

Nigeria is burning money. We call it 'waste.'

What if I told you Nigeria burns ₦500 billion worth of resources every year and calls it 'waste disposal'?

28 million tons
of organic waste burned annually
Worth ₦200B as compost

2.5 million tons
of plastic dumped in landfills
Worth ₦150B as recycled materials

₦200M+
spent importing compost
While burning the same materials locally

85%
of recyclable materials
Never reach processing facilities

Today, we show you how to capture and monetize this entire ₦500B market.

EcoMint: Banking on Plastic

The Psychology That Changes Everything

Every Nigerian carries paper money in their pocket.

But treats waste completely differently. Why?

How we treat money:

- ✓ Keep it safe and secure
- ✓ Never throw it away carelessly
- ✓ Protect it from damage
- ✓ View it as precious and valuable

Because we PERCEIVE it as having value.

How we treat waste:

- ✗ Burn grass clippings worth ₦5,000/ton as compost
- ✗ Throw away plastic bottles worth ₦200 each
- ✗ Pay for imported fertilizer while destroying organic matter
- ✗ Create air pollution instead of creating wealth

Because we haven't learned to see waste as money.

The Problem:

We haven't learned to see waste as money.

The Solution:

EcoMint makes waste AS VALUABLE as cash.

Meet Mama Kemi: The Human Story



Her Monthly Reality:

Burns compostable materials:	₦15,000
Spends importing what she destroys:	₦8,000
Discards recyclable plastics:	₦12,000
Net loss per month:	₦35,000

Every morning, Mama Kemi, a Lagos trader:

Sweeps organic waste from her compound
₦500 worth of compost materials

Burns it all because "na dirt"

Buys imported fertilizer for her tomatoes
Costs ₦2,000

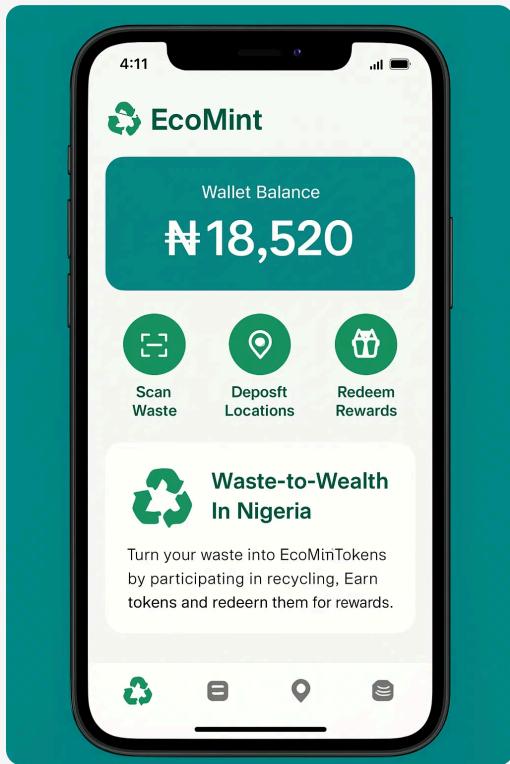
Throws away 20+ plastic bottles
₦4,000 recycling value

National Impact:

This happens to 40 million Nigerian households. Every. Single. Month.

Total national wealth destruction:
₦500+ billion annually

EcoMint: Your Trash Is Your Cash - Literally



EcoMint transforms the psychology of waste by making it AS VALUABLE as money.

The Core Innovation: Waste Banking

- 1 Deposit waste like you deposit money - get instant digital tokens
- 2 EcoMint tokens are immediately spendable - airtime, cash, goods
- 3 Track your "waste wealth" growth - like a savings account
- 4 Redeem tokens for premium rewards - just like credit card points

Beyond Plastic - The Full Resource Ecosystem:

