

TAGADDOD

On a mission to end waste and save the earth.

AGENDA

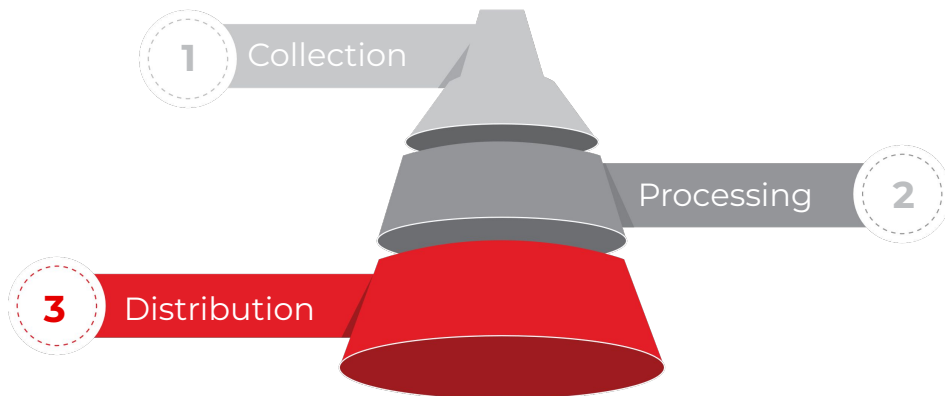
- **Tagaddod**
Company Introduction
- **The {/T} Empire**
More details about our engineering and product components
- **Team & Beyond**
Impact, Recognition, Philosophy and culture.

TAGADDOD



Challenge

Revolutionizing a Rigid and Outdated ecosystem.



Collection is the bottleneck!

Efforts and investments are put in the processing of UCO and distribution of end products, and no efforts put into the building the right collection infrastructure and accordingly go to the next layer of the chain.



Logistics



Lack of Innovation



Outdated business model



Scattered efforts

Story

Since Day Zero; Achieving the impossible balance.

2015

Biodiesel production - Successful MVP

Compliant to the international standards & ISCC certified.

2016

Tagaddod 1.0 - Hello World!

Exporting our first tank of biodiesel to Netherlands.

2017

Pivoting Business Model

Focusing on collection of used cooking oil (UCO).

2020

Growth & Profitability - The Impossible Balance

Achieving \$5.5Mn in revenues with 5% net profit.

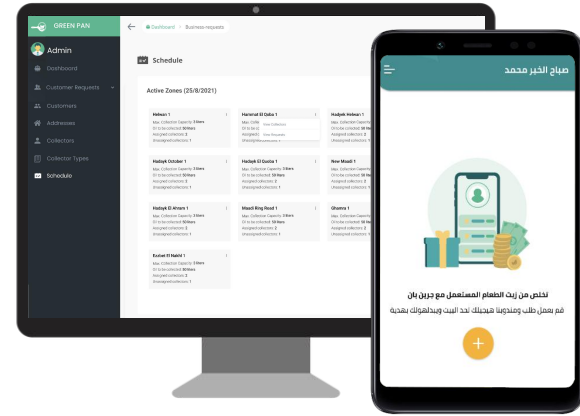
Q3'21

Tagaddod 2.0

Reach 10,000 visits per day / +3.5M visits per year using demand estimations clustering and auto scheduling algorithms.

TAGADDOD

A tech. platform that **empower individuals and communities** to build sustainable impact and income through waste, as part of our mission, to leverage data, technology and logistics and support worldwide energy security and waste elimination.



How we do it?

