

## 1 Executive Summary

WasetAI is a tech-driven startup based in Addis Ababa, Ethiopia, using artificial intelligence to revolutionize waste management. Our platform helps users identify, sort, and schedule waste collection while earning rewards through an integrated eco-points system. Since launching our pilot, we've processed over 10 tons of waste with a 70% landfill diversion rate and engaged 500+ users.

We seek **ETB 500,000** in seed funding to enhance our AI platform, expand logistics, and grow our customer base. In return, funders receive equity and transparent impact reports. With rising waste challenges and environmental awareness, WasetAI is uniquely positioned to lead Ethiopia toward a cleaner, more sustainable future.

### 1.2 Mission

WasetAI's mission is to revolutionize waste management by leveraging AI to facilitate responsible sorting, collection, and processing of waste. We aim to minimize landfill use, reduce pollution, and foster environmental awareness, empowering individuals and organizations to contribute actively to sustainable waste practices and the circular economy.

### 1.4 Brief Funding Request

WasetAI seeks **500,000 Ethiopian Birr (ETB)** in seed funding to advance its AI-powered waste management platform. The funds will be strategically used to enhance software development (40%), improve logistics and operational capacity (35%), and implement targeted marketing and customer acquisition campaigns (25%). This investment will enable WasetAI to expand service coverage, optimize AI accuracy for waste sorting, and build strong customer relationships.

In return, funders will receive equity shares in the company along with regular, transparent reports detailing business progress and measurable environmental impact, including waste diverted from landfills and carbon emissions reduced. This funding round is critical for WasetAI to capitalize on growing demand for sustainable waste management in Ethiopia, positioning the

enterprise as a leader in environmental technology solutions while contributing positively to social and ecological well-being.

Funding Amount (ETB)	Use of Funds	Return to Funders
500,000	Software, operations, marketing	Equity shares, impact reports

2 the startup

2.1 Value Proposition

**WasetAI** is a technology-driven startup based in Addis Ababa, Ethiopia, established in 2025 to tackle the mounting environmental and social challenges posed by inefficient waste management. The company’s primary purpose is to revolutionize waste collection, sorting, and recycling using artificial intelligence (AI) to reduce pollution, conserve resources, and improve public health.

Ethiopia’s urban centers, especially Addis Ababa, generate over 1.5 million tons of solid waste annually, with waste generation growing by 3-5% per year due to rapid urbanization and population growth. Unfortunately, less than 10% of this waste is effectively recycled, and most ends up in unmanaged dumpsites or is burned openly. These practices lead to severe soil and water contamination, greenhouse gas emissions, and health risks for vulnerable communities. Climate change exacerbates these problems by causing unpredictable weather patterns that disrupt waste collection and increase risks of contamination and flooding.

Government initiatives and NGOs have attempted to address these issues through awareness campaigns, localized recycling, and pilot waste collection projects. However, these efforts face challenges such as limited infrastructure, lack of technology integration, low citizen engagement, and insufficient data to optimize waste management processes.

WasetAI is uniquely positioned to address these challenges through its AI-powered platform that enables users to identify, sort, and schedule collection for all waste types—including organic,

recyclable, hazardous, and liquid waste. The platform's smart sorting improves recycling rates, while the integrated e-commerce system incentivizes users by rewarding eco-points redeemable for sustainable products. Partnerships with certified recyclers ensure responsible waste processing.

Since launching a pilot in Addis Ababa, WasetAI has processed over 10 tons of waste, achieving a 70% landfill diversion rate and engaging more than 500 users. Feedback from municipal authorities and environmental organizations praises WasetAI's innovative approach and scalability. The platform also offers data transparency and environmental impact reporting, empowering users and stakeholders.

WasetAI's holistic integration of technology, education, and community incentives positions it as a pioneer in sustainable waste management in Ethiopia, with the potential to expand regionally and contribute meaningfully to climate resilience and social equity.

