

ARUNEO

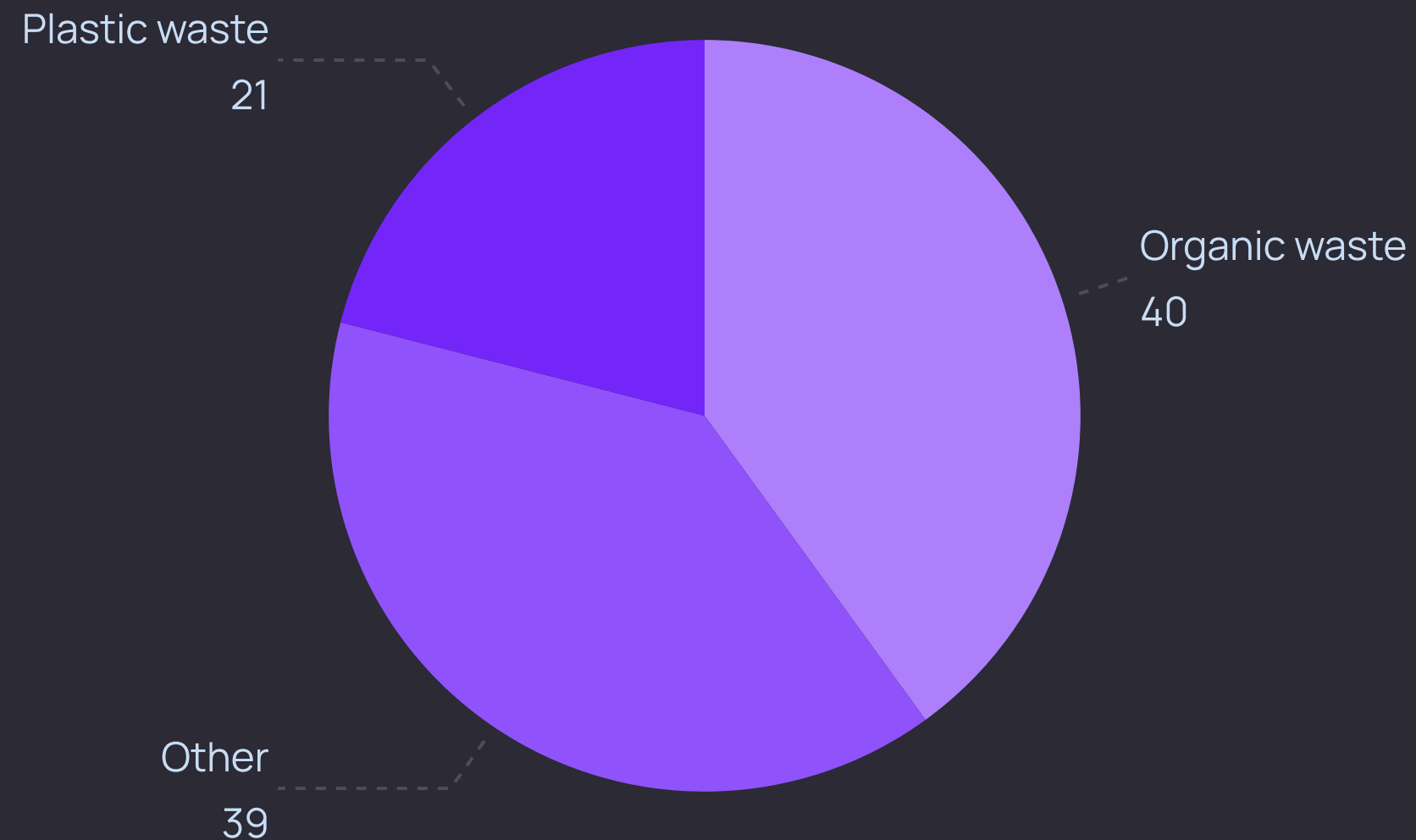
WHAT CAN BE MEASURED
CAN BE MANAGED
BY PHOENIX



Problem

LACK OF AWARENESS OF WASTE COMPOSITION ON AN INDIVIDUAL LEVEL IS LEADING TO UNDERUTILIZATION OF WASTE PRODUCTS AND THE ENVIRONMENT DEGRADATION

Current estimates on landfill waste:



