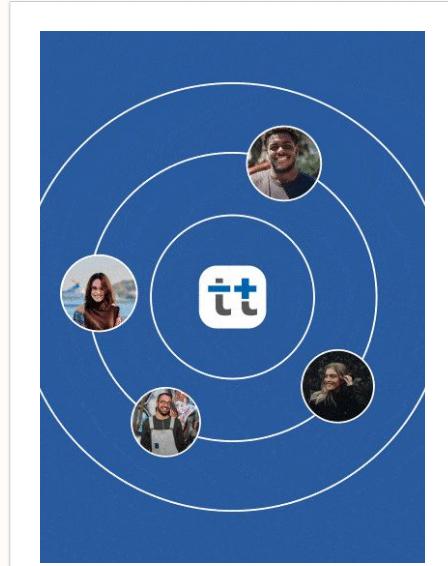
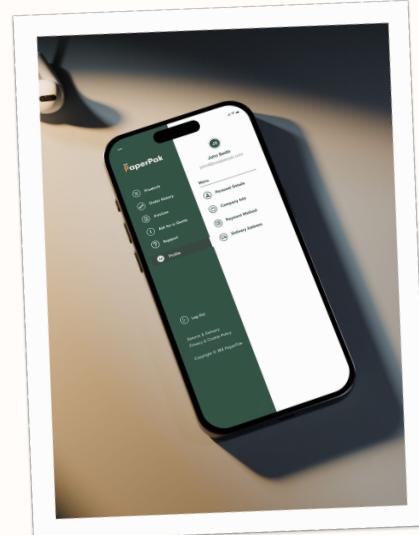
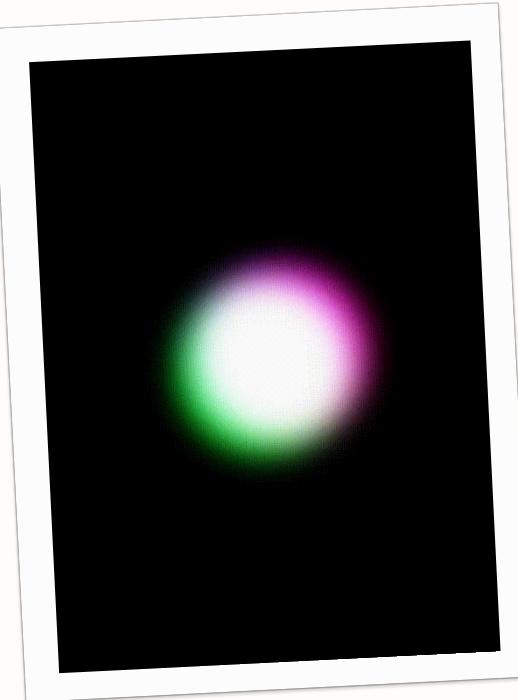
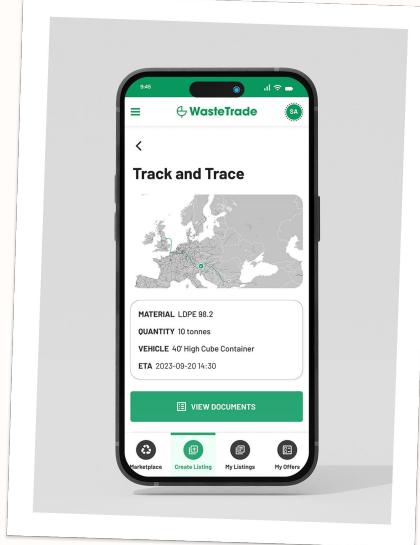


Created by :
Sazanias Asrat
Senior Designer

Product Design Portfolio

www.sazanias.com

Multidisciplinary designer based in London, available worldwide.





Hello I'm

Sazanias Asrat



[LINK](#)

Multidisciplinary Designer

Multidisciplinary designer with a First-Class BA in User Experience Design from the University of the Arts London. Focus on creating human-centered solutions that align business goals with user needs. Experienced in projects within the recycling industry, collaborating with councils like Havering and Southwark. Contributed to a winning NHS campaign promoting blood donations. Extensive expertise in branding, digital design, SEO, and marketing, providing valuable assistance to startups and local authorities. Strong emphasis on leadership and collaboration, consistently delivering exceptional user experiences

Skills

- User-Centered Design | Accessibility Design (WCAG) | Service Design
- Information Architecture | Usability Testing | Interaction Design
- Design Systems & Branding Guidelines | Wireframing & Prototyping
- Persona Development | Journey Mapping | Agile Methodologies
- Team Leadership | Stakeholder Engagement | SEO Integration

Software Tools

- Figma | Adobe XD | Sketch | Miro | Slack | Jira | Monday.com
- HTML | CSS | WordPress | Webflow | Wix | Touchdesigner
- Google Analytics | Salesforce | Hotjar | Adobe Creative Suite

Curriculum Vitae

Experience

The Website Design Agency	10/2022 to Current
WasteTrade	05/2021 to Current
Respondit Design Agency	06/2018 to 05/2021

Full CV upon request

Education

University of the Arts London	06/2024
Instituto Salesiano San Zeno	07/2013

Contact

Email	sazanias@outlook.com
Phone	+44 (0) 7429352578

Companies I've had the pleasure of working with..



Content

WasteTrade

UX/UI & Graphic Design for a Digital Marketplace specializing in waste commodity trading, enhancing user experience, transaction efficiency, and visual identity.

WasteTrade

Driving Innovation in the Global Recycling Marketplace.



Transforming Waste Trading Through UX, Branding & Service Design

As Head of Design at WasteTrade, I spearheaded the creation of a global marketplace connecting buyers, sellers, and hauliers in 189+ countries.

My work led to a 50% increase in user adoption, improved platform accessibility, and positioned WasteTrade as a leader in the recycling industry. I managed branding, UX/UI, service design, and marketing strategies, collaborating with top global companies like Hello Fresh, Procter & Gamble, and Fastenal.

www.wastetrade.com

Defining Industry Challenges



Sourcing Material

Connecting waste producers with the right recyclers, at scale.



Compliance

Challenging and differing regulations of waste import/export



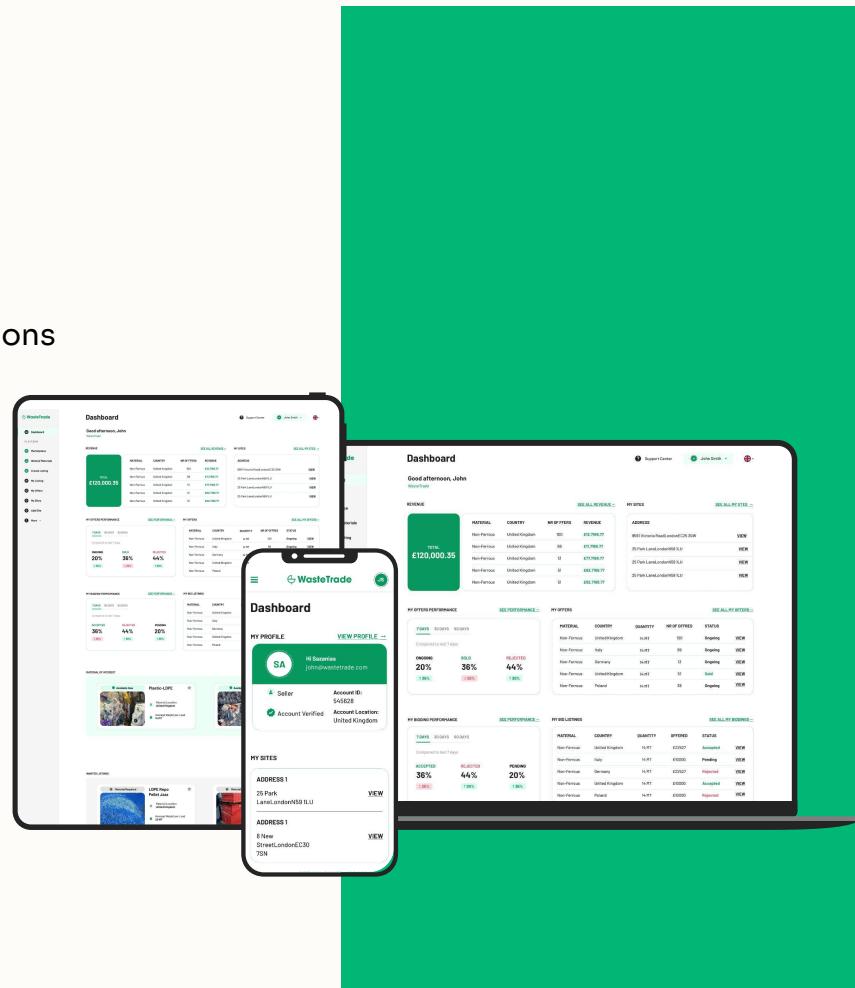
Logistics

Sourcing licensed as cost effective transportation



Security

Industry is rife with rogue and unlicensed operators



Breaking Point

Our growing concern for the climate crisis reached a tipping point with the alarming IPCC 2021 report, which stressed the urgency of limiting global temperature increases to 1.5°C. Faced with the scientific consensus on the climate emergency, we couldn't stand by as the world worsens.

Despite the clear need for action, we saw little accountability for global emissions. While much damage has been done, acting now can prevent the worst outcomes.

The Solution

Carbon Reduction

WasteTrade and ThinkCarbon are using AI to make the waste industry greener



Profitability

WasteTrade optimises bids, lowers transport costs, and ensures material payment



Compliance

Simplifies compliance and quality control to ensure high standards in every transaction



Hand-Held Service

WasteTrade provides support on all areas of the process from buying to selling



Security

Our platform secures transactions with full traceability and protection from unlicensed operators.



AI Technology

AI solutions simplifying material recognition and tracking, reducing errors and improving accuracy.



Platform Pain Points

Registration & Compliance	Users struggle with complex international recycling regulations, making compliance verification time-consuming and error-prone.
Bidding on Materials	Sellers often provide incomplete material details, leading to transaction disputes and reduced buyer confidence, affecting successful deals.
Wanted Materials Listing	Buyers lack a streamlined way to request specific materials, limiting seller engagement and missing potential trade opportunities.
Haulier Rate Management	Users find it difficult to compare and negotiate competitive transport rates, leading to inefficiencies in logistics and increased costs.
Admin & Sales Dashboard Management	Users struggle with tracking bids, sales, and logistics due to a lack of clear navigation and automation in the dashboard.

Agenda

01

Competitor Research

Analyze industry leaders to identify strengths, weaknesses, and market gaps for differentiation

02

Define Personas

Develop detailed user personas (Buyers, Sellers, and Hauliers) to align platform design with user needs.

03

Buyer, Seller & Haulier Platform

Design and optimize marketplace workflows, ensuring seamless transactions, compliance, and engagement.

04

Admin & Sale Platform

Enhance usability and data visibility for managing transactions, bids, logistics, and performance tracking.

05

AI Innovation

Material Recognition, Track and Trace, Material ID

06

Contact

If you'd like to discuss a project, collaborate, or learn more, feel free to connect with me

Competitor Research

CYRKL

Cirplus

recykal



Cyrkl

Cyrkl is one of Europe's largest digital marketplaces for waste and residual materials. It helps businesses turn waste into resources by offering a platform for buying and selling recyclable materials.



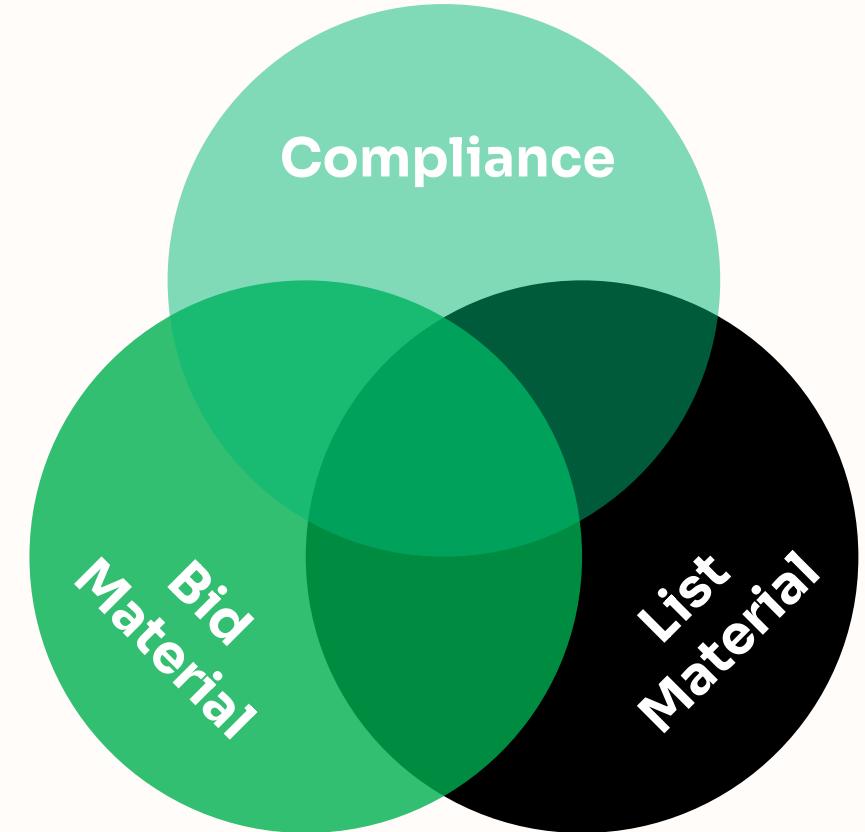
Cirplus

Cirplus is a Germany-based marketplace that focuses on connecting buyers and sellers of recycled plastics. The platform ensures high-quality standards and regulatory compliance while helping businesses reduce costs and carbon footprints by sourcing verified recycled materials.



