

Trash2Cash

A technology platform for
recycle and **re-use**

by



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Confidential Material

Disrupt Asia
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The Purpose

To change the way consumers and Households **recycle** and **re-use**
(circular economy)



The Scale of the Problem

- **Packaging:** The biggest source of plastic pollution.
 - 938 MT is generated each day in SL, only 4% recycled.
- **Fast fashion:** The second largest source of plastic pollution.
 - Garment/ textile waste: 7% of global landfill space
 - Worldwide, 100 Bn pieces of garment gets manufactured annually. 60% thrown within 1 year, 10% gets upcycled/ repurposed, 1% gets recycled.
- **Electronics/ E-waste**
 - 53.6 Mn MT/ year worldwide, 17% recycled
 - In SL, 138 000 MT generated a year. 5.6 Kg per capita in Asia, only 11 % of documented recycling.



Trash2Cash gives a
second life to:

- **Recyclables:**

- Plastics
- Glass
- Cans
- Tetrapaks
- Paper
- E-waste



- **Reusables**

- Clothing
- Kids/ sporting gear
- Books
- Furniture
- Electricals/ Electronics





The Solution:

Trash2Cash platform

A total solutions platform for recycling and re-use needs
(circular economy)

- Dispose any unwanted material/ goods for Recycling or reuse, and receive monetary rewards
- Purchase any 2nd hand, repaired or refurbished goods for re-use
- Design infused re-use and repurpose transformations to items



Product Trailer





4 component ecosystem

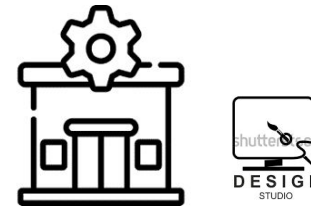
Material inflow

1. On-demand Home pickups (Trash2Cash app)
2. Smart recycling bin



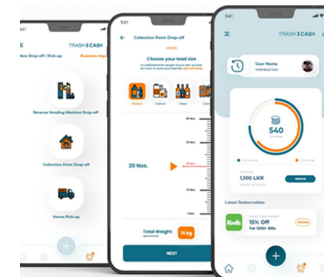
Value addition and design infusion

Chakra Transformation centers



Material outflow

1. Reusables: Physical and online thrift stores, women entrepreneurs (Chakra Kade)
2. Recyclables: Existing recyclers



Rewards and Redeems

Via Trash2Cash app: mobile reloads or utility bill payments, in-store redeems (Keells supermarkets)





Design infusion

The future of design
is upcycling





Traction



Previous funding



WORLD BANK GROUP



Partnerships (Revenue generating)

Keells

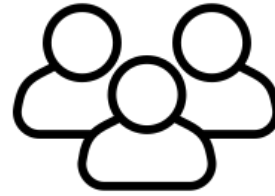


★ ADVANTIS



Traction

Users



25 000+

Containers recycled



~50 000/ month

App downloads



3000+ (2 months)

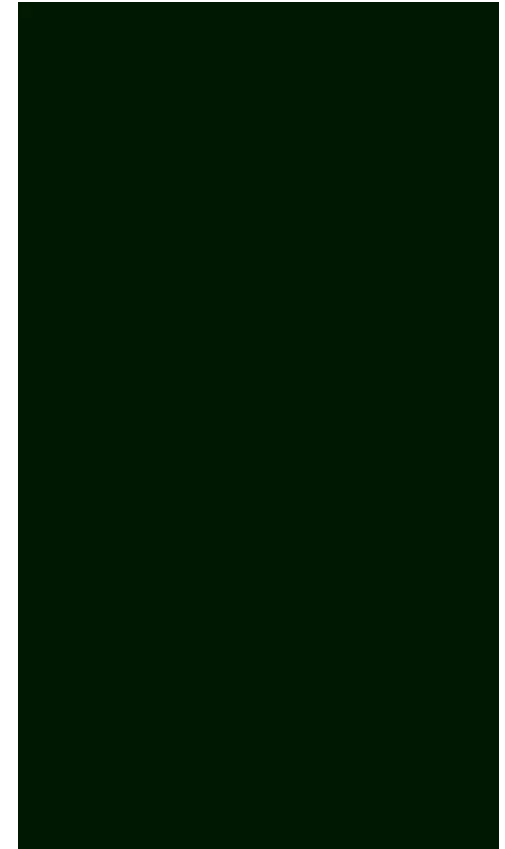
Smart bins deployed



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Traction (Implementation Videos)





