

EcoTrack – Turning waste into Worth

Estimations and Profit Analysis

1. Market Estimations

- India's Food Waste: ~74 million tonnes annually (~137,000 kg per day).
- Potential Users: Households, restaurants, hotels, supermarkets, and colleges.
- Adoption Rate Expectation:
 - Year 1: 2% of target users.
 - Year 2: 5% adoption with partnerships (Swiggy/Zomato, NGOs, recycling plants).
 - Year 3-5: Growth to 10-20% with corporate tie-ups and government support.

2. Revenue Streams

1. Subscription Model:

- Monthly fee for restaurants, hotels, and supermarkets using the app (~500 - 2000/month).
- Estimated revenue in Year 1: 5-10 lakh/month.

2. Commission from Food Delivery Partners (Swiggy/Zomato):

- Small fee (~5-10 per food delivery) for handling surplus food donations.
- Estimated revenue: 1-2 lakh/month.

3. Plastic Recycling Partnerships:

- Selling recyclable plastic waste to industries.
- Estimated revenue: 3-5 lakh/month.

4. Biogas & Compost Generation:

- Selling biofuel and compost from non-edible food.
- Estimated revenue: 2-3 lakh/month.

5. CSR (Corporate Social Responsibility) & Government Grants:

- Companies supporting food waste management initiatives.
- Estimated funding: ₹10-15 lakh annually.

3. Estimated Costs

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|--------------------------------------|---------------------|
| • Expense | - Cost (per month) |
| • App Development & Maintenance | - 5 lakh |
| • Logistics (Food Pickup & Delivery) | - 7 lakh |
| • Employee Salaries & Operations | - 6 lakh |
| • Marketing & Awareness | - 3 lakh |
| • Partnerships & Infrastructure | - 4 lakh |
| • Total Estimated Cost | - 25 lakh/month |

4. Profit Calculation (Year 2-3 Projection)

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|---------------------------------|----------------------------------|
| • Revenue Stream | - Estimated Monthly Revenue |
| • Subscription Model | - 10 lakh |
| • Commission from Food Delivery | - 2 lakh |
| • Plastic Recycling | - 4 lakh |
| • Biogas & Compost Sales | - 3 lakh |
| • CSR & Grants | - 10 lakh annually (~₹80k/month) |
| • Total Revenue | - 19.8 lakh/month |
| • Total Cost | - 25 lakh/month |
| • Profit / Loss | - 5.2 lakh (Initial loss) |

5. Profit Growth Expectation (3-5 Years)

- As adoption increases and costs stabilize, projected profits:
 - Year 3: 5-10 lakh/month.
 - Year 5 :20-30 lakh/month (with nationwide adoption).

Conclusion

EkoTrack will initially operate at a slight loss, but with scaling, partnerships, and efficiency improvements, it can become a highly profitable and impactful solution. The long-term goal is to integrate with government food waste policies, large corporate sustainability programs, and international waste management initiatives for maximum impact.