



**Turning Waste into Wealth, One Compost at a Time!**

# Team Members



**SOUMYA GHOSH**  
CEO AND FOUNDER



**HUSSAIN JAVED**  
CO FOUNDER



**PRIYAM GHORUI**  
TECH MANAGER



**ANISHA PAL**  
SUPPORTING MEMBERS



**REBANTA CHHATRI**  
SUPPORTING MEMBERS



**AMITABH NAYAK**  
SUPPORTING MEMBERS

# PROBLEM STATEMENT



- **Massive Waste Generation** – India produces 62 million tons of waste annually, but 80% remains unprocessed, leading to severe pollution and landfill overflow.
- **Poor Waste Segregation** – Most waste is mixed, making composting inefficient and increasing processing difficulties.
- **Foul Odor & Hygiene Issues** – Traditional garbage bins cause bad smells, attract pests, and create unhygienic conditions.
- **High Collection & Processing Costs** – Inefficient logistics and lack of proper technology increase operational costs for waste management.
- **Low Adoption of Composting** – Businesses and households lack accessible and efficient composting solutions, leading to untapped market potential.



# Compost Cycle – A Smart & Scalable Composting Solution



## ➤ Our Business Model

We operate in both **B2B & B2C** segments, ensuring maximum impact and profitability.

## ➤ B2B (Bulk Buyers & Partnerships)

Collect organic waste from hostels, canteens, corporate offices and big companies.

Process the waste using **aerobic, anaerobic, and industrial composting methods.**

Sell high-quality compost to **flower nurseries, urban gardening services, mushroom farms, and organic farms.**

## ➤ B2C (Households & Small Businesses)

Offer **compact composting kits** for households to convert kitchen waste into compost easily.

Promote sustainable waste management for individual consumers.



# Our Patented Smart Garbage Bin

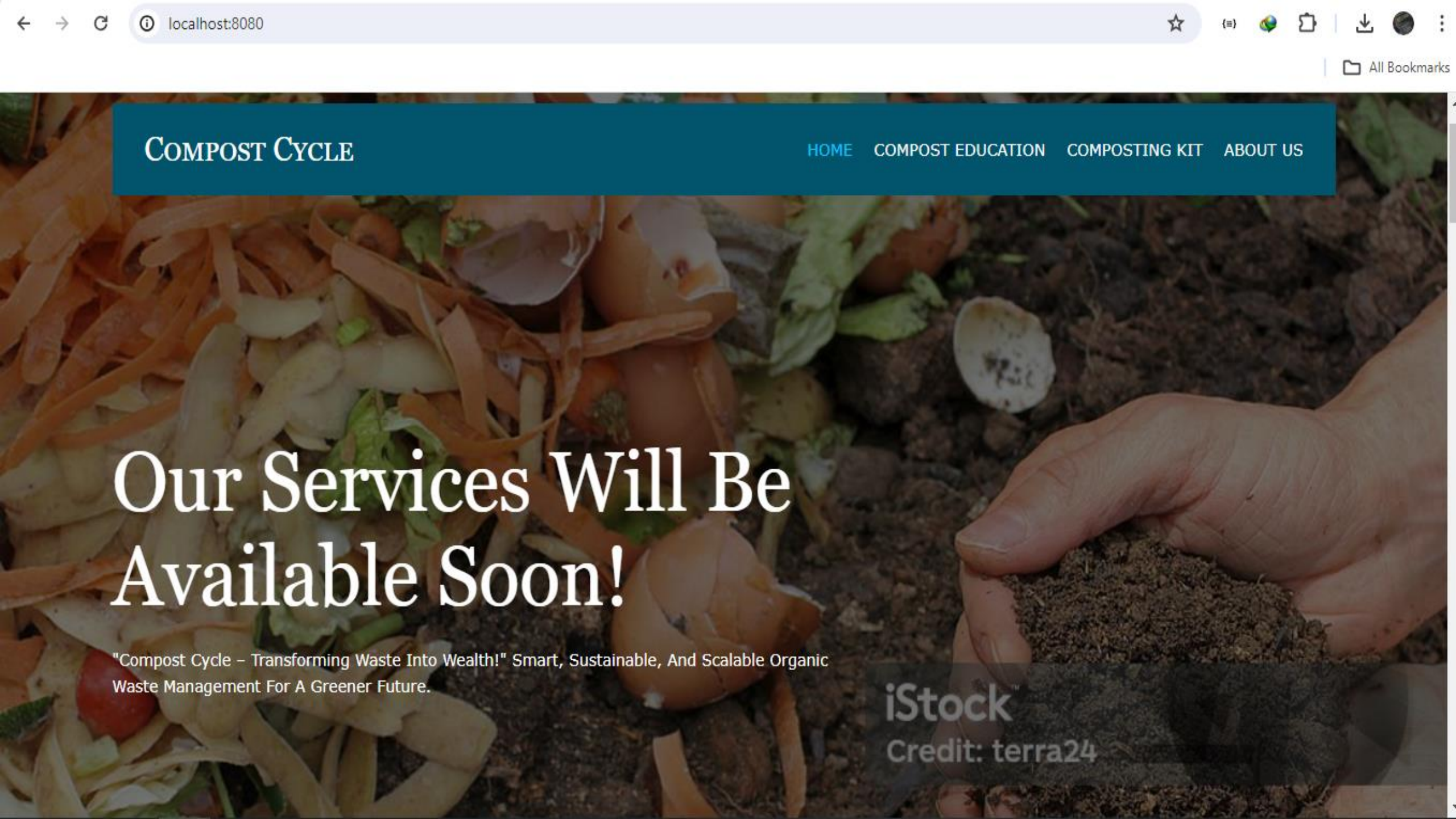
## *(Game-Changer in Waste Collection!)*