01

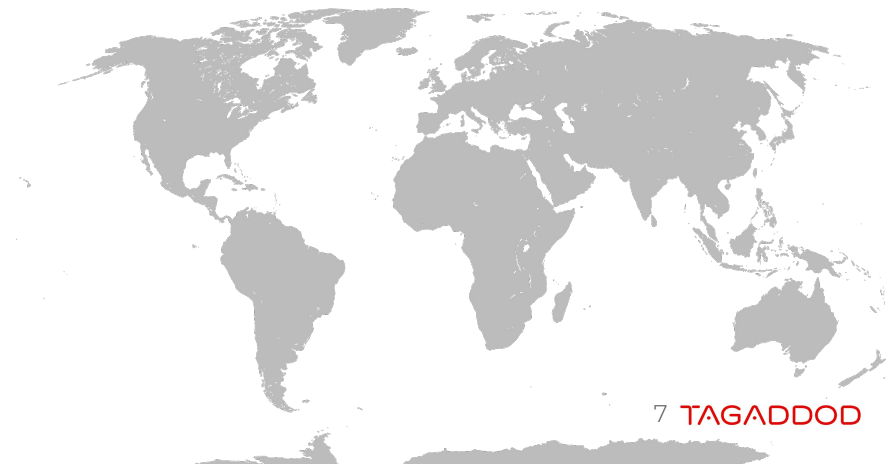
Waste
Eliminated

02

Energy
Secured

03

Environment
Preserved



Verticals

01

Waste Collection

Collect & trace high value waste from first time users to ease the subsequent waste sorting and/or treatment stage for recycling purposes.

02

Trading Waste

Collect & trace high value waste from first time users to ease the subsequent waste sorting and/or treatment stage for recycling purposes.

Soon

Distribution

Essential and recyclable fresh products like Oil, coffee, etc..

Later

Micro-financing & Payments

Traders & Small businesses

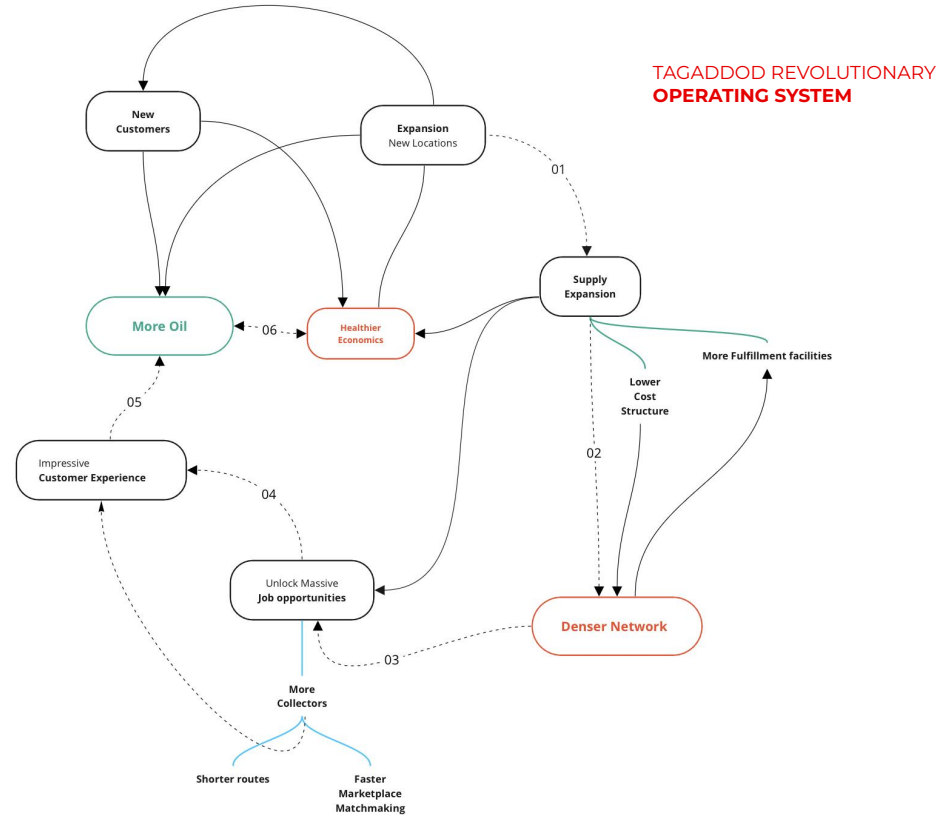


Defensibility

Investing in communities help build denser networks.

