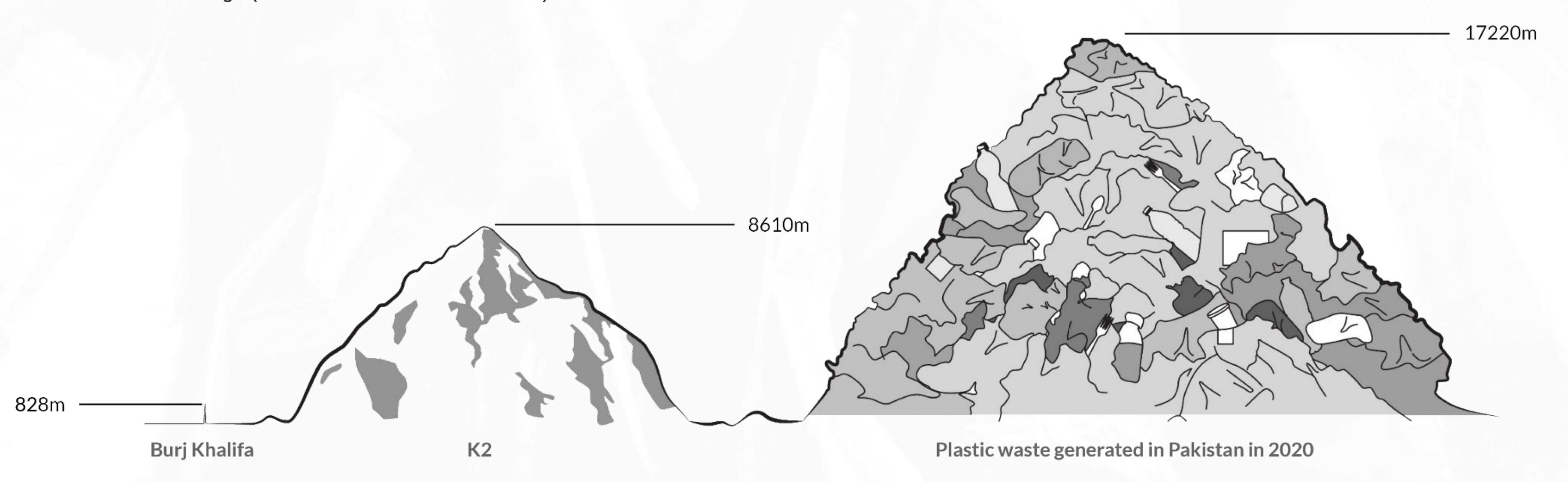


Problem

Plastic Pollution

Pakistan produces more than **3.3 million tons** of plastic waste annually (twice the size of K2)





Solution

Circularity in Economy

We redirect plastic waste from landfills and oceans and convert it into building construction materials - closing the loop.









