

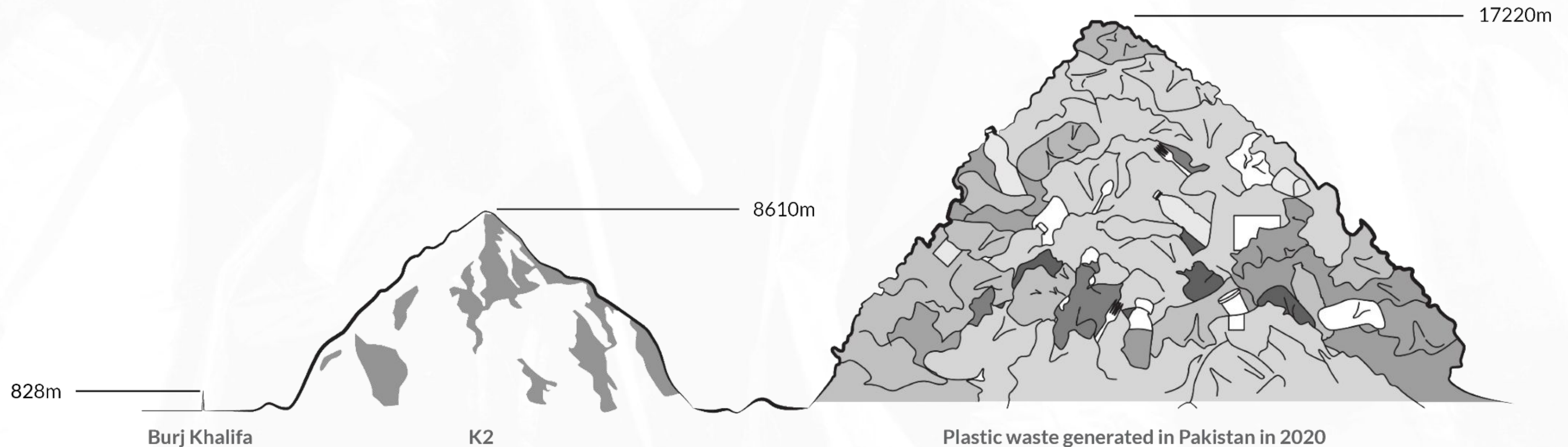
Pitch Deck

REIMAGINING PLASTIC WASTE

Problem

Plastic Pollution

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



Solution

Circularity in Economy

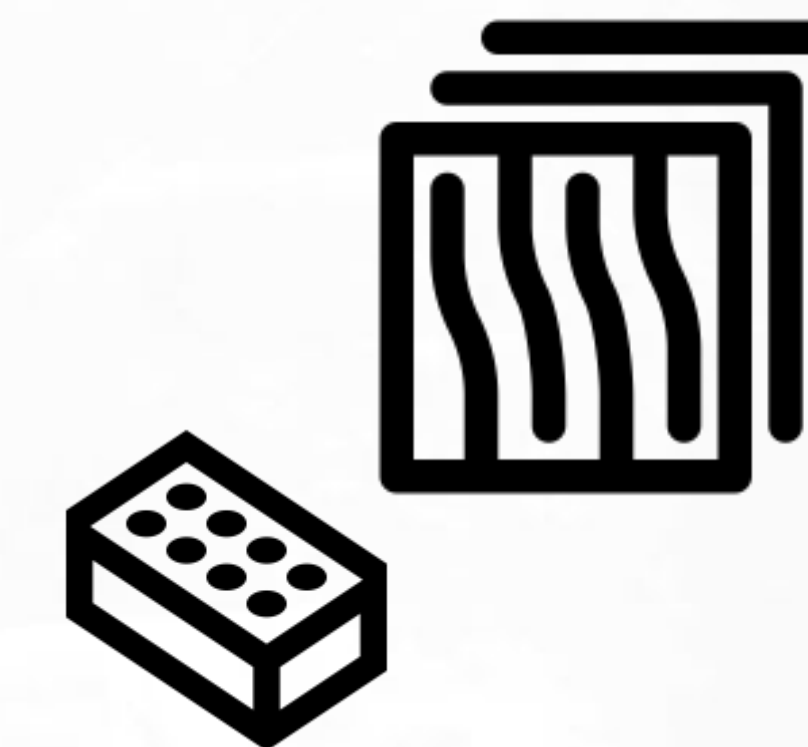
We redirect plastic waste from landfills and oceans and convert it into building construction materials - **closing the loop**.