## **2.2 Product / Service Description**

WasetAI offers an innovative, AI-powered digital platform that revolutionizes waste management in urban Ethiopia by integrating cutting-edge technologies for smarter, more efficient waste handling. Our platform uses artificial intelligence and image recognition to enable users—households, businesses, and institutions—to instantly identify, sort, and categorize various types of waste, including organic, recyclable, hazardous, and liquid waste. This real-time sorting guidance is a first-of-its-kind innovation in the region, significantly improving waste segregation at the source.

The platform also features a dynamic scheduling system that optimizes waste collection routes using AI algorithms, reducing operational costs and carbon emissions. Users can book pickups via a user-friendly app or website, track the processing of their waste, and receive rewards through an eco-points system that encourages sustainable habits by redeeming points for eco-friendly products in an integrated e-commerce marketplace.

WasetAI addresses Ethiopia's pressing environmental challenges by increasing recycling rates, reducing landfill overflow, and minimizing illegal dumping and pollution. The innovation lies

not only in advanced AI applications but also in combining technology with behavioral incentives and transparent impact tracking—making waste management accessible, efficient, and engaging.

With rapid urbanization, rising waste generation, and growing environmental awareness, this is a pivotal moment to introduce WasetAI's innovative solution. Our partnerships with certified recyclers ensure responsible processing, while 24/7 customer care and active user feedback loops help us continuously improve service quality.

WasetAI's unique blend of AI innovation, community engagement, and eco-commerce positions it as a trailblazer in sustainable waste management, driving environmental and social benefits at scale.

## **2.3 Impact**

WasetAI creates significant environmental, social, and economic impacts by transforming waste management in urban Ethiopia. Environmentally, the platform reduces landfill waste and pollution by increasing recycling rates and ensuring proper disposal of hazardous and organic waste. This lowers greenhouse gas emissions and prevents soil and water contamination, contributing directly to climate resilience and a low-carbon economy. Socially, WasetAI promotes healthier communities by minimizing exposure to toxic waste and supporting environmental education through its app. Economically, the platform generates green jobs in collection, sorting, and recycling sectors, empowering local workers and stimulating circular economy activities.

Our impact value chain starts with AI-powered waste identification and user engagement (input), which leads to efficient waste sorting and collection (output). These outputs result in increased recycling rates, reduced landfill use, and decreased pollution (outcomes), ultimately contributing to improved public health, resource conservation, and climate mitigation (impact).

We measure our progress through specific SMART indicators integrated into daily operations and strategic reviews. Key indicators include the tons of waste diverted from landfill, number of users engaged, percentage reduction in local pollution, and jobs created in waste processing.

### **3.1 Market Environment**

WasetAI operates within Ethiopia's rapidly evolving waste management market, which faces significant environmental and social challenges due to urbanization and population growth. Waste generation in cities like Addis Ababa is increasing annually by approximately 3-5%, while recycling rates remain below 10%, indicating a large unmet demand for efficient waste solutions. The market is growing steadily, driven by government initiatives promoting sustainable development and increased environmental awareness among citizens and businesses. However, waste management infrastructure is still underdeveloped, with fragmented services mostly reliant on manual labor and informal sectors. This creates opportunities for technology-driven solutions like WasetAI to introduce efficiency and scalability. Market research, including interviews with municipal authorities, NGOs, and waste sector experts, confirms a strong demand for AI-enhanced sorting and collection services, as well as consumer interest in digital platforms that incentivize sustainable waste behavior. The rising global focus on climate change and circular economy further supports market growth potential.

### **3.2 Target Market**

WasetAI targets a diverse customer base comprising urban households, commercial businesses, educational institutions, and municipal agencies in Addis Ababa and surrounding cities. Urban households are motivated by convenience, environmental responsibility, and incentives offered through the platform's reward system. They seek easy access to reliable waste collection and clear guidance on sorting. Small and medium-sized businesses, including cafes, offices, and retail shops, require efficient waste management to comply with emerging regulations and corporate social responsibility goals. Educational institutions are interested in integrating waste education with practical solutions, fostering environmental stewardship among students. Municipal agencies look for scalable technologies to augment existing waste management programs and improve public service delivery.

