



**WASTE
VENTURES**
I N D I A

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TEAM



Roshan Miranda 

Co-Founder, leads overall bus ops and strategy

- Grew WVI monthly revenue 24x in first 12 months with the company
- Experience in Company Acquisition due diligence, Strategy & Business Development
- Ex-Boston Consulting Group



Rob Whiting 

Co-Founder, leads finance, strategy, supports ops

- Redirected WVI's strategy and shifted company HQ to Hyderabad in first 8 months
- Ex-Boston Consulting Group; founded startup education NGO while in university



Mathangi Swaminathan 

Associate Director, leads Toter operations

- Grew household collections from 500 to 15,000 households in first 3 months with WVI
- Alum of Indian School of Business (top 5 Indian b-school)



Abdul Rahman 

Product Manager, leads technology development

- Formerly Co-Founder of Studio Torque
- Co-Founder of Kourse, Drughub.in Project Manager
- Expert in design, front end coding, and application architecture

Board of Directors



Parag Gupta
Waste Capital Partners,
Schwab Foundation



Vijay Mahajan
Founder of BASIX
microfinance



Adrien Couton
McKinsey, Dalberg,
former CEO of Naandi

PROBLEM

Waste management is fundamentally broken in India.

62 M Tones

solid waste generated in India per annum

80%

of India's urban waste ends up in rivers, dumping or burning.

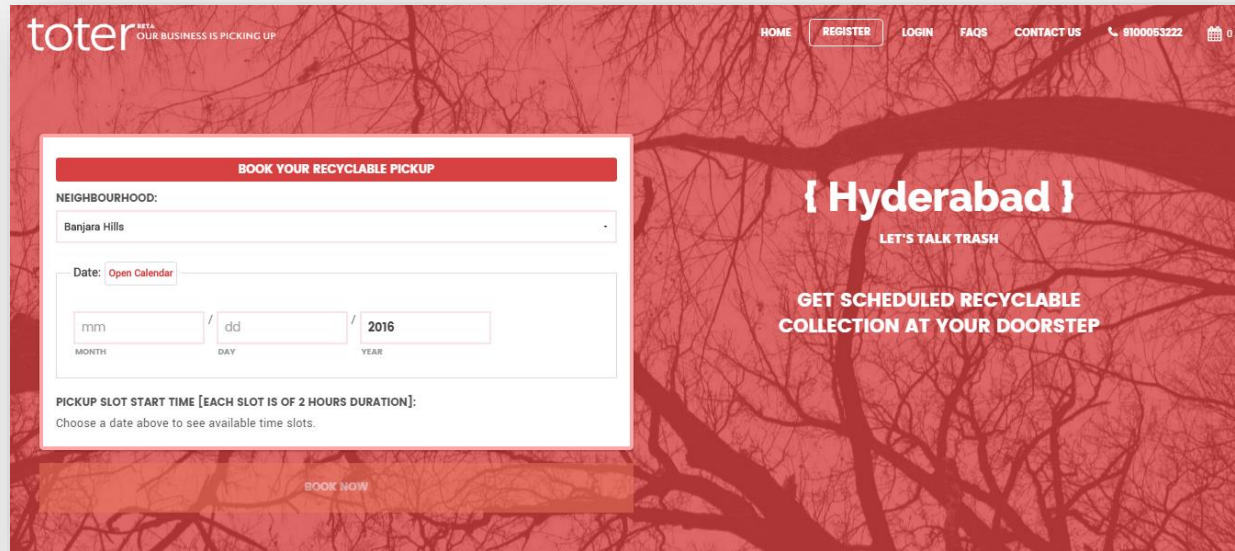
22
Diseases

Caused including lung cancer

OUR SOLUTION: **toter**

CONNECTING PEOPLE WHO HAVE WASTE WITH PEOPLE WHO WANT WASTE, STARTING WITH RECYCLABLES.