Post-Consumer
Waste



Post-Industrial
Waste



Building
Material



Product

Concrete Products

Hybrid - Recycled plastic composite with compressive strength equal to concrete

Pavers



Blocks



Tiles



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

Sheets

Recycled plastic sheets for multiple indoor & outdoor uses

Furniture



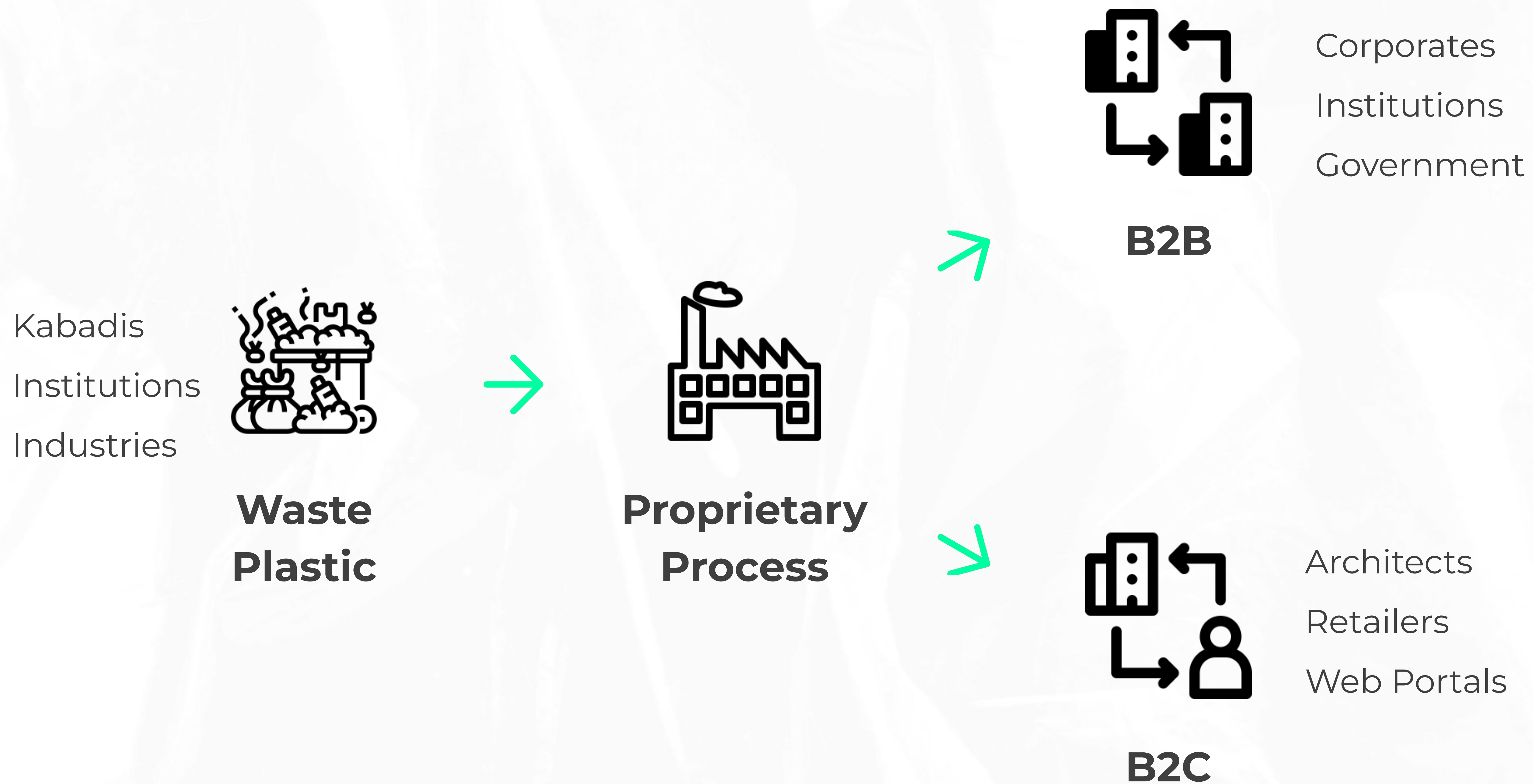
Partition Board



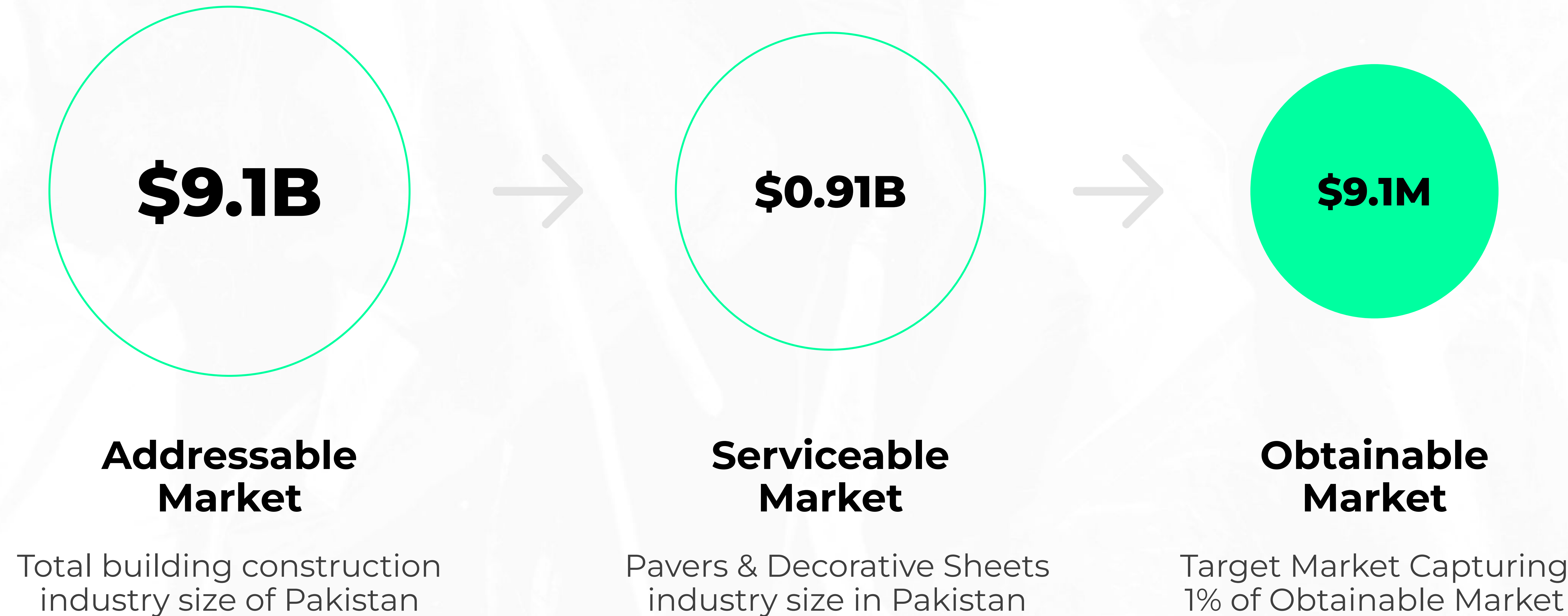
Each 4' x 8' sheet offsets upto 20 kg of plastic waste.