Revenue model



Material



Retail/ online
sales of re-use
items



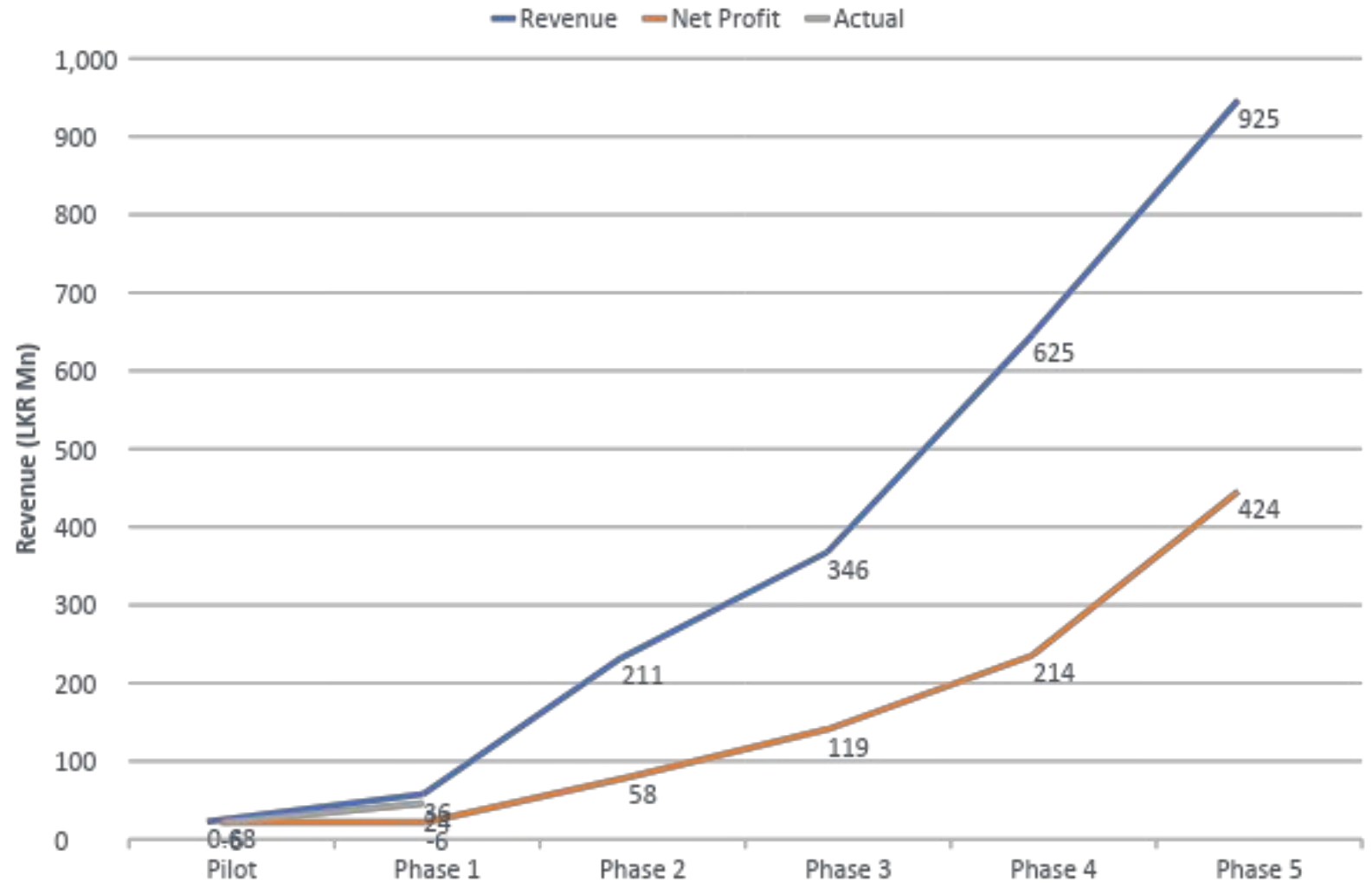
Brand
partnerships



Analytics &
Advertising



Financial projections

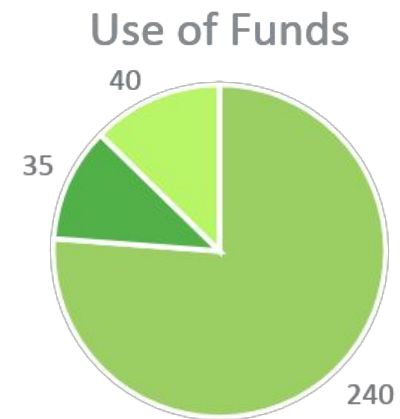




Ask and Use of funds



LKR 315 Mn
(USD 1 Mn)



- App and Smart bin expansion
- Chakra Stores/ Transformation centers
- Working capital



The Team



Sasanka
Digital Strategy

- 15+ years: fashion/ apparel sector
- Alumnus Columbia Business School



Thilini
Operations

- Upcycling startup
- Women entrepreneurs



Darshana
Finance

- Board Member/ Group Finance Director MJF Group (Dilmah).



Achalanka
Process

- Lean specialist (Black belt)/ Head of Lean Hemas



Himesh
CEO

- Eisenhower Fellow, Circular Economy
- Director Innovation, Hemas
- Ph.D, Cambridge University



CHAKRA SUTHRA

It's all about Circular Economy

Himesh Fernando

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