



WASTE2EARN WHITEPAPER

A Blockchain of Regenerative Waste Management



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Problem Statement

Globally 2.01 billion tonnes of municipal solid waste are generated annually, with at least 33% of that improperly disposed of through dumping or landfilling. This represents a missed opportunity, as waste worth over \$400 billion could be recycled or repurposed each year.

However, current recycling rates languish at just 13.5%, while 4.5 billion people lack access to proper waste management services. This causes public health issues and environmental damage costing \$270 billion per year.

Waste2Earn aims to incentivize and quantify recycling effort through a web3 dApp, enabling proper capture and management of valuable waste streams while educating and engaging communities.

Our goal is to double recycling rates in target regions within 3 years, reducing landfill use by 20% and unlocking the economic potential of this untapped resource.

Solution Overview

- Web and mobile app with blockchain backend to incentivize and track recycling
- Users verify recycling activities via photos, IoT sensors and QR codes.
- Automatic weighing scales connect user accounts to QR codes on waste collector
- App quantifies recycling effort and awards digital tokens
- Tokens are redeemable for rewards on our platform
- Creates positive feedback loop and gamifies recycling
- Data provides analytics on waste streams and recycling behaviors
- Decentralized structure empowers local communities
- Targeting 100,000 users and 20 corporate partners in first 2 years
- Projected to double recycling rates and reduce landfill usage in target regions
- Unlocking economic value of waste materials and advancing circular economy

By integrating automatic weighing scales and unique QR codes, Waste2earn can accurately quantify and reward recycling effort at scale. This enhances user engagement, provides verifiable impact data, and drives adoption of sustainable waste management behaviors through our digital token rewards system

Fundraise Details

- Seeking \$500k seed funding
- Selling 10% equity
- \$250k already committed from Green Venture Partners
- Valuation: \$5 million pre-money
- Funds will be used for:
 - Hiring 2 additional engineers
 - Scaling operations to 5 new cities
 - Improving core app and analytics
 - Manufacturing 500 smart bins
 - Marketing and user acquisition
- Milestones for next 12 months:
 - 100,000 app installs
 - 5x growth in recycling volume tracked
 - 15 corporate recycling partners
 - \$1 million in token rewards redeemed
 - Break even unit economics
- Exit strategy in 3-5 years via acquisition or IPO

This raise will provide the capital needed to scale up our operations and cement our position as a leading waste management web3 platform. We have momentum from our beta launch and are ready to execute on an ambitious growth strategy. This presents a compelling opportunity to invest in a promising startup aiming to impact global recycling rates and build the next generation of waste infrastructure.

What We Ask?

We are looking for partners and investors who share our vision for building an incentivized circular waste economy.

Specifically, we ask that you:

- Consider investing in our \$500k seed round
- Make introductions to potential corporate recycling partners
- Provide expertise in scaling web3 platforms and hardware
- Give feedback on our product roadmap and go-to-market strategy
- Join our advisory board to help guide our mission

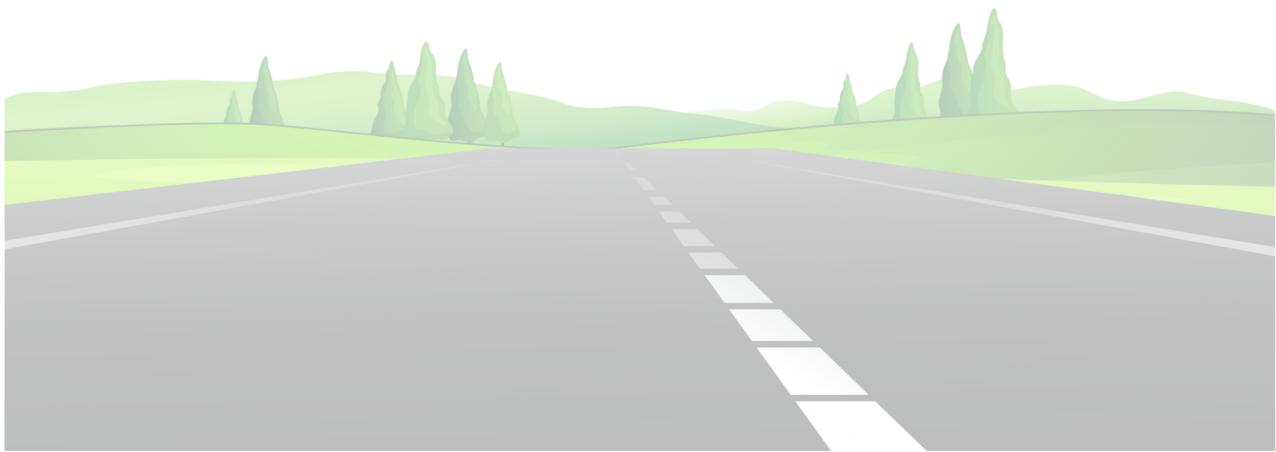
With your support, we can accelerate development, rapidly expand our user base, and maximize our environmental impact.