Business Model



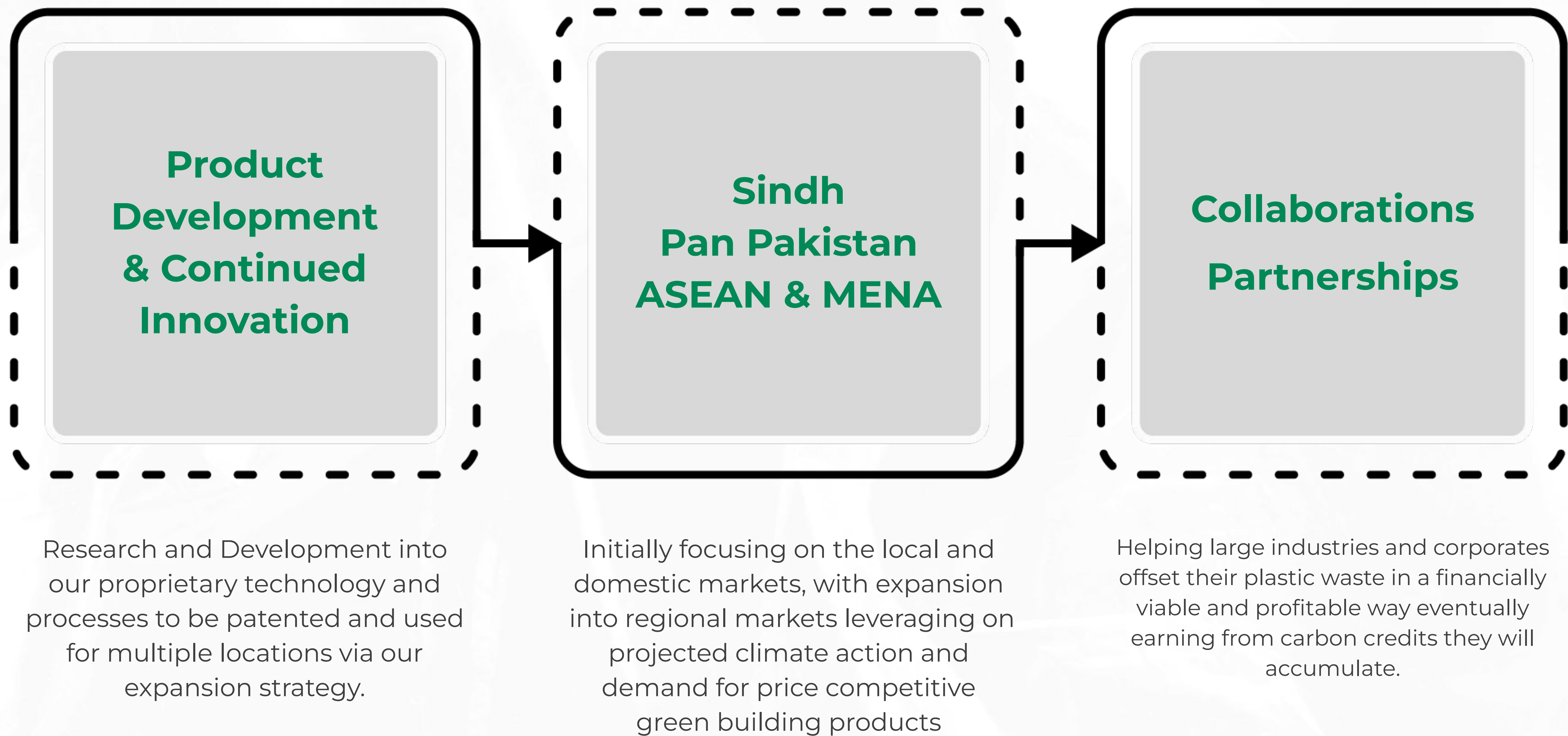
Market Size



For the year 2022 according to forecasts and data from World Bank.



