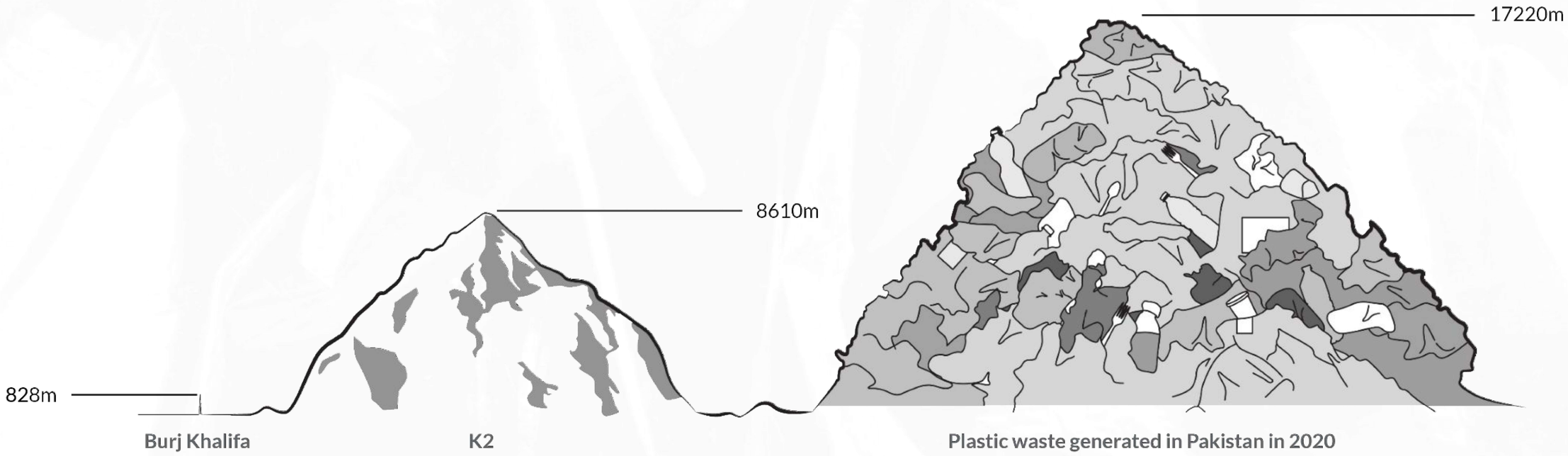
Pitch Deck

REIMAGINING PLASTIC WASTE

Problem

Plastic Pollution

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



2019 UNDP Study

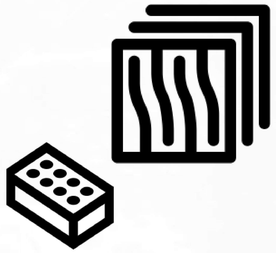
Solution

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

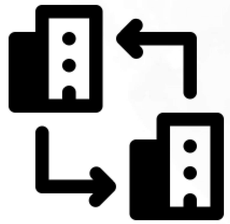
Each 4’ x 8’ sheet offsets upto 20 kg of plastic waste.

Business Model

Kabadis
Institutions
Industries

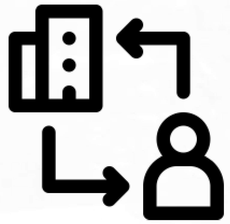
Waste Plastic

Proprietary Process



Corporates
Institutions
Government

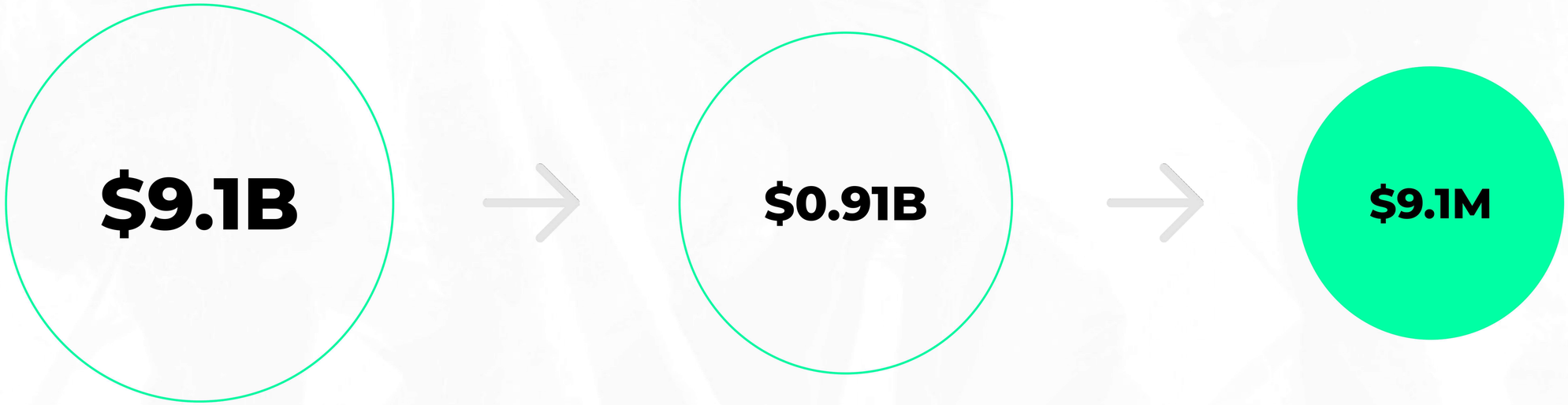
B2B



Architects
Retailers
Web Portals

B2C

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

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