87%

of people is unsatisfied with current waste management system

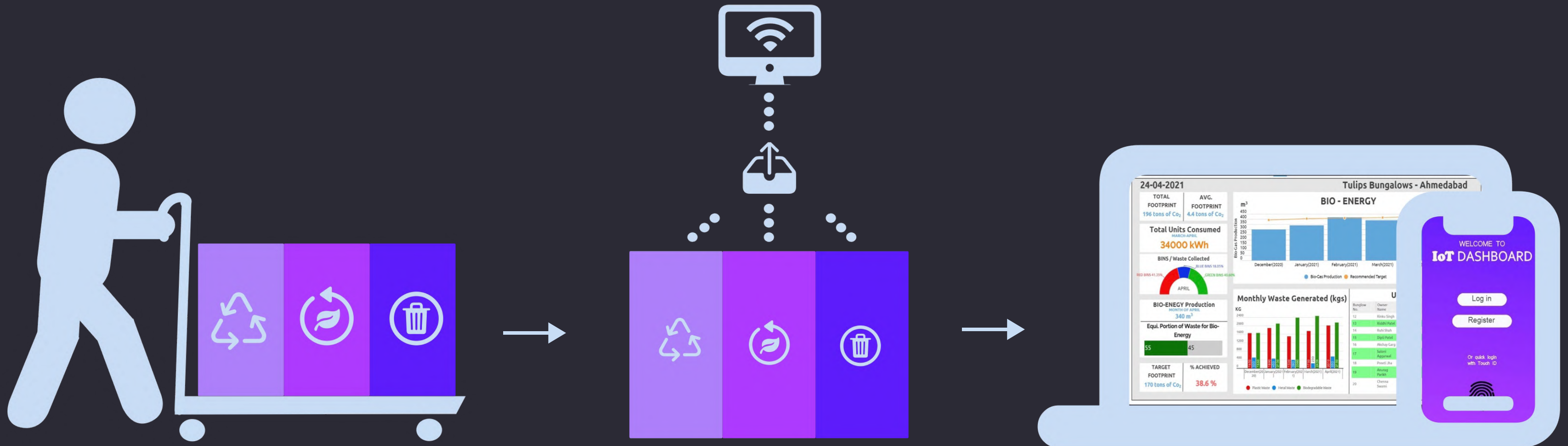
70%

of people does not have knowledge regarding waste treatment

90%

of people have no idea about their carbon footprint

Replace estimates with hard data



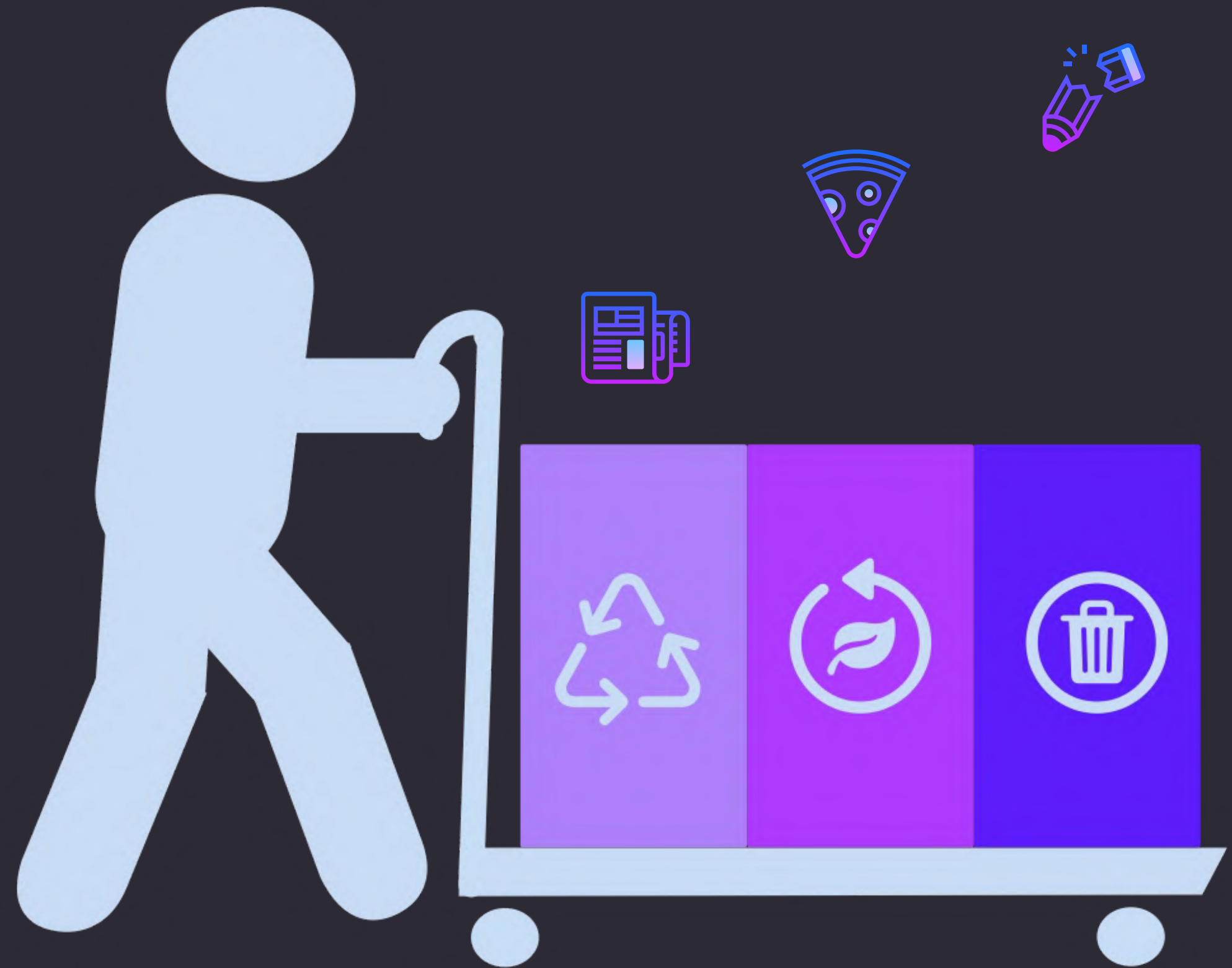
1. Waste data is gathered during collection