Recykal

Recykal is an India-based digital waste management platform that connects waste generators, recyclers, and the government to streamline waste transactions. It integrates technology, compliance, and sustainability to enhance circular economy practices, helping businesses digitize waste collection, trading, and compliance reporting.





Competitor Research

Cyrkl

Cyrkl is one of Europe's largest recycling marketplaces, connecting businesses with waste management solutions. It specializes in helping companies turn waste into resources through digital trading and consulting services. Its Circular Waste Scans analyze waste streams for potential cost savings and carbon footprint reduction.

Key Features

- Europe's largest B2B recycling marketplace
- Circular Waste Consulting (optimization & regulatory guidance)
- AI-driven matchmaking between buyers and sellers
- Comprehensive compliance support for waste regulations

Strengths

- Strong presence in European markets
- Consulting services for sustainability & waste optimization
- AI-powered waste trading for better pricing

Weaknesses

- Limited global reach (mostly operates within Europe)
- Not focused on EPR compliance (Extended Producer Responsibility)

Competitor Research

Cirplus

Germany-Based Recycled Plastics Trading Platform.

Cirplus focuses on connecting buyers and sellers of recycled plastics. It ensures high-quality standards for post-consumer and post-industrial plastics, making it a key platform for companies looking to source sustainable plastic materials.

Key Features



Certified recycled plastic materials trading



Data-driven pricing & supply chain transparency



Compliance-driven (meets EU regulations)



Optimized B2B transactions for recycled plastics

Strengths

- Specialized in plastics recycling (ensures quality & traceability)
- Strong compliance with EU waste laws
- Trusted supplier base for sustainable plastics

Weaknesses

- Limited to plastics (does not support metal, paper, or multi-material waste)
- Lacks additional waste consulting services like Cyrkl



Competitor Research

Recykal

Key Features

-  EPR Loop – Ensures brands comply with Extended Producer Responsibility regulations
-  Real-time waste tracking for industrial & consumer waste
-  Digital marketplace for recycled materials (plastics, metals, paper)
-  Deposit Refund System (DRS) – An incentive-based waste collection model

Strengths

- Market leader in India with wide regulatory support
- Strong EPR compliance solutions
- Comprehensive waste traceability using SaaS tools

Weaknesses

- Limited outside India (primarily serves the Indian market)
- Not as strong in B2B recycling trade compared to Cyrkl

India's Digital Waste Management & EPR Leader.

Recykal is an India-based digital waste management platform that provides a tech-driven circular economy solution. It enables brands, recyclers, and government agencies to track, trace, and manage waste transactions digitally. It has strong EPR compliance support for plastic, e-waste, battery, and tyre waste.

Comparison Table

Feature	Cyrkl (EU)	Recykal (India)	Cirplus (Germany)
Primary Focus	B2B Waste Trading	EPR Compliance & Circularity	Recycled Plastics Marketplace
Market	Europe	India	Germany & EU
Materials	Multi-material (plastic, metal, paper)	All waste types	Plastics only
Key Strength	AI-driven circular economy consulting	EPR compliance & waste traceability	Certified recycled plastics sourcing
Regulatory Compliance	EU regulations	Indian EPR laws	EU plastic regulations
Best For	Companies looking for waste trade & consulting	Brands needing EPR compliance & waste tracking	Businesses sourcing high-quality recycled plastics

Creating Personas



Buyer



Seller



Haulier

Competitor Personas

Buyer Experience



Pros

- Access to a wide range of recyclable materials (plastics, metals, glass, etc.).
- AI-powered matchmaking connects buyers with verified sellers.
- Strong regulatory compliance ensures legally approved materials.

Cons

- Limited outside Europe, reducing global supplier variety.
- Pricing is less transparent than other platforms.



Pros

- Ensures high-quality recycled plastics, making it ideal for manufacturers.
- Clear pricing and quality verification reduce uncertainty.
- EU regulatory compliance guarantees legal sourcing.

Cons

- Only supports plastics, limiting multi-material trade.
- Fewer global supplier connections than Cyrkl.



Pros

- Digital marketplace for plastic, paper, and metal waste with high traceability.
- Real-time waste tracking for better sourcing transparency.
- Strong EPR compliance ensures responsible recycling.

Cons

- Limited outside India, restricting international buyers.
- Mostly focused on sustainability compliance, less on bulk trading.

Competitor Personas

Seller Experience



Pros

- Large marketplace for bulk waste trading.
- AI-powered insights help optimize pricing.
- Regulatory consulting helps sellers navigate legal issues.

Cons

- Strong competition from large sellers may limit smaller suppliers.
- Fewer instant bidding options compared to Recykal.



Pros

- Guaranteed buyers for high-quality recycled plastics.
- Strong material certification process helps sellers gain credibility.
- Fair price discovery ensures sellers get market value.

Cons

- Only serves the plastics market, limiting seller options.
- No AI-powered matchmaking like Cyrkl.



Pros

- Live bidding system helps sellers get the best price.
- Automated compliance verification ensures legal transactions.
- Real-time material tracking improves seller-buyer trust.

Cons

- India-focused platform, limiting global buyers.
- Not as optimized for large-scale B2B trade as Cyrkl.

Competitor Personas

Haulier Experience



Pros

- Supports cross-border transportation within the EU.
- Integrated logistics allow hauliers to bid for transport jobs.
- Regulatory compliance tools simplify international shipping.

Cons

- Less focus on last-mile delivery, more on bulk transport.
- Limited direct haulier-buyer connections compared to Recykal.



Pros

- Ensures verified buyers & sellers, reducing transaction risk.
- Optimized for plastic waste logistics, making transport more efficient.
- EU regulatory alignment simplifies documentation.

Cons

- Limited to plastics, excluding other waste categories.
- Not optimized for multi-modal transport like Cyrkl.



Pros

- Real-time waste tracking ensures full visibility.
- Deposit Refund System (DRS) increases haulier engagement.
- Government partnerships help hauliers get consistent contracts.

Cons

- India-focused, so international hauliers have limited use.
- Less flexibility in pricing models than Cyrkl.

Comparison Table

Best Platform per User Type

User Type	Best Platform	Why?
Buyers	Cyrkl (Europe)	Wide material variety & AI-matching
Sellers	Recykal (India)	Bidding system & compliance support
Hauliers	Cyrkl (Europe)	Best for multi-material & cross-border transport
Plastics Trade	Cirplus (EU)	Best for high-quality plastic recycling deals

WasteTrade Personas



Buyer

Ethan Green

Sustainability Manager at
a Manufacturing Firm



Seller

Ana Costa

Recycling Facility
Owner in Spain



Haulier

James Carter

Logistics Manager at a
UK-Based Freight Company

Background:

- Works for a global manufacturing company that aims to increase its use of recycled materials.
- Needs a reliable supply of quality-controlled recycled plastics and metals.
- Faces challenges with finding verified suppliers, ensuring compliance, and managing logistics.

Pain Points:

- Difficult to verify material quality and supplier credibility.
- Unclear compliance with international recycling regulations.
- Complex procurement processes, leading to delays.

Background:

- Owns a recycling facility that processes plastic and paper waste.
- Struggles with finding consistent buyers at fair market prices.
- Needs to ensure legal compliance with international waste trade laws.

Pain Points:

- Limited access to international buyers.
- Manual pricing negotiation is time-consuming.
- Lack of transparency in logistics and shipping.

Background:

- Runs a logistics company specializing in waste transport.
- Needs to connect with buyers & sellers to transport materials efficiently.
- Struggles with route optimization and compliance paperwork.

Pain Points:

- Managing waste transport regulations across borders is complex.
- Shipment tracking is manual, leading to inefficiencies.
- Hard to get consistent contracts for transport services.

Buyer Experience WasteTrade vs. Cyrkl, Cirplus, and Recykal



Strengths

- Well-organized material listings with clear quantity and origin filters.
- Streamlined bidding process with detailed guides for buyers.
- Multi-material support (plastics, metals, paper, etc.).

Weaknesses

- Some manual input required in the bidding process.
- Fewer AI-powered recommendations compared to Cyrkl.



Strengths

- AI-driven material suggestions enhance buyer-seller matching.
- Detailed compliance guidance for EU waste trade



Strengths

- Guaranteed quality for plastic materials through certification.
- Clear, structured pricing reduces buyer uncertainty



Strengths

- Real-time tracking for material flow.
- Strong EPR and regulatory compliance tools.

Weaknesses

- Focused only on India, limiting international buyers

Weaknesses

- Limited to the European market, reducing global trade flexibility.

Weaknesses

- Only supports plastics, excluding other recyclable materials.

Seller Experience WasteTrade vs. Cyrkl, Cirplus, and Recykal



Strengths

- Easy material listing process with packaging options.
- Photo uploads for verification improve listing quality.
- Geolocation options help buyers find regional sellers

Weaknesses

- No AI-driven price optimization like Cyrkl.



Strengths

- Automated price recommendations based on AI analysis.
- Waste consulting services help sellers optimize pricing.

Weaknesses

- Competitive marketplace makes it harder for small sellers to stand out.



Strengths

- Guaranteed buyer network for plastics.
- Standardized quality control for plastic waste.

Weaknesses

- No support for non-plastic materials.



Strengths

- Live bidding system helps sellers negotiate better prices.

Weaknesses

- Not optimized for bulk global trade like Cyrkl or WasteTrade.

Haulier Experience

WasteTrade vs. Cyrkl, Cirplus, and Recykal



Strengths

- Dedicated haulier registration with specific logistics roles.
- Dashboard integration allows hauliers to manage multiple shipments.
- Competitive counteroffer feature enables flexible pricing.

Weaknesses

- No route optimization tool like Cyrkl.



Strengths

- Cross-border shipping compliance support for EU waste laws.
- Automated route optimization helps reduce transport costs.

Weaknesses

- Less haulier-buyer interaction compared to WasteTrade.



Strengths

- Optimized for plastics logistics.
- Verified buyers reduce risk for hauliers.

Weaknesses

- No multi-material transport options.



Strengths

- Real-time tracking for regulatory compliance.
- Government-backed partnerships provide steady contract work.

Weaknesses

- Limited global reach compared to Cyrkl or WasteTrade.

Comparison Table

UX improvement for WasteTrade

- **WasteTrade** excels in structured transactions, buyer-seller visibility, and haulier engagement but lacks AI-powered price optimization.
- **Cyrkl** is better for large European waste trade with strong AI-driven insights and compliance tools.
- **Recykal** is best for EPR compliance and live bidding but lacks international reach.
- **Cirplus** is ideal for plastic waste trading but does not support multi-material.

Feature	WasteTrade	Cyrkl (EU)	Recykal (India)	Cirplus (Germany)
Buyer UX	Best for multi-material & bidding	AI-powered matching	Best for EPR compliance tracking	Best for plastic sourcing
Seller UX	Strong material listing process	Best for bulk EU sales	Best for live bidding	Best for plastics
Haulier UX	Integrated dashboard & bidding	Route optimization	Real-time tracking	Verified plastics transport

Buyer, Seller & Haulier Design System & Platform



Buyer



Seller



Haulier

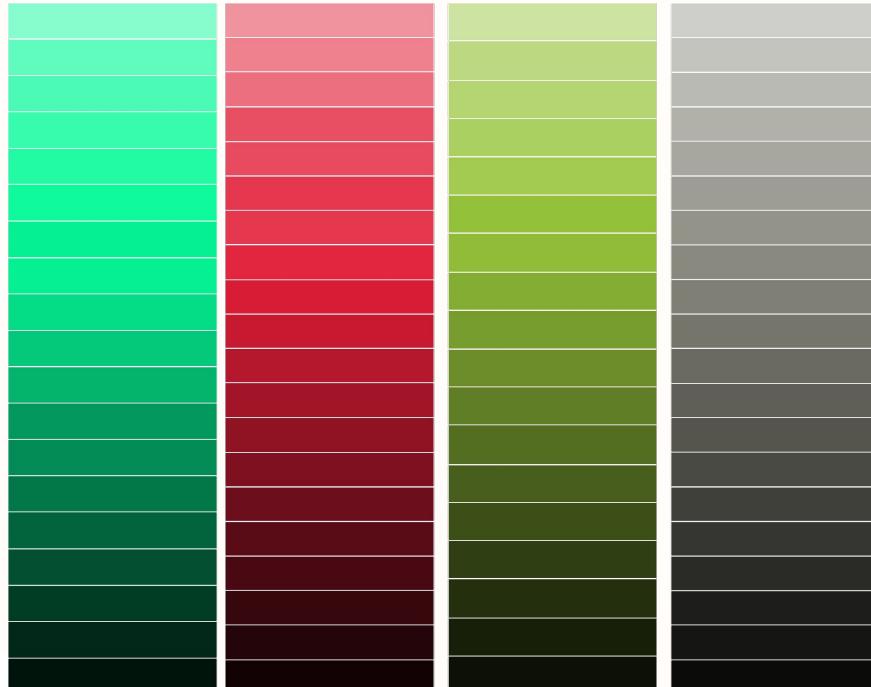
Design System

The WasteTrade Design System follows an **atomic design approach**, ensuring a scalable and consistent typographic framework. Our type system establishes clear hierarchy, readability, and accessibility, reinforcing usability across the platform. Structured font sizes, weights, and spacing create a cohesive visual language that enhances clarity and trust for all users.



