



**NEATSTREETS**

# **Cleaner streets are just one click away**

## **Be part of Amsterdam's solution!**

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## **About Us**

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**NeatStreets** is a technology driven solution to reduce trash pollution in Amsterdam. With smart sensors and a convenient app, we make waste disposal more efficient and sustainable

## **Our Services**

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**Real-Time Bin Availability**

**Community Reuse Platform**

**Efficient Waste Collection**



[rmariachtz.github.io/entre\\_website/](https://rmariachtz.github.io/entre_website/)

# COMPANY OVERVIEW

NeatStreets is more than just an app to locate (empty) trash containers—it's a revolutionary platform designed to transform urban waste management and engage communities in the waste revolution. We aim to make the city of Amsterdam a cleaner place to create a sustainable and enjoyable living environment. We empower residents and municipalities to collaboratively create a greener and more equitable urban environment because, together, we achieve more. Our solution involves integrated real-time waste tracking, fostering community engagement, and positioning Amsterdam as a global leader in sustainable urban living. NeatStreets is scalable, adaptable, and ready to serve municipalities worldwide.

## PROBLEM

Amsterdam has been dealing with a growing trash pollution problem for years. In 2023, the number of reports and complaints about litter and overflowing trash containers increased by 61% compared to 2022 (Wagemakers, 2024) and research conducted between 2019 and 2024 shows that 44% of Amsterdam residents report that trash containers are often full, leading to the placement of trash bags outside the bins (Marcé, 2024). This contributes to a dirty and unattractive urban environment, making it unpleasant for residents to live in such surroundings, as well as for the municipality and waste management companies, who have to spend more time and effort to keep the area clean.

For larger pieces of litter, such as furniture or applications, residents can dispose of this at special recycling stations, or in some neighborhoods they can either put this out on the streets on specific days or make an appointment with the municipality. In both cases the litter will then be picked up by waste management companies. However, in reality this does not always happen. Furniture is often discarded at unsanctioned times, cluttering streets and reducing urban livability. Current solutions like the "Afvalwijzer" app provide static schedules and guidelines but lack real-time data, failing to prevent littering and optimize waste management.

## SOLUTION

NeatStreets tackles these challenges with a multi-faceted approach: While some smart bins with sensors already exist in the city of Amsterdam, the data generated by these sensors is currently only available for the municipality and waste management companies. NeatStreets bridges this gap by also making the data accessible for residents, in the form of an user-friendly mobile application, providing real time information on the status of the fullness of the nearest available trash containers. This empowers residents to locate available bins, reducing overflow and littering. Beyond waste disposal, the app's "Explore" feature fosters community reuse by allowing users to share information on reusable items like furniture, encouraging sustainable practices.

To boost adoption, NeatStreets incorporates gamification, rewarding residents for eco-friendly actions such as correct waste disposal and reporting discarded items. This not only incentivizes engagement but fosters a sense of community pride.

The app's ease of use and immediate benefits make it appealing to residents. Strategic marketing through QR codes on bins and community events ensures widespread awareness.

## **CURRENT ALTERNATIVES/OUR ADVANTAGES**

Currently, the Gemeente Amsterdam uses a “Afvalwijzer” which is primarily focused on providing residents with information about waste collection schedules and guidelines for sorting waste. While it effectively educates users about recycling and where the nearest disposal is, it lacks real-time data on container availability and fullness levels. This limitation leaves residents in situations where they might still encounter overflowing bins despite adhering to schedules, leading to frustration and unintended littering. NeatStreets outshines these tools by offering actionable insights, fostering reuse through its "Explore" feature, and creating a user-friendly, engaging experience through gamification.

NeatStreet places residents at the heart of the solution. Unlike existing platforms that primarily serve municipalities or offer static information, our app provides real-time, actionable data on trash container availability, directly addressing the frustration of overflowing bins. This focus on user convenience and empowerment sets NeatStreets apart from traditional waste management tools.

NeatStreets is more than a tool—it's a catalyst for cleaner, smarter cities. By integrating technology, gamification, and community-driven solutions, NeatStreets has the potential to redefine waste management and position Amsterdam as a global leader in urban sustainability.

## **TARGET MARKET**

NeatStreets primarily targets municipalities and waste management companies. These entities benefit from optimized waste collection routes, reduced operational costs, and enhanced urban livability. While residents are the primary users, they are not the app's primary buyers. By addressing municipal goals of sustainability and efficiency, NeatStreets offers a compelling value proposition to city governments and their waste management partners.

## **SOURCES OF FUNDING**

NeatStreets will primarily be funded through municipal budgets, aligning with their sustainability objectives and ongoing projects to enhance waste management. Additionally, collaboration with waste management companies could provide an additional source of funding, since these companies will benefit from the increased efficiency and reduced costs facilitated through the app. Lastly, applications for national and EU-level innovation and sustainability grants could create further funding.

## MARKETING

The marketing strategy for NeatStreets is not expected to require large amounts of resources. Wrappers with qr codes could be placed on the trash containers that inform residents of the app, with simple messages like: "Is this container full? Find the nearest non full container!", accompanied by a QR code to the app. Since the disposing of trash is a regular, weekly activity for most residents, they will quickly become familiar with the app. Since the app is intended to become a service offered by the municipality, it will fall under the already existing promotion campaigns and communication channels used by the municipality.

## FEASIBILITY

NeatStreets' implementation is highly feasible:

- **Existing infrastructure:** many trash containers in Amsterdam already feature smart sensors, reducing setup costs.
- **Technical simplicity:** integrating sensor data into the app aligns seamlessly with current municipal systems.
- **Adoption incentives:** the app's direct benefits ensure rapid uptake among residents and municipalities.

### *Timeline:*

1. *Months 1-3: Develop app prototype, integrate sensor data, and conduct pilot testing.*
2. *Months 4-6: Launch pilot program in select neighborhoods, gather feedback, and refine features.*
3. *Months 7-12: Full rollout across Amsterdam, supported by marketing campaigns.*
4. *Year 2+: Expand to other Dutch cities and initiate international outreach.*

**Scalability:** NeatStreets' adaptable design allows for quick replication in other cities by integrating with their existing waste management systems. This scalability makes it a viable solution for urban centers globally.

# Business Cards



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"Empowering Cleaner,  
Smarter Cities"



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**Misha Midavoodi**  
Founder (CEO)



## Contact

Misha@neatstreets.com  
+31 6 27899231



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**Marthe Meijer**  
Financial Director (CFO)



## Contact

Marthe@neatstreet.com  
+ 31 6 37004009



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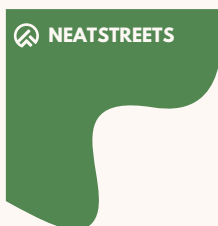
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**Maria Chatzigeorgiou**  
Product Director (CPO)



## Contact

Maria@neatstreets.com  
+30 697 717 4965



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**Stijn Mevis**  
Marketing Director (CMO)



## Contact

Stijn@neatstreets.com  
+31 6 50742651