We're Uber for Trash



The screenshot shows the toter website with a red background featuring a tree branch pattern. The top navigation bar includes links for HOME, REGISTER, LOGIN, FAQs, CONTACT US, a phone number (8100053222), and a shopping cart icon. The main content area is titled "BOOK YOUR RECYCLABLE PICKUP" and "Hyderabad". It includes a form for NEIGHBOURHOOD (set to Banjara Hills), a date picker (set to 2016), and a section for PICKUP SLOT START TIME. A "BOOK NOW" button is at the bottom.

toter
WE'RE OUR BUSINESS IS PICKING UP

HOME REGISTER LOGIN FAQs CONTACT US 8100053222 0

BOOK YOUR RECYCLABLE PICKUP

NEIGHBOURHOOD:
Banjara Hills

Date: [Open Calendar](#)

mm / dd / 2016
MONTH DAY YEAR

PICKUP SLOT START TIME [EACH SLOT IS OF 2 HOURS DURATION]:
Choose a date above to see available time slots.

[BOOK NOW](#)

{ Hyderabad }
LET'S TALK TRASH

GET SCHEDULED RECYCLABLE
COLLECTION AT YOUR DOORSTEP



View Toter at
www.toter.in

PRODUCT: HOW IT WORKS

WE LEVERAGE THE UNTAPPED POWER OF INDIA'S DISTRIBUTED INFORMAL COLLECTOR NETWORK OF SCRAP DEALERS AND WASTE PICKERS



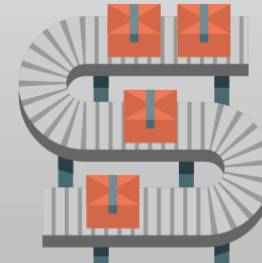
Step 1

Customer schedules a pickup on Toter web (soon iPhone/Android)



Step 2

Just prior to pickup time, request is sent to a 3rd party collector in Toter's network