Building Material



REIMAGINING PLASTIC WASTI

Product

Concrete Products

Hybrid - Recycled plastic composite with compressive strength equal to concrete

Pavers



Blocks



Tiles



Sheets

Recycled plastic sheets for multiple indoor & outdoor uses

Furniture



Partition Board



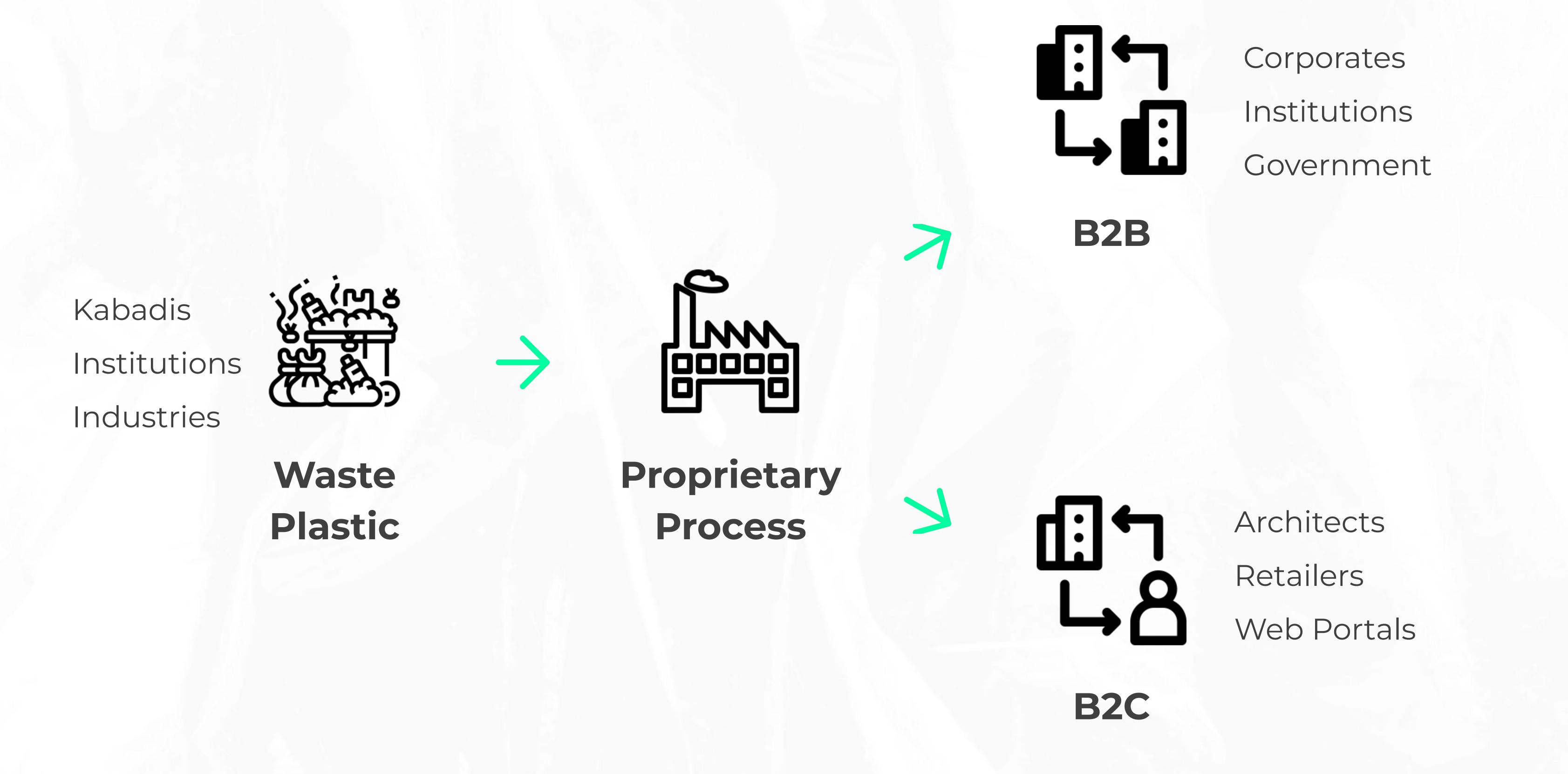
Each sqft of pavers or a single block offsets about 1.5-2 kgs of low-value plastic waste.

Each 4' x 8' sheet offsets upto 20 kg of plastic waste.



