



# Ecopath

Developing a circular economy for cartridges in Nigeria.

# The problem

- Millions of single-use cartridges are imported into Nigeria every year; cheap ones often contain toxic inks or toners.
- Empty cartridges are disposed of into the environment.
- Open burning of empty cartridges is common; this creates air pollution and makes the food cooked that way toxic.



# Our solution

Producing remanufactured cartridges with the following characteristics:

- Lowest price, as our production costs are low.
- Best quality, as we use reusable components from original equipment manufacturers and high quality components imported from Japan.
- Non-toxic inks made from soya oil instead of petrochemicals.
- Zero waste to landfill, as we recover cartridges from our customers to either remanufacture or recycle them with our local partner.

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# Our target market

1. Tertiary educational institutions
  - A large market - there are 2 million students in 174 universities in Nigeria and many more in 564 other tertiary educational institutions.
  - Easy to reach through Committee of Vice-Chancellors (CVC) and National Board of Technical Education (NBTE).
  - The price is often the deciding factor.
  - The market is active all year round.
2. SMEs specialising in cartridge sales





# Our contribution to SDGs

## 3 GOOD HEALTH AND WELL-BEING



By forcing cartridges that contain inks and toners hazardous to human health off the market and by preventing open burning of used cartridges, we will improve human health.

## 9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



By establishing the first cartridge remanufacturing business in West Africa, we will advance industrial capacity of Nigeria and foster the innovation culture.

## 12 RESPONSIBLE CONSUMPTION AND PRODUCTION



By retrieving used cartridges through buy back schemes and other incentives we will create a business based on a circular economy, encouraging others to follow us.

## 13 CLIMATE ACTION



By remanufacturing cartridges we will avoid emissions (including GHGs and black carbon) associated both with producing new cartridges and with disposal of used ones.

# Our achievements

- We've signed two contracts with Wako, our partners in Japan.
- Our sample cartridges are being tested by CVC and NBTE; they are impressed with the quality.
- 29 out of 738 tertiary educational institutions in Nigeria (i.e. 4% of the market) are already expecting to purchase duplicator cartridges supplied by Ecopath in the near future.
- We've assembled a stellar team of talented, environmentally minded people.

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# Our team



Lateef Salami, CEO



Gbenga Hussein, CFO



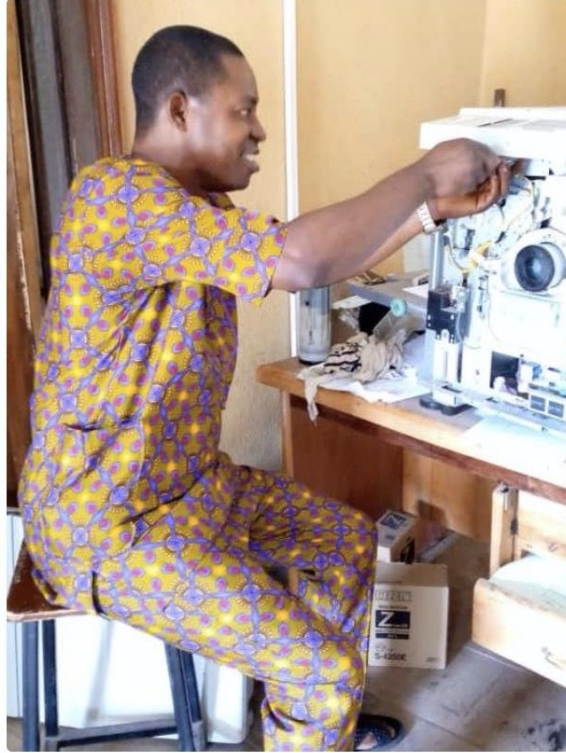
Philip Ishaku, CTO



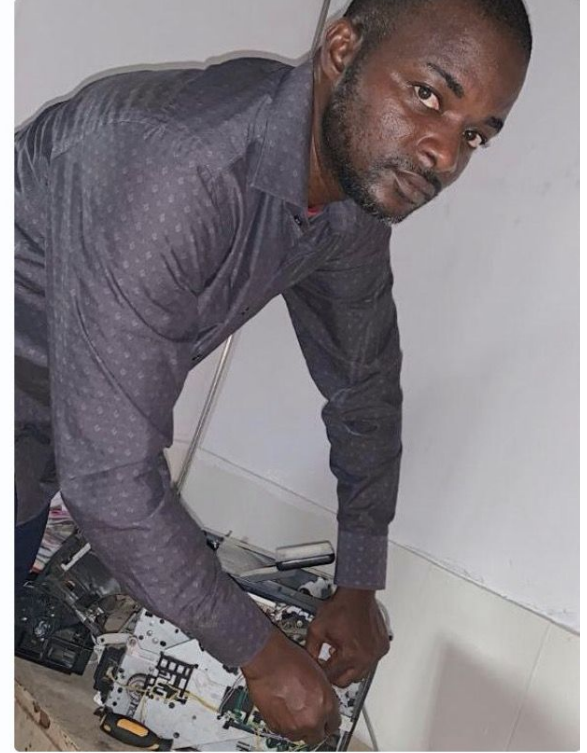
# Our team



**Dayo Oladele, RSM in  
Aba, Abia State**



**Bode Onileowo, RSM in  
Abuja, Nigeria's capital**



**Biodun Olanrewaju, RSM  
in Lagos, the largest city**



# Funding required

- Ink refilling machine imported from Wako - USD 6,358
- Imported raw materials to produce 1,800 ink cartridges - USD 13,968
- Freight, custom duties, import licence and documentation, port charges and insurance - USD 3,000
- First year fixed costs - USD 11,304

**Total: USD 34,630**



# First year plan

- Setting up a workspace in Lagos.
- Start producing our first product - remanufactured duplicator ink cartridges.
- Growing our team to 9 members, training our sales team in using social media for business.
- Working closely with National Union of Road Transport Workers to ensure reliable logistics.
- Digitalising our operations to ensure transparency and efficiency.
- Testing our competition based pricing strategy.



# Further growth

- Growing our customer base in Nigeria.
- Expanding into photocopier and printer cartridges.
- Becoming a remanufacturing and recycling hub for office equipment, printing paper, etc.
- Expanding beyond Nigeria through franchising and collaborations.
- Create a West African sister organisation for European Toner and Inkjet Remanufacturers Association.

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For more information, see [ecopath.page/businessplan](https://ecopath.page/businessplan)