Step 3

Waste Ventures India purchases the waste from the Toter agents & sorts/bales it



Step 4

Waste is sent to only government certified recyclers

VALUE PROPOSITION

For waste generators

Households, SMBs, corporate campuses, schools



Digital & Doorstep pickup



Standardized prices & Revenue from waste



Green Endpoint

For waste collectors

Scrap dealers, waste pickers, end recyclers



More waste volume



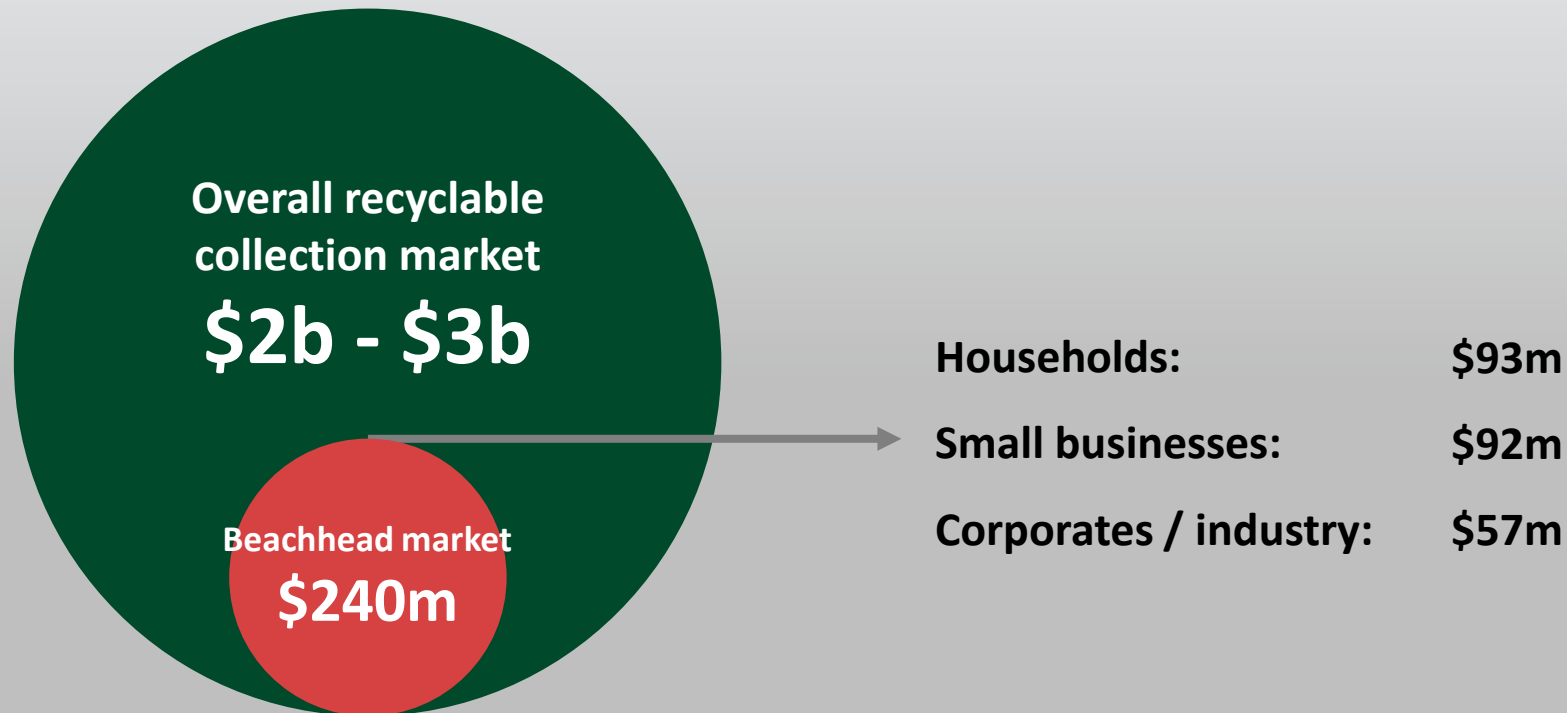
Lower purchase cost, occasional waste donations



Formalization

BEACHHEAD MARKET IS \$240M

ONLY INCLUDES RECYCLABLES IN CITIES >1 MILLION



Source:

- 1) 2011 Census, [“Sustainable Solid Waste Management”](#), 2012, Columbia University. Waste growth rate of 3.7% assumed from 2011 to 2015 (2.4% urban growth rate, 1.3% per capita waste generation growth rate). Includes only 166m of 377m urban India population.
- 2) [Pune Municipal Corporation / SWaCH](#) estimate valuable recyclables at 25%; Total dry waste (incl. low/no value items) typically ~35% of total waste; WVI analysis/experience
- 3) WVI experience/analysis – selling price to end recycler across all waste types, weighted by volume, is typically Rs. ~15 (USD \$0.23 at Rs. 65 X-rate). It is currently at Rs. ~12 due to low oil prices, but should go over Rs. 20 with normal oil prices