2. Data is sent directly to the main server

3. Users and admins view trends through personalized dashboard

Collection

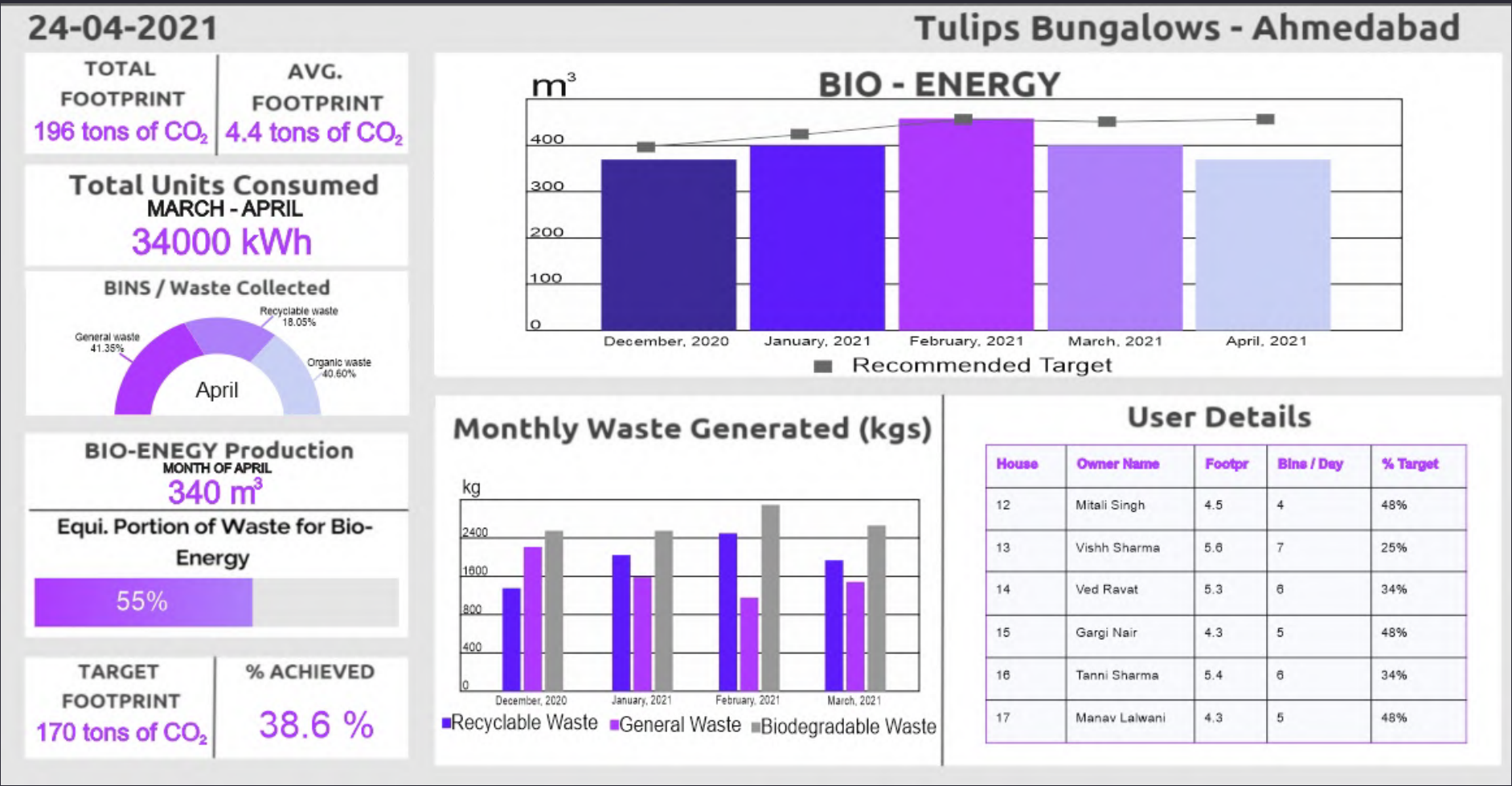
- waste is collected in 3 separate bins : **garbage, organic waste, and recycling** each containing a load cell
- Households will be assigned a unique serial number to be entered at waste collection by the collector
- Dump Data (in Kg) is collected by household and organized in the IoT dashboard



