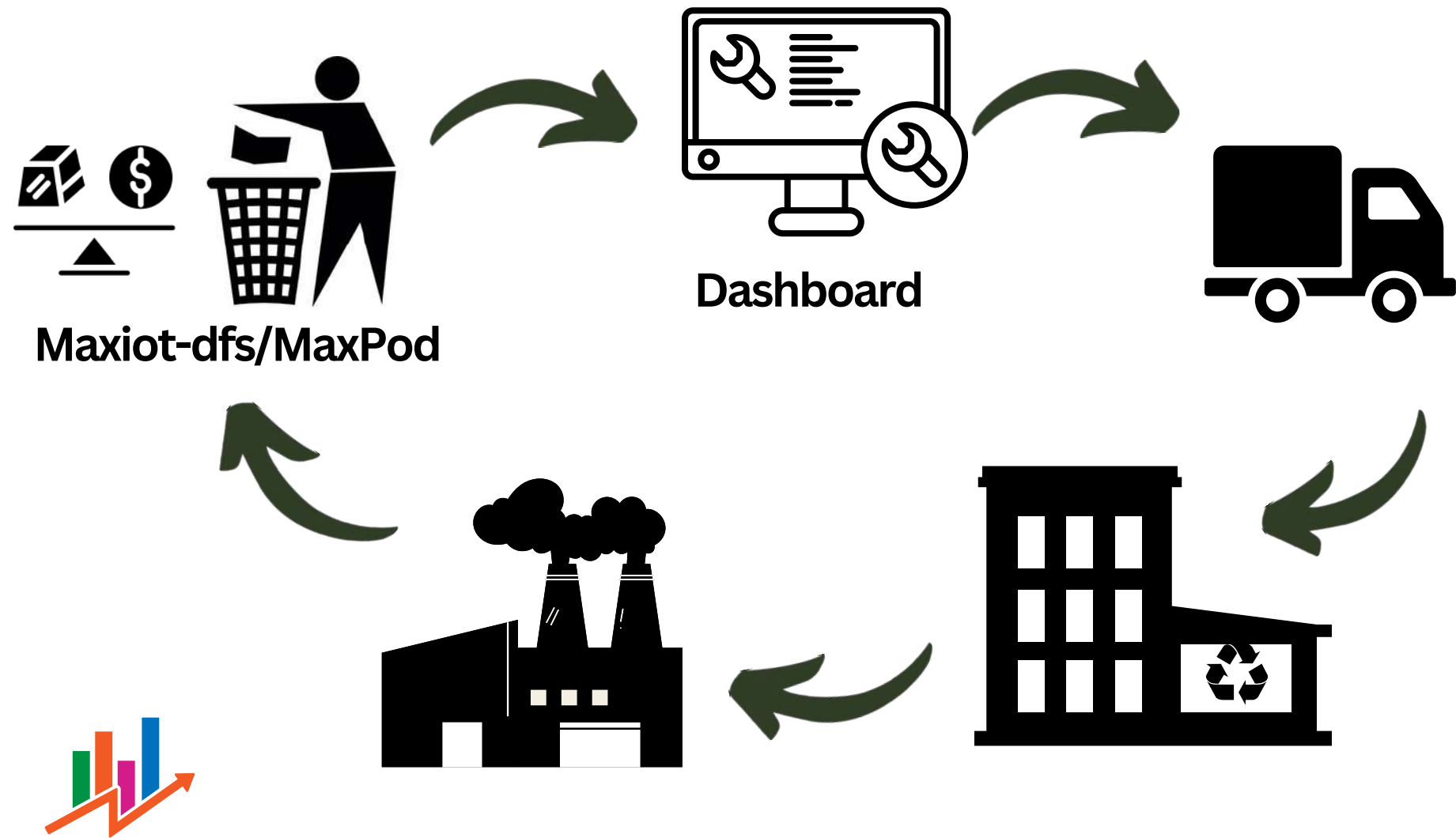


*\$29/Per month*

**AVERAGE MONTHLY EARNING IN EXTREMELY HARSH CONDITIONS.**

# Solution

*Our technology helps individuals to manage their sorted waste collection business, providing data for payments which is captured in real-time on our dashboard through a mobile internet connection.*