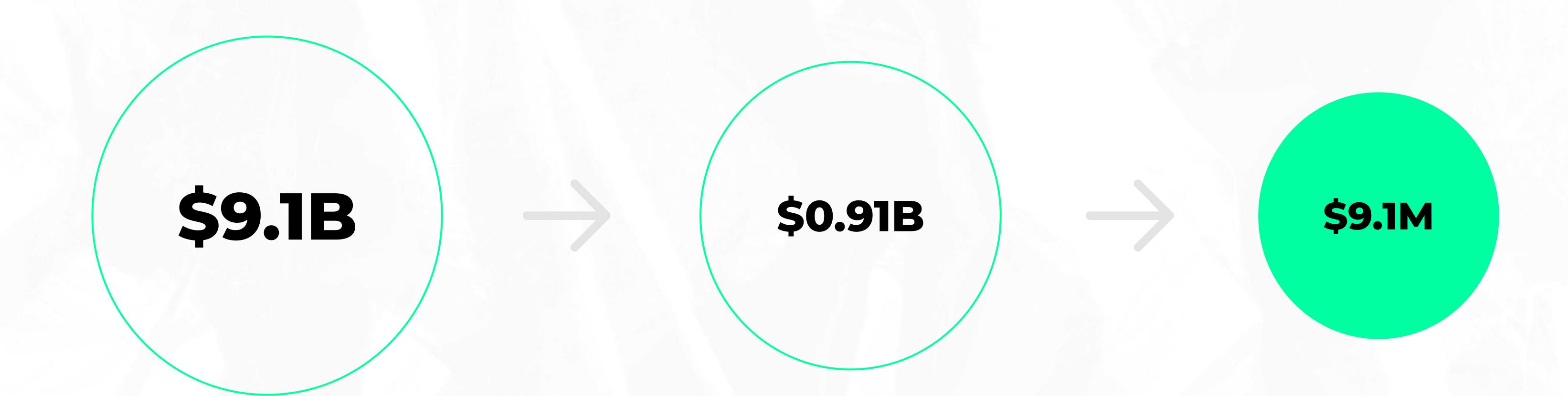
REIMAGINING PLASTIC WASTE

Business Model





Market Size



Addressable Market

Total building construction industry size of Pakistan

Serviceable Market

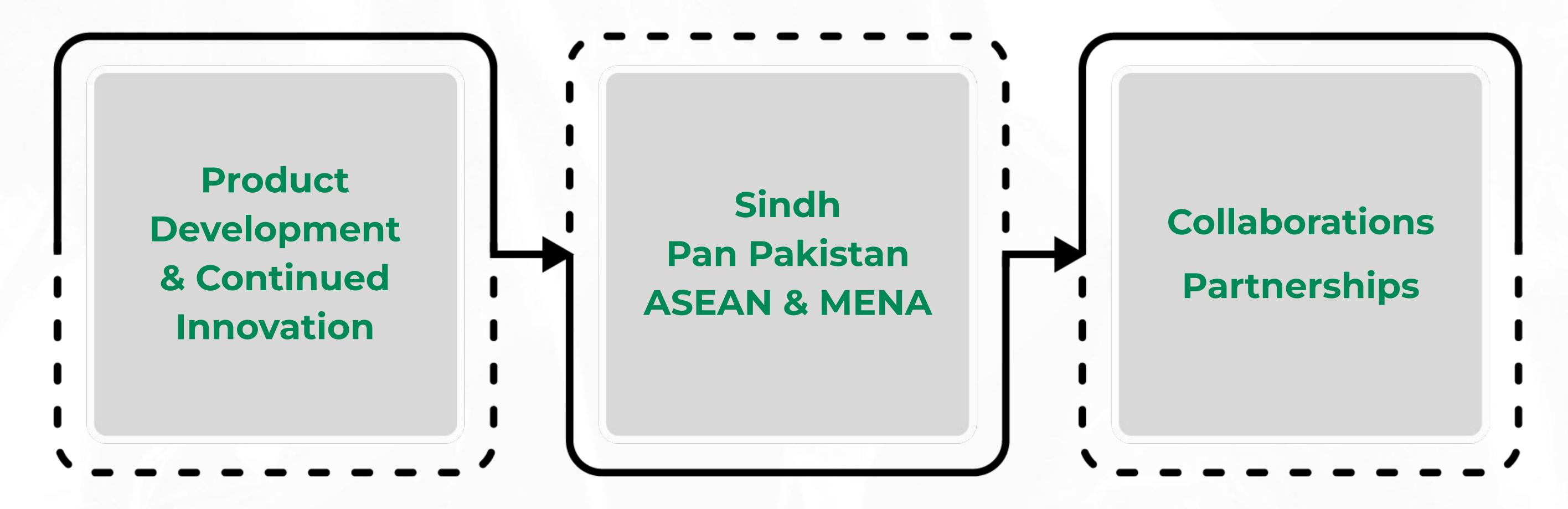
Pavers & Decorative Sheets industry size in Pakistan

Obtainable Market

Target Market Capturing 1% of Obtainable Market



Growth Strategy



Research and Development into our proprietary technology and processes to be patented and used for multiple locations via our expansion strategy.