Gathering and presenting the data

- Data includes:
- estimated energy produced from waste
 - total waste collected per category
 - trends in waste collection
 - Annual carbon Footprint

ADMIN VIEW



RESIDENT VIEW



Bio-Energy Production

m³

Jan

Feb

Mar

Apr

7.8

8.4

7.2

8.5

Target Green Waste

Equivalent Energy

100 kg

8.25 m³

Footprint Statistics

tons

Yours

Society Avg.

India Avg.

World Avg.

4

4.5

3.8

3.5

Using the Data

Waste treatment will continue to be the responsibility of the municipal government

Based on collected data best waste treatment options can be selected

Organic Waste sent for Bio-electricity or Bio-gas treatment

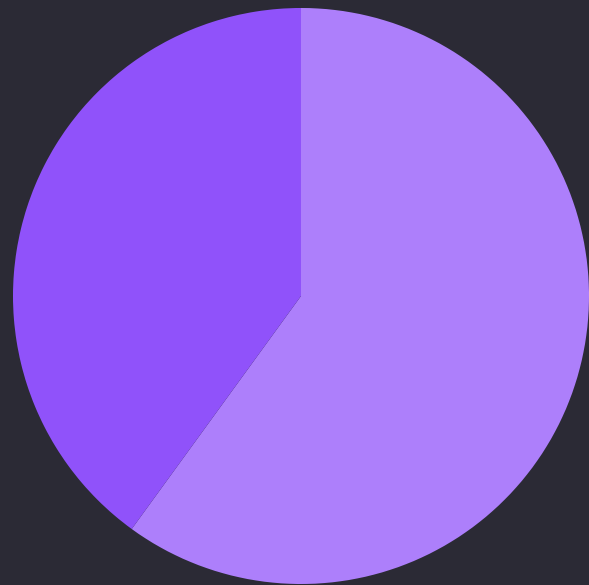
Plastics Waste and other recyclables for the treatment process & other waste using innovative startups

Participating Societies can be incentivized by the local governing bodies according to their waste production