Our customers primarily access WasetAI through mobile apps and web platforms, reflecting increasing smartphone penetration in urban areas. Customer surveys reveal a strong preference for services that combine convenience, education, and rewards. We also plan targeted outreach

through community events, partnerships with local NGOs, and social media campaigns to raise awareness and encourage adoption across customer segments.

### **3.3 Competitor Analysis**

The waste management industry in Ethiopia is largely fragmented, consisting of municipal services, informal waste collectors, and a few private recyclers. Key competitors include traditional waste collection companies that offer basic pick-up services, often limited by inefficient logistics and lack of technology integration. Informal sectors play a significant role in waste sorting and recycling but lack scalability, regulation, and customer reach.

Some NGOs and social enterprises promote recycling awareness and community clean-ups but do not provide comprehensive, technology-driven waste solutions. Few emerging startups have begun exploring digital platforms for waste management, but none currently leverage AI-powered sorting or combine incentives with integrated e-commerce.

WasetAI's main competitive advantage lies in its innovative use of AI for real-time waste identification and optimized collection logistics, improving both efficiency and customer engagement. The platform's reward system and data transparency differentiate it from competitors by actively motivating sustainable behavior and providing measurable impact reports. While competitors focus on traditional services, WasetAI aims to become a full-service, scalable solution bridging technology, user participation, and responsible recycling partnerships. This unique positioning addresses critical gaps in the current market, offering significant growth potential.

### **4.1 Enterprise Structure**

WasetAI is registered as a Private Limited Company under Ethiopian law, with full compliance to the jurisdiction of Addis Ababa city administration. The enterprise was officially established in early 2025 to provide innovative AI-driven waste management solutions. Currently in its startup phase, WasetAI plans rapid growth over the next three years by expanding operations to other major Ethiopian cities such as Dire Dawa and Mekelle.

To support this growth, the enterprise will invest in technology development, marketing, and partnerships with waste management authorities and recyclers. Funding for expansion will come from a mix of seed investment, grants focused on environmental innovation, and revenue reinvestment. WasetAI aims to scale sustainably while maintaining service quality and customer satisfaction. Continuous improvement and agile adaptation will be key strategies during the growth phase.

4.2 Resources

Team Member	Role	Education	Experience
CEO – [Name]	Leadership & Strategy	MSc Environmental Science	7 years in waste management and tech startups
CTO – [Name]	Tech Development	BSc Computer Science	5 years in AI and software engineering
Operations Manager – [Name]	Operations & Logistics	BSc Business Administration	6 years in supply chain and operations
Marketing Lead – [Name]	Marketing & Outreach	BA Marketing	4 years in digital marketing and CSR

Our leadership team combines technical, operational, and strategic expertise, committed to long-term success. Roles are clearly defined with collaboration encouraged across departments. As the enterprise grows, additional hires in customer service, data analytics, and field operations are planned. The organizational structure promotes agility, with flat management to support innovation.

4.3 Partners

WasetAI collaborates with a variety of partners essential to its mission. Key partners include local municipal waste authorities who provide regulatory support and facilitate integration with city waste services. Certified recycling companies are responsible for processing sorted materials, ensuring environmental compliance and material recovery. Environmental NGOs

assist with community outreach, education, and mobilizing users. Technology partners support AI development and cloud infrastructure, ensuring reliable platform performance.

Currently, partnerships with municipal bodies and recyclers are formalized through Memoranda of Understanding (MoUs), while NGO collaborations are ongoing and informal but highly active. WasetAI plans to deepen existing relationships by co-developing community programs and data-sharing initiatives to improve service delivery. Additional partnerships are sought with financial institutions to support user incentives and microfinancing for waste collectors, as well as educational institutions to expand environmental awareness.

To ensure smooth communication and cooperation, WasetAI holds regular joint meetings, shares performance data through dashboards, and employs dedicated partnership managers. This approach fosters transparency, trust, and shared accountability, essential for scaling impact.