IMPACT IN LAST 14 MONTHS

450 Tonnes

of waste averted from
landfill

**18K
Household**

Served

10K Trees

Saved

**1000+
Waste Pickers**

41% increase in revenue

Serving major corporate clients



Households



Prominent recycling partners



COMPETITION

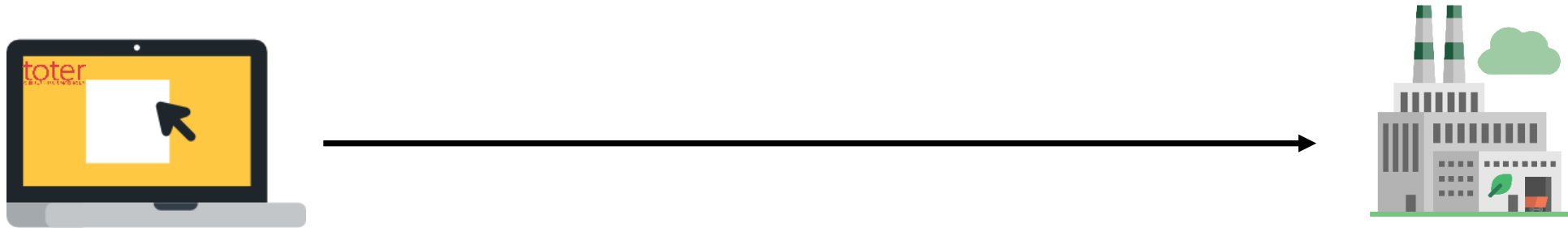
Company	Location	Comments
	Hyderabad	Only professional player in Hyderabad offering full range of waste solutions for recyclable and organic waste
Local scrap dealers	Pan-India	Offers most competitive prices but lacks professionalism, no environmental practices, and no tech
	Ahmedabad	Started 2009; tech-led recycling pickup + advisory services company. Closest competitor to WVI; may enter TWM
	Chennai	Started 2010; Sole focus on tech with no experience in waste; focuses only on high value recyclables; uses donate waste model
	Delhi	7 years' experience recycling at Delhi Airport but only offering app-enabled pickup <6 months
	Bangalore	App-enabled recycling pickup with no prior waste experience; started only in August 2015

Competitive Advantages

Leveraging existing Scrap Dealer Network
More Scalable

Buying low value recyclable
One Point Waste Management Solution

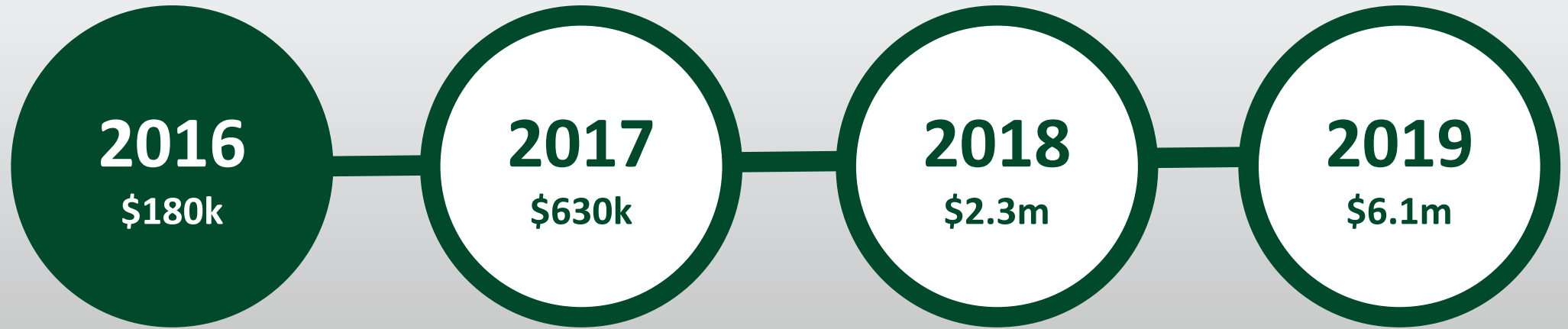
BUSINESS MODEL



We earn revenue through 2 channels:

1. The margin we earn on selling the recyclables to end recyclers
2. Collection fee of Rs. 20 charged to customer (not yet implemented)

ROADMAP & FINANCIAL PROJECTION



Technology launch

Customer Acquisition &
Partnering with 3rd Party
Haulers/ Scarp Dealer

Scaling Up to 2nd Mega
City

Scaling Up to 3rd & 4th
Mega City

Investment

\$530k

\$1.5m

GO-TO-MARKET: TOTER WILL INTEGRATE WITH OUR EXISTING OPERATIONS

Customer segment	Households / SMBs	Corporate / industrial	Gated housing societies	Waste pickers
Toter Go-to-market sequence	toter 1 st - Now	2nd	3rd	4th
High-level approach	Toter hauler collects directly from household; dedicated Toter agent only if HH requests recurring pickup	Toter bids the job out to its network of haulers, client gets 1 dedicated hauler; WVI owns contract	Same as Corporate/Industrial segment	Waste pickers to request pickup via call, SMS or WhatsApp, customer service enters into Toter system for hauler to service
Contribution to WVI revenue ('16 Q3)	0% (service just launched)	27%	15%	41%
Recent net profit margin	TBD	(40%) – 5% (Transitioning: industrial to corporate; will grow profitability)	(5%) – 10%	5 - 15%