Colors

The WasteTrade color palette is designed to reflect sustainability, trust, and clarity.



Typography

The design system uses a clear, scalable typeface with structured sizing and spacing for optimal readability and consistency, in scale 1.25 with a base value 16 px.

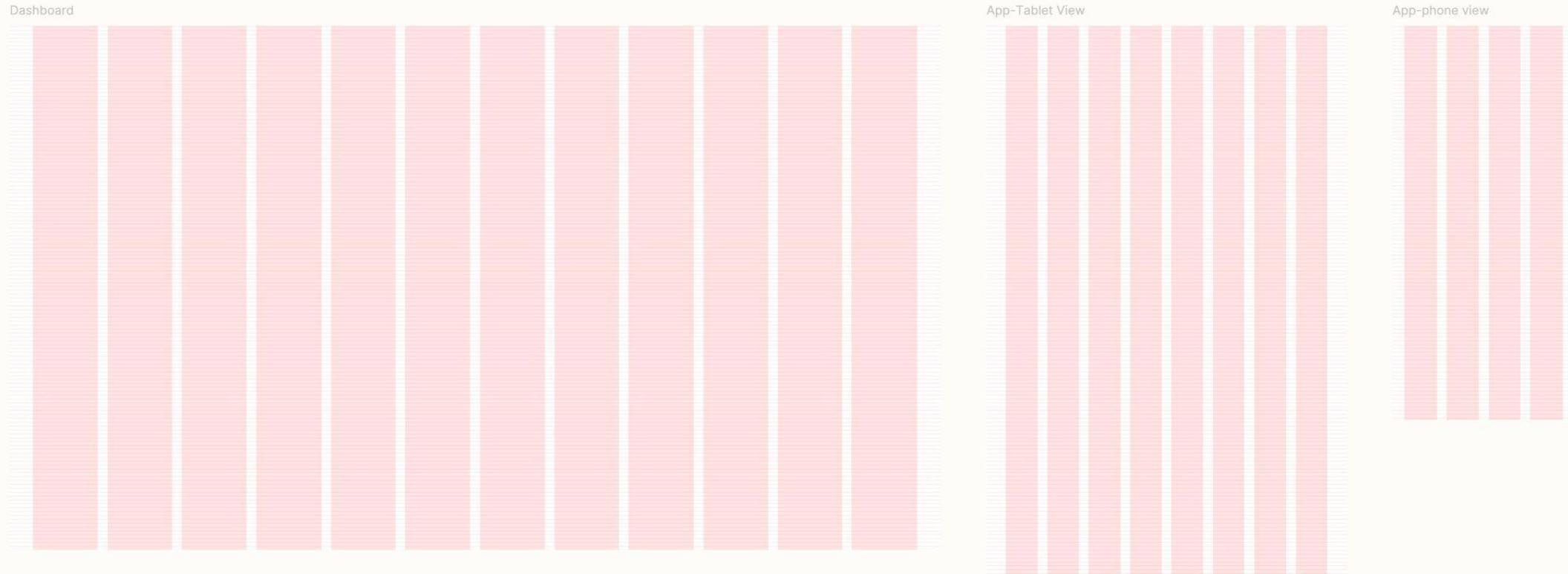
Desktop Base Value: 16 Scale: 1.25

Font Weight	Font Size	Line Height	Text Content
H1	61px 3.812rem		The quick brown fox jumps over the lazy dog
H2	49px 3.062rem		The quick brown fox jumps over the lazy dog
H3	39px 2.438rem		The quick brown fox jumps over the lazy dog
H4	31px 2.038rem		The quick brown fox jumps over the lazy dog
Body 1	25px 1.562rem		The quick brown fox jumps over the lazy dog
Body 2	20px 1.250rem		The quick brown fox jumps over the lazy dog
Paragraph	16px 1.000rem		The quick brown fox jumps over the lazy dog
Button Main	20px 1.250rem		The quick brown fox jumps over the lazy dog
Caption	13px 0.812rem		The quick brown fox jumps over the lazy dog
Text Small	10px 0.625rem		The quick brown fox jumps over the lazy dog



Grid System

Responsive grid to ensure consistent layout alignment and spacing across all devices. This system adapts seamlessly to various screen sizes, providing a balanced and intuitive structure for optimal user experience.





Icons

Deliver a consistent visual language across all interfaces, crafted to align with the system's core principles of clarity, accessibility, and scalability, ensuring intuitive interactions. Based on the "Material" icon set, they are tailored with custom designs to suit specific contextual needs.

The image shows a screenshot of a design system interface, likely Figma, displaying a variety of icons categorized into several groups:

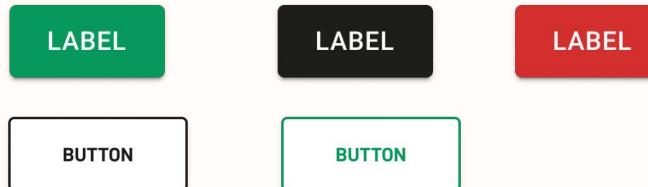
- Profile Icon:** A row of icons featuring the letters "SA" inside circles, with one icon in a black box.
- Material Icons:** Four rows of common material design icons, including location, like, checkmark, alarm, error, recycling, and more.
- Close Buttons:** A single row of close button icons.
- Buttons:** A row of standard button icons.
- Buttons hover interaction:** A row of button icons with a hand cursor icon over the first one.
- Buttons disabled:** A row of button icons with a grayed-out appearance.
- Navigation:** Two rows of navigation icons, including arrows, dots, and other directional symbols.
- Alert:** A row of alert icons, including exclamation marks and warning symbols.
- Content:** Two rows of content-related icons, such as plus signs, document, and file symbols.

Overview of Components



Buttons

The WasteTrade Design System features a set of clear, accessible buttons with consistent styles and states.



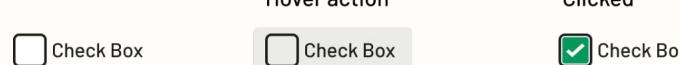
Radio Buttons

- **Radio Buttons:** Circular with a filled dot upon selection, ensuring only one choice per category (e.g., documentations).



Checkboxes

These components are essential for form interactions and filtering options.



- **Checkboxes:** Square with a checkmark on selection, used for multi-select actions (e.g., material types, shipping options).

	Primary*	Secondary	Error
Enabled	Large LABEL	LARGE LABEL	LARGE LABEL
	Medium* LABEL	LABEL	LABEL
	Small LABEL	LABEL	LABEL
Hovered	Large LABEL	LARGE LABEL	LARGE LABEL
	Medium* LABEL	LABEL	LABEL
	Small LABEL	LABEL	LABEL
Focused	Large LABEL	LARGE LABEL	LARGE LABEL
	Medium* LABEL	LABEL	LABEL
	Small LABEL	LABEL	LABEL
Disabled	Large LABEL	LARGE LABEL	LARGE LABEL
	Medium* LABEL	LABEL	LABEL
	Small LABEL	LABEL	LABEL
Loading	Large C	LARGE C	LARGE C
	Medium* C	C	C
	Small C	C	C



Table & Tree View

Data-heavy sections, like material listings, use tables and tree structures for better organization.

- **Tables:** Feature sortable columns, filtering options, and hover effects to display material, quantity, price, and location.
- **Tree View:** Helps categorize materials (e.g., Plastics → PET, HDPE, LDPE) for structured navigation.

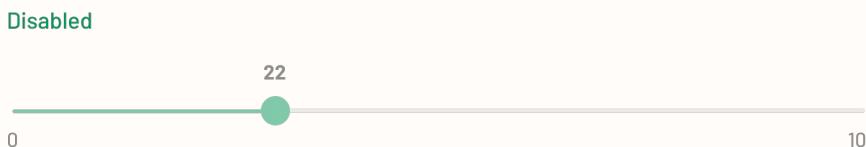
TITLE	DESCRIPTION
item 1	
> item 1	

Hover action

TITLE	DESCRIPTION
item 1	
> item 1	

Clicked/Open

TITLE	DESCRIPTION
item 1	
> item 1	
	subitem
	subitem
	subitem



Range Sliders

Range sliders enhance interactive filtering, allowing users to set price, quantity, and distance ranges.

- **Design:** Dual-thumb sliders with real-time value updates.
- **Usage:** Buyers can set desired price ranges, while hauliers can adjust shipping distance filters.



Section Message

Provides clear and intuitive feedback to users, ensuring smooth interactions and preventing errors during transactions. These messages are categorized into three types:

- Informational Messages
- Warning Messages
- Error Messages

 View the status of the offers you put on seller listings.

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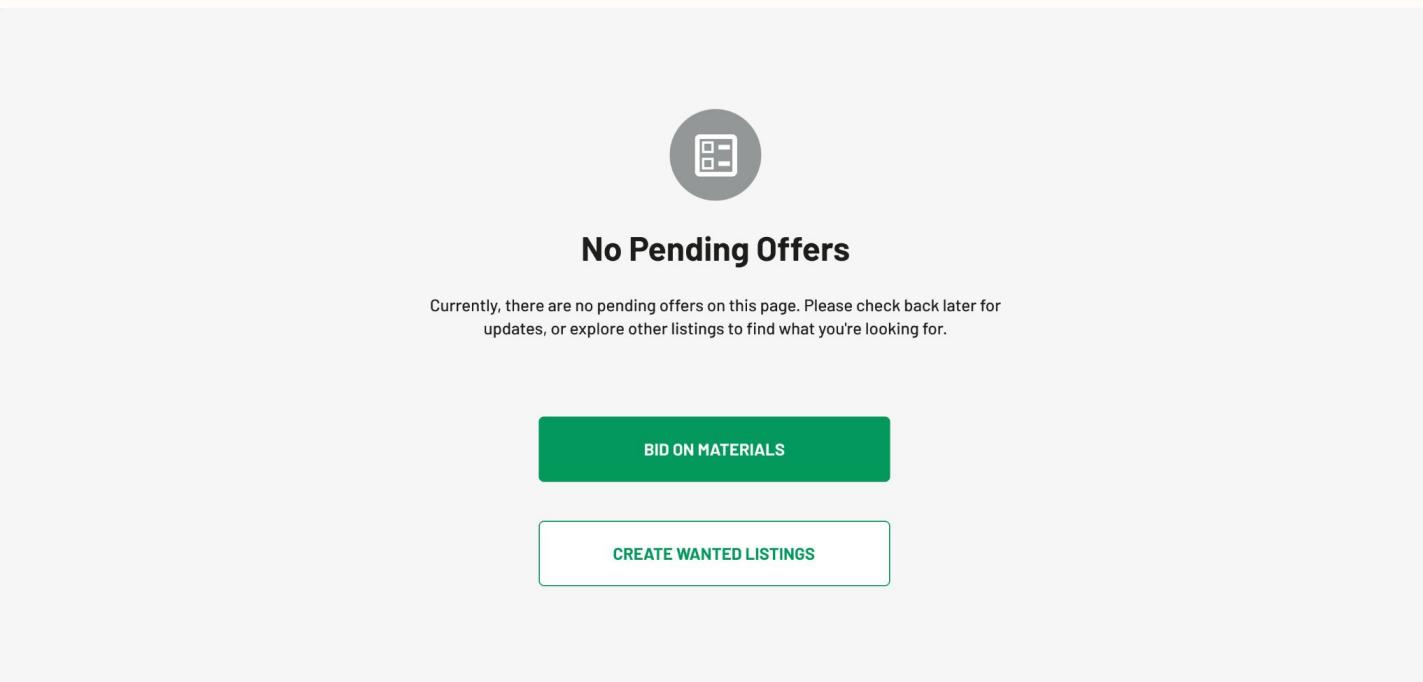
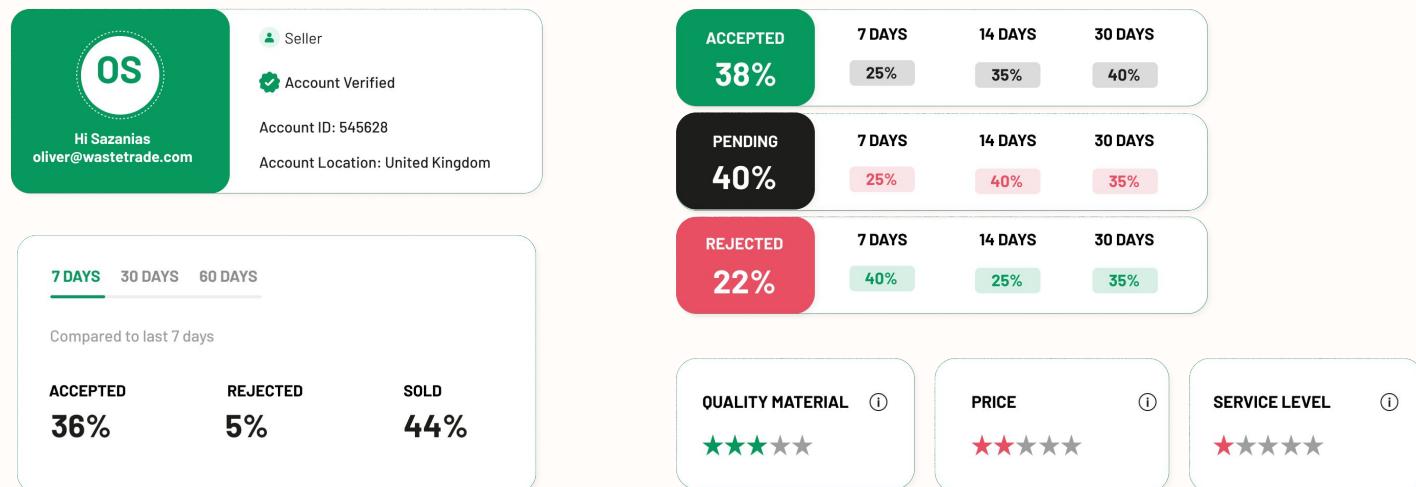
 View the status of the offers you put on seller listings.

