



By:
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Connect. Collect. Clean: Nairobi's Waste, Our Wins.

Problem Statement



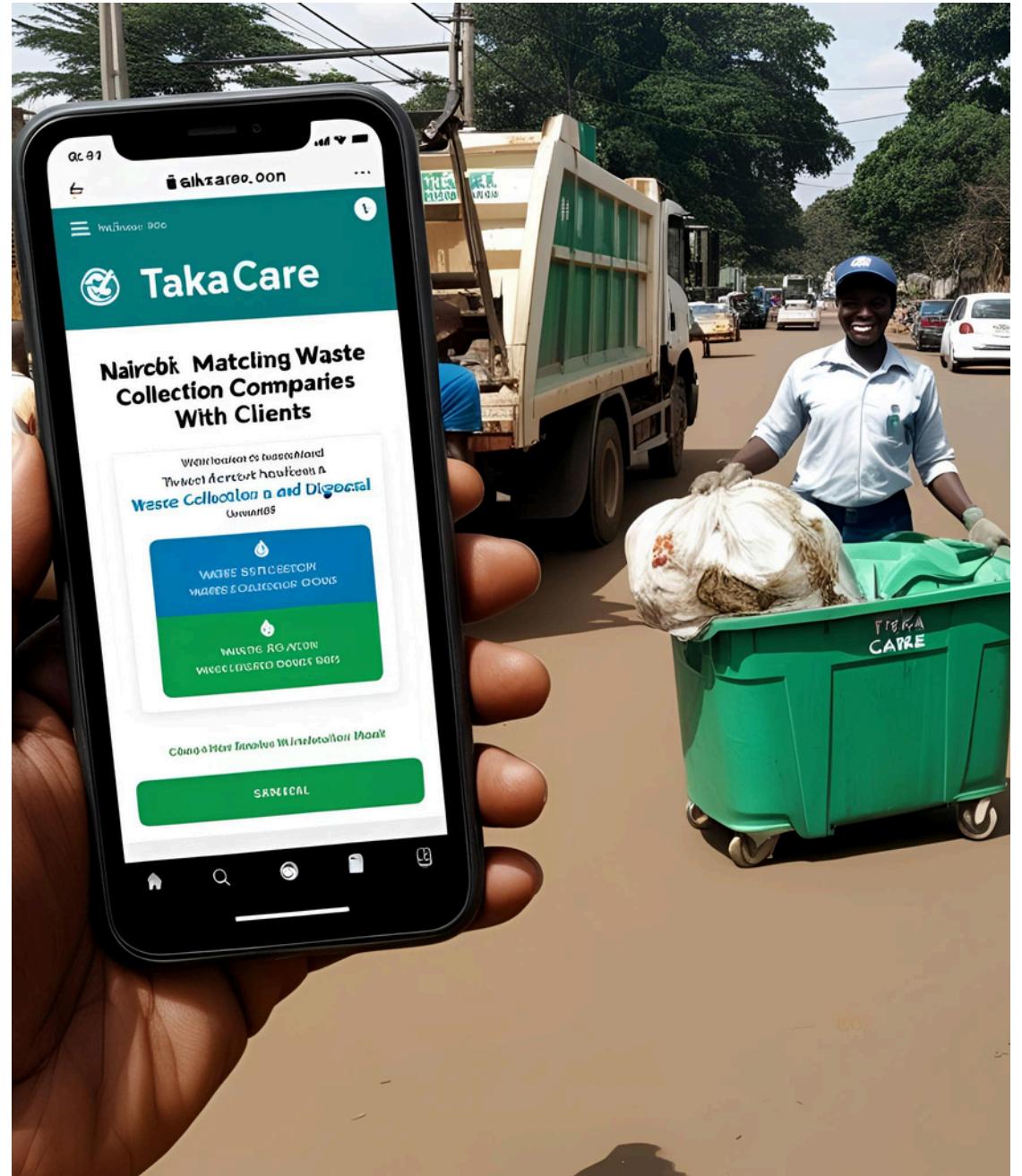
Due to rapid urbanization and systemic inefficiencies across waste infrastructure, Nairobi generates over 2,400 tonnes of waste daily—yet only under 45 % is collected, leaving the rest to pollute neighborhoods, waterways, and public spaces.

Key challenges include:

- **Inadequate Coverage & Unreliable Schedules:** Vast areas—including upscale estates, hospitals, schools, and malls—suffer from inconsistent or absent waste collection, leading to overflowing bins, illegal dumping, and public health risks.
- **Urbanization & Informality:** With the population set to exceed 7 million by 2035, 60% of residents in informal settlements remain without structured waste services



Solution



A digital tool connecting residents, businesses, and institutions with waste collectors to streamline disposal citywide and provide:

- **Real-Time Matching:** App requests for pickups tailored by waste type, volume, and timing.
- **Dynamic Pricing:** Affordable rates for underserved areas, plus incentives for proper sorting and disposal
- **Accountability Tools:** GPS-tracked pickups and collector ratings to ensure quality and transparency
- **Inclusive Workforce:** Integrate informal waste pickers and cooperatives into formal jobs.
- **Route Optimisation:** AI-powered routes reduce collector idle time and fuel costs.