Our goal is to engage partners who bring both capital and strategic value. We aim to reimagine waste and believe this is an opportunity to demonstrate the potential of web3 to drive systemic change while delivering outstanding returns.

Join us in working towards a future of sustainable resource management powered by digital incentives. We have an ambitious vision but cannot go far alone. Let's build this circular economy together.

OUR OBJECTIVE

- IMPLEMENT A BLOCKCHAIN-BASED SYSTEM THAT TRACKS WASTE COLLECTION AND RECYCLING, DISTRIBUTING REWARDS TO PARTICIPANTS.
- DEVELOP AN ENGAGED COMMUNITY OF COLLECTORS, RECYCLERS, AND STEWARDS WHO CONTRIBUTE DATA AND PROVIDE COVERAGE.
- PARTNER WITH MUNICIPALITIES, EVENTS, AND BUSINESSES TO INTEGRATE THE PLATFORM INTO EXISTING WASTE FLOWS.
- PROMOTE SUSTAINABLE VALUES, EDUCATION, AND TRANSPARENCY AROUND WASTE PRACTICES THROUGH THE ECOSYSTEM.
- HELP MOVE WASTE MANAGEMENT TOWARDS A CIRCULAR MODEL THAT ELIMINATES WASTE AND POLLUTION.
- ENABLE MICRO-ENTREPRENEURSHIP AND SUPPLEMENTAL INCOME THROUGH INCENTIVIZED WASTE COLLECTION.
- CAPTURE POWERFUL WASTE STREAM DATA TO OPTIMIZE COLLECTION ROUTES, ADOPTION, AND ECONOMICS.
- PIONEER A TECHNOLOGY-DRIVEN YET INCLUSIVE AND ETHICAL APPROACH TO SOLVING SYSTEMIC WASTE ISSUES.



IF NOT NOW *then When* ROADMAP



01

PRE-SEED ROUND

To fund proof-of-concept development and attract early adopters. Pre-seed valuation ranges from \$3-10 Million.

Investors will have 10-25% equity of the company.

FOUNDATION

(1) Smart Contract Development - Secure and audited smart contract for W2E token to ensure transparency and trust.

(2) Community Building - Telegram, Discord, Twitter, etc - Get ready for the hype train with strong and engaged W2E community.

(3) Branding and Marketing - Spread the word about Waste2Earn with a comprehensive marketing campaign. Let's go Viral!

(4) Merchandise and Swag - Rock the W2E style with branded merchandise and swag. Show off your Waste2Earn pride!



02

TESTNET AND MAINNET

Layer 1 - Ethereum Base Protocol

Layer 2 - for more details

More Airdrops!

LAUNCH

(1) Token Launch - Waste2Earn (W2E) token officially takes off. Get ready for lift off!

(2) Partnership - Collaborate with creators, influencers, and content platforms. Let's join forces and spread the Waste2Earn Movement!

(3) Token Listings - Launch \$W2E token on popular DEXs with ample liquidity and accessibility. Trade with ease.

(4) Exchange Listings - Level up our trading with games listings on established CEXs. Reach more people.

(5) Awareness Campaigns - Take the Waste2Earn revolution mainstream media, influencers, and popular platforms, we're coming for you!



03

ADOPTION for Gov and Industries

Collection may increase with the help of local government agencies and encourage investors to create a waste recycling facilities in order to gain Carbon Credits through blockchain.

COMMUNITY EMPOWERMENT

- (1) Gated Community - Unlock exclusive benefits in the W2E gated community. Early updates, exclusive content, and interactive experience await you!
- (2) Market Capital Goal - Aim High, aim for \$1 billion market capitalization especially when creating waste recycling facilities to local community.
- (3) Tier 1 CEX Listings - Get listed on top-tier CEXs. Boost liquidity, accessibility, and reach for all Waste2Earn warriors!
- (4) Help Build Facilities - Every companies who created non-bio waste must help in order to create a recycling facility as counterpart in the regenerative process of everyone's waste.