Overview of Patterns

Dashboard UI

The WasteTrade Dashboard is designed for data-driven insights and transaction tracking.

- **Buyer Dashboard:** Displays saved searches, active bids, price alerts, and recommended materials.
- **Seller Dashboard:** Shows active listings, bidding history, and earnings summary.
- **Haulier Dashboard:** Highlights current deliveries, route suggestions, and bid notifications.



Empty States

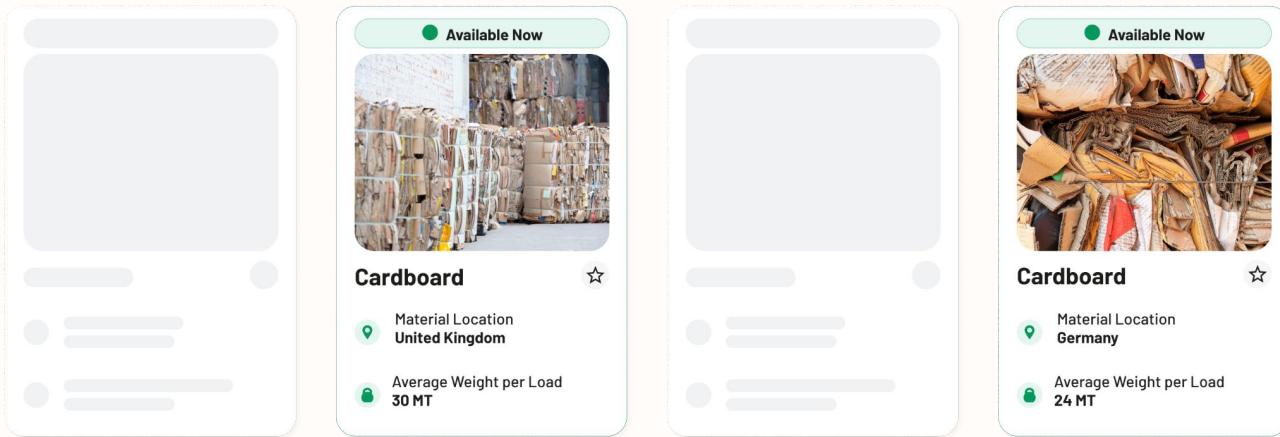
The WasteTrade Design System includes thoughtfully designed empty states that provide clear guidance when content is unavailable. These states offer users helpful messaging, visual cues, and actionable options, ensuring a seamless and engaging experience even when no data is present.



Loading State

Loading indicators provide real-time feedback when the platform is processing data.

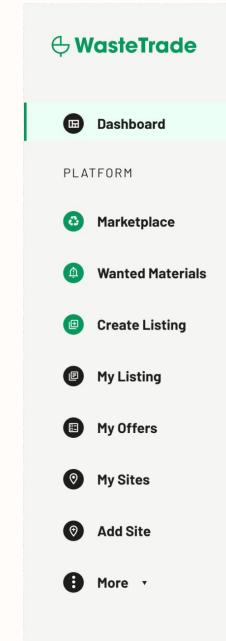
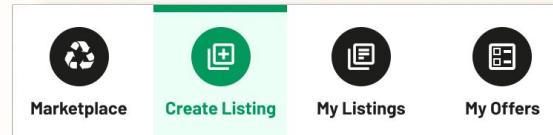
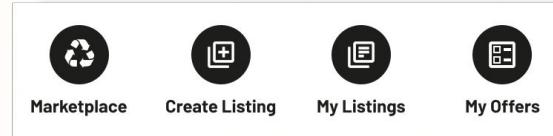
- **Skeleton Loaders:** Used for tables, dashboards, and lists to create a smooth loading transition.
- **Circular Spinners:** Applied for real-time bid updates, processing, and dashboard analytic.



Navigation Menu Sliders

A well-structured navigation system ensures ease of use across different user roles.

- **Sidebar Navigation (Desktop):** Displays Dashboard, Marketplace, Messages, Transactions, and Settings.
- **Bottom Navigation (Mobile):** Includes core actions with floating action buttons (FABs) for quick access to listings and marketplace.



Sellers & Buyers Notification System Page

Since WasteTrade does not have an internal messaging system, notifications act as the primary communication method, ensuring users stay updated on transaction progress without manual follow-ups.

- All Notifications (General Updates):** Provides a global view of all updates related to listings, offers, and matches.
- My Listings (For Sellers Only):** Keeps sellers updated on interactions with their material listings.
- My Offers (For Buyers Only):** Allows buyers to track bids and counteroffers in one place.

The image displays three side-by-side screenshots of the WasteTrade notification interface, each showing a different category of notifications:

- Notifications (General Updates):** Shows a list of general notifications under the "Today" tab. Each notification includes a thumbnail, the message content ("New listing: Plastic-LDPE matches your preferences Materials Matches"), and the timestamp (e.g., 12:56 pm). A "Mark all as read" button is located at the bottom right.
- Notifications (For Sellers Only):** Shows a list of notifications under the "Last 7 Days" tab, specifically for seller interactions. One notable entry is "Listing: Plastic-PP has been rejected" from "My Listings" on 30 Jan at 12:54 pm. A "Mark all as read" button is located at the bottom right.
- Notifications (For Buyers Only):** Shows a list of notifications under the "Today" tab, specifically for buyer interactions. It lists several notifications about new listings matching buyer preferences, such as "New listing: Plastic-LDPE matches your preferences Materials Matches" at 12:56 pm. A "Mark all as read" button is located at the bottom right.



Buyer Platform

Buyer Dashboard: Managing Offers, Haulier Rates & Documentation

Problems Fixed

- Previously, buyers had to manually track offers, seller approvals, and logistics separately.
- Lack of counteroffer visibility made negotiations inefficient.
- No central location to view transaction progress and documents.

The screenshot shows the WasteTrade Buyer Platform interface. On the left is a sidebar with navigation links: Dashboard, Marketplace, Wanted Materials, Create Listing, My Listings, My Offers (which is highlighted), My Sites, Add Site, and More. The main area is titled 'My Offers' and displays a table of 34 results out of 55. The table columns are: BID DATE, MATERIAL, QUANTITY, COUNTRY, STATUS, and BID AMOUNT. Each row includes a 'VIEW DETAILS' button. The rows show the following data:

BID DATE	MATERIAL	QUANTITY	COUNTRY	STATUS	BID AMOUNT
2023-11-13	Non-Ferrous - Stainless Steel 304	23MT	United Kingdom	Pending	\$1500/MT
2023-11-13	Non-Ferrous - Stainless Steel 304	23MT	United Kingdom	Pending	\$1500/MT
2023-11-13	Non-Ferrous - Stainless Steel 304	23MT	United Kingdom	Counter Offer	\$1500/MT
2023-11-13	Non-Ferrous - Stainless Steel 304	23MT	United Kingdom	Rejected	\$1500/MT
2023-11-13	Non-Ferrous - Stainless Steel 304	23MT	United Kingdom	Accepted	\$1500/MT
2023-11-13	Non-Ferrous - Stainless Steel 304	23MT	United Kingdom	Lost	\$1500/MT



Buyer Platform

How It Works

- The buyer places an offer on a material listing.
- After submitting, they search for a haulier and compare rates.
- They can track the status of offers, seeing if they are pending, approved, or counteroffered.
- The system automatically generates documentation after approval.

The screenshots illustrate the buyer's journey through the WasteTrade platform:

- Offer Pending:** Shows a material listing for PP mixed plastics with a bid amount of £1500/MT. The status is "Pending".
- Offer Rejected:** Shows the same material listing, but the bid amount is now £1500/MT (Excluding VAT). The status is "Rejected".
- Offer Approved:** Shows the material listing again, with the bid amount now £1500/MT (Excluding VAT). The status is "Approved".
- Counter Offer Request:** Shows the material listing with a bid amount of £1500/MT (Excluding VAT). The status is "Counter Offer".
- Documentation Generation:** Shows the final material listing with a bid amount of £1500/MT (Excluding VAT). The status is "Approved". A green button at the bottom right says "FIND NEW MATERIAL".



Buyer Platform

Key Features

- Offer Tracking** – Buyers can monitor the status of all offers in one place.
- Counteroffer Management** – Allows buyers to review and respond to seller adjustments.
- Haulier Rate Comparison** – Ensures cost-effective transportation selection.
- Automated Documentation** – Generates contracts, invoices, and compliance certificates for transparency.

The screenshot shows the WasteTrade Buyer Platform interface. On the left is a sidebar with navigation links: Dashboard, Marketplace, Wanted Materials, Create Listing, My Listings, **My Offers** (highlighted in green), My Sites, Add Site, and More. The main area is titled "My Offers" and includes tabs for ALL, PENDING OFFERS, COUNTER OFFER, REJECTED OFFERS, ACCEPTED OFFERS, and LOST OFFERS. A "PERFORMANCE OFFERS" section displays a stacked bar chart from January to December showing the distribution of offer statuses: Accepted (green), Counter Offer (orange), Pending (black), Lost (grey), and Rejected (red). Below the chart, a summary table compares performance over 7 days, 30 days, and 60 days across categories: ACCEPTED (44%, 130%, 135%), COUNTER OFFER (23%, 135%, 125%), PENDING (36%, 125%, 125%), REJECTED (20%, 135%, 125%), and LOST (55%, 125%, 125%). At the bottom, two offer cards are listed: one for Non-Ferrous - Stainless Steel 304 with a bid date of 2023-11-13, quantity of 23MT, country of United Kingdom, status of Pending, and bid amount of \$1500/MT; and another identical card below it.

Category	7 DAYS	30 DAYS	60 DAYS
ACCEPTED	44%	23%	36%
COUNTER OFFER	130%	135%	125%
PENDING	125%	125%	125%
REJECTED	20%	55%	135%
LOST	125%	125%	125%



Seller Platform

Seller Dashboard: Reviewing Offers, Approving Haulier Rates & Finalizing Transactions

The dashboard features a sidebar with navigation links: Dashboard, Marketplace, Wanted Materials, Create Listing, My Listings (highlighted), My Offers, My Sites, Add Site, and More.

My Listings page:

- Filter options: ALL, ONGOING LISTINGS, REJECTED LISTINGS, SOLD LISTINGS, EXPIRED LISTINGS, PERFORMANCE LISTINGS.
- Search bar: What are you looking for? (placeholder: "Stainless Steel 304")
- Sort by: RECENT (dropdown menu)
- Results: 3/4 RESULTS OF 65
- Table of 10 rows (each row has a "VIEW DETAIL" button):

MATERIAL	QUANTITY	COUNTRY	STATUS	NR. OF OFFERS
Non-Ferrous - Stainless Steel 304	23MT	United Kingdom	Ongoing	5
Non-Ferrous - Stainless Steel 304	23MT	United Kingdom	Ongoing	5
Non-Ferrous - Stainless Steel 304	23MT	United Kingdom	Ongoing	5
Non-Ferrous - Stainless Steel 304	23MT	United Kingdom	Ongoing	5
Non-Ferrous - Stainless Steel 304	23MT	United Kingdom	Ongoing	5
Non-Ferrous - Stainless Steel 304	23MT	United Kingdom	Ongoing	5
Non-Ferrous - Stainless Steel 304	23MT	United Kingdom	Ongoing	5
Non-Ferrous - Stainless Steel 304	23MT	United Kingdom	Ongoing	5
Non-Ferrous - Stainless Steel 304	23MT	United Kingdom	Ongoing	5
- Pagination: BACK, 1, 2, 3, 4, 5, NEXT →

PP mixed plastics product detail page:

- Header: Support Center, Sazanias Asrat, Logout
- Left sidebar: Dashboard, Marketplace, Wanted Materials, Create Listing, My Listings, My Offers, My Sites, Add Site, More.
- Product image: PP mixed plastics
- Review status: Pending (button: Available now)
- Offerer: Seller (Access Verified, Account ID: 123456, Account Location: United Kingdom)
- Buttons: EXTINGUE, Share Listing, Facebook, LinkedIn, Email, Twitter, WhatsApp
- Product details:

Material	Price per Load
Plastic	Stacking Rate
NO. OF LOADS	25
AVERAGE WEIGHT PER LOAD	20 MT
MATERIAL LOCATION	Norway
- You might also like:
 - HDPE Reels - Natural (Available Now, Material Location: Norway, Average Weight per Load: 20 MT)
 - HDPE Reels - Natural (Available Now, Material Location: Norway, Average Weight per Load: 20 MT)
 - HDPE Reels - Natural (Available Now, Material Location: Norway, Average Weight per Load: 20 MT)
- Not finding what you need? LIST REQUIRED MATERIAL
- Footer: © 2023 Waste Trade. All rights reserved. Disclaimer, Terms & Conditions, Privacy & Policy



Seller Platform

How It Works

- Sellers list materials, which buyers then bid on.
- Once a buyer places an offer, the seller can accept, decline, or send a counteroffer.
- The seller sees buyer bids, haulier rates, and final pricing in a unified view.
- After approval, all necessary documents are automatically created.