Product



Client
Books

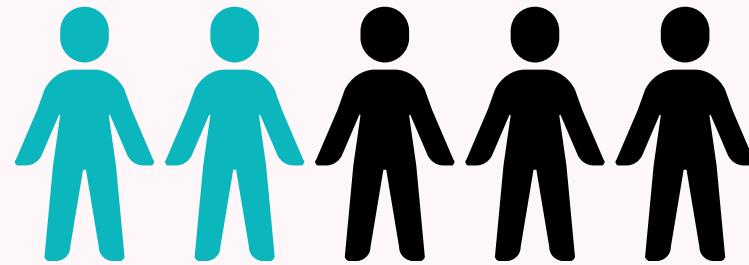
Collector
Assigned

Waste
Picked

Payment
Processed

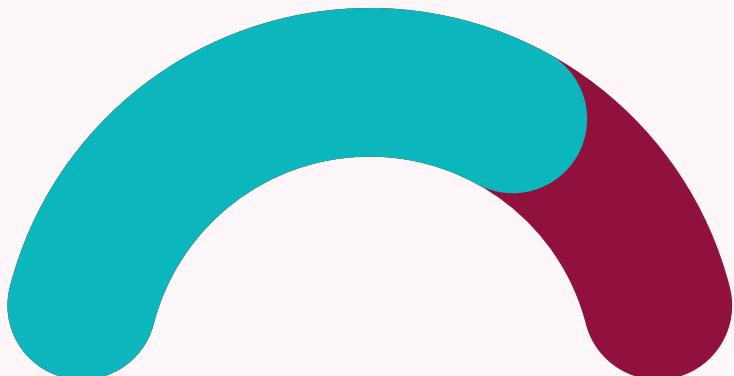
Feedback
Given

Target Market



Residential Households (~1.9 M households)

Nairobi's 2025 population is estimated at 5.77 million, with an average household size of 2.9 people, yielding around 1.9 million households as potential users of on-demand waste pickups



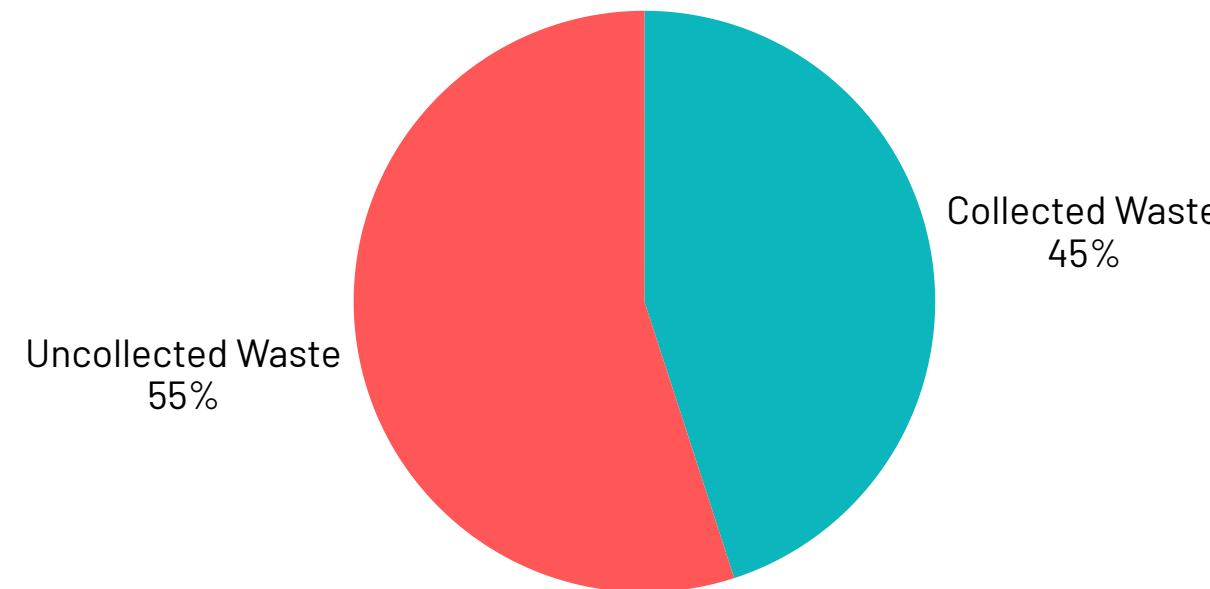
Facilities: 1518 Schools & 62 hospitals

In Nairobi, there are 62 hospitals that produce medical and general waste in need of compliant disposal pathways & 1,518 schools as key partners for regular bulk waste services