#social



#impact

#waste



EASY TO USE



DATA VERIFICATION



EFFICIENCY



INCREASED ENGAGEMENT



STRUCTURED DATA



# Product



**Maxiot-Digital floor scale**



**MaxPod Smart Bin**

# Traction

2022

YEAR FOUNDED

5960+

WASTE PRODUCERS  
SIGN UP

18 TONS

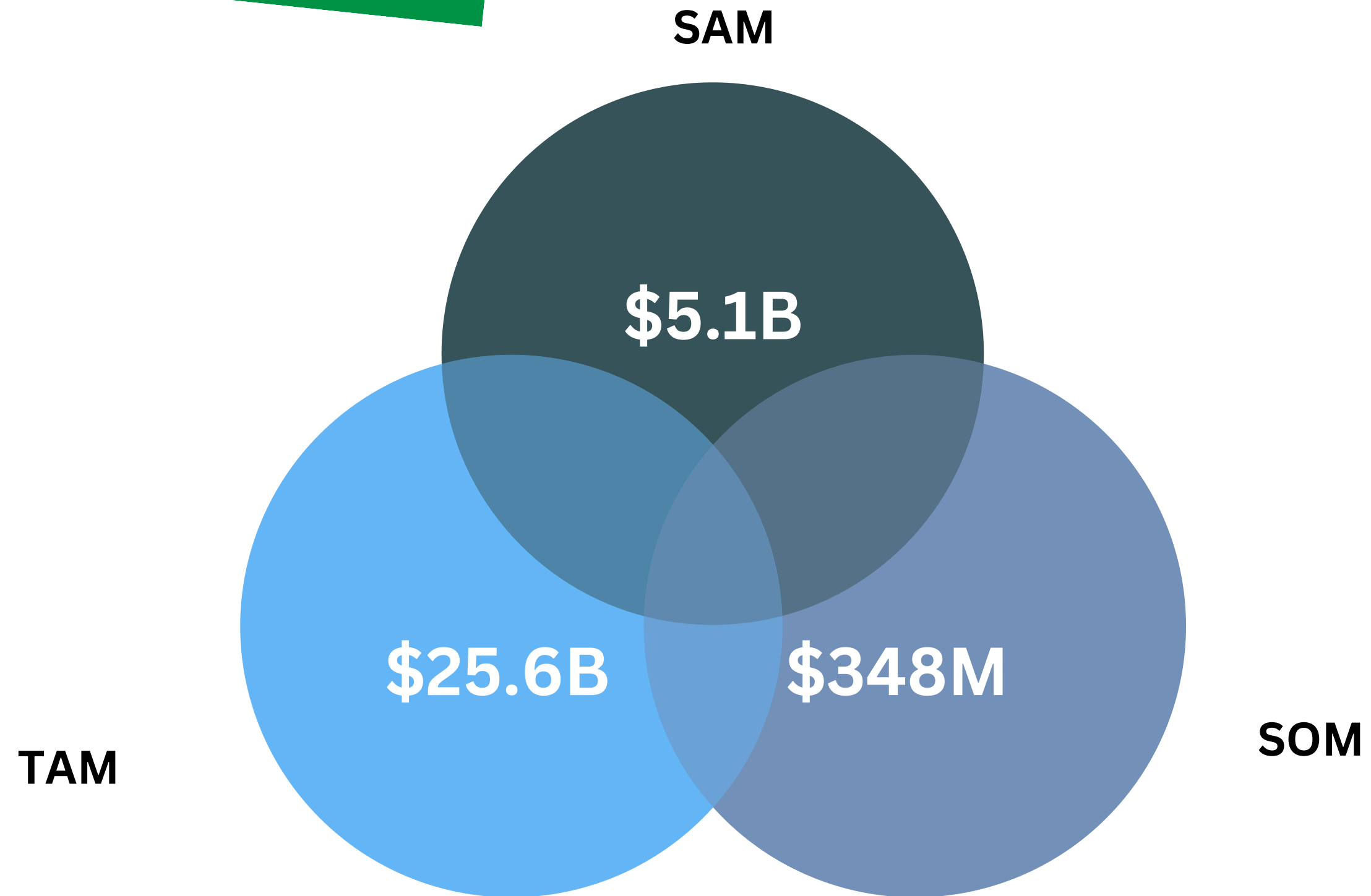
WASTE RECYCLED

## PARTNERS



# Market Overview

**NIGERIA**



# Projection

## MAIN GOAL



Nigeria (Cities)



Africa

Annual value	Threshold > 1 metric Ton	1.5 metric Ton
Network size	Growth > 500,000	Ghana, Liberia, Benin Uganda and Ethiopia
Timeline	18 months	24 months
Target Number	3 cities	3 countries

# Competition

	Trashcycler	Givo	Trashcoin	Wecyclers
Software enabled	✓	✓	✓	
Reward System	✓		✓	✓
End to End Integratiom	✓			
Fast Disposal Time	✓		✓	✓
Reporting	✓	✓		
Available in Nigeria	✓			

# Target



## Indirect Target Group

Individuals and small business owners in communities can now earn by leveraging our platform to connect to the nearest drop off location or pick up agent closet to them with the aim of recycling and earning from their

waste.

#lobtech



## Direct Target Group

We will partner with restaurants, shopping malls, banks, small and medium enterprise, recycling companies, waste management agencies/groups like RAN, Wamason and Federal and State Ministry of Environment to make use of our tech.



# Why is it Critical

Demand for recyclables surged in 2020.

01

Increased participation by companies and individuals to ensure recovery of recyclables.

02

IFC building PET Resin Plant in Nigeria.