Initially focusing on the local and domestic markets, with expansion into regional markets leveraging on projected climate action and demand for price competitive green building products

Helping large industries and corporates offset their plastic waste in a financially viable and profitable way eventually earning from carbon credits they will accumulate.



REIMAGINING PLASTIC WASTI

Environmental & Social Impact



949^{Tons}

Carbon Offset



274^{Tons}

Plastic Waste Removed



3M+

Lives Impacted



REIMAGINING PLASTIC WASTI

Traction

30+

6M+

85M+

Pre Orders

Pre Order Value

LOI Quantum

Market Reach

Connected to the network of 2,200+ architects all across Pakistan.

Partners































Existing Clients















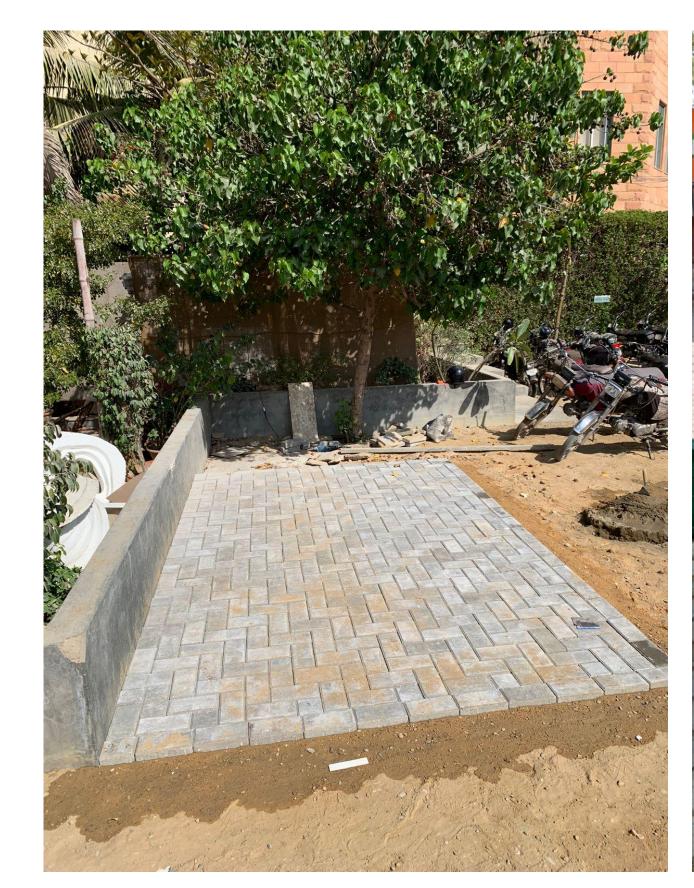




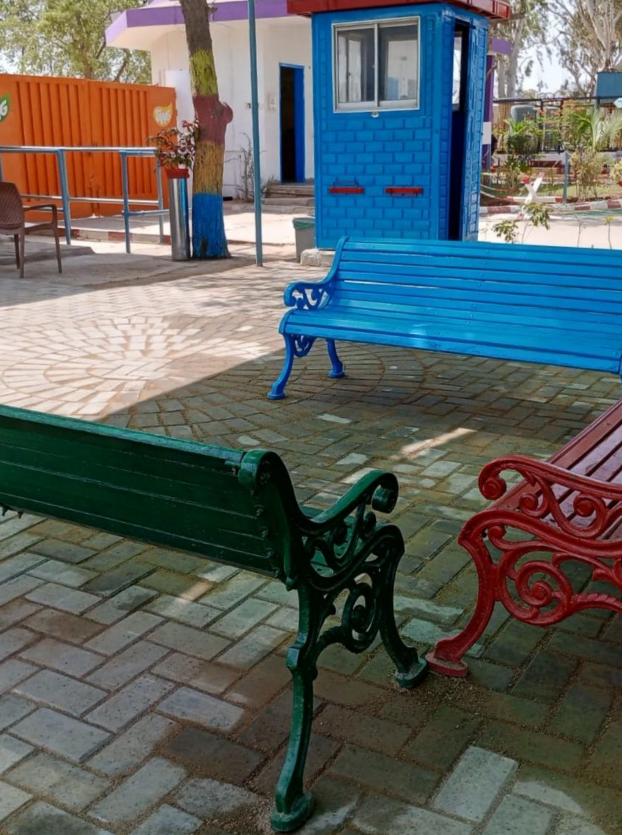