The screenshot displays the WasteTrade Seller Platform interface. On the left, a sidebar menu includes: Dashboard, Marketplace, Wanted Materials, Create Listing, My Listings, My Offers, My Sites, Add Site, and More. The main area shows a listing for "PP mixed plastics" with a thumbnail image of the material. To the right, a "My Listings > Offers" section lists several offers with columns for Bid Amount (£1500/MT), Bid Date (2023-11-13), Load Quantity (2/25), Weight per Load (10MT), Destination (United Kingdom), Estimated Delivery (10/10/24 - 15/10/24), and Status (Ongoing). Each offer has "ACCEPT OFFER" and "REJECT OFFER" buttons. A "REASON FOR REJECTION*" section lists: Images not matching the description, Low price, Location is too far, and Other, with a "SUBMIT REJECTION" button. Below the offers, a "Request a Counter Offer for this material" form allows users to select a currency (Select) and enter a price per metric tonne (es. 350), with a "SUBMIT" button.



Seller Platform

Key Features

- Offer Management** – Sellers can track bids, compare haulier rates, and finalize deals.
- Haulier Rate Visibility** – Ensures sellers factor in transport costs before approving a sale.
- Final Price Calculation** – Displays the full cost breakdown, including transport.
- Document Automation** – Reduces administrative workload by generating necessary compliance files.



Haulier Platform

Haulier Dashboard: Finding Available Loads & Optimizing Delivery

Problems Fixed

- Hauliers had no structured way to view available loads.
- Pricing negotiations were unorganized, causing inefficiencies.
- No direct system for scheduling deliveries and generating logistics documents.

The screenshot shows the WasteTrade Logistics Platform interface. At the top, there's a navigation bar with 'Support Center' and 'Sazanas Asrat' buttons. Below the navigation is a search bar with a placeholder 'What are you looking for?' and a 'SEARCH' button. To the right of the search bar is a 'SORT BY' dropdown set to 'Recent'. The main area is titled 'Current Offers' and has tabs for 'ALL', 'PENDING OFFERS', 'REJECTED OFFERS', 'ACCEPTED OFFERS', 'LOST OFFERS', and 'PERFORMANCE OFFERS'. The 'ALL' tab is selected. A status message says 'View the status of the offers you put on available loads.' Below this, there are four results tables, each with columns: BID DATE, MATERIAL, PICKUP LOCATION, DESTINATION, QUANTITY, PACKAGING, and OFFER STATUS. Each row also has a 'VIEW DETAILS' button. The first three rows have green 'Accepted' status, while the fourth has a red 'Rejected' status.

BID DATE	MATERIAL	PICKUP LOCATION	DESTINATION	QUANTITY	PACKAGING	OFFER STATUS	VIEW DETAILS
2023-11-13	Non-Ferrous - Stainless Steel 304	Lanark, South Lanarkshire, United Kingdom	Gorżów Wielkopolski, Lubuskie, Polska	100 MT	Loose	Pending	<button>VIEW DETAILS</button>
2023-11-13	Non-Ferrous - Stainless Steel 304	Lanark, South Lanarkshire, United Kingdom	Gorżów Wielkopolski, Lubuskie, Polska	100 MT	Loose	Accepted	<button>VIEW DETAILS</button>
2023-11-13	Non-Ferrous - Stainless Steel 304	Lanark, South Lanarkshire, United Kingdom	Gorżów Wielkopolski, Lubuskie, Polska	100 MT	Loose	Rejected	<button>VIEW DETAILS</button>
2023-11-13	Non-Ferrous - Stainless Steel 304	Lanark, South Lanarkshire, United Kingdom	Gorżów Wielkopolski, Lubuskie, Polska	100 MT	Loose	Lost	<button>VIEW DETAILS</button>



Haulier Platform

How It Works

- The haulier sees available shipments that require transport.
- They place competitive bids based on route, load, and delivery time.
- After winning a bid, they schedule pickup and delivery within the platform.
- All shipping documentation is automatically created, ensuring regulatory compliance.

Haulier Bid

TRAILER OR CONTAINER (REQUIRED)

Select

ARE YOU COMPLETING CUSTOMS CLEARANCE (REQUIRED)?
 Yes No
If not, WasteTrade can handle Customs Clearance for a fixed fee of £200. This will be added to the haulage Total

NUMBER OF LOADS (REQUIRED)
0

CURRENCY (REQUIRED) HAULAGE COST (REQUIRED) HAULAGE TOTAL
£/GBP 0 0

TRANSPORT PROVIDER (REQUIRED)
 Own Haulage Third Party Haulage Mixed Haulage

SUGGESTED COLLECTION DATE (REQUIRED)
dd/mm/yyyy

EXPECTED TRANSIT TIME (REQUIRED) DEMURRAGE AT DESTINATION (DAYS) (REQUIRED)
1 - 2 days 1 day

NOTES
0 of 32000 max characters

SUBMIT

Seller

LOCATION	AVERAGE WEIGHT PER LOAD
Lanark, South Lanarkshire	20MT

Buyer

LOCATION	SITE RESTRICTIONS
Gorzów Wielkopolski, Lubuskie	None

LOADING TIMES	DESIRED DELIVERY WINDOW
07:00 - 14:00	2023-11-13 2023-11-30

NUMBER OF LOADS BID ON
5

MAKE AN OFFER

Seller

LOCATION	AVERAGE WEIGHT PER LOAD
Lanark, South Lanarkshire	20MT

Buyer

LOCATION	SITE RESTRICTIONS
Gorzów Wielkopolski, Lubuskie	None

LOADING TIMES	DESIRED DELIVERY WINDOW
07:00 - 14:00	2023-11-13 2023-11-30

NUMBER OF LOADS BID ON
5

MAKE AN OFFER



Haulier Platform

Key Features

- Load Availability View** – Hauliers can browse shipments and bid competitively.
- Rate Customization** – Enables flexible pricing for different routes and cargo sizes.
- Delivery Scheduling** – Allows hauliers to confirm pickup/drop-off times, reducing coordination delays.
- Automated Transport Documentation** – Generates necessary shipping documents and compliance records.

The screenshot displays two main sections of the WasteTrade platform:

Available Loads: This section shows a grid of 10 available loads. Each row includes details like material type (Non-Ferrous - Stainless Steel 304), packaging (Bales), pickup location (Lanark, South Lanarkshire, United Kingdom), destination (Gorzow Wielkopolski, Lubuskie, Polska), number of loads (1), weight per load (24MT), and delivery window (13-11-2023 - 30-11-2023). Buttons for "MAKE AN OFFER" and "VIEW INFORMATION" are present for each entry.

Current Offers: This section shows a detailed offer pending. It includes:

- Seller Material:** Non-Ferrous - Stainless Steel 304, Packaging: Bales.
- PICKUP LOCATION:** Lanark, South Lanarkshire, United Kingdom; **DESTINATION:** Gorzow Wielkopolski, Lubuskie, Polska.
- BID AMOUNT:** £1500/MT (£42,000.00)
- TRAILER OR CONTAINER:** 2/23
- COMPLETING CUSTOMS CLEARANCE:** 2/23
- NUMBER OF LOADS:** 10MT
- TRANSPORT PROVIDER:** 10MT
- HAULAGE COST:** 2023-11-13
- HAULAGE TOTAL:** 2/23
- SUGGESTED COLLECTION DATE:** 10MT
- EXPECTED TRANSIT TIME:** 10MT
- DEMURRAGE AT DESTINATION (DAYS):** 2023-11-13
- NOTES:** Lorem ipsum dolor sit amet, consectetur adipiscing elit; sed do eiusmod tempor incididunt.

At the bottom of the offers section is a "WITHDRAW OFFER" button.

Benefits of the Dashboard System

- **Full Transaction Transparency** – Buyers, sellers, and hauliers have complete visibility into pricing, status updates, and logistics.
- **No Need for Messaging** – Since all details are centralized, users don't need direct communication to complete transactions.
- **Reduced Administrative Work** – Automated document generation saves time and ensures compliance.
- **Better Pricing & Competition** – Hauliers and sellers can adjust offers dynamically, leading to optimized deals for all parties.



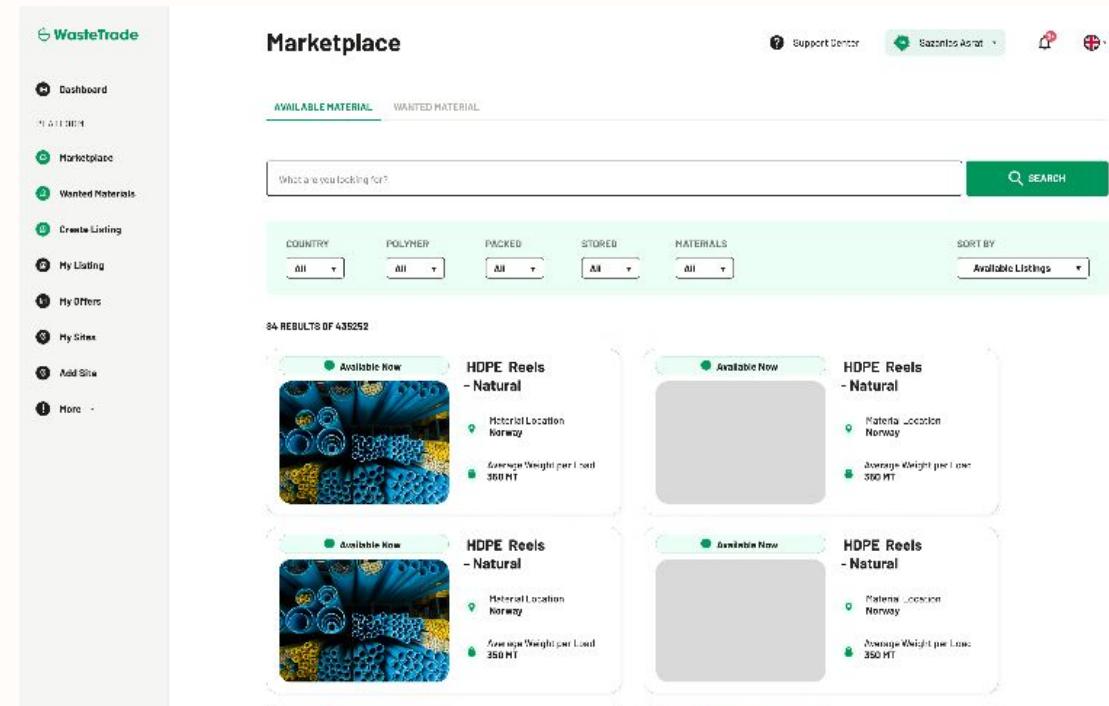
Buyer



Seller



Haulier



The screenshot shows the WasteTrade marketplace interface. On the left, a sidebar menu includes 'Dashboard', 'Marketplace' (selected), 'Wanted Materials', 'Create Listing', 'My Listings', 'My Offers', 'My Sites', 'Add Site', and 'More'. The main area is titled 'Marketplace' with tabs for 'AVAILABLE MATERIAL' and 'WANTED MATERIAL'. A search bar contains the placeholder 'What are you looking for?'. Below it are filters for 'COUNTRY' (All), 'POLYMER' (All), 'PACKED' (All), 'STORED' (All), 'MATERIALS' (All), and a 'SORT BY' dropdown set to 'Available Listings'. The results section shows 84 results of 435252 for 'HDPE Reels - Natural'. Each result card displays an image of blue and yellow HDPE reels, the material name, location ('Material Location Norway'), and average weight per load ('350 MT').