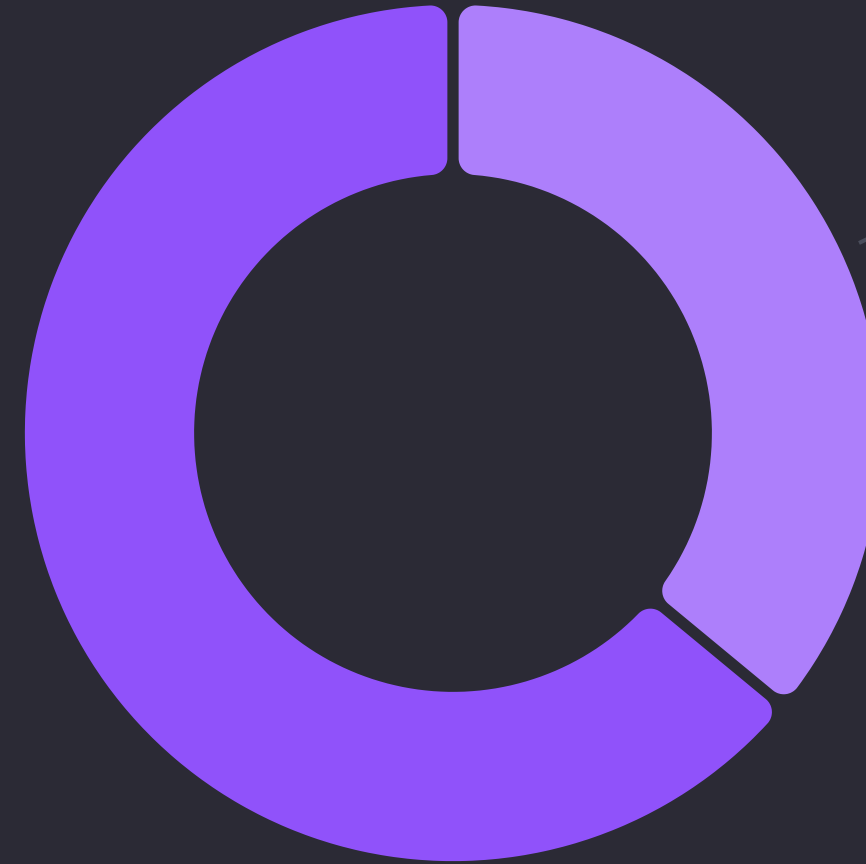


What can using this data lead to ?

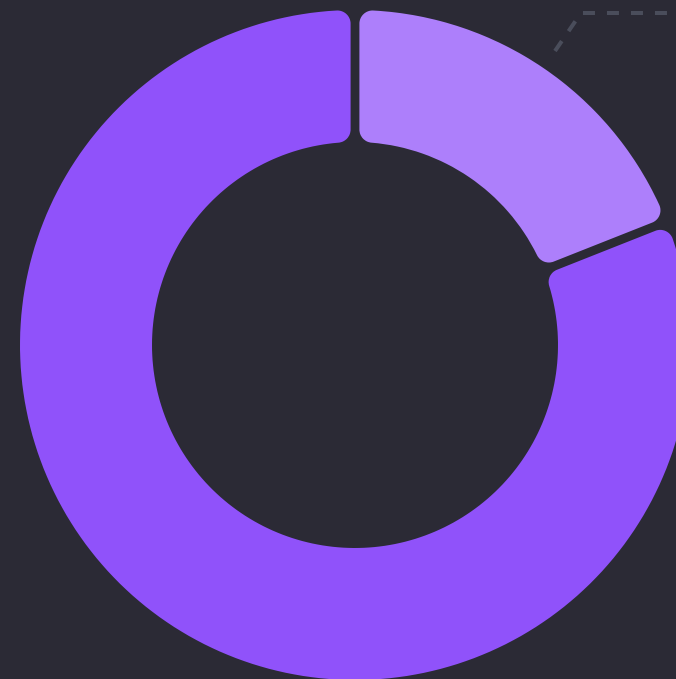
By using the data to show the benefits of Bio- Energy



60 % Residential gas cost reduction



36% Residential electricity cost reduction



Up to 19% carbon footprint reduction per capita each month



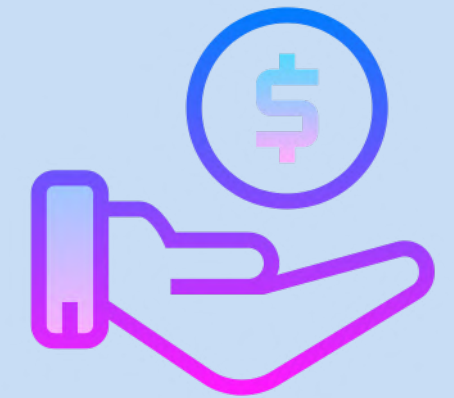
Waste Diverted from landfills 41%

Why us?

- **Low cost** for adoption:
 - we use existing infrastructure
- Calculate potential **revenue** and growth
 - Turn waste management into revenue rather than a cost
 - Use data to incentivize unregistered recycling plants and rag pickers to work legally
- **Personalized** approach:
 - Empower local co-op communities to control their waste
 - Save money by focusing on problem areas using individualized data