Organic Waste
Food scraps, grass
₦5,000/ton

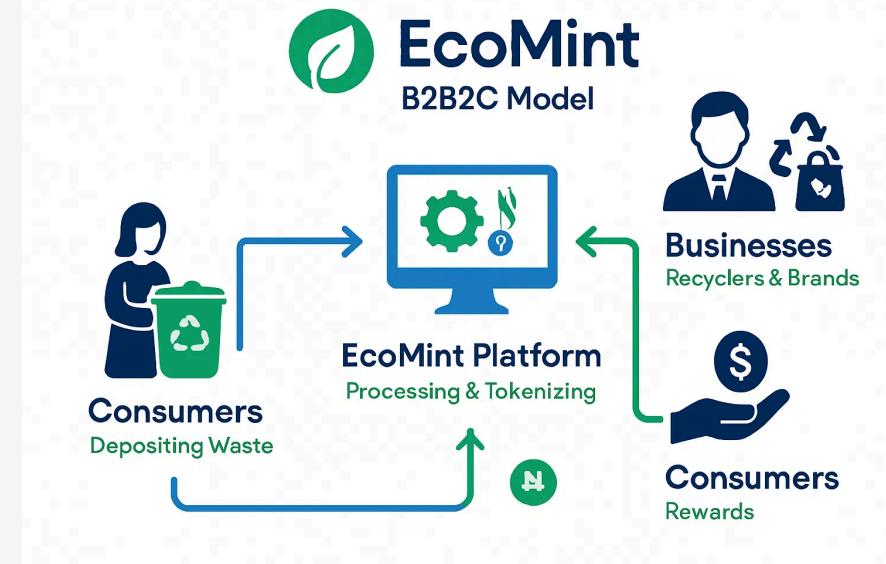
Plastic Materials
Bottles, containers
₦200-500/kg

Paper Products
Newspapers, cardboard
₦150/kg

Metal Items
Cans, electronics
₦800/kg

This isn't recycling. This is WEALTH CREATION.

Our B2B2C Model: Value at Every Level



Value Creation Chain

Step 1: User Deposits Waste

- User brings ₦200 worth of plastic bottles
- Gets 200 EcoMint tokens instantly
- Tokens immediately spendable for airtime, cash, goods

Step 2: Platform Processing

- We sell materials to recyclers for ₦300 (50% markup)
- Generate ₦100 gross profit per transaction
- Platform fee: 15% of transaction value

Monetization Strategy

Step 3: Data & Services Monetization

- Waste pattern data sold to brands for ₦50/user/month
- Sustainability certification fees: ₦500K/corporate client
- Carbon credits generated: ₦20/ton CO₂ equivalent

Step 4: Network Effects Kick In

- More users = better routes = lower costs
- More data = better insights = higher corporate fees
- More materials = bulk discounts = better margins

Unit Economics (Per User Per Month)

Waste value:
₦3,000

Commission:
₦450 (15%)

Data revenue:
₦200

Gross revenue:
₦650/month

Operating costs:
₦200/month

Net profit:
₦450/month

10 Revenue Streams That Print Money

EcoMint: 10 revenue streams



PRIMARY B2B2C REVENUE (₦10B+ Annual Potential)

- Consumer Waste Data Intelligence (₦5B)
- EcoMint Sustainability Certification (₦3B)
- B2B Waste Management Contracts (₦8B)
- Platform Processing & Logistics Fees (₦4B)
- Supply Chain & Carbon Credits (₦6B)

SECONDARY REVENUE STREAMS (₦5B+)

- In-app advertising
- Data licensing
- Corporate training
- Premium subscriptions
- White-label licensing

Unit Economics (Per User Per Month)