To address collection challenges like odor, hygiene, and inefficiency, we have developed a high-tech garbage bin with:

- **Odor-Control Technology** - Prevents bad smells using activated carbon filters & bio-deodorizers.
- **Smart Segregation System** - Automatically sorts organic and non-organic waste using AI sensors.
- **IoT-Based Monitoring**- Tracks waste levels and alerts our team when full, ensuring timely collection.
- **Leakproof & Hygienic Design** - Prevents leakage and keeps surroundings clean.
- **Compact & User-Friendly** - Designed for homes, restaurants, and offices.





## COMPOST CYCLE

[HOME](#)[COMPOST EDUCATION](#)[COMPOSTING KIT](#)[ABOUT US](#)

# Our Services Will Be Available Soon!

"Compost Cycle – Transforming Waste Into Wealth!" Smart, Sustainable, And Scalable Organic Waste Management For A Greener Future.

iStock  
Credit: terra24

# Business Model Canvas (BMC)

## Key Partners

Waste collection partners  
(hostels, canteens, corporate  
kitchens)

Municipal corporations

Hardware manufacturers (for  
smart bins)

Agricultural cooperatives &  
nurseries

## Key Activities

Collecting organic waste

Composting using  
aerobic/anaerobic/industrial  
methods

Manufacturing & selling  
composting kits

Technology development for  
smart bins

## Value Propositions

High-quality compost for  
agricultural use

Smart odor-free compost bins

Eco-friendly and compact  
home composting kits

Affordable and scalable waste  
solution for institutions

## Customer Segments

**B2B:** Nurseries, mushroom  
farms, organic farms, urban  
gardeners

**B2C:** Environment-conscious  
individuals, home gardeners,  
apartment dwellers

## Channels

Company website & e-  
commerce

Online marketplaces (Amazon,  
Flipkart)

B2B partnerships & direct sales

Workshops

## Revenue Streams

Compost sales to businesses

Sales of smart composting kits  
(B2C)

Subscriptions for tech-based  
monitoring

Consultancy for waste  
management solutions

# The Growing Market for Organic Waste Management & Composting



## Understanding the Market Size

### ➤ Total Addressable Market (TAM) - ₹50,000+ Crore

India generates 60M+ tons of organic waste annually, with rising demand for waste management solutions. Every major city faces waste disposal challenges, creating a huge demand for solutions.

