

BUSINESS

PORTFOLIO

WECYCLE

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SUMMARY

BACKGROUND

In order to make a significant impact in the competitive recycling landscape, individuals and organizations need to invest considerably in their recycling initiatives. However, not everyone has the resources, knowledge, or access to do recycling effectively.

THE IDEA

We assist individuals and organizations in enhancing their recycling efforts with a AI-powered application to optimize their recycling processes, categorize waste and connect them with the right recycling partners.

THE PRODUCT

WeCycler is a AI-powered waste management application where users can categorize their waste, explore the recycling potentials of their waste, and deliver them to the right people more efficiently.

THE ECOSYSTEM

As a pioneering solution in the recycling field within Vietnam's environment, WeCycler is capable of expanding regionally, providing enhanced efficiency, transparency to the waste management system, and promoting the greenwashing lifestyle of ASEAN residents.

THE PROBLEM

Leveraging the high awareness of protecting the environment and sustaining people's health, one of the biggest challenges of the waste management system in Vietnam is improving the efficiency of recycling process and get the mass public involvement.

90% **3.9 million** **TONS OF WASTE**

plastic waste

is treated by burial, landfill, or incineration, with a mere **10%** being recycled.

generated annually in Vietnam, with a significant portion having the potential to be recycled and reused.

THE KEY FIGURES

Effective recycling can reduce the amount of waste sent to landfills and incinerators by up to 60%. This also helps in conserving natural resources like timber, water, and minerals, resulting in a reduction of greenhouse gas emissions.

Only one-third of the 3.9 million tons of waste in Vietnam is recycled each year, which results in an economic loss of nearly \$3 billion annually. These figures indicate a significant opportunity to gain traction in this market by optimizing the recycling process and forging partnerships among the key players of this market.

sources: [baotainguyenmaitruong](#)

sources: hiệp hội nhựa Việt Nam

THE IDEA

We will assist waste collectors, recycling businesses, and individuals to optimize their recycling efforts: our AI-powered platform will categorize their waste and offer them the highest benefits with the most effective, eco-friendly way to resolve their waste.

BACKGROUND

In order to tackle the problem of rapidly growing amount of waste in Vietnam, individuals and businesses need to join hand and promote the recycling initiatives. However, Vietnamese residents currently lack the capability to categorize their waste and effective recycling process.

WECYCLER



IMPACT

With WeCycler, we aim to support over 200,000 waste collectors and businesses across Vietnam to optimize their recycling processes, leading to a 30% increase in recycling efficiency and save 15% business cost of waste treatment.

THE NEW PROFESSION

With this innovative approach, WeCycler is introducing a disruptive model for the waste management system of Vietnam.

simplified customer journey

Download and Register

Waste Identification

CATEGORIZING

Confirmation

Transaction Completion

Manual Entry via Chatbot

Recycling Agent Selection