Revenue Source



Low Cost



Personalized

Social Impact

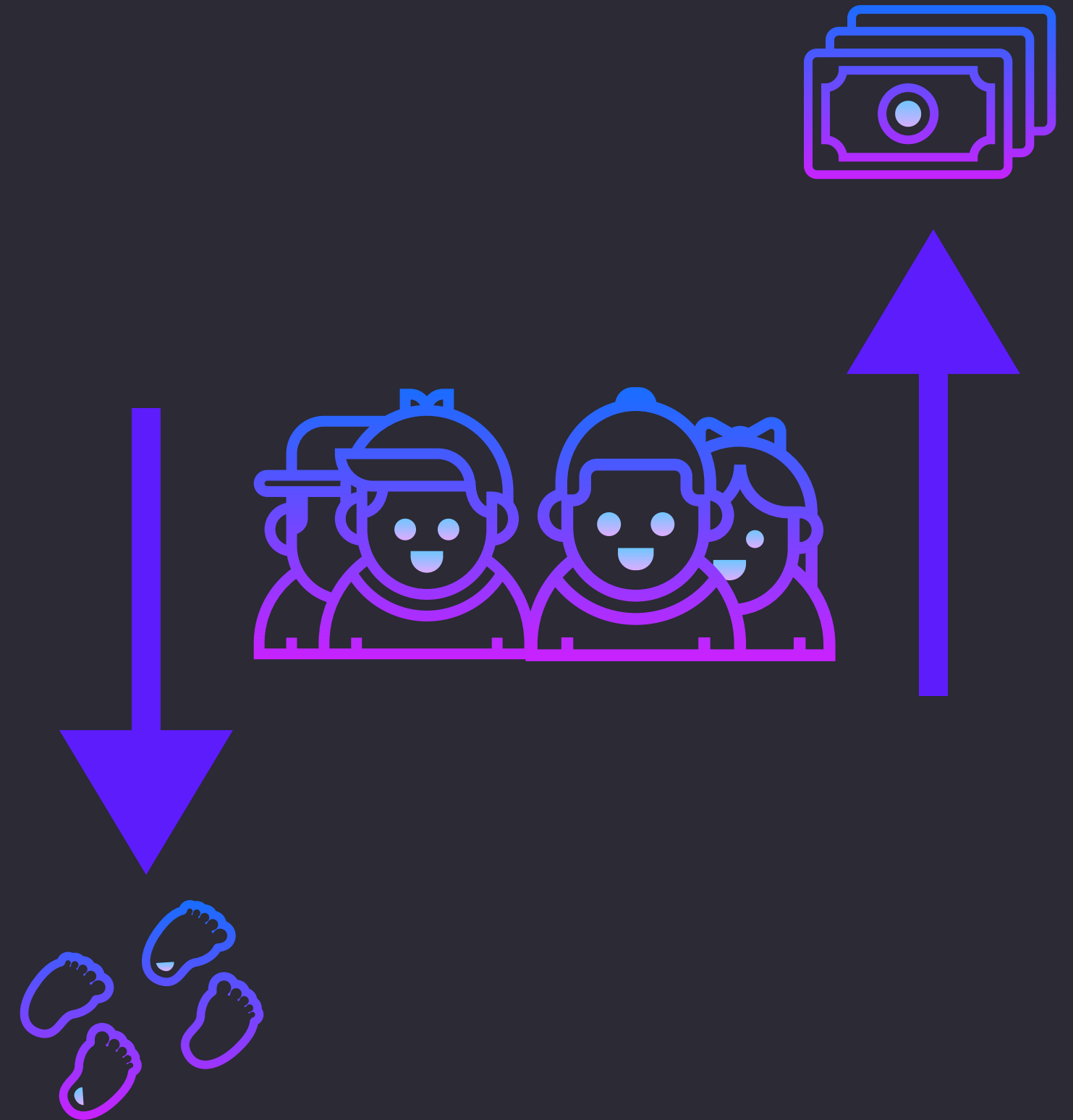
COMMUNITY AND INDIVIDUAL EMPOWERMENT

- Rewarding Communities
- Set personal goals
- Educate and motivate residents

GREEN ENVIRONMENT

Data used to motivate communities to:

- Reduce their carbon footprint
- Switch to BioEnergy
- Create their own environmental initiatives



Our Edge

POSSIBLE COMPETITORS



Recykal



Antariksh

CUSTOMERS

We're targeting a different audience
Cities and communities VS Companies and industries

COMPLEXITY

We support individual accountability and government level data transparency using simple additions to existing infrastructure

FINANCE

We are empowering communities and local governments.
We do not take revenue from data or waste sales.
Revenue is driven by program subscription costs.

VALUE

Creating individual responsibility among communities so their contributions towards a green environment feel rewarding

Revenue



(200 House -> 2 pushcart)

Project Cost - Collector & Dashboard

- Material Cost & embedded electronics @ 2 pushcarts/ 200 houses
- Design Consultancy
- IoT dashboard , app and server setup

68,040
Rs / 1164
CAD



Training Cost

- Operation know-how
- Routine check
- Monitoring and Reporting

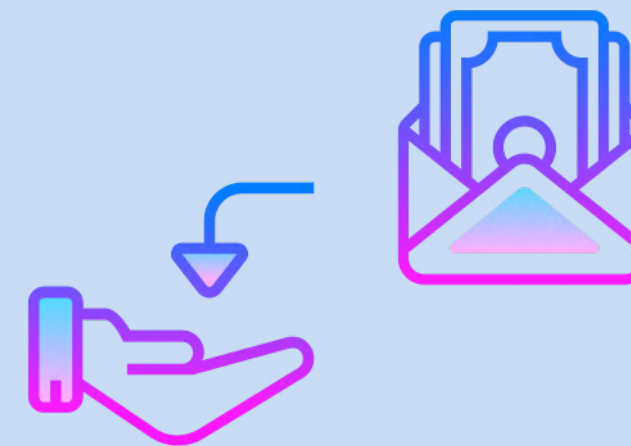


Call-basis maintenance

- Spares / materials cost extra at actual



Return on Investment



Roadmap

- PROJECT TESTING AND REVIEW
- GOVERNMENT INVOLVEMENT
- PILOTING INITIATIVE IN CO-OP COMMUNITIES
- LEVARAGING AND UPGRADATION
- EXPANSION