Network Effect

- New locations enables supply expansion.
- Bigger supply means more collectors, drivers which leads in reduction in cost per KM while increasing earnings and unlock massive job opportunities.
- Lower cost and bigger supply significantly improve customer experience.
- Better customer experience drives more oil collection and healthier economics to the network.
- Achieve our short-term Goal is to reach **3K tons monthly**
- Go to the next layer of the 4-value chain



Traction

Those numbers are for the period of 2016-2020 //where they include both **Collections** and **Trading** verticals.

7 Countries

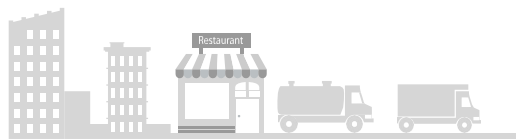
20,000,000 KG
Oil Collected

160,000+
HouseHolds

5 Cities

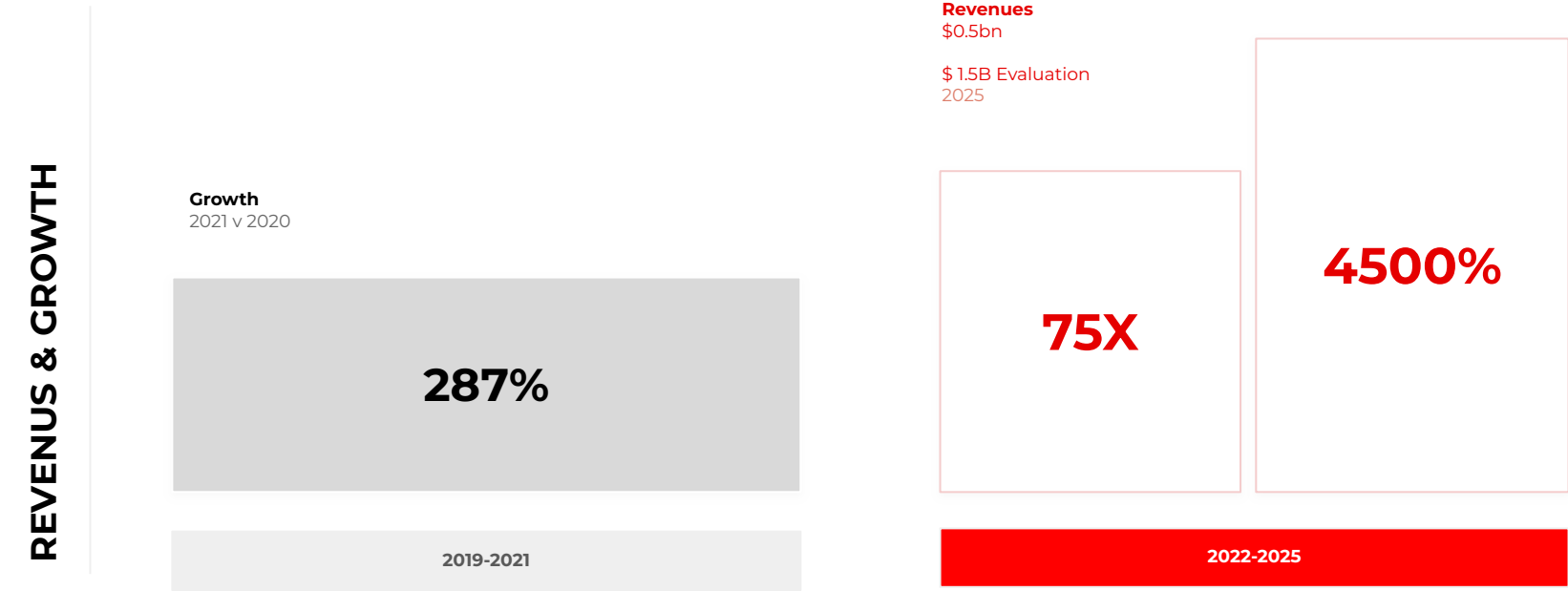
200+ Partners

16,000+
Businesses

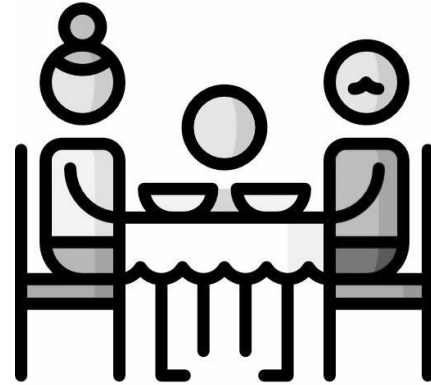
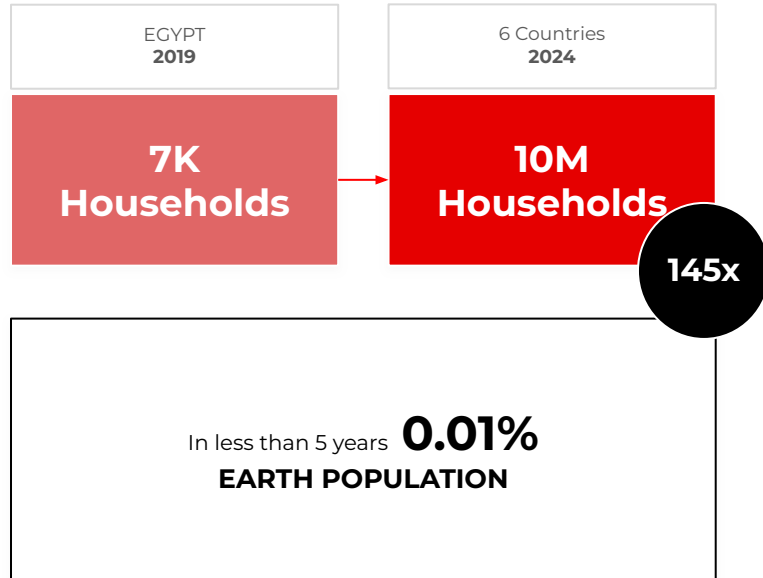


Growth

2022-2025 Revenues and growth plans for the upcoming 3 years.



Target, What's next?



Expansion plan, What's next?

Expansion timeline and priorities:

Jordan

Acquisition – on going operation with already 300+tpm.

Saudi Arabia

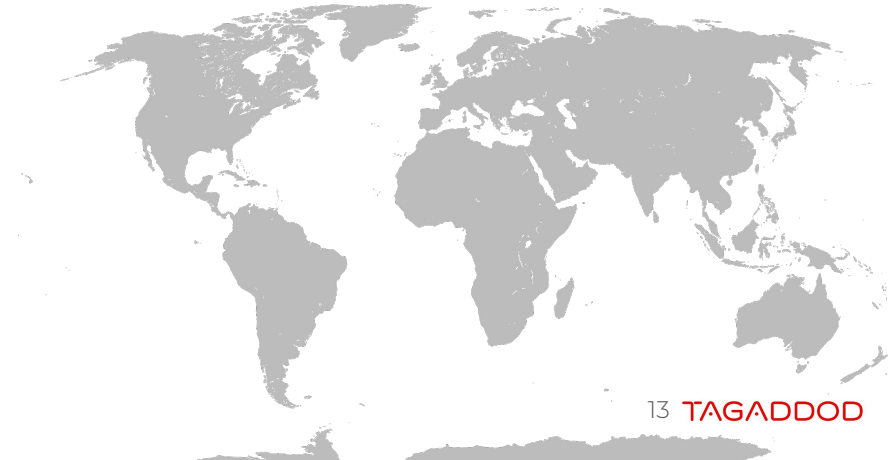
Strong entry with some of the biggest key accounts in the region.