03

National e-waste legislation in 10 African countries and more looking to implement plastic packaging tax laws.

04

# Team

A Passionate, Experienced, and Growing Team



**Reuben Kaine**  
*Co-founder &  
Business Lead*



**Tara P. Enahoro, Esq.**  
*Co-founder &  
Legal Advisor*



**Qudus Sobowale**  
*Brand Strategist*



**Grace Joseph**  
*Head of Operations*



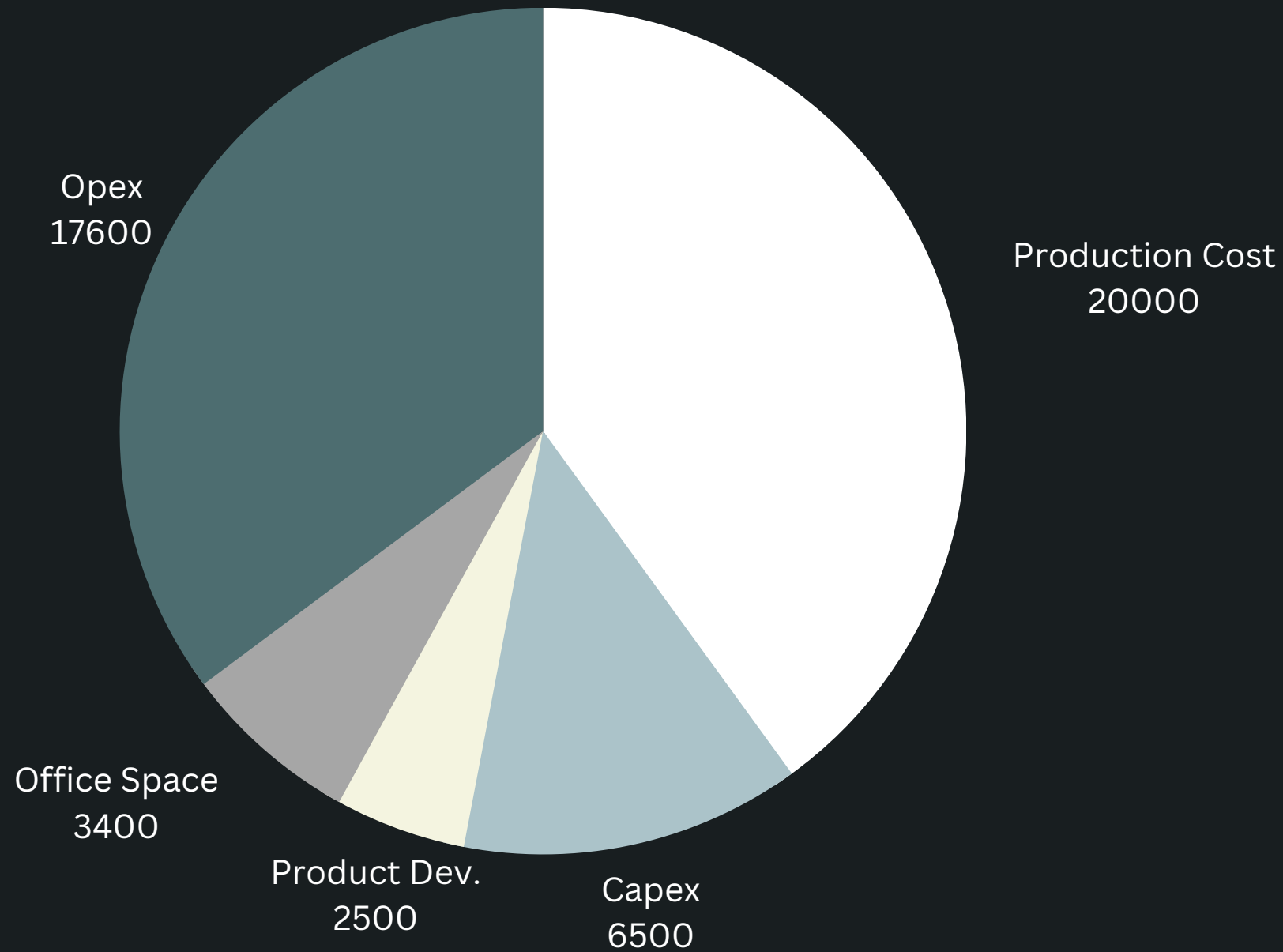
**Habeeb Lasisi**  
*CTO*

**Lasisi Sheriff**  
*Software Engineer*

# Ask

# \$ 50,000

GRANT & EQUITY



## USE OF FUNDS

UTILITY.	- 9.8%
LOGISTICS.	- 19.6%
MARKETING & PR.	- 14.7%
SALARY.	- 29.4%
GENERAL ADMIN.	- 12.7%
HOSTING & SOFTWARE MAINTENANCE.	- 13.7%

## OPEX BREAKDOWN



# CONTACT US

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