



TRACK ME

Transforming every day environmental actions into
impactful rewards

PROBLEM

Cameroon produces over 600,000 tonnes of plastic waste annually, but more than 80% remains unmanaged, particularly in informal settlements where no system exists to detect plastic at the point of discard (MinEPDED, 2023).

This unmanaged waste flows into waterways, clogs drainage systems, and pollutes ecosystems, leading to increased flood risk and negative health impacts in urban areas.

TrackMe bridges this critical gap by enabling citizens to identify and report plastic waste at the source, before it causes environmental or public health damage.

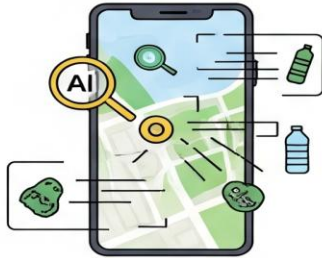


Solution

How TrackMe Works: Snap, Earn, Protect Nature



Step 1:
Snap Plastic Waste —
Works Offline



Step 2:
AI Identifies Plastic & Location



Step 3: Earn Eco-Tokens
in Your Circle



Step 4: Redeem Tokens
for Cash or Goods



Step 4:

Plastic Gift Shop

Supporting Sustainable Communities & a Cleaner Planet



TrackMe is a simple, AI-powered mobile app designed to fight plastic pollution at the source, even without internet access.

How It Works:

Snap a Photo of plastic waste using your phone.
Offline AI identifies the plastic type instantly.
GPS Mapping tags the location of the waste.

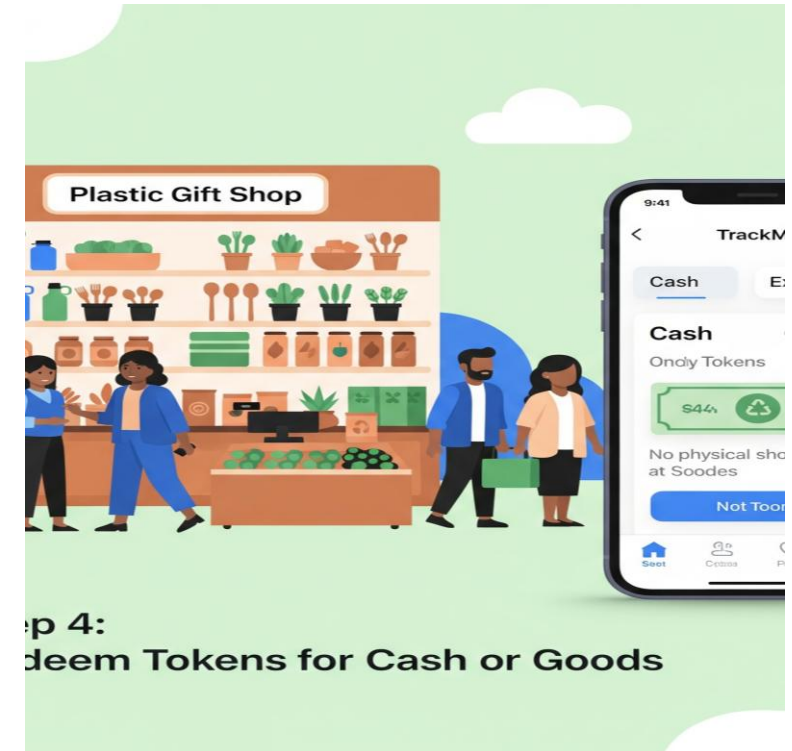
User Incentives:

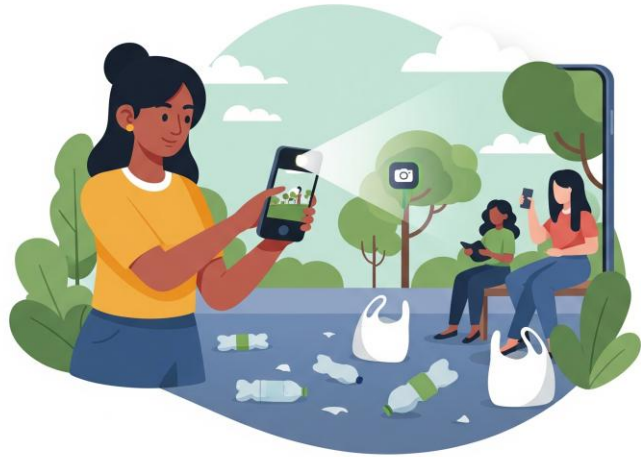
Earn digital tokens for each verified report.
Tokens are stored in a secure Circle Wallet.
Redeem tokens for cash, airtime, or eco-friendly goods at local Plastic Gift Shops.

Potential Impacts

Transformative Impact by 2030

- 1M+ plastic waste identifications & removals.
- 15,000+ active users across 6 regions in Cameroon.
- 2500+ tons of plastic waste diverted from landfills and waterways.
- \$150,000+ in user rewards distributed to youth & waste pickers.
- Strengthened environmental awareness & community ownership.





Step 1: Snap Plastic Waste — Works Offline

Competitive advantage

TrackMe is the first offline, AI-powered platform in Cameroon that rewards everyday people for identifying plastic waste at the point of discard turning pollution prevention into a practical, inclusive, and rewarding daily habit.

