

# kudewala Uncle

 Earn from your waste,   
 clean up your space!

KUDEWALA Uncle is your smart waste management buddy that helps you turn trash into cash. Whether you're a household, shop, or office—just schedule a pickup, recycle right, and get rewarded.

 Simple. Smart. Sustainable.



**KUDEWALA  
UNCLE**

Turning  
Trash into  
Trust

# THE PROBLEMS

“We don’t have a waste problem – we have a management problem.”

Unstructured Waste Ecosystem: 62 million tonnes of waste generated annually, yet only 30% is processed, while the rest clogs landfills, rivers, and oceans.

Recycling Bottleneck: Lack of a reverse supply chain means that 80% of recyclables end up in landfills instead of being repurposed.



## ⚠️ The Problem : Poverty Meets Unemployment

Thousands of informal scrap collectors in India live on the edge of poverty, earning meager, irregular wages with no job security or social benefits.

# WASTE → WEALTH

♻️ Waste isn't just trash – it's an untapped economy

## 1. Smart Waste Subscriptions (B2C & B2B2C)

Monthly plans for homes, apartments & offices

## 2. Recyclables Resale Network

We collect, sort & resell segregated recyclables to certified processors

## 3. Livelihoods for Waste Workers

Provides steady income, dignity, and digital tools for informal scrap collectors.

India loses over ₹10,000 crore worth of recyclable material annually due to poor waste management. Scrappy Uncle recovers this value by helping users earn 20-40% more per kg through smart segregation, fair pricing, and direct recycler access. Properly sorted waste like PET bottles and paper fetches 30-50% higher rates, and by cutting out middlemen, users retain up to 90% of the material's value. This makes recycling more profitable, efficient, and sustainable.





# Key Features:

## KUDEWALA Uncle

### Mobile App

- Tutorials on Segregation**  
Easy-to-follow guides on proper waste segregation techniques
- Pickup Scheduling**  
Seamlessly schedule waste pickups from your doorstep.
- Reward Points**  
Earn points for clean waste and redeem them for eco-friendly products
- Pollution Tracker**  
Stay informed about local pollution levels.

**Impact Dashboard**  
Shows your environmental impact (waste diverted, CO<sub>2</sub> saved, etc.)

**Instant Waste Scan**  
Use camera to identify waste types and get sorting suggestions.

**Location- Based Service Availability**  
Find out which services are available in your area.

# Dashboard

⚡ Punchy & Smart

"Your Trash. Your Data. Your Dashboard."

Everything in one place—simple, smart, and sustainable.

Our intuitive dashboard gives users full control over their waste journey:

## ✓ Track Earnings in Real-Time

💰 See how much you've made from your recyclables every month.

## ✓ Schedule and Manage Pickups

🚚 Book waste collection with a tap—no calls, no waiting.

## ✓ Eco Score & Gamification

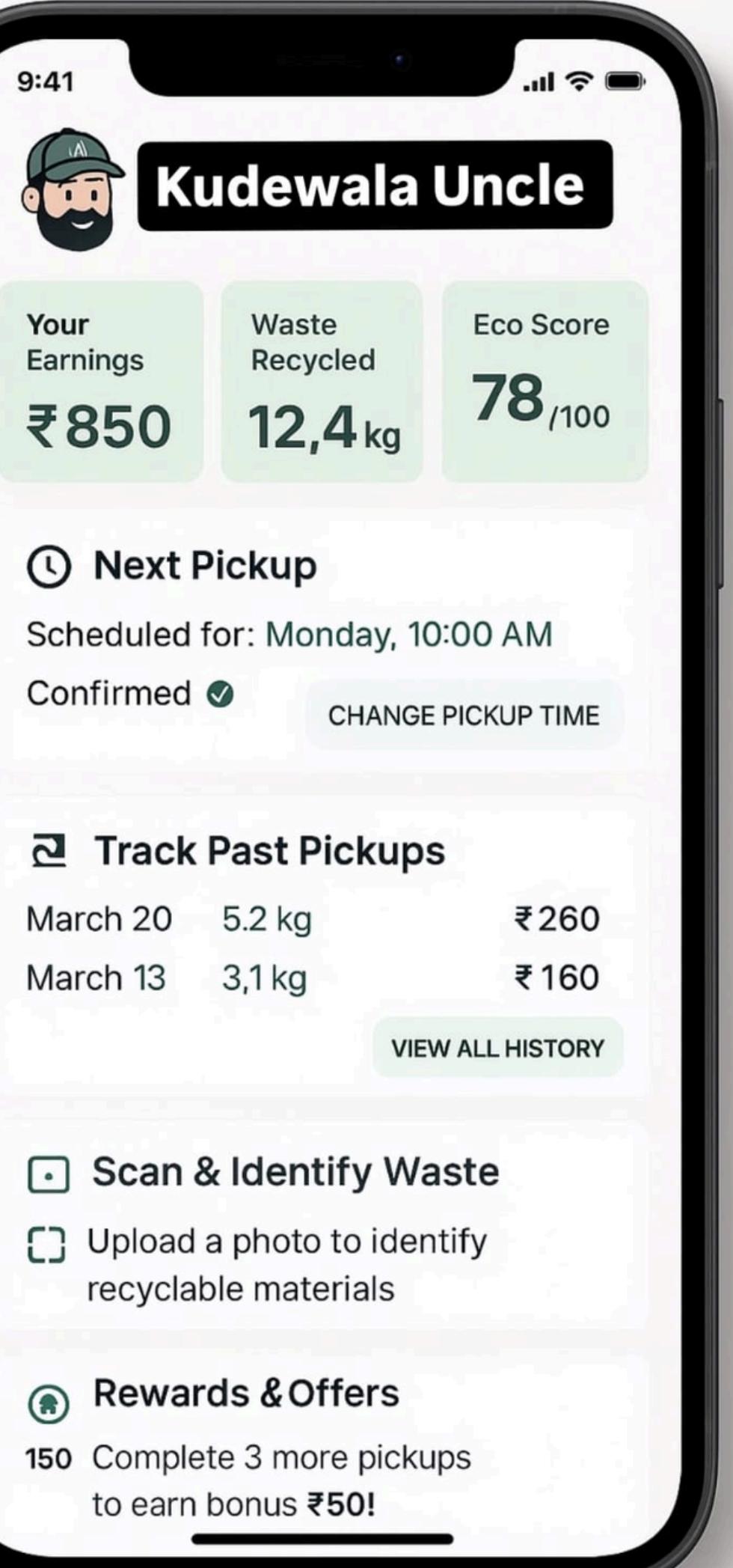
🎯 Get rewarded for consistent recycling with points, perks & badges.