Admin & Sale Platform



Admin



**Sale
Representative**

Internal WasteTrade Management

To ensure seamless platform operations and a competitive marketplace for waste trading, WasteTrade has implemented two key internal management dashboards:

- **The Admin Dashboard** – Focused on regulating listings, vetting users, managing documentation, and ensuring compliance to maintain a secure and trustworthy platform.
- **The Sales Dashboard** – Dedicated to monitoring supply and demand, enhancing competitiveness, and sourcing buyers and sellers both inside and outside the platform.

These dashboards work in tandem to streamline transactions, improve user experience, and optimize platform efficiency for buyers, sellers, and hauliers.



Admin



Sale
Representative



Admin Platform

Admin Dashboard: Ensuring Compliance & User Management

Purpose & Problem Solved

The Admin Dashboard is the central hub for maintaining order, security, and compliance within WasteTrade. It addresses key challenges such as:

- Preventing non-compliant or fraudulent listings from entering the marketplace.
- Vetting new users to maintain a reliable trading environment.
- Managing documentation to ensure seamless transactions.
- Facilitating one-on-one calls with users to support and onboard them effectively.

Commercial management

Home < Commercial management

NEW MEMBERS TRADING SELLERS BUYERS HAULIERS

BUYER	DATE OF REGISTRATION	REGISTRATION STATUS	OVERALL STATUS	ONBOARDING STATUS
Full name: Jason Company: United Kingdom Buyer Location: United Kingdom	dd/mm/yyyy	In progress	In progress	Company documents added/in progress
Full name: Jason Company: United Kingdom Buyer Location: United Kingdom	dd/mm/yyyy	In progress	In progress	Company documents added/in progress
Full name: Jason Company: United Kingdom Buyer Location: United Kingdom	dd/mm/yyyy	In progress	In progress	Company documents added/in progress
Full name: Jason Company: United Kingdom Buyer Location: United Kingdom	dd/mm/yyyy	In progress	In progress	Company documents added/in progress
Full name: Jason Company: United Kingdom Buyer Location: United Kingdom	dd/mm/yyyy	In progress	In progress	Company documents added/in progress

Support Center **Sazanias Asrat** **EN**



Admin Platform

Key Features & Responsibilities

Listing & Offer Management

- Reviews new material listings to ensure compliance with platform regulations.
- Rejects or approves listings based on quality, legal compliance, and market standards.

User Vetting & Registration

- Ensures user authenticity by verifying registration details.
- Manages user approval workflows, granting access to trusted buyers, sellers, and hauliers.

WasteTrade

ADMIN PLATFORM
Homepage
Sales Management
User management
Document management
Content management
Analytics
Settings

Sale Listings > Details

- GO BACK

Seller Information

Seller

FULL
Sazan

CONFIRM

Material Information

MATERIAL

Non-Ferrous - Stainless Steel 304

PACKAGING

Lumps

BID STATUS

Pending

LOCATION/WAREHOUSE

United Kingdom

NUMBER OF LOADS

23/23

CURRENCY

£ (Pound)

WEIGHT PER LOAD

10MT

APPROVE

REJECT

REQUEST MORE INFORMATION



Admin Platform

Key Features & Responsibilities

Price Rate Management & Negotiation

- Regulates and adjusts price rates to keep the platform fair and competitive.
- Assists users in understanding pricing structures and provides guidance where needed.

Documentation Control & Compliance

- Monitors and manages contracts, invoices, and trade compliance documents.
- Ensures all documents are auto-generated and meet international waste trading laws.

The screenshot displays the Admin Platform interface. On the left, a sidebar menu includes options like Admin Platform, Homepage, Sales Management, User management (which is selected), Document management, Content management, Analytics, and Settings. The main content area shows a 'Members Account' for 'Sazanias Asrat'. It includes tabs for PROFILE, COMPANY INFO, MATERIAL PREFERENCES, COMPANY DOCUMENTS, LOCATIONS, and MESSAGES. Under PROFILE, there's a circular profile picture with 'SA', account ID 545828, and fields for PREFIX (Mr.), FIRST NAME (Sazanias), LASTNAME (Asrat), JOB TITLE (Designer), EMAIL ADDRESS (sazanias@wastetrade.com), and TELEPHONE (+44742134567). The COMPANY INFORMATION section lists COMPANY NAME (TWDA), WEBSITE (www.twda.agency), COMPANY INTEREST (Buy), COMPANY TYPE (Local Authority/Government), VAT status (unchecked), COMPANY REGISTRATION NUMBER (123456778892), and COMPANY DESCRIPTION (Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident.). The MATERIAL PREFERENCES section shows checkboxes for various material types across categories: PLASTICS (Check Box, PC, PET, PS, HDPE, PA), FIBRE (Ordinary Grades, Medium Grades, High Grades, Kraft Grades), RUBBER (Natural, Synthetic), and METAL (Ferrous, Non-Ferrous). A 'Request Information' modal is open, containing fields for additional company documentation, clarifications, updates, and custom requests, along with a message input field and a 'CONFIRM' button.



Admin Platform

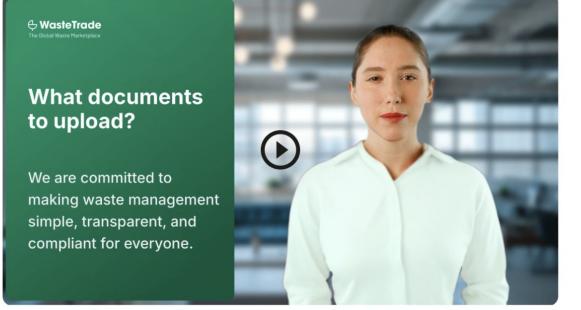
Key Features & Responsibilities

User Support & One-on-One Calls

- Admins provide personalized assistance to users struggling with trading, onboarding, or compliance.
- Helps buyers, sellers, and hauliers navigate the trading process smoothly.



Make the Most of Your WasteTrade Listing
Tips to help you create the best possible listing for your waste materials.



What documents to upload?
We are committed to making waste management simple, transparent, and compliant for everyone.

Ensure Your Compliance

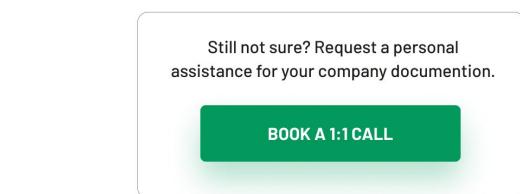
To trade on WasteTrade, you need to upload key compliance documents based on your operations:

- **Environmental Permit:** Confirms your waste activities meet environmental standards.
- **Waste Exemptions:** For low-risk activities like small-scale recycling or reusing materials.
- **Waste Carriers License:** Required if you transport waste materials.

Outside the UK or EU?
Provide equivalent documentation from your local authority to confirm compliance with your country's regulations.
Upload these documents now to get started and ensure smooth trading on WasteTrade!

Still not sure? Request a personal assistance for your company documentation.

BOOK A 1:1 CALL



Optimise Your Listing for Maximum Visibility

- Use clear, high-quality images of your material (no logos or contact details).
- Add a detailed description to attract buyers.
- Mark your listing as 'Ongoing' if it's always available.
- Avoid adding personal details like emails or phone numbers—this can delay approval.

Still not sure? Request a personal assistance for your company documentation.

BOOK A 1:1 CALL



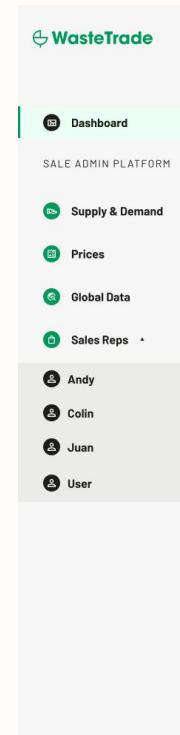
Sale Representative Platform

Sales Dashboard: Driving Supply & Demand for Platform Growth

Purpose & Problem Solved

The Sales Dashboard ensures that WasteTrade remains a competitive and attractive marketplace by actively managing supply and demand. It solves key issues such as:

- Ensuring a steady flow of registered and unregistered users for consistent trading activity.
- Helping Business Development Managers (BDMs) find potential buyers and sellers outside the platform.
- Matching available and wanted materials to boost trading opportunities.



Dashboard

Good afternoon, Sazanias
Sale admin

Supply

SALES REP	TOTAL BDM	TOTAL LISTINGS	
Andy	23	23	VIEW SUPPLY
Colin	23	23	VIEW SUPPLY
Juan	23	23	VIEW SUPPLY
User	23	23	VIEW SUPPLY
User	23	23	VIEW SUPPLY

Demand

SALES REP	TOTAL BDM	TOTAL LISTINGS	
Andy	23	23	VIEW DEMAND
Colin	23	23	VIEW DEMAND
Juan	23	23	VIEW DEMAND
User	23	23	VIEW DEMAND
User	23	23	VIEW DEMAND

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Sale Representative Platform

Key Features & Responsibilities

Market Supply & Demand Management

- Tracks registered & unregistered users to ensure a competitive balance of supply and demand.
- Identifies gaps in the market and works on attracting new users to fill those needs.

BDM MATCHES

3

LISTINGS MATCHES

3

MATERIAL GROUP
Mixed Film Rolls / Reels

BDM MATCHES **LISTINGS MATCHES**
3 3

DATE **ADDED BY**
10/10/2024 Sazanias

COMPANY **MATERIAL TYPE**
WasteTrade Plastic

MATERIAL **PACKED**
Drums Bale

QUANTITY **GUIDE PRICE**
40t £230

FREQUENCY **LOCATION**
2 Weeks UK

VIEW LESS **VIEW MATCHES**

REMOVE MATERIAL

MATERIAL GROUP
LDPE - LDPE Film 98.2

BDM MATCHES **LISTINGS MATCHES**
3 3

DATE **ADDED BY**
10/10/2024 Sazanias

COMPANY **MATERIAL TYPE**
WasteTrade Plastic

MATERIAL **PACKED**
Drums Bale

QUANTITY **GUIDE PRICE**
40t £230

FREQUENCY **LOCATION**
2 Weeks UK

VIEW LESS **VIEW MATCHES**

REMOVE MATERIAL

WasteTrade
SALE ADMIN PLATFORM

Dashboard
 Supply & Demand
 Prices
 Global Data
 Sales Reps -
Andy
Colin
Juan
User

Supply

SUPPLY **DEMAND**

Message info here

SUPPLY PIPELINE **SELL FORMS** **SELLER TO BUYER**

Add Supply Pipeline

COMPANY **DATE** **LOCATION** **MATERIAL TYPE** **MATERIAL GROUP**
Type here dd/mm/yyyy Type here Select material Select material

MATERIAL **PACKED** **QUANTITY** **FREQUENCY** **GUIDE PRICE**
Select material Select material Type here Type here Type here

ADD SUPPLY PIPELINE

Your Supply Pipeline

84 RESULTS OF 435252

SORT BY
Most recent

MATERIAL GROUP
LDPE - LDPE Film 98.2

BDM MATCHES **LISTINGS MATCHES**
3 3

DATE **ADDED BY**
10/10/2024 Sazanias

COMPANY **MATERIAL TYPE**
WasteTrade Plastic

VIEW MORE **VIEW MATCHES**

REMOVE MATERIAL

MATERIAL GROUP
Mixed Film Rolls / Reels

BDM MATCHES **LISTINGS MATCHES**
3 3

DATE **ADDED BY**
10/10/2024 Sazanias

COMPANY **MATERIAL TYPE**
WasteTrade Plastic

VIEW MORE **VIEW MATCHES**

REMOVE MATERIAL

MATERIAL GROUP
LDPE - LDPE Film 98.2

BDM MATCHES **LISTINGS MATCHES**
3 3

DATE **ADDED BY**
10/10/2024 Sazanias

COMPANY **MATERIAL TYPE**
WasteTrade Plastic

VIEW MORE **VIEW MATCHES**

REMOVE MATERIAL



Sale Representative Platform

Key Features & Responsibilities

BDM (Business Development Manager) Support

- Enables BDMs to source new buyers and sellers from external channels.
- Helps match platform users with off-platform buyers and sellers for more trading opportunities.

Match Material Listings (Internal & External Sourcing)

- Matches available listings with wanted materials, ensuring a high trade success rate.
- Expands sourcing by bringing external materials and buyers into the platform.