Deployments



Karachi Public School Korangi Branch



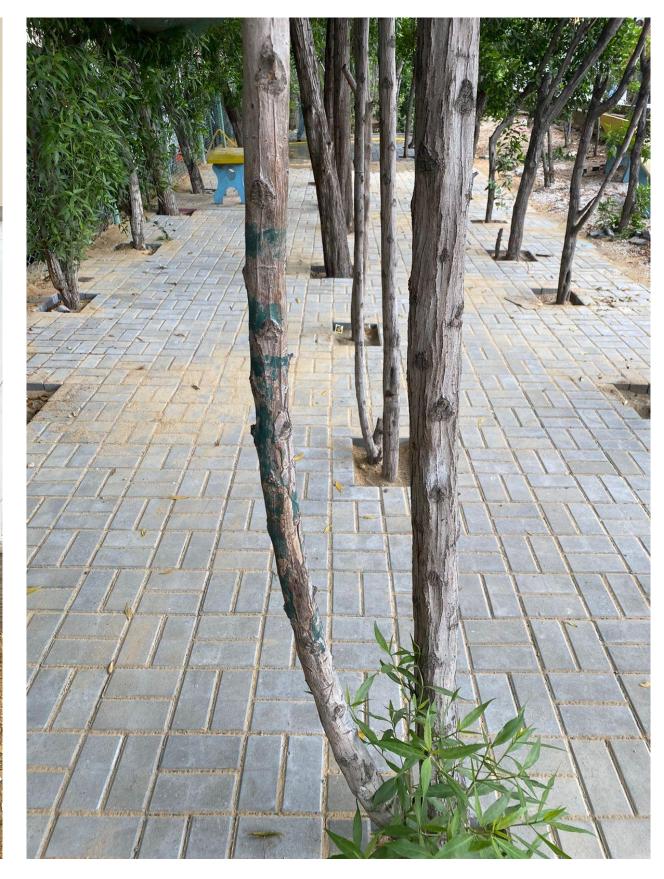
Mondelez Factory Hub Balochistan



Shell Pump Clifton, Karachi



Residential Bahria Town Karachi



Ismail Industry Limited Head Office Karachi

REIMAGINING PLASTIC WASTE

Achievements

Honors

1. Winner

Karandaaz IGCF Challenge - Green 2021

3. Participant

Climate Finance
Accelerator Pakistan
Cohort I

5. Winner

Plastic Waste Challenge by TrinamiX 2. Winner

Shell Tameer Award 2022 - Circular Economy

4. Participant

Accelerate Prosperity (AKDN) GSI - Cohort I

6. Only Participant from Pakistan

Part of Bridges for Enterprise Incubation Programme

Featured On



























Founding Team



Syed Ali Naqi

Finance & Optimization



Dabeer Hemani

Innovation & Outreach



Fatima Hafsa

Research



Rafay Qazi

Product & Operations