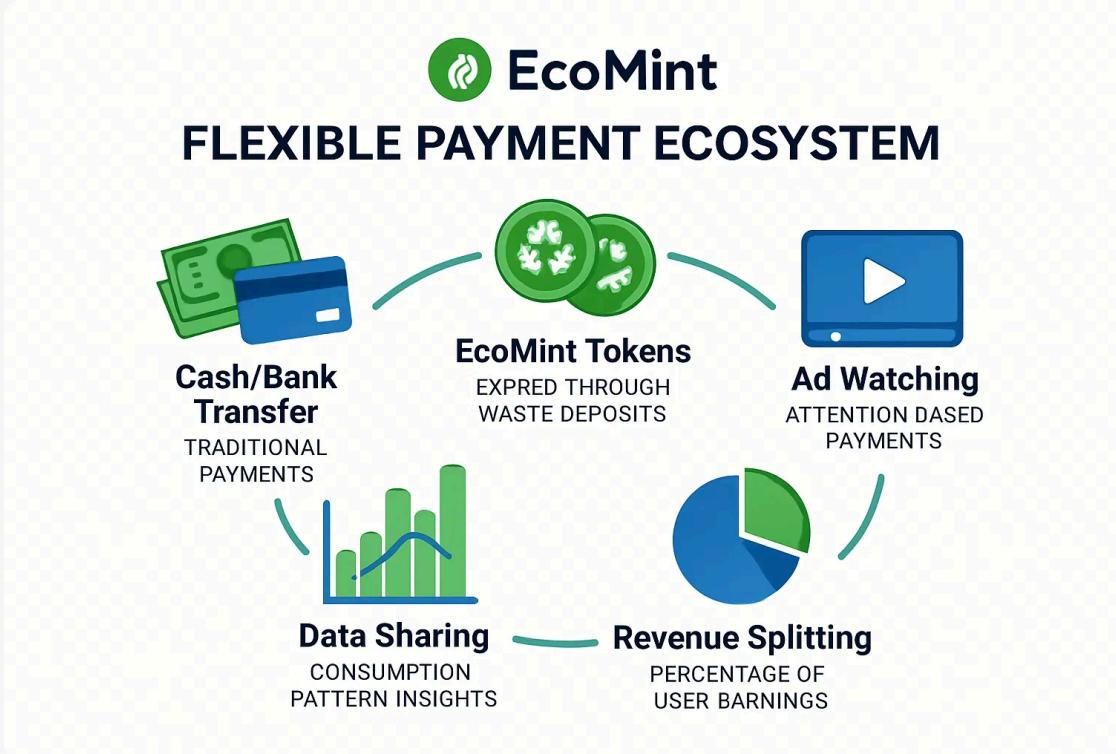
Average waste value:
₦3,000

Platform commission:
₦450 (15%)

Data monetization:
₦200

Net profit per user:
₦450/month

Flexible Payment Ecosystem



Cash/Bank Transfer
Traditional payments

EcoMint Tokens
From waste deposits

Ad Watching
Attention-based

Data Sharing
Consumption insights

Revenue Splitting
User earnings %

Key Benefit: This flexible ecosystem ensures **everyone** can participate regardless of economic status or banking access.

Starting Focused: The Port Harcourt Pilot



Our MVP Strategy

We are building the MVP to prove our model in a single city before expanding nationwide.

We are already in discussion with:

- 🏢 2 Commercial Buildings - High volume, consistent waste
- 🍴 3 Major Restaurants - Food waste and packaging
- 🛒 1 Public Market - Diverse materials, high visibility
- 🏡 2 Large Residential Estates - Consumer engagement

One-Month Free Pickup Trial

Our goal is to launch a **one-month free pickup trial** to:

- Onboard these key partners
- Gather critical data on waste volumes and types
- Test our logistics and processing systems
- Validate our token economy model

This pilot will provide the proof points needed to scale across Nigeria.

The Team Behind EcoMint



Dexter Chisom Olocha
Founder, CEO & Product Lead

Core Expertise:

- Strategic Vision
- Nigerian Consumer Behavior
- Product Development

Deep understanding of Nigerian consumer psychology with experience building community-centered platforms. Proven track record of identifying market opportunities.



Barnabas Ejeh
Co-Founder, CTO & Technical Lead

Core Expertise:

- Software Architecture
- Mobile Development
- Blockchain Integration

Experienced in building scalable mobile and backend systems with expertise in blockchain technology and AI-driven solutions for African markets.