## **5.1 Operations Strategy**

WasetAI's competitive advantage lies in its integration of advanced AI technology with a user-centric digital platform to revolutionize waste management in Ethiopia. Our workforce combines expertise in environmental science, AI development, logistics, and customer service, ensuring high-quality operations aligned with local environmental conditions and climate change challenges, such as seasonal waste volume fluctuations.

Our cost structure benefits from automation in waste sorting and route optimization, reducing manual labor expenses and fuel costs. We maintain quality by implementing strict data accuracy protocols for AI waste identification and partnering only with certified recyclers who meet environmental standards. Regular training of field teams ensures adherence to operational procedures.

Flexibility is a core strength: WasetAI's platform allows users to schedule pickups at convenient times and adapt service offerings based on waste types and volume. This agility addresses diverse customer needs across households, businesses, and institutions.



Reliability is ensured through real-time monitoring of waste collection vehicles, predictive maintenance, and strong relationships with recyclers and municipal partners. Our logistics system optimizes routes daily to guarantee timely pickups and efficient resource use.

Overall, WasetAI's operational strategy leverages technological innovation, strong partnerships, and agile processes to deliver sustainable, reliable, and scalable waste management services while adapting to Ethiopia's environmental and social context.

## **5.2 Value Chain Analysis (Process Flow Chart and 200 words)**

### **Process Flow Chart:**

1. User Registration & Waste Scheduling (App/Website)
2. AI-powered Waste Identification & Sorting Guidance (User-side)
3. Waste Collection (Optimized route planning)
4. Sorting & Segregation (On-site & at partner facilities)
5. Recycling / Upcycling / Disposal (Certified partners)
6. Data Monitoring & Impact Reporting
7. Customer Feedback & Continuous Improvement

### **Description and Competitive Advantage:**

WasetAI's value chain begins with engaging users through a digital platform where they register and schedule waste pickups. The AI-powered sorting guidance empowers users to segregate waste effectively, reducing contamination and increasing recycling rates. Collected waste is transported using AI-optimized routes, minimizing carbon emissions and operational costs.

At sorting centers and with certified recycling partners, waste is further segregated and processed responsibly, aligning with environmental regulations. Continuous data monitoring provides transparency and supports climate adaptation by identifying seasonal trends and optimizing resource allocation accordingly.

Feedback loops from customers are integrated to improve the system dynamically. This end-to-end control of the value chain—from user engagement to responsible recycling—distinguishes WasetAI by maximizing efficiency, environmental impact, and customer satisfaction, while building resilience to climate variability through adaptive logistics and data-driven decision-making.

## **6.1 Marketing Strategy (300 words)**

WasetAI's marketing strategy focuses on promoting its innovative, AI-driven waste management services tailored to the needs of urban households, businesses, and institutions in Ethiopia. Our pricing model is designed to be affordable and competitive, combining a subscription-based service for regular waste pickups with pay-per-use options for larger or special waste collections. This flexible pricing ensures accessibility for a broad customer base while encouraging sustainable waste disposal practices.

To reach our customers effectively, we utilize a multi-channel distribution approach. Our primary platform is a user-friendly mobile app and website where customers can easily schedule pickups, track waste processing, and receive incentives. For customers with limited internet access, a call center and community outreach programs ensure broad accessibility.

Promotion strategies include targeted social media campaigns, partnerships with local NGOs, and collaborations with municipal authorities to raise awareness and build trust. Educational content on proper waste segregation and the environmental impact of waste encourages behavior change. Referral programs and loyalty rewards incentivize customer retention and new user acquisition.

Our distribution strategy leverages partnerships with local waste collectors and certified recyclers to ensure efficient and reliable service coverage. AI-driven route optimization reduces

operational costs and environmental impact, supporting our vision of a scalable, low-carbon enterprise.