IDEAL CUSTOMER

Government allied institutions (Municipal Co-corporation, Nagar Palika) and co-operative societies under government agreement.

ACQUISITION

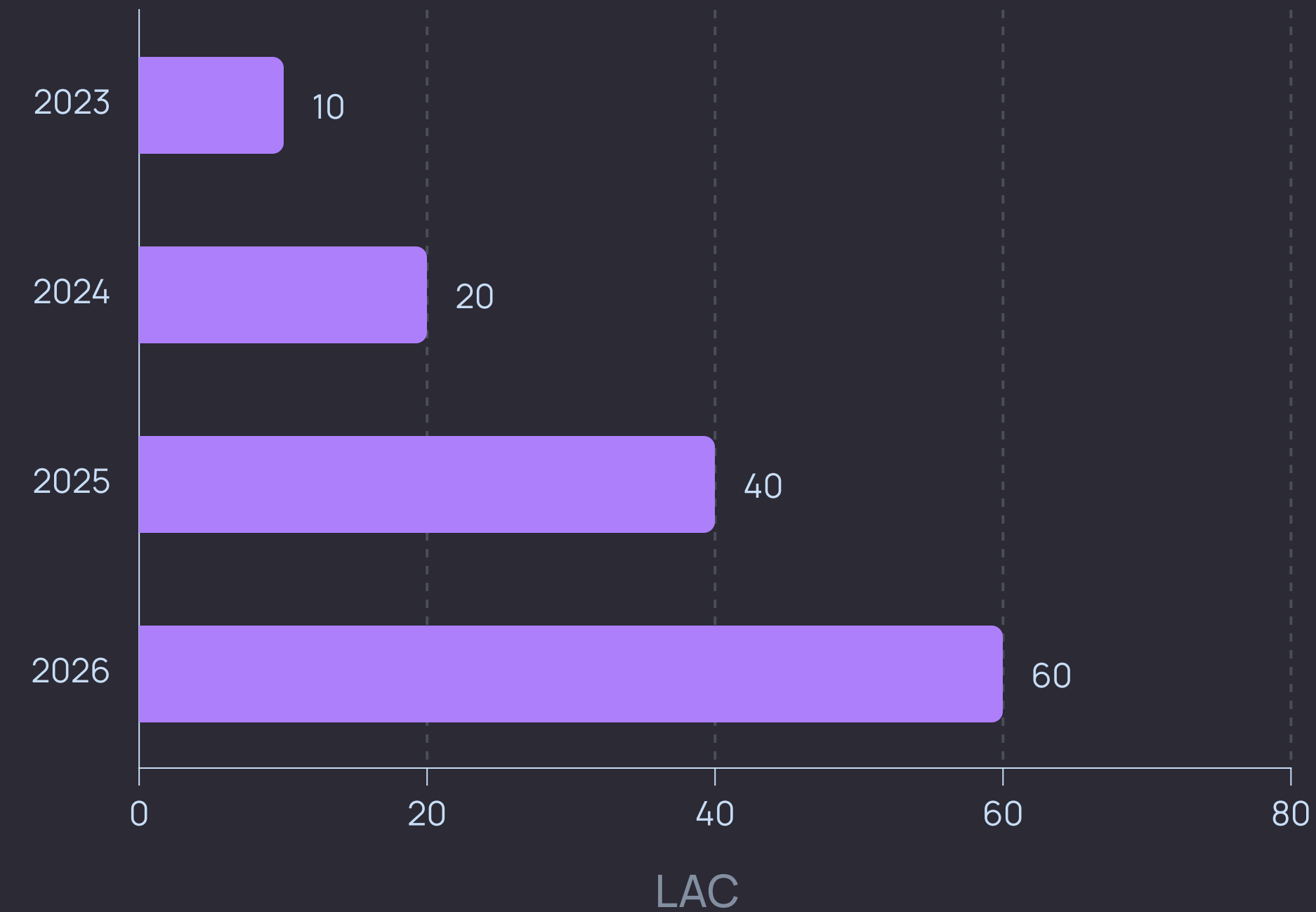
Use pilot data to convince other communities to join. Run initiative in schools so recycling becomes built-in behavior for next-generation citizens.