## ✓ Smart Waste Identification

Use AI to scan and categorize materials for better sorting and higher value.

## ✓ Impact & History

Know how much waste you've saved from landfills and view past activity.



# TARGETED CUSTOMER

KUDEWALA Uncle is built for a diverse user base across the urban ecosystem—where waste is constantly generated, but its value often goes unnoticed or lost. From everyday households and apartment complexes to schools, offices, retail shops, and small businesses, our platform empowers users to turn ordinary waste into a consistent source of income. With just a few taps on the app, users can sort smarter, schedule pickups, and earn more—up to 20-40% extra per kg—by directly connecting with trusted recyclers.

Beyond just extra income, Scrappy Uncle enables users to actively reduce landfill burden, lower carbon emissions, and support the circular economy.

 Urban Households

 Informal Scrap Collectors

 Small Businesses & Local Vendors

 Institutions & Eco-Clubs



# IoT Smart Bins (Add-on) for Smarter Waste Management



## Waste Type Detection

Detects waste type and weight accurately.



## Realtime Alerts

Alerts for improper waste disposal.



## Community Use

Ideal for gated communities and offices.

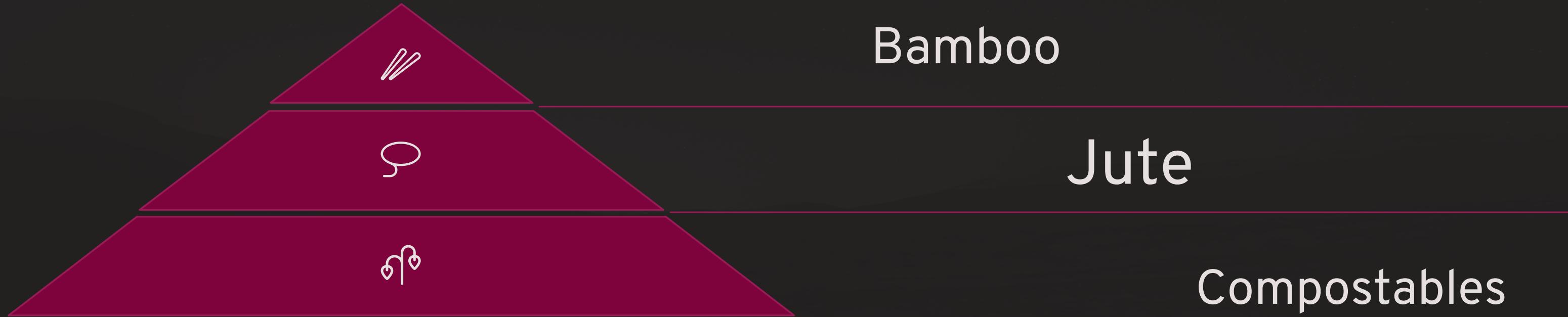
**KUDEWALA Uncle:** IoT Smart Bins offer an advanced waste management

solution. These smart bins utilize sensors to accurately .

detect waste type and weight, ensuring proper segregation. They also send real-time alerts on improper waste disposal.

Perfect for use in gated communities, offices, and public spaces.