Wanted Listings Matches
5 MATCHES

COMPANY NAME
Hello Fresh

TRADE TYPE Seller **VERIFICATION** Account Verified **ACCOUNT ID** 545628 **ACCOUNT LOCATION** United Kingdom **EMAIL** [email@name.com] **PHONE** {0000000000}

Material Description

MATERIAL PP mixed plastics **AVERAGE WEIGHT PER LOAD** 350 MT
NO. OF LOADS 23 of 23 **REMAINING LOADS** 8 of 23
PACKAGED Bale **MATERIAL LOCATION** Norway

BDM Matches
5 MATCHES

SALE REPS
Andy Shores

WANTED MATERIAL

DATE 10/10/2024 **LOCATION** UK **MATERIAL TYPE** Plastic **MATERIAL GROUP** HDPE **MATERIAL** Drums
PACKED Bale **QUANTITY** 40t **FREQUENCY** 2 Weeks **GUIDE PRICE** £230

VIEW NOTES 1 + ADD A NOTE

Supply > Matches

Wanted Listings Matches
5 MATCHES

COMPANY NAME
Hello Fresh

TRADE TYPE Seller **VERIFICATION** Account Verified **ACCOUNT ID** 545628 **ACCOUNT LOCATION** United Kingdom **EMAIL** [email@name.com] **PHONE** {0000000000}

MATERIAL PP mixed plastics **AVERAGE WEIGHT PER LOAD** 350 MT
NO. OF LOADS 23 of 23 **REMAINING LOADS** 8 of 23
PACKAGED Bale **MATERIAL LOCATION** Norway

BDM Matches
5 MATCHES

SALE REPS
Andy Shores

WANTED MATERIAL

DATE 10/10/2024 **LOCATION** UK **MATERIAL TYPE** Plastic **MATERIAL GROUP** HDPE **MATERIAL** Drums
PACKED Bale **QUANTITY** 40t **FREQUENCY** 2 Weeks **GUIDE PRICE** £230

VIEW NOTES 1 + ADD A NOTE

Wanted Listings Matches
5 MATCHES

COMPANY NAME
Hello Fresh

TRADE TYPE Seller **VERIFICATION** Account Verified **ACCOUNT ID** 545628 **ACCOUNT LOCATION** United Kingdom **EMAIL** [email@name.com] **PHONE** {0000000000}

MATERIAL PP mixed plastics **AVERAGE WEIGHT PER LOAD** 350 MT
NO. OF LOADS 23 of 23 **REMAINING LOADS** 8 of 23
PACKAGED Bale **MATERIAL LOCATION** Norway

VIEW NOTES 1 + ADD A NOTE



Sale Representative Platform

Key Features & Responsibilities

Competitor Market Analysis & Visibility Optimization

- Ensures WasteTrade remains visible and competitive in the waste trading industry.
- Adjusts marketing efforts to attract high-value buyers and sellers.

Available Now

Plastic-LDPE

Matches 0

Material Location United Kingdom

Average Weight per Load 14 MT

Available Now

Plastic-LDPE

Matches 3

Material Location United Kingdom

Average Weight per Load 14 MT

Your Search

COMPANY NAME

Hello Fresh

Available now

TRADER TYPE	VERIFICATION	ACCOUNT ID	ACCOUNT LOCATION	EMAIL	PHONE
Seller	Account Verified	545628	United Kingdom	{email@name.com}	{0000000000}

Material Description

MATERIAL	AVERAGE WEIGHT PER LOAD
PP mixed plastics	350 MT

NO. OF LOADS 23 of 23 REMAINING LOADS 8 of 23

PACKAGED Bale MATERIAL LOCATION Norway

Supply

SUPPLY DEMAND

Passive Offer

SUPPLY PRICE SELLER TO BUYER

Matches Seller to Buyer

What are you looking for? Search Sort by Most Relevant

Total matches from buyers: 1000

Wanted Listings Matches

Wanted Material

COMPANY NAME

Company name

Available Now

Plastic-LDPE

Matches 0

Material Location United Kingdom

Average Weight per Load 14 MT

Material Description

MATERIAL	MATERIAL LOCATION
PP mixed plastics	Norway

QUANTITY 350 MT GUIDE PRICE -

DESCRIPTION Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor .

VIEW NOTES 1 + ADD A NOTE



Admin



Sale
Representative

Benefits of the Admin & Sales Dashboards

- **Ensures compliance & security** – Admins vet users, approve listings, and manage documentation.
- **Enhances user experience** – Sellers & buyers get personalized support and onboarding.
- **Drives growth & engagement** – The sales team ensures platform visibility and attracts new users.
- **Optimizes supply & demand** – Helps maintain a healthy trading ecosystem inside and outside the platform.

AI Innovation

Material Recognition

Create Listings

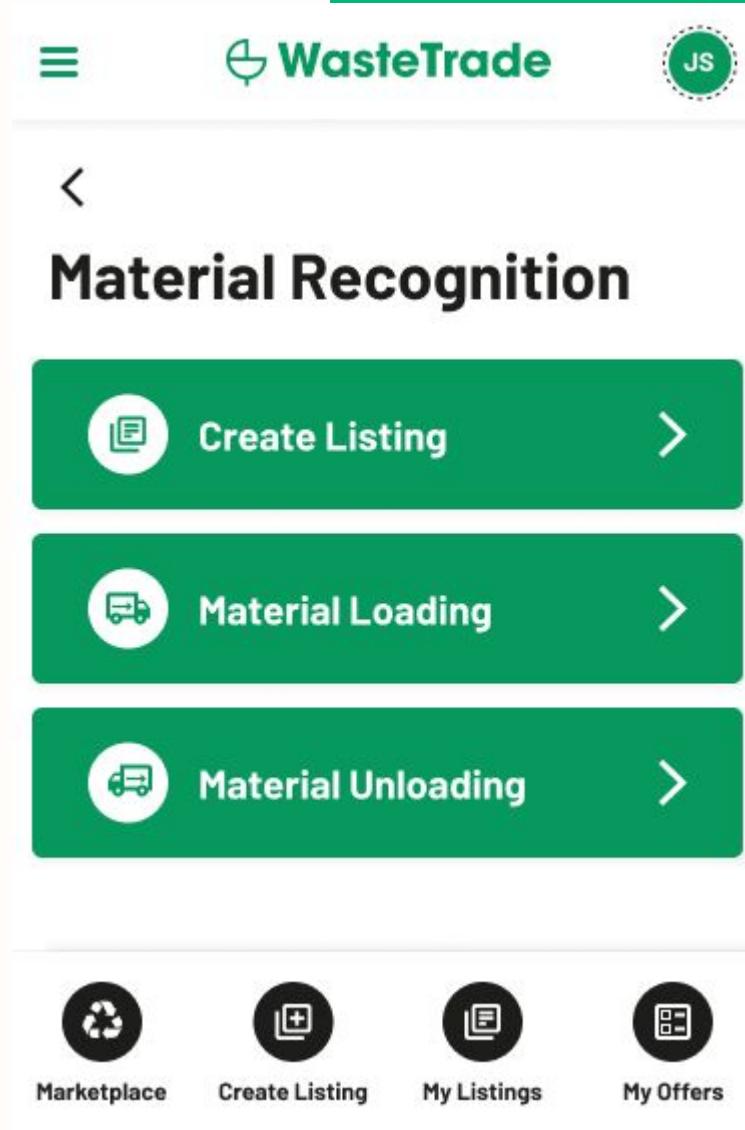
Creating a listing on WasteTrade is designed to be fast, accurate, and hassle-free with AI-powered material recognition. Instead of manually inputting material details, users can simply scan and upload their waste material

AI-Powered Material Recognition

When sellers or haulier upload loading photos, AI automatically cross-checks the material against the listing to prevent mismatches.

Material ID

WasteTrade's blockchain technology ensures unparalleled transparency and security in material tracking. By recording every step of a material's lifecycle—from source to manufacturer to final product—the system provides an immutable chain of custody.

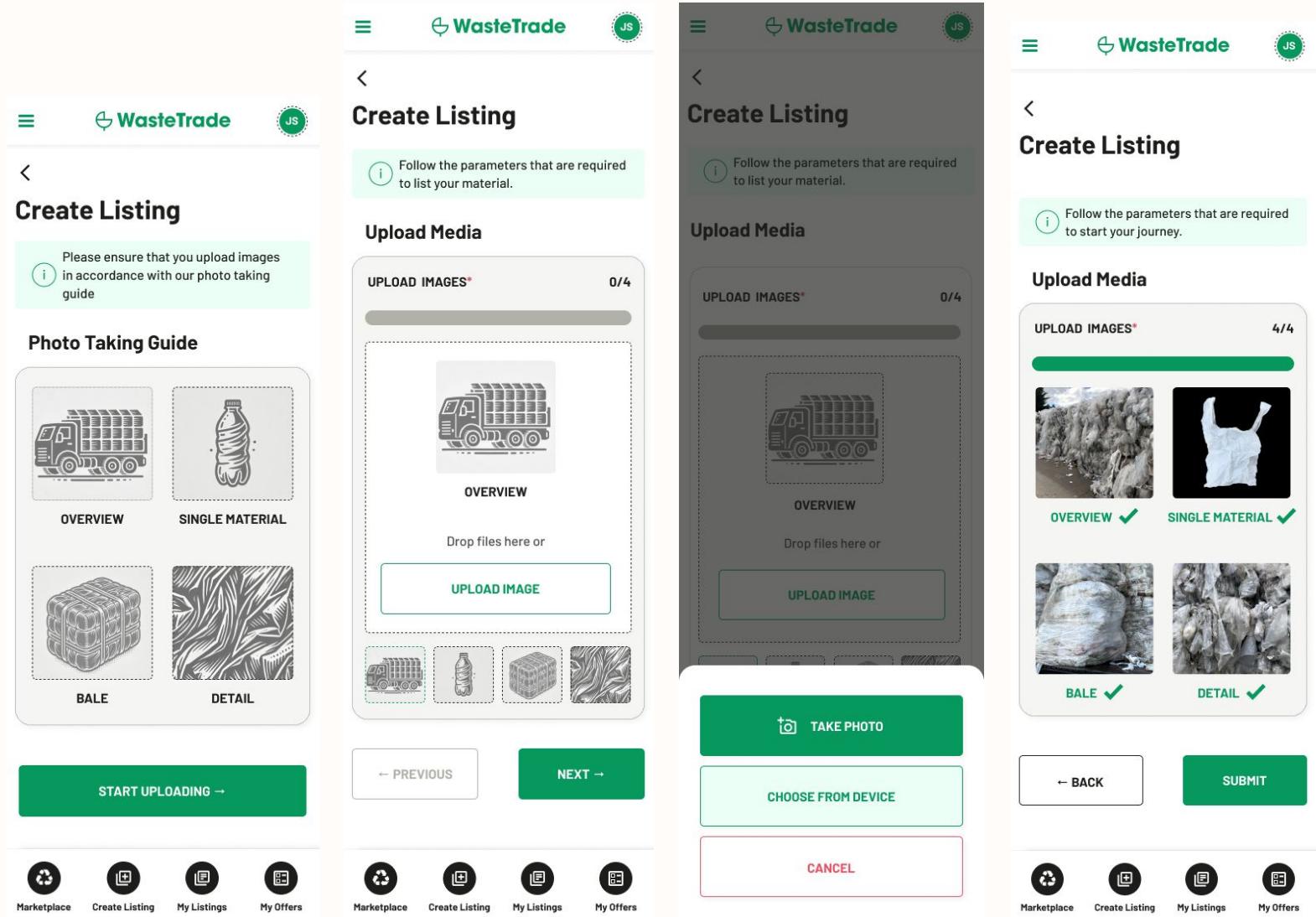


Create Listings

Feature

This feature streamlines waste management, aligning with industry regulations while enhancing marketplace efficiency compared to competitors who still rely on manual categorization.

- Automatically identify and classify the material based on industry standards.
- Ensure precise categorization, reducing listing errors and improving searchability.
- Speed up the process, minimizing the time required to create a listing.d their waste material

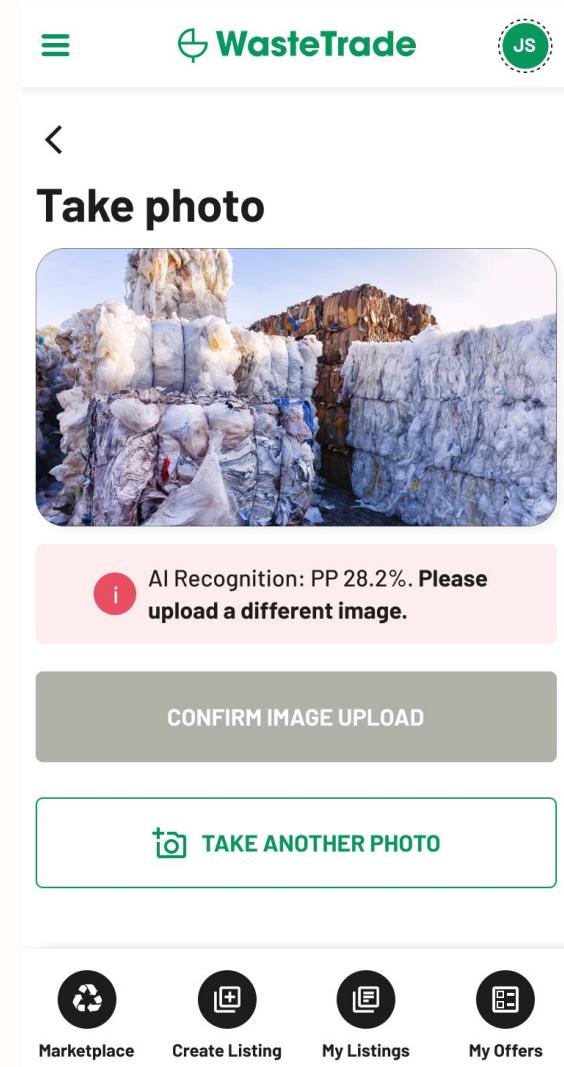
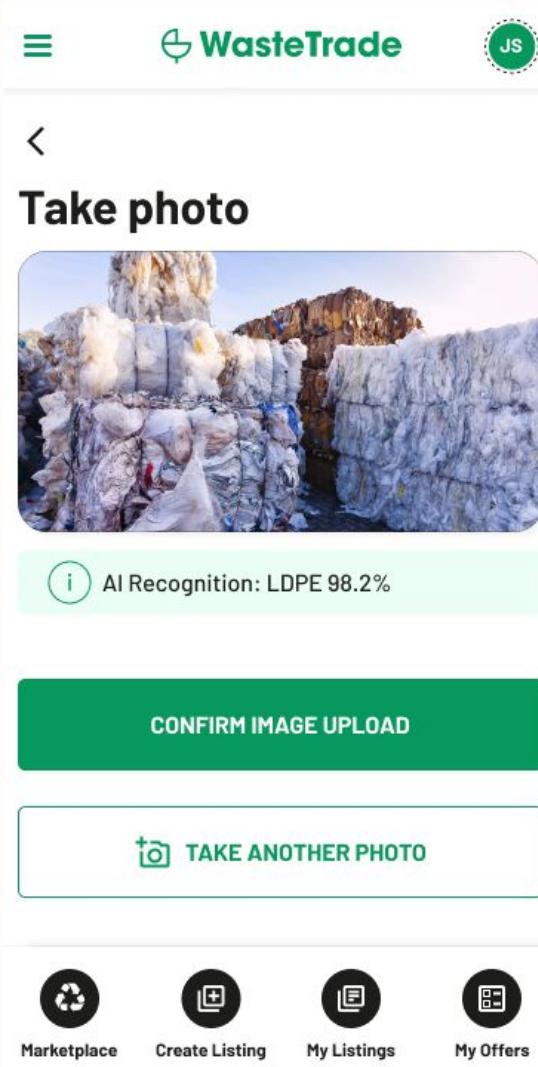


AI-Powered Material Recognition

Feature

This AI-driven approach ensures consistency and compliance, giving buyers confidence in their purchases while reducing operational risks.