Pakistan

The opportunity to collect 245K Ton per year

Kenya & Nigeria

Africa Expansion - 110K Ton per year



The {\T} Empire

Business driven Development

Products

Blitz Map

Collector App

**Customer
Apps**

**Collectors
Finance**

**Customers
Finance**

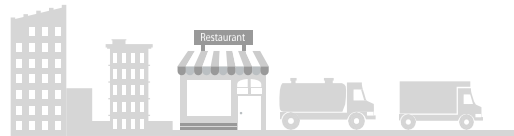
OPs center

**Warehouse
Center**

**Requests
Center**

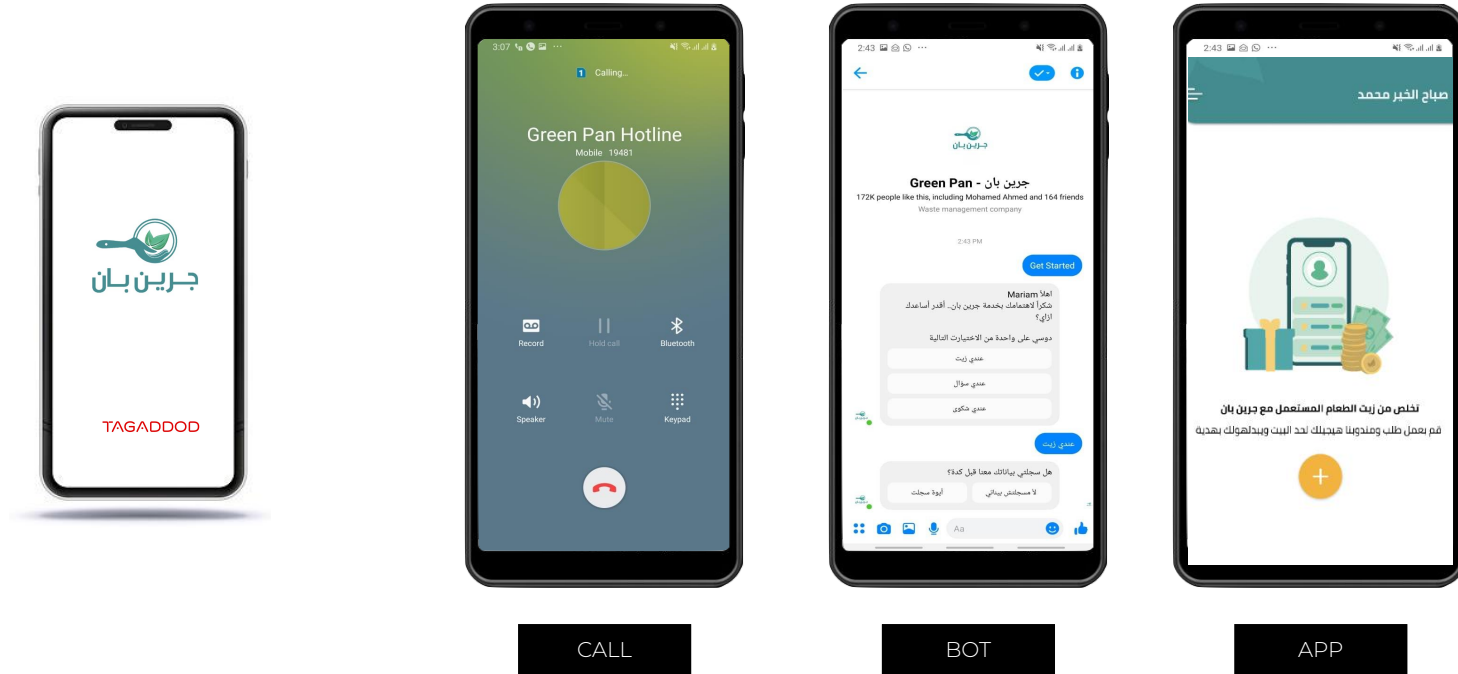
**Growth/MRKT
Center**

**CRM &
Call Center**



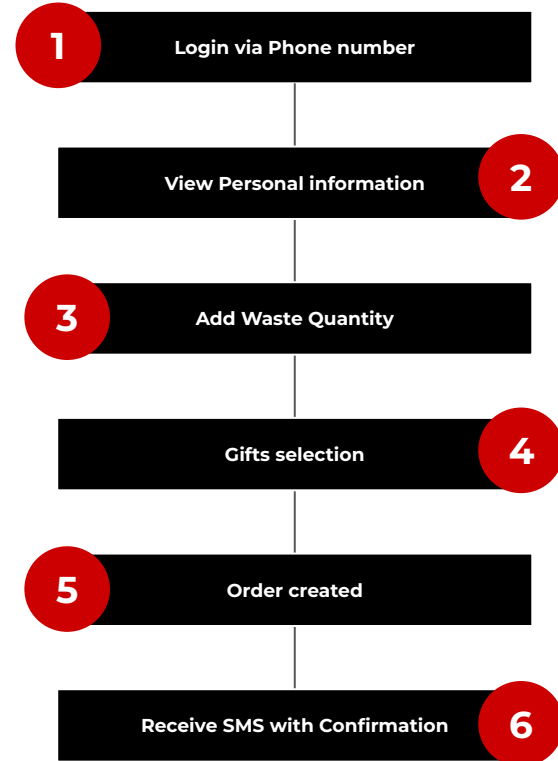
GreenPan Channels

A waste collection platform **accessible to everyone & tailored based on their preferable medium**