This marketing strategy aligns with customer needs by offering convenience, affordability, education, and engagement. It supports WasetAI’s objectives of increasing recycling rates, reducing environmental harm, and building a circular economy, contributing positively to Ethiopia’s social and environmental goals.

6.2 Sales Targets

Sales Targets per Product / Service

Product / Service	Projected Sales 2024	Projected Sales 2025	Projected Sales 2026
Subscription-based Waste Pickup	1,000 subscriptions	3,000 subscriptions	7,000 subscriptions
On-demand Special Waste Service	200 orders	600 orders	1,500 orders
Educational Workshops & Content	15 sessions	40 sessions	80 sessions

Sales Targets per Customer Group

Customer Group	Projected Sales 2024	Projected Sales 2025	Projected Sales 2026
Urban Households	700 subscriptions	2,100 subscriptions	5,000 subscriptions
Small and Medium Businesses	300 subscriptions	900 subscriptions	2,000 subscriptions
Educational Institutions	50 workshops	130 workshops	250 workshops

7 Risk Management

## *7.1 SWOT Analysis*

### **Strengths (internal factors)**

- Advanced AI technology for waste identification and route optimization (High priority)
- Strong partnerships with local recyclers and municipalities (Medium priority)
- User-friendly digital platform improving customer engagement (Medium priority)

### **Weaknesses (internal factors)**

- Limited initial funding restricting rapid expansion (High priority)
- Dependence on internet access which may limit reach in rural areas (Medium priority)
- Need for continuous AI training and maintenance (Low priority)

### **Opportunities (external factors)**

- Growing environmental awareness and government support for waste management (High priority)
- Increasing urbanization and waste generation creating higher demand (Medium priority)
- Potential for expanding services into other cities and regions (Medium priority)

### **Threats (external factors)**

- Climate-related risks such as flooding disrupting waste collection routes (High priority)
- Regulatory changes affecting waste handling and recycling (Medium priority)
- Competition from informal waste collectors and low-cost operators (Medium priority)

## *7.2 Risk Analysis and Mitigation Measures*

Key risks include funding shortages, technological barriers, and climate impacts such as seasonal flooding disrupting operations. To mitigate funding risks, WasetAI pursues diverse funding sources including grants, partnerships, and revenue reinvestment. Technology risks are managed through regular AI updates and training, with fallback manual processes in place.

Climate adaptation measures include dynamic route planning to avoid flood-prone areas and investing in resilient infrastructure and vehicles suitable for local conditions. Collaboration with local authorities helps in early warning and coordinated responses.

Risk	Priority	Mitigation Measures	Contingency Plan
Funding Shortage	High	Diversify funding sources; phased expansion	Scale down non-essential operations
Flooding disrupting collection	High	AI-driven flexible routing; resilient vehicles	Temporary service suspension; community alerts
Regulatory changes	Medium	Stay updated on policies; active lobbying	Adapt services to comply promptly
Competition from informal sector	Medium	Competitive pricing; customer engagement & education	Focus on quality & official certifications

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## 8 Achievements and Milestones (200 words)

Since its founding in 2024, WasetAI has successfully launched its digital waste management platform and established partnerships with five major recycling centers and three municipal authorities. We achieved 1,000 active subscribers within the first six months, surpassing our initial target by 25%, and conducted 15 community workshops educating 500+ residents on waste segregation and environmental impact.

Looking ahead, we aim to expand to two additional cities by the end of 2025 and increase subscribers to 7,000 by 2026, aligning with our SMART goals of measurable growth and environmental impact. By 2027, we plan to introduce AI-powered predictive analytics to further optimize routes and increase recycling rates by 20%.

Scaling up requires investments in infrastructure and human resources, alongside strengthening partnerships and user outreach. Potential limits include variable regulatory environments and infrastructural challenges in rural expansions; we plan to mitigate these through active dialogue with authorities and adaptive service models.

Our enterprise’s growth potential remains strong, driven by rising urban waste challenges and demand for sustainable solutions, reinforcing WasetAI’s role as a key player in Ethiopia’s circular economy.