Key growth focus until
Toter is mature

OUR ASK

TOTAL \$530,000 IMMEDIATELY RAISING \$300,000

Raising \$530,000 in 2 tranches of convertible debt before our Series A, with \$115,000 committed

- Tranche 1: \$300,000 (~12 months runway)
- Tranche 2: \$230,000 (8 months runway)

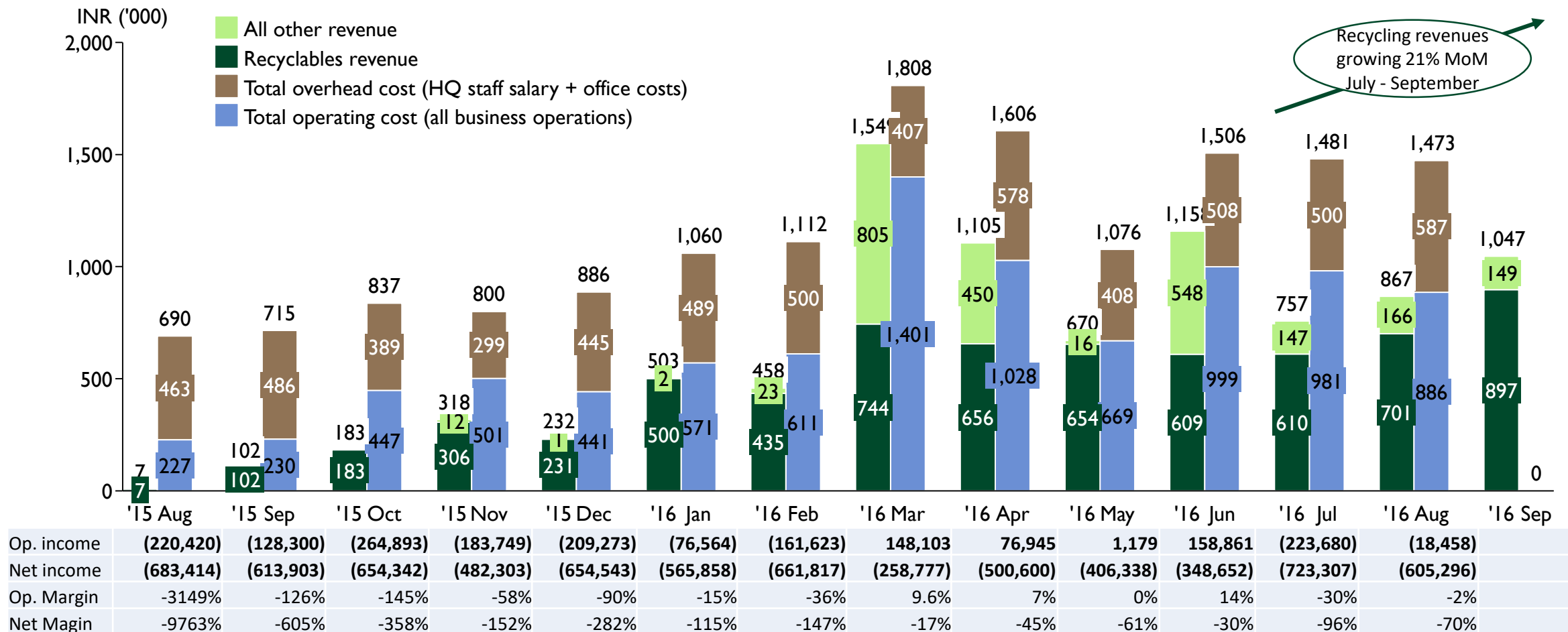
Funds will be used to:

- Develop and pilot tech platform (app, web)
- Semi Automated WareHouse
- Sustain HQ staff with some growth
- Grow current operations, with particular focus on informal sector