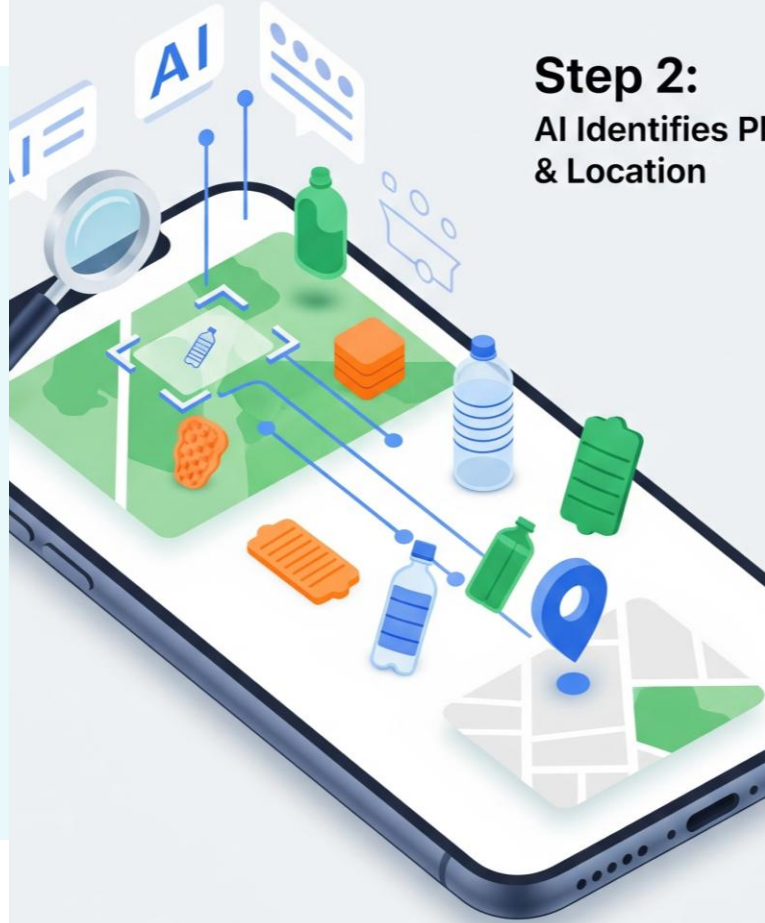
Key Advantages

1. Offline AI Identification
2. Reporting Waste
3. Early detection and plastic Type Detection.
4. Local Token Economy (Circle Wallet).
5. Community-Based Gift Shops

Team

Me

Step 2: AI Identifies PI & Location



Tabe Brandon Njume

Founder and Product Lead 4+ years in plastic waste recovery and grassroots advocacy.

Michael Nchedia

App Developer & AI Lead 7+ years in mobile app development and offline AI systems.

Warri Bilson

Environmental Engineer & GIS Specialist 5+ years in pollution tracking and geospatial mapping.

Forbah Sandra

Community Mobilization & Marine Science Lead Experienced in youth engagement and coastal cleanups.

Budgeting

Revenue	Purpose	Amount	Revenue	Purpose	Amount
AI model and App Development	Build offline AI, Android app, and integrate Circle Wallet. Registration, data privacy, and IP protection.	\$10000	Plastic Gift Shop Setup	3,000Launch/partner with 2 token redemption points.	\$3000
Legal and Admin Compliance		\$1500			
Community Mobilization & Pilots	Recruit users in 2 cities, organize awareness events	\$6000	Operations and Logistic	3,500Staff stipends, transport, field tools, branding.	\$3500
User Rewards Pool	Token incentives redeemable for cash, airtime, or goods	\$4000	Monitoring and Reporting	Track impact, user data, reporting to funders.	\$2000

Financial Sustainability Plan



1. Corporate Sponsorships (CSR/EPR):

We will partner with companies like Nestlé, Guinness, and MTN Cameroon to fund cleanup campaigns and reward tokens, helping them meet their CSR and Extended Producer Responsibility goals.



2. Eco-brand and Airtime Partnerships:

Local telcos and eco-friendly brands will feature in our Plastic Gift Shops, sponsoring tokens or goods in exchange for visibility and brand loyalty.



3. Local Government and NGO Grants:

We will work with councils and NGOs to support waste tracking in underserved areas, aligning with Cameroon's 2020–2030 national goals on sanitation and climate resilience.

Development Roadmap

Phase	Timeline	Key mile stone
Community Engagement	November- December, 2025	Stakeholder mapping
Prototype Development	Jan- March 2026	AI training, Android and MVP testing
Pilot launch (2 cities). Scale to 6 regions	April-June 2026 July 2026- 2027	2000 users onbaorded Local partner intergration
Nation wide Rollout	2028-2030	15000+ users, impacts documentation

SDG Alignment and Local Partnerships

TrackMe aligns with several SDGs through our approach of work.

We help keep cities clean, this links to (SDG 11), reduce pollution links to (SDG 13), promote responsible waste habits links to (SDG 12), and create green jobs for youth links to (SDG 8).

Local Partnerships for Scalable Impact

- Partner with local councils to support waste collection and plastic mapping at the community level.
- Collaborate with schools to promote environmental education and youth engagement.
- Work with local organizations like HYSACAM, FODER, and Bunec for technical support, outreach, and infrastructure.
- Set up Plastic Gift Shops in partnership with community hubs to redeem reward tokens.
- Integrate TrackMe into local waste management and education systems to ensure long-term sustainability.