### ➤ Serviceable Available Market (SAM) - ₹5,000+ Crore

High waste output from hostels, canteens, corporate offices, and restaurants + growing urban gardening & organic farming sector.

### ➤ Serviceable Obtainable Market (SOM) - ₹500+ Crore

Focus on metro cities, partnering with bulk buyers (nurseries, farms) & selling smart bins + composting kits to urban consumers.



# Compost Cycle – Progress & Future Roadmap



## ➤ Traction (What We've Achieved)

**Market Research & Validation** - Identified demand from hostels, canteens, and farms.

**Product Development** - Built a patented smart garbage bin & composting process.

**Early Partnerships** - Interest from nurseries, urban gardeners, and organic farms.

## ➤ Milestones (Roadmap Ahead)

Finalize smart bin & composting kits.

Pilot launch & first B2B sales.

Expand to multiple cities & begin marketing.

Automate operations with IoT tracking.

Secure government & corporate partnerships for scaling.





# How Compost Cycle Will Scale & Grow

## ➤ Expanding Waste Collection & Processing

Increase waste collection points in major cities.

Set up regional composting hubs for faster processing.

## ➤ Strengthening B2B & B2C Sales

**B2B:** Partner with corporates, hostels, and municipalities for waste management contracts.

**B2C:** Launch affordable composting kits in retail stores & e-commerce.

## ➤ Technology & Automation

Integrate IoT & AI for real-time waste tracking and smart bin monitoring.

Develop a mobile app for waste collection scheduling & compost sales.

## ➤ Marketing & Awareness Campaigns

Educate businesses & households on sustainable waste solutions.

Launch social media & influencer campaigns to drive adoption.

# Where Compost Cycle Stands in the Market



Competitor	Strengths	Weaknesses
Daily Dump	Well-known brand, strong in home composting kits	Limited B2B presence, lacks smart tech solutions
Saahas Zero Waste	End-to-end waste management, corporate tie-ups	High service costs, limited scalability
Waste Ventures India	Focuses on landfill waste reduction	No IoT-based composting, limited product variety
EcoWise	Works with municipalities, large-scale operations	Less focus on small businesses & home solutions

## ➤ Compost Cycle's Competitive Edge

**Patented Smart Garbage Bin** - AI-powered, odor-free, and automated waste segregation.

**B2B + B2C Hybrid Model** - Serving both bulk buyers & individual consumers.

**Tech-Driven Approach** - IoT-based waste tracking for efficiency & convenience.

**Affordable & Scalable** - Cost-effective composting solutions for businesses & households.

**Sustainability Focus** - 100% organic waste recycling, reducing landfill dependency.



# Revenue & Expenses



## ➤ Revenue Streams

**B2B Sales:** Selling compost in bulk to nurseries, organic farms, urban gardeners.

**B2C Sales:** Selling smart composting bins & home composting kits.

**Government & CSR Grants:** Collaborations with sustainability programs & municipal waste management projects.

## ➤ Expense Breakdown

**Product Manufacturing** - Smart bins, composting kits, packaging.

**Operational Costs** - Waste collection, transportation, warehouse & composting unit maintenance.

**Marketing & Sales** - Advertising, branding, and awareness campaigns.

**Technology & R&D** - IoT integration, software development, product improvements.

# Funding Needed to Build & Scale Compost Cycle



- We are seeking ₹30 Lakhs in pre-seed funding to:

**Develop & Finalize Our Smart Compost Bin (Prototype to Production)**

**Set Up a Small-Scale Waste Processing Facility for pilot operations**

**Launch Market Testing & Early Customer Acquisition (B2B & B2C)**

**Cover Initial Operational Costs (logistics, licensing, tech development)**

## Funding Utilization Breakdown

Expense Category	Amount (₹ Lakhs)	% of Total Funds
Product Development (Smart Bin & Tech Integration)	7	30%
Pilot Composting Operations & Infrastructure	6	20%
Market Research & Branding	5	17%
Logistics & Team Hiring	6	20%
Technology & R&D (Smart Bin Sensors, App Development, AI-based Waste Sorting)	6	20%
Total Pre-Seed Funding Required	₹30 Lakhs	100%



**THANK YOU**