SCALE

From the participation of one to many co-op communities. Implementing features that allow us to connect between different recyclers and communities. Incorporating waste-to-energy ecosystem.

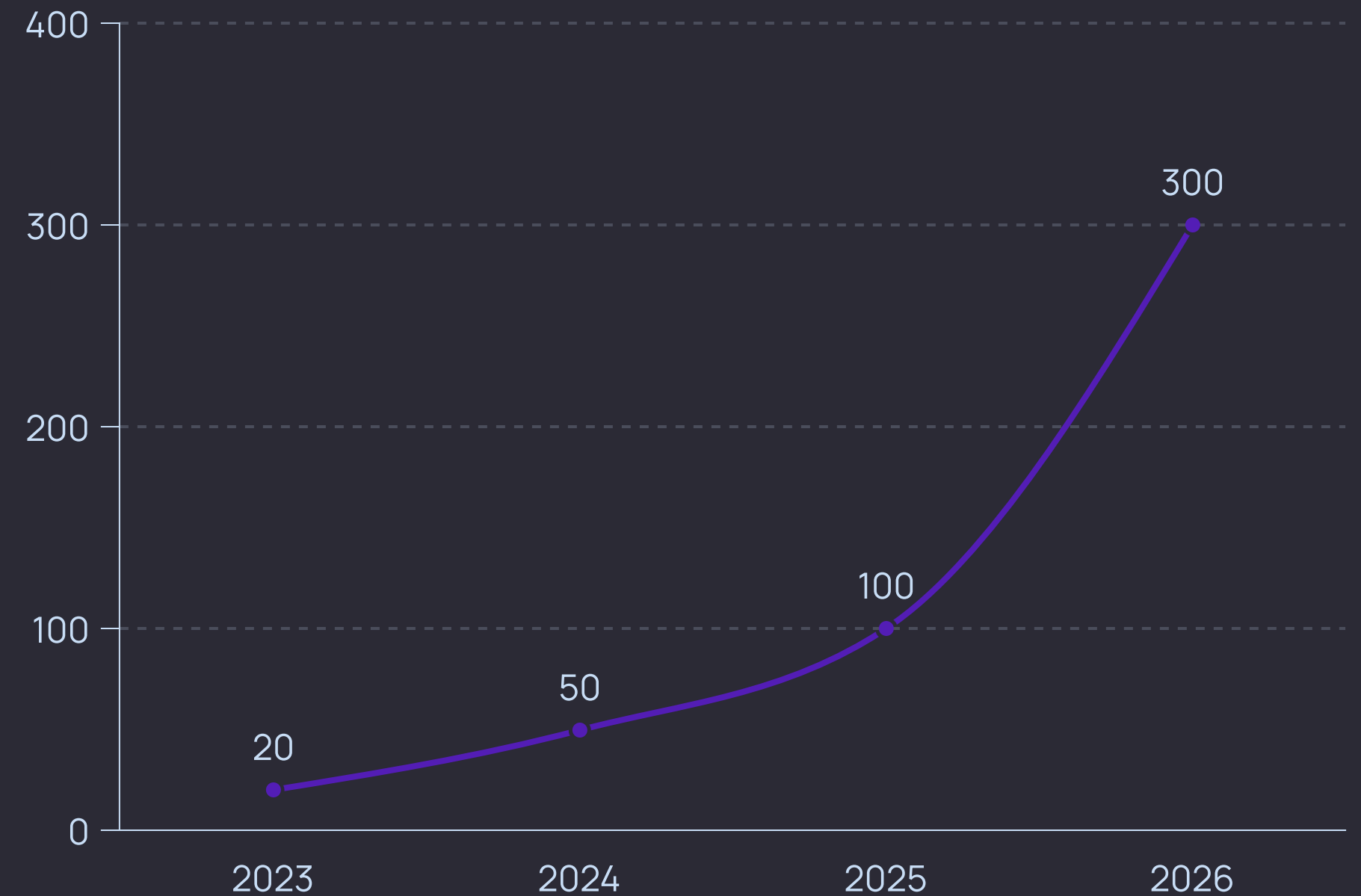
Projections and Database

FINANCIAL PROJECTIONS



CUSTOMER BASE

CO-OPERATIVE SOCIETIES



- After verifying project performance

KEY ASKS



Seed Fund : Establishment, Initial cost help

Aid for piloting our idea starting
with neighboring co-operative



Future venture advice

Aid in improving and venture
model

TEAM



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