Customer Journey

How GreenPan users can request pickups..



Technology in action!

Enabling aggressive expansion plans and building a denser infrastructure

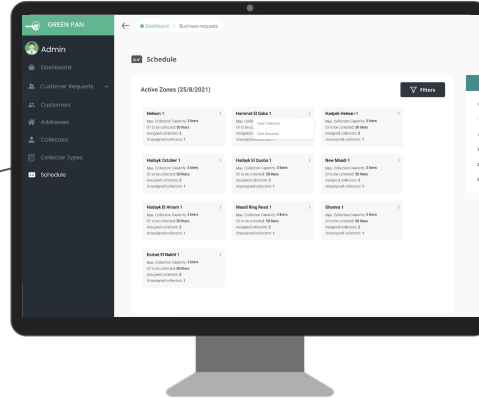
Customer App



Horeca
B2B



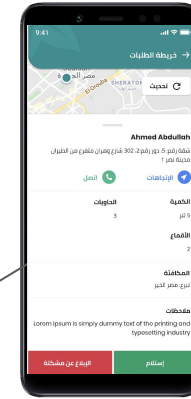
Households
B2C



GAP

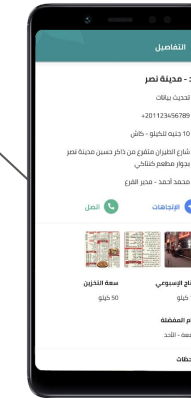
GreenPan Admin Platform

Internal Experience for internal stakeholders



Collectors App

Daily assignments for collectors with a reward scheme and finances (Bikes, Vans & Big trucks)