Growth Strategy



Environmental & Social Impact



949Tons

Carbon Offset



274Tons

Plastic Waste Removed



3M+

Lives Impacted



Traction

30+

Pre Orders

6M+

Pre Order Value

85M+

LOI Quantum

Market Reach

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

Partners



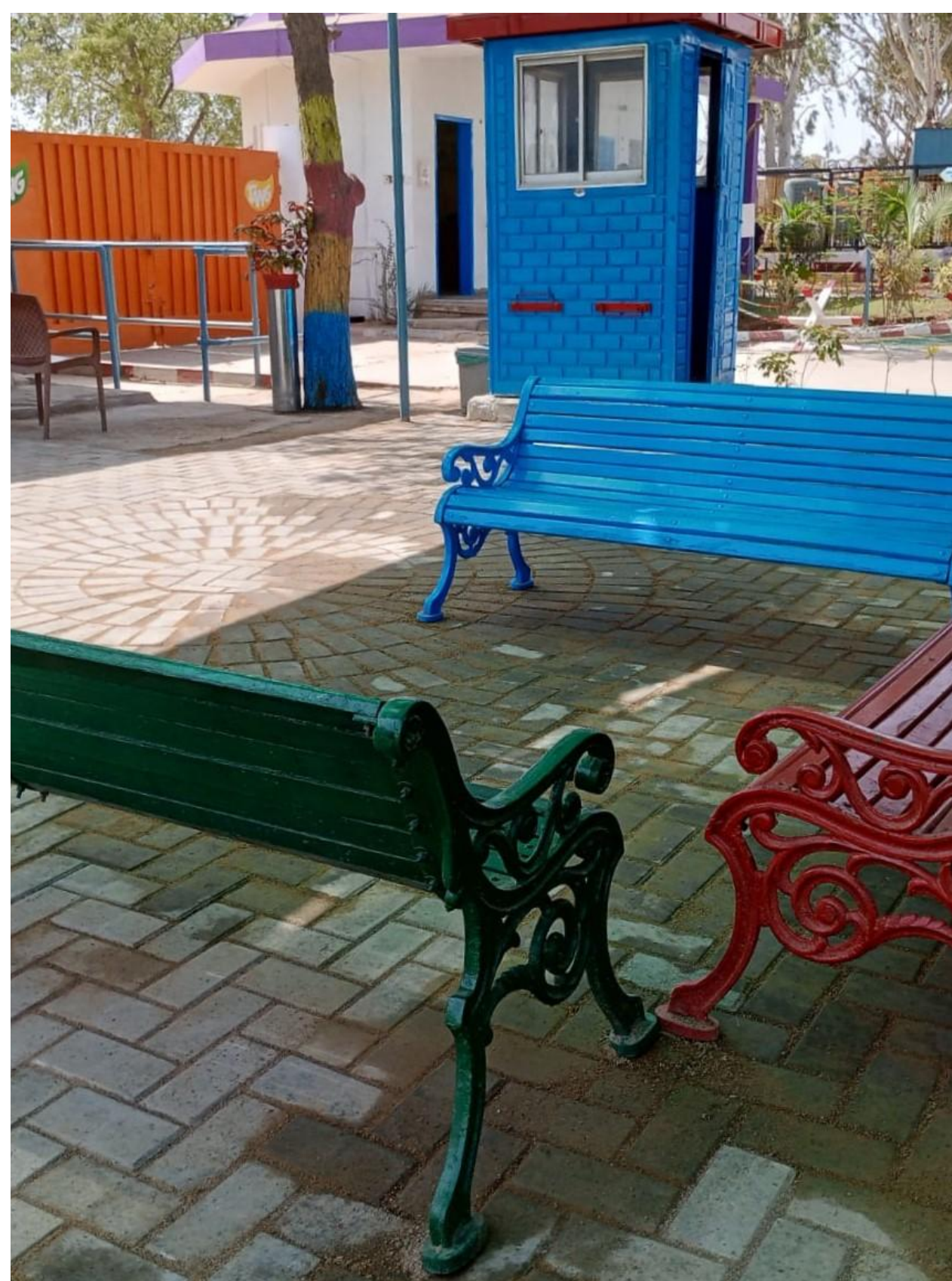
Existing Clients



Deployments



Karachi Public School
Korangi Branch



Mondelez Factory
Hub Balochistan



Shell Pump
Clifton, Karachi



Residential
Bahria Town Karachi



Ismail Industry Limited
Head Office Karachi

Achievements

Honors

1. Winner

Karandaaz IGCF
Challenge - Green 2021
2. Winner

Shell Tameer Award
2022 - Circular Economy
3. Participant

Climate Finance
Accelerator Pakistan
Cohort I
4. Participant

Accelerate Prosperity
(AKDN) GSI - Cohort I
5. Winner

Plastic Waste Challenge
by TrinamiX
6. Only Participant from Pakistan

Part of Bridges for
Enterprise Incubation
Programme

Featured On



REIMAGINING PLASTIC WASTE



Founding Team



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