TOKENOMICS

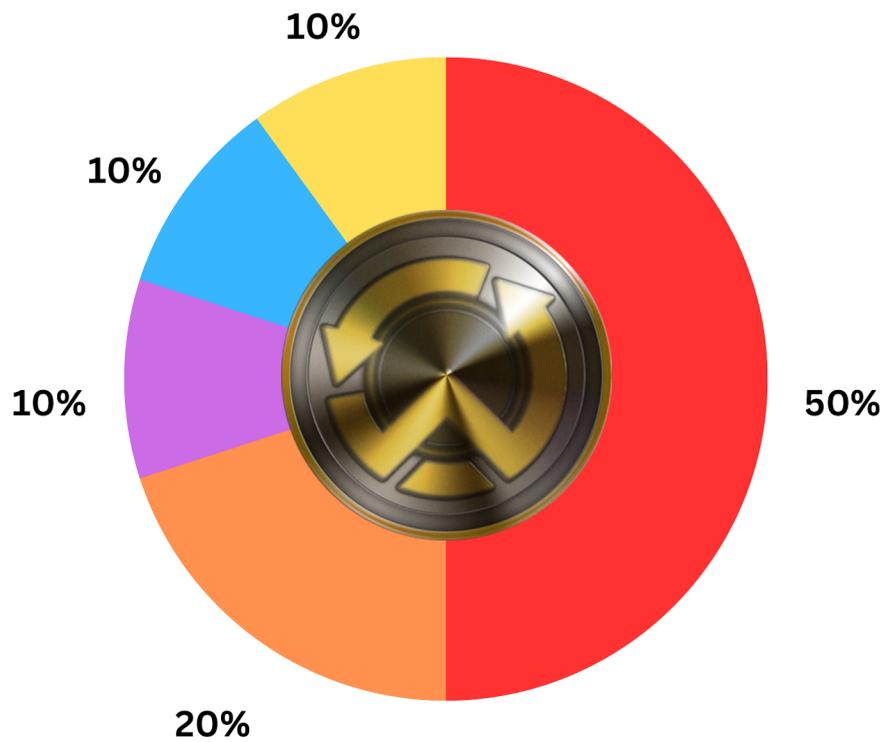
A KEY TO LONG TERM VALUE ACCRUAL

TOKEN NAME : W2E

TOTAL SUPPLY: 1,000,000,000 W2E

Distribution :

50% to users via waste collection rewards
20% to founders and development team
10% allocated to investors
10% to advisors and partnerships
10% reserved for community rewards



Utility :

- Pay rewards for waste collection and recycling
- Used for governance votes
- Pay platform fees and licenses
- Stake to operate collection nodes

Emission :

- New W2E are minted when users deposit waste at certified locations
- Capped at 2% inflation per year

Staking:

- W2E holders can stake tokens to run collection nodes
- Nodes earn a % of fees and incentives for providing coverage

Sink:

- 1% burn on all reward distributions and transactions
- Tokens used to pay licensing also burned

With this model, W2E has incentive mechanisms for waste collection, governance capabilities, and a controlled token supply.

MOCK-UP

A KEY FEATURES OF END-TO-END UI/UX BEFORE FULL DEPLOYMENT



USER PROFILES

ALLOW COLLECTORS/RECYCLERS TO CREATE PROFILES AND MANAGE THEIR ACCOUNT.

REWARDS SYSTEM

INTERFACE TO VIEW REWARDS ACCUMULATED AND REQUEST PAYOUTS.

LEADERBOARDS

DISPLAY TOP COLLECTORS/RECYCLERS BASED ON MEASURES LIKE VOLUME. CREATES COMPETITION.

COLLABORATION TOOL

MESSAGE BOARDS, TASK MANAGEMENT, CALENDARS TO ORGANIZE GROUP COLLECTION.

ADMIN DASHBOARD

MANAGE USER APPROVALS, VIEW ACTIVITY ANALYTICS, CONFIGURE PARAMETERS.

WASTE COLLECTION TRACKING

ALLOW COLLECTORS/RECYCLERS TO CREATE PROFILES AND MANAGE THEIR ACCOUNT.

WALLET INTEGRATION

CONNECT EXTERNAL CRYPTO WALLETS TO TRANSFER TOKENS.

EDUCATIONAL RESOURCES

ARTICLES, VIDEOS, GUIDES TO TEACH WASTE MANAGEMENT BEST PRACTICES.

NOTIFICATIONS

ALERT USERS TO REWARD UNLOCKS, GOVERNANCE VOTES, ANNOUNCEMENTS.

GRAPHS/CHARTS

VISUALIZE WASTE COLLECTION DATA ACROSS REGIONS, TIMES, EVENTS AND DEMOGRAPHICS.

GOVERNANCE PORTAL

CREATE AND VOTE ON PROPOSALS, ELECT LEADERS, MANAGE BUDGETS.



Davao Defi Community (DDC) on March 2022 held a “1st BlockChill Night Event - a gathering of Web3 Blockchain Ethusiast in the Philippines” and this Project Pitch was presented by Engr Edmund Albores (Mhoki) to showcase the core project of Waste2Earn in the community.

**W2E Community is looking
for more partners, advisor, and
angel investors for the
full pole-vaulting,
pivoting and
realization of
this amazing
and worth rewarding
project.**