Shopping Malls (40+ outlets)

Over 40 major shopping malls across CBD, Westlands, Karen, Kasarani, Mombasa road and beyond generate significant retail waste streams, making them strategic anchor clients

Market Size

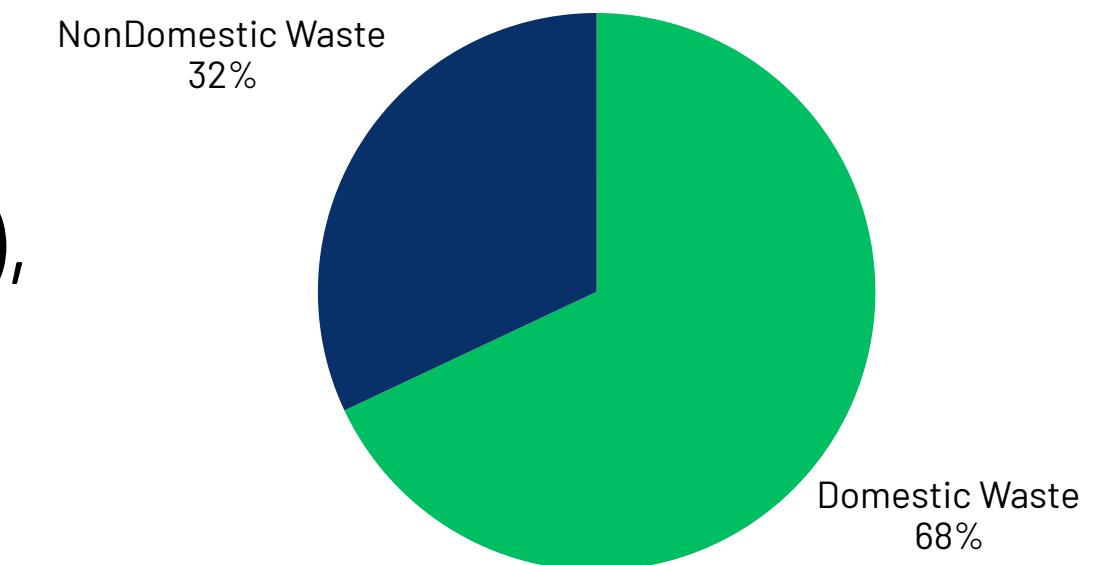


Current Collection Gap:

45% of ~2400 tonnes daily waste (~1,080 t/day) is collected, leaving ~55% (~1,320 t/day) uncollected and polluting the city

Domestic vs. Non-Domestic Waste:

Domestic waste accounts for ~68% of the total (~596,000 t/year), while non-domestic (commercial and institutional) contributes ~32% (~280,000 t/year)



Serviceable Addressable Waste:

Targeting 100% of the domestic segment and 50% of non-domestic yields a serviceable market of ~736,000 tonnes annually

Competitors



A waste collection Company in Nairobi.



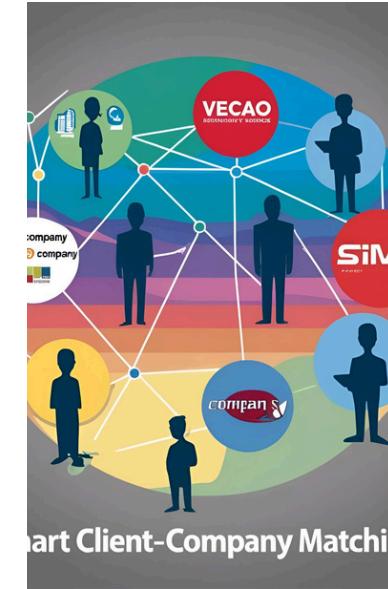
Offers commercial garbage collection.

Competitive Advantage

Real-time Tracking & Scheduling for trucks and dynamic scheduling



Smart Client-Company Matching based on their location and needs.