User-first design tested with Nigerian consumers

Execution Philosophy



Wealth creation focus over environmental messaging

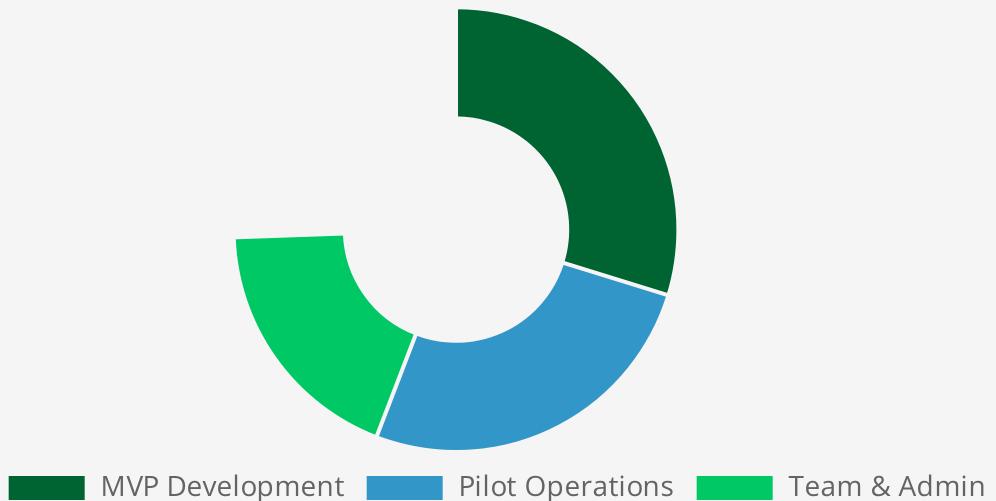


Partnership-driven growth leveraging existing networks

The Ask: \$75,000 for 30% Equity

The fuel for our MVP and Port Harcourt pilot

Fund Allocation



Use of Funds

-  **MVP Development:** Build and launch the core mobile app 40%
-  **Pilot Operations:** Fund the 1-month trial in Port Harcourt 35%
-  **Team & Admin:** Cover essential operational costs 25%

This Investment Gets Us To:

- ✓ A proven MVP with real user traction
- ✓ First revenue from our 8 pilot partners
- ✓ Critical data on waste volumes and user behavior
- ✓ The validation needed to raise a larger seed round

This is a **pre-seed round** focused on our MVP and initial pilot.

We're seeking partners who believe in our vision of transforming waste perception in Nigeria.

From Port Harcourt to Africa's Circular Economy OS

Our Vision

Our pilot in Port Harcourt is just the first step in building the operating system for Africa's multi-billion dollar circular economy.

1 Port Harcourt MVP (Year 1)

Prove the model with 8 strategic partners

2 Nigeria Expansion (Year 2)

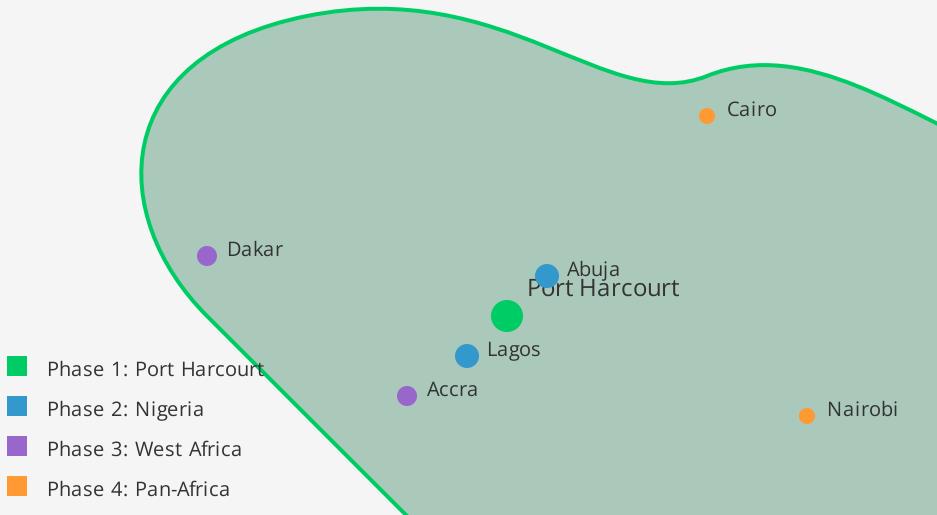
Lagos, Abuja, and other major Nigerian cities

3 West Africa (Year 3-4)

Ghana, Côte d'Ivoire, Senegal

4 Pan-African Platform (Year 5+)

Kenya, South Africa, Egypt and beyond



EcoMint: Banking on Plastic

\$75,000 for 30% Equity

Join us in transforming waste into wealth across Africa