- Instant verification** – If the material matches, the process moves forward seamlessly.
- Error detection** – If discrepancies exist, the system flags an issue, prompting the seller to review before proceeding.
- Quality control** – Prevents listing inaccuracies, reducing transaction disputes and costly logistical errors.



Material ID

Feature

By leveraging **blockchain**, WasteTrade differentiates itself from competitors by offering a secure, verifiable, and fully traceable waste commodity marketplace—promoting a sustainable and accountable supply chain.

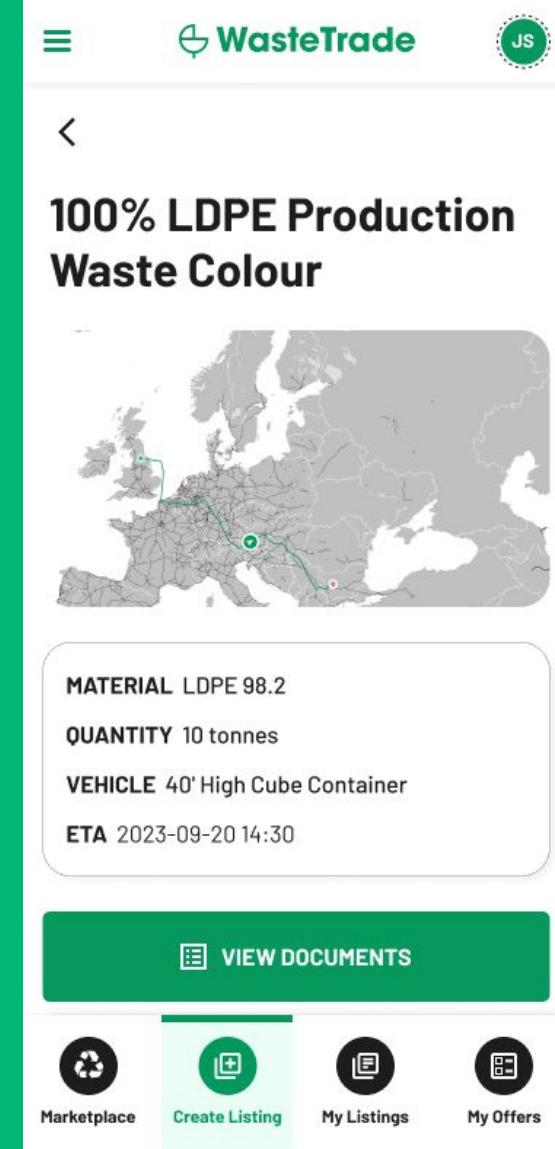
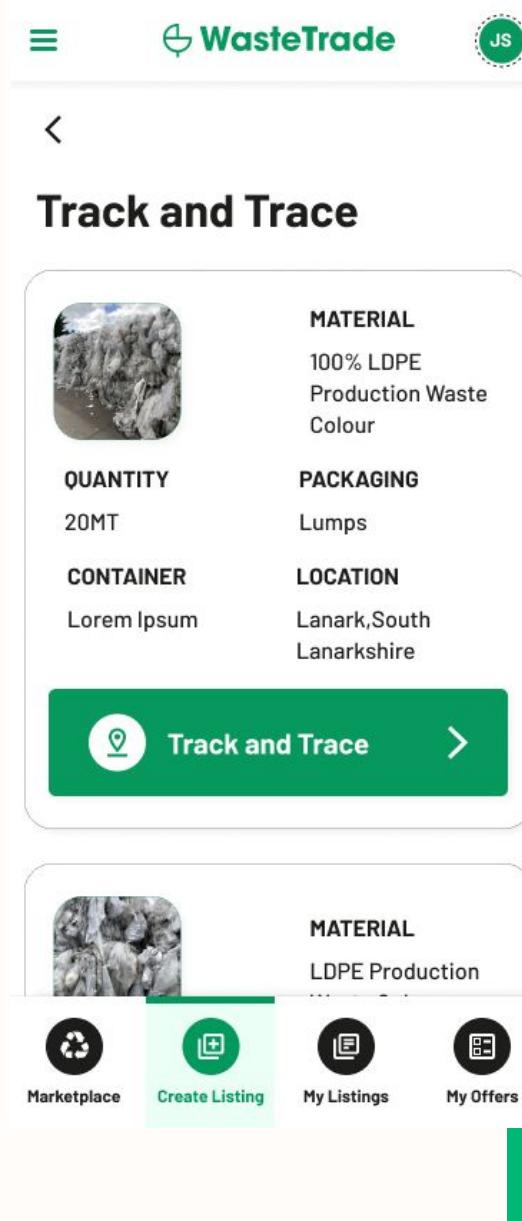
- Authenticity & Verification** – Businesses can verify the origin, handling, and processing of materials with tamper-proof records.
- Regulatory Compliance** – Supports global sustainability standards, ensuring adherence to waste management regulations.
- Enhanced Transparency** – Buyers and sellers gain full visibility into material provenance, reducing fraud and misrepresentation.

The image displays two screenshots of the WasteTrade mobile application. The left screenshot shows the 'Material ID' screen, which includes a thumbnail image of a waste pile, material details (100% LDPE Production Waste Colour), quantity (20MT), container (Lorem Ipsum), packaging (Lumps), location (Lanark, South Lanarkshire), and a green 'View Material ID' button. The right screenshot shows the 'Waste Colour' screen for 100% LDPE Production Waste, displaying source information (Factory A, LDPE 98.2% - 15 tonnes, 09-17-2024 - 14:30), manufacturer details (PlastiCorp, Processed into plastic bags, 09-17-2024 - 14:30), and distribution information (EcoStore, 10,000 bags shipped, 09-17-2024 - 14:30). Both screenshots feature the WasteTrade logo at the top.

Track and Trace

WasteTrade's Track and Trace feature is designed to provide real-time shipment monitoring, ensuring transparency and efficiency throughout the logistics process. By integrating live tracking, detailed loading data, and ETA projections, users can seamlessly manage shipments, loading schedules, and delivery coordination without manual follow-ups.

- Real-Time Location Tracking** – Buyers, sellers, and hauliers can monitor vehicle or container movement at every stage.
- Accurate Loading & Unloading Scheduling** – The system synchronizes ETAs with warehouse operations, reducing downtime.
- Centralized Data Hub** – All relevant logistics details are stored in one easy-to-access location, enhancing decision-making.



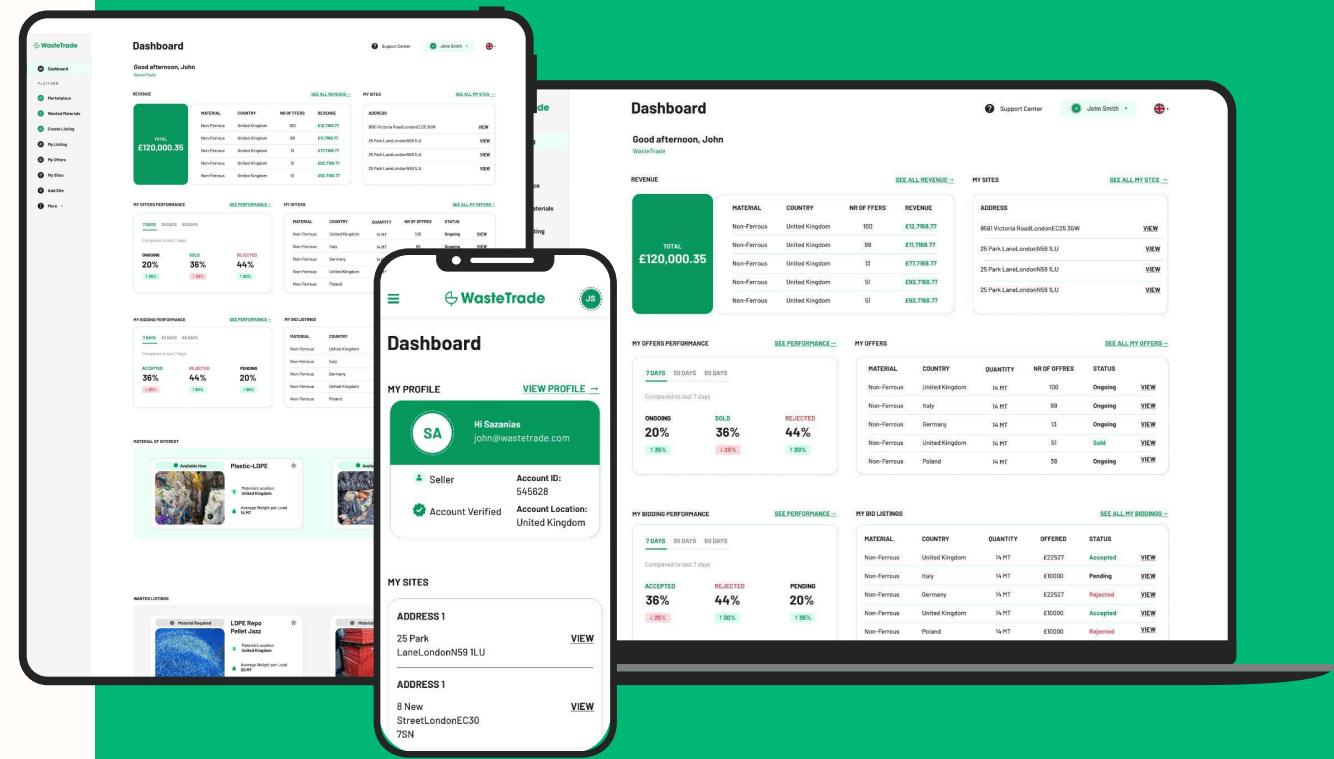
AI-Driven UX Innovation in WasteTrade

WasteTrade's integration of AI and blockchain technology redefines waste commodity trading by ensuring efficiency, transparency, and accuracy at every stage of the process.

From Material ID verification with blockchain to AI-powered listing creation and image recognition, the platform minimizes errors, reduces manual workload, and enhances trust between buyers, sellers, and hauliers.

The Track and Trace feature further strengthens logistics management by providing real-time shipment visibility, allowing seamless coordination across the supply chain.

By leveraging cutting-edge AI and automation, WasteTrade streamlines transactions, prevents fraud, and ensures regulatory compliance, setting a new industry standard for digital waste trading platforms. These innovations not only enhance user experience (UX) but also drive sustainability, accountability, and operational efficiency in the global waste management industry.



Other Projects

Selected Clients Work

SOUTHWARK

UX/UI & Branding for Southwark Social Care Jobs, designing an intuitive candidate application platform that streamlines job searches and recruitment processes.

JBX PAPERPAK

UX/UI, Graphic Design, and Packaging for a B2B Paper Straw Company, developing a customer platform for seamless bulk ordering and brand consistency.

Research Projects

HEYCOMPUTER

Data Visualization and Interactive Installation showcasing users' digital footprints, transforming abstract data into an immersive physical experience.

TRICOUNT

UX Research to optimize Tricount's expense categorization system, improving usability, accuracy, and financial clarity for users.

For more details on these projects, feel free to inquire or explore a preview at www.sazanias.com.



Thank You for Reading!

I appreciate you taking the time to explore my work. If you'd like to discuss a project, collaborate, or learn more, feel free to connect with me:



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