APPENDIX

OVERALL COMPANY FINANCIALS

CUMULATIVE OPERATIONAL PROFITABILITY SINCE MARCH



Note: September costs not yet incorporated

FINANCIAL PROJECTIONS

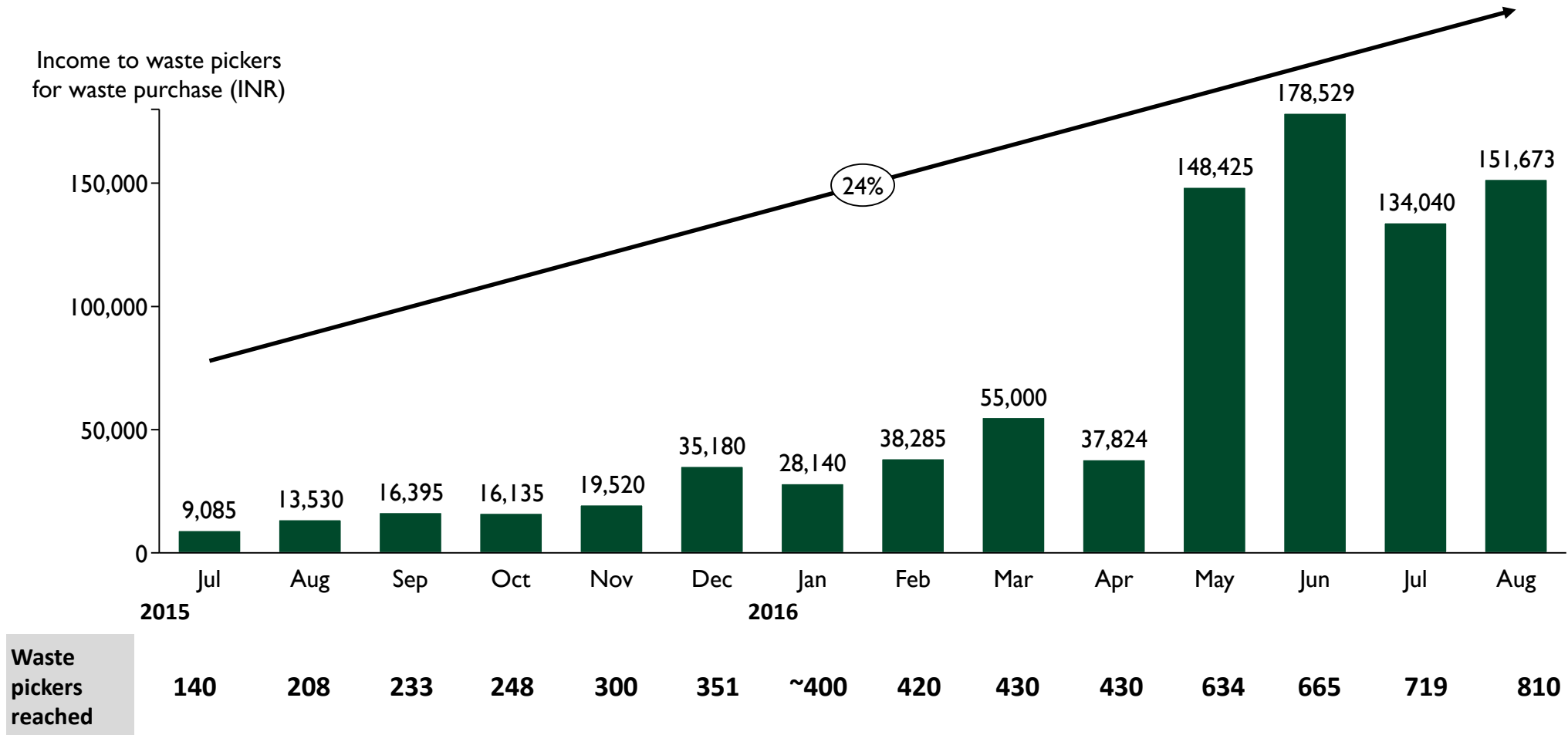
All figures USD, inflation adjusted

		2015 (Jun-Dec)	2016	2017	2018	2019	2020	2021
Revenue	Total Revenue	12,806	179,677	630,118	2,270,198	6,092,786	11,283,443	14,897,213
	Recyclable Pickup (Toter)	12,444	139,903	540,013	2,118,258	5,881,630	10,979,758	14,437,526
	Urban Waste Management	361	39,775	90,105	151,941	211,156	303,684	459,687
Op. Cost	Total operating cost	32,406	175,314	581,602	1,945,780	5,144,064	9,372,665	12,675,203
	Recyclable Pickup (Toter)	20,065	147,742	516,019	1,837,191	5,010,386	9,190,944	12,392,036
	Urban Waste Management	12,342	27,572	65,584	108,589	133,678	181,721	283,167
Op. Margin	Total operating margin	(19,601)	4,364	48,516	324,418	948,721	1,910,777	2,222,010
	Recyclable Pickup (Toter)	(7,620)	(7,839)	23,994	281,067	871,243	1,788,814	2,045,490
	Urban Waste Management	(11,980)	12,203	24,522	43,352	77,478	121,964	176,520
	Total operating margin (%)	-153%	2%	8%	14%	16%	17%	15%
	Recyclable Pickup (Toter)	-61%	-6%	4%	13%	15%	16%	14%
	Urban Waste Management	-3316%	31%	27%	29%	37%	40%	38%
Ovhd. Cost	Total overhead cost (HQ)	46,504	106,057	215,127	317,743	471,346	608,545	749,330
	HQ cost							
	Tech cost							
Profit	EBITDA	(66,105)	(101,693)	(166,611)	6,675	477,375	1,302,232	1,472,680
	Margin % (total company)	-516%	-57%	-26%	0.3%	7.8%	11.5%	9.9%

Note: Op. Cost (Operating Cost) includes all business unit costs (COGS + SG&A) but excludes depreciation (which is minor); Note; UWM = Urban Waste Management

GROWTH IN WASTE PICKER IMPACT

INCREASE IN BOTH NUMBER OF BENEFICIARIES AND INCOME PER BENEFICIARY