Expansion App

Growth & Expansion assignments and Merchants database

Engineering Structure

SQUAD Executional unit

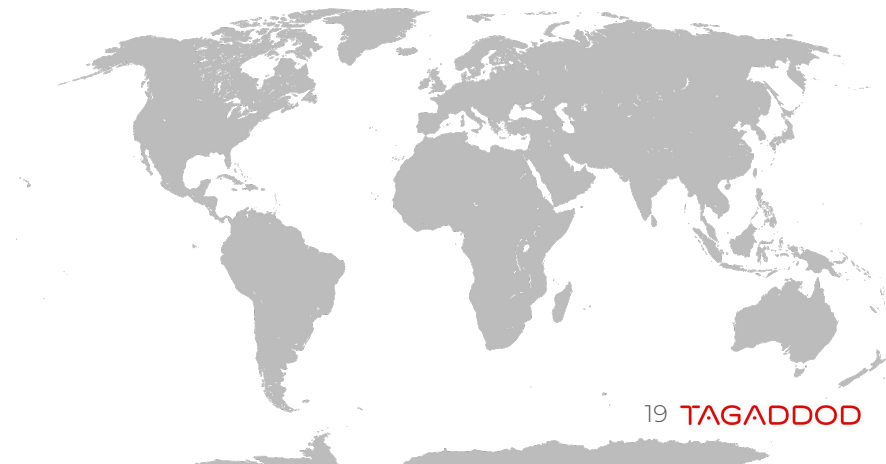
A cross functional team that contains all the needed skills to full fill a projects feature or multiple projects' features

TRIBE Business unit

A group of squads that work together under the umbrella of section of the business

GUILD Stack leaders

A group of same-skills/stack engineers that work together under the umbrella of section of a stack to help each other grow



TEAM & BEYOND

Tagaddod **Philosophy**

A waste collection platform **accessible to everybody in the world** backed up by a seamless experience is what will end waste

Operations needs technology to win

Ops can't scale the business. All big players have technology as a moat! Technology is a must.

We build for tomorrow

Agility and scalability is what we prioritize over features.

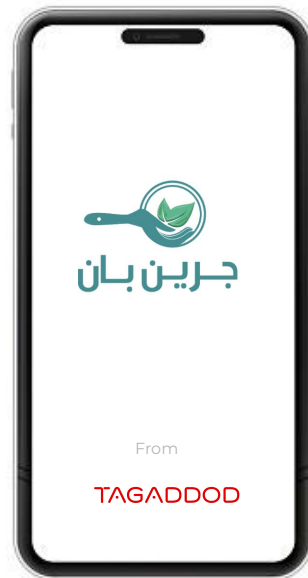
Customer obsession

Our north star is the customer experience and accordingly we work backwards.

Customers are Households and Horeca, Internal stakeholders and Partners (collectors/drivers).

Data driven 100%

Revamped data driven infrastructure will empower and drive all decisions within our business units and mainly growth engine.



Tagaddod **Impact**

Empowering women across the globe and promoting financial equality through collectors earnings!

Social

Endless Opportunities

Investing in communities

+50% Earnings

More location will increase the earnings per collector;

From an individual to a contractor to unlock next layer of earnings by hiring a network of collectors.

Female empowerment

4X Women

80% Women at Households

+50% Women in Tagaddod's team

An impressive female co-founder

Environmental

Better World!

Save the Earth!

CO2 emission reduction

18.9KTons reduced in 2020

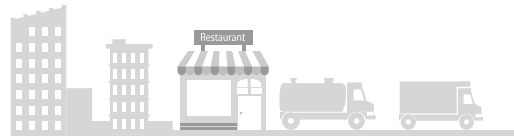
20KT reduced 1H2021

Water

Every liter of UCO pollutes 1mn liters of fresh water.

PIP Performance Matrix

Monthly 30 Days Meetups	Quarter 3 Months checkpoint	Performance ½ Year Review
Internal Alignment Visibility & Feedback	Recommendations Goals/Targets	Raise or not 5-10%
TRIBE Knowledge Sharing	SQUAD Review Team KPIs	1 on 1 Review Member KPIs
1 on 1 Start - Stop - Continue		



Green Partners

Every partnership is unique and GreenPan gives them a direct access to a green world.



Media Coverage



Mashable



The Daily Crisp

cairo
SCENE



Certifications

Awarded by Professional & International organizations.



Operates an **ISCC**
certified Biodiesel
production facility



Under the supervision
of Egyptian
Ministry of Health



Under the supervision of
Egyptian
Ministry of Environment

Thanks