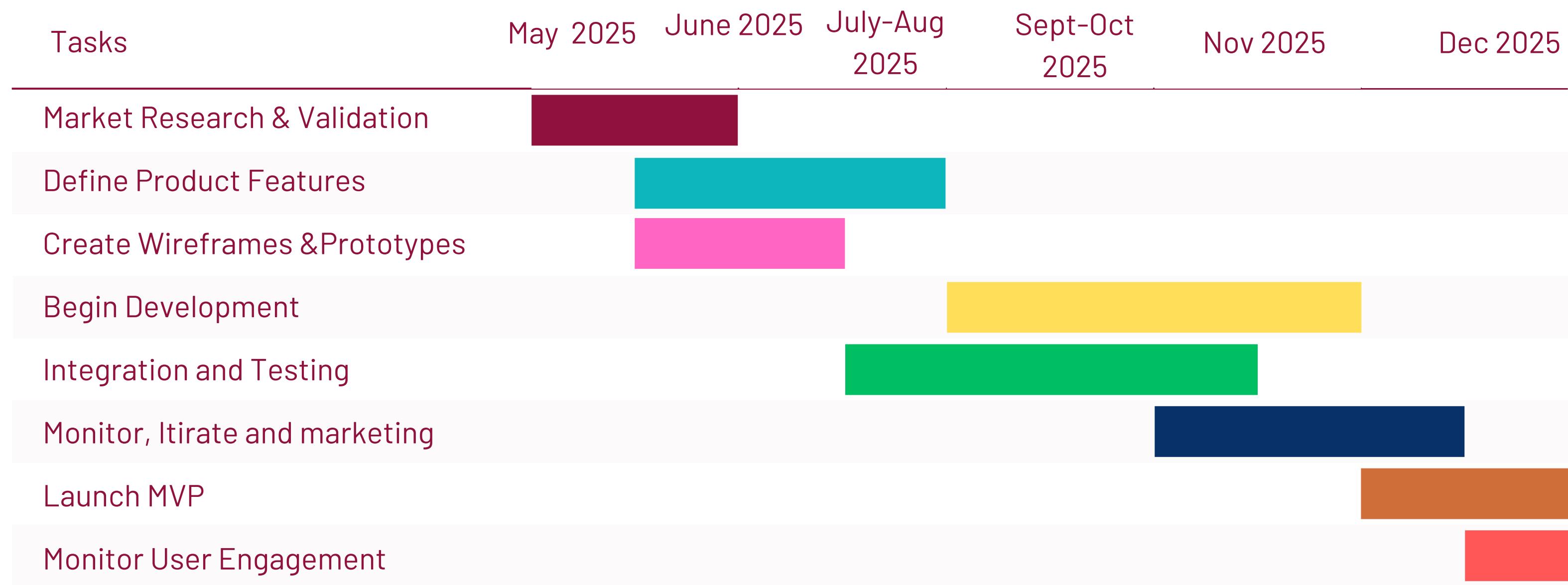
Payment Integration & Subscription Models for ease of billing.



Emergency Collection & On-demand Services for urgent waste collection needs



Project Traction



Business Model



Revenue Streams

- **Per-Pickup Charges:** KSh 200 & 300 per run
- **Dynamic Pricing Surcharges:** 10–20% premium for off-peak or remote pickups

Pricing & Revenue Potential

- **Household Pickups:**
 - $1.9 \text{ M hh} \times \text{KSh 200/mo} \rightarrow \text{KSh 380 M/mo}$
- **Commercial Pickups:**
 - $1620+ \text{ comms} \times 2 \text{ pickups/mo} \times \text{KSh 300} \rightarrow \text{KSh 972000/mo}$
- **Total Annual TAM:** $\approx \text{KSh 390 Million/mo}$

Profit Margins

- **Gross Margin (~40%):** AI-optimized routing cuts idle time and fuel.
- **Net Profit Margin (9% by Year 5):** Modeled after specialized waste-to-value ventures.
- **Unit Contribution (Domestic):** KSh 100 revenue yields KSh 50 contribution after driver payouts and disposal fees

Go To Market

Hyperlocal Launch in 1-2 target zones



Partnerships with Property Managers

Digital Marketing on Social Media



Business Outreach Campaign



Social Impact

3 GOOD HEALTH
AND WELL-BEING



- **SDG 3: Good Health and Well-Being** - Ensuring healthy lives by reducing exposure to waste-borne pathogens and vector-borne diseases

6 CLEAN WATER
AND SANITATION



- **SDG 6: Clean Water and Sanitation** – Protecting waterways and groundwater from contamination by curbing illegal dumping and promoting safe waste containment and treatment

11 SUSTAINABLE CITIES
AND COMMUNITIES



- **SDG 11: Sustainable Cities and Communities** – Making Nairobi's settlements cleaner, safer, and more resilient

Our Ask

We are seeking USD 4,000 in seed funding to support the end-to-end development, launch, and scaling of our smart waste collection platform in Nairobi. This investment will cover:

- **Technology Development:** Building the web platform and mobile app with real-time tracking, smart matching, and payment integration features.
- **Operations & Logistics:** Onboarding waste collection partners, setting up dispatch support, and coordinating with commercial and residential clients.
- **Go-to-Market Strategy:** Community outreach, digital marketing, and business development targeting malls, schools, hospitals, and estates.
- **Staffing & Customer Support:** Hiring a tech and operations team to run the platform and assist clients and partners.
- **Legal & Regulatory Compliance:** Registering with relevant environmental and county authorities, plus securing waste management licenses

Team Members



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Thank you!

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