WASTE PICKER AWARENESS CAMPAIGNS

COMMUNITY ENGAGEMENT CAMPAIGNS ONGOING ON MONTHLY BASIS



COMPETITION

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 paperman	Chennai	Started 2010; Sole focus on tech with no experience in waste; focuses only on high value recyclables; uses donate waste model
 POM trash to cash	Delhi	7 years' experience recycling at Delhi Airport but only offering app-enabled pickup <6 months
 EnCashea	Bangalore	App-enabled recycling pickup with no prior waste experience; started only in August 2015
 Banyan Nation	Hyderabad	<u>Not direct competitor</u> : recycler for WVI with plastics processing focus; tech focus
 SAAHAS "zero waste" solutions	Bangalore	Diversified waste management company, with focus on households; some recycling but not on-demand
 Shudh-Labh For A Cleaner Tomorrow	Bangalore	<3 yrs. old; focused on household/corporate waste mgmt./composting (build & operate); WVI is partnering

Nearly all companies started in last 5 years and WVI only company to offer tech based professional waste management across all waste types

ADDITIONAL PRODUCTS & SERVICES



URBAN WASTE MANAGEMENT

- Hyderabad's first total waste solution for housing societies & businesses
- WVI staff on-site process organic waste, recyclables sent to recyclers
- 4 sites signed, 1 operating
- Revenue model: monthly service fees, infrastructure setup, recycling revenue



- Highest quality compost in Telangana, lab tested
- Selling on Amazon in 1 kg and 5 kg, with 5-star rating
- Soon in Hyderabad retail stores
- Revenue model: Sell at Rs. 530 and Rs. 190, ~25% margin



- WVI formed partnership with 2BIN1BAG in July 2016 as first distributor in Hyderabad
- Revenue model: sell at Rs. 250, 150% margin on each sale