# Eco Marketplace : Sustainable Products for a Greener Lifestyle



The Eco Marketplace offers a curated selection of plastic-free alternatives, including products made from bamboo, jute, and compostable materials. We prioritize sourcing from rural artisans and sustainable brands, supporting local economies. Enjoy doorstep delivery of eco-friendly products, making sustainable choices easier than ever.

# Pollution Data Dashboard : Empowering Communities

Air Pollution Tracking

Water Pollution Tracking

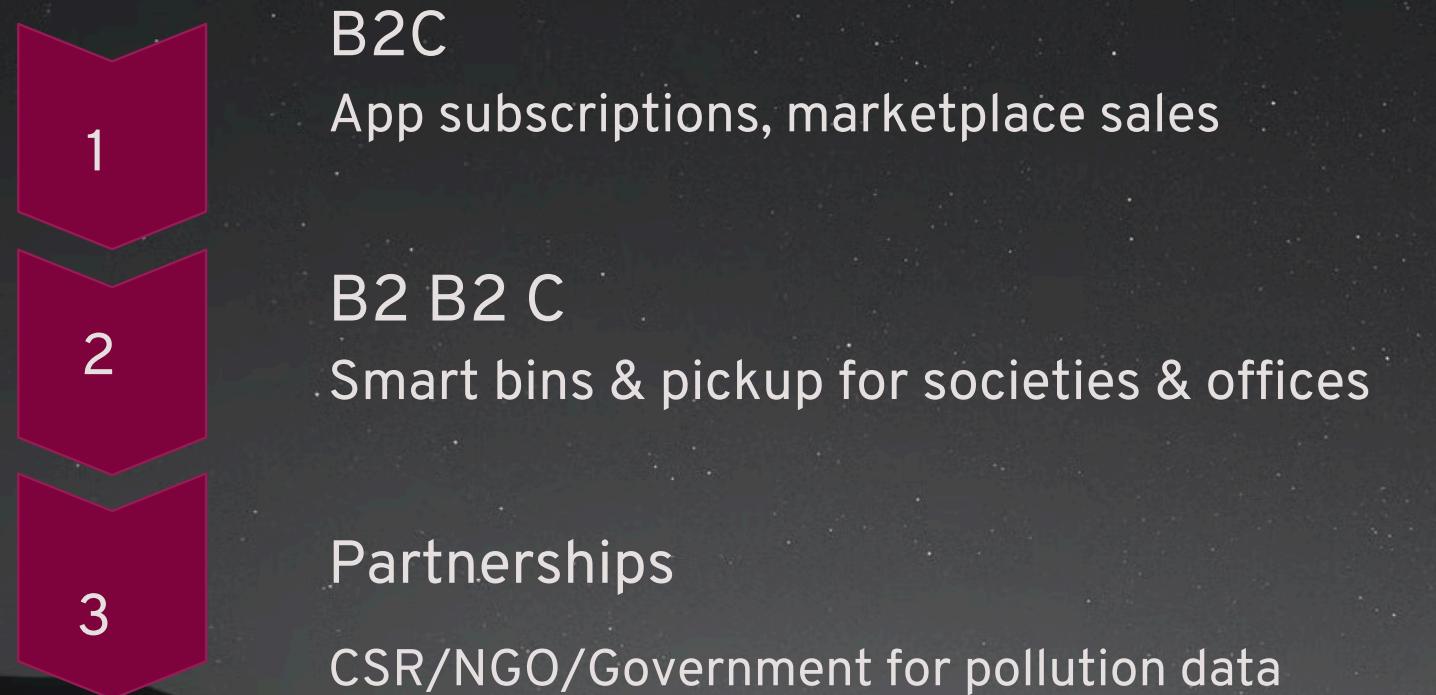


Noise Pollution Tracking

**KUDEWALA Uncle** provides a comprehensive Pollution Data Dashboard. It features crowdsourced and sensor-based local data, tracking air, water, and noise pollution levels. Users receive alerts, health tips, and actionable suggestions to mitigate pollution's impact. This is to empower communities with the knowledge they need to create change.

# Our Business Model

## Creating Value for All



**KUDEWALA** operates on a diversified business model. It encompasses B2C revenue from app subscriptions and marketplace sales. It also includes B2B2C revenue from smart bins and pickup services for societies and offices. Furthermore, we forge partnerships with CSR initiatives, NGOs, and government bodies.



# Revenue Streams

Building a Sustainable Business

₹199/month  
Subscriptions

10-15%

Eco-Product Sales

₹50K/year

Institutional Data

₹100K/project

CSR Projects

**KUDEWALA Uncle** generates revenue through monthly app subscriptions, commissions from eco-product sales. We also provide paid data access for institutions seeking pollution trends and execution fees for CSR projects. This diversified approach ensures financial sustainability.



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Thank You!

Let's turn waste into wealth, together.



# Kudewala Uncle

Turning Trash into Treasure



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Based in: [Your City], India



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We're open to partnerships,  
pilots, investments & ideas.  
Let's build a cleaner, fairer world –  
one scrap at a time.