



“Zero Waste Lifestyle”

Company Profile:



Startup Details:

Name	Total Waste Solution
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VISION	"Utilize the resources before it gets wasted" because everything which is not used is a waste.
MISSION	Provide utilization solution to every material before it is wasted, to have a better and sustainable growth.
What We Do	We enrich the value propositions of waste materials and convert it into useful material as it was before coming to the dustbins.
Why ToWaSo	We provide end to end solution of municipal solid waste, from door to door waste collection to its utilization in bio products and recycling.

Company Profile



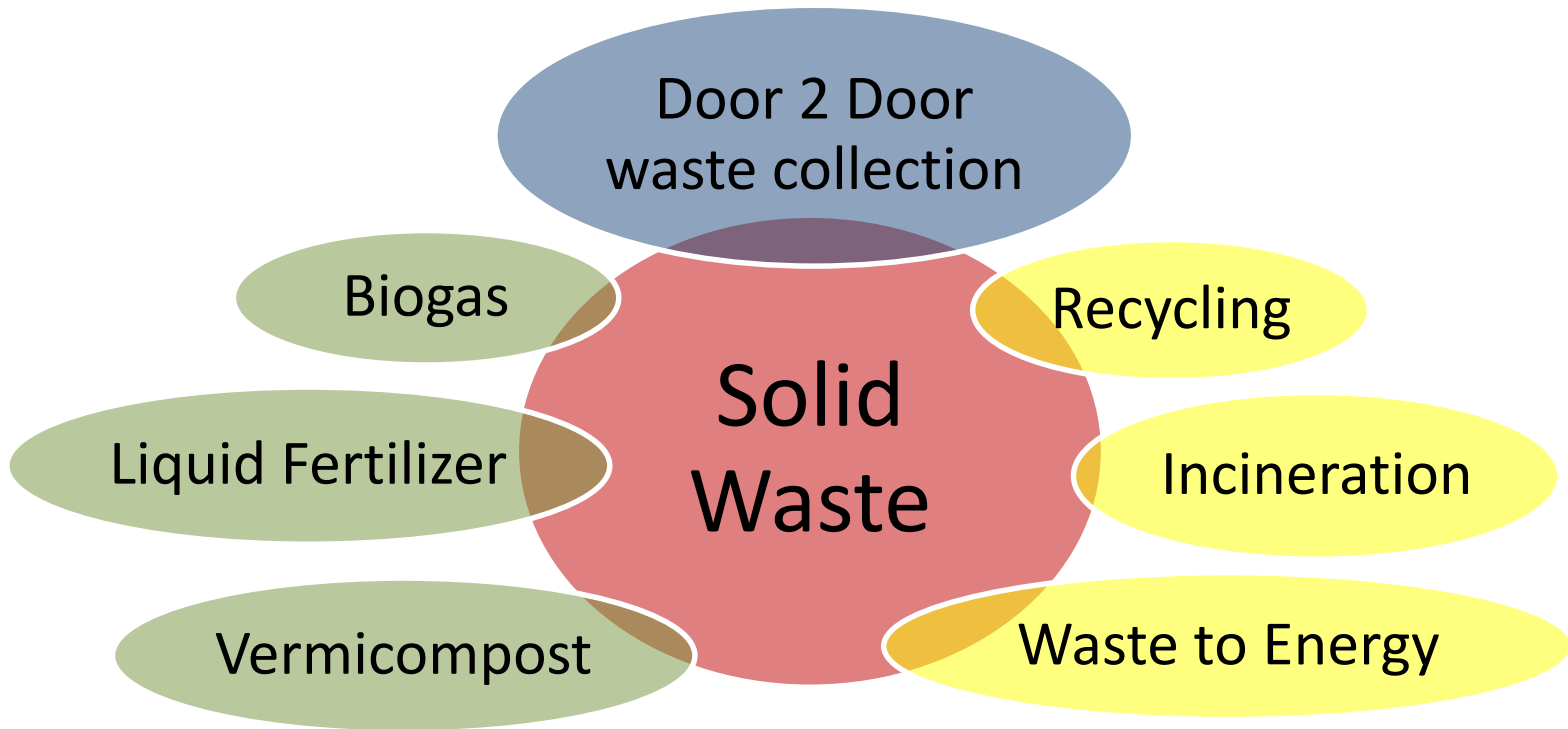
Team Profile:

1. **Saurabh Suman**; Founder (B.Tech in Mechanical Engineering ISM Dhanbad, CMO'15 AIESEC India, held more than six leadership role, Organized event in and outside India)
2. **Soni Kumari**; Product Development (MSc Zoology PKRM, College Topper BSc, Worked with NGO)
3. **Sunny Agrawal**; Product Development (B.Tech in Environmental Science, Solid waste management expertise, ISM Dhanbad)
4. **Ravi Kiran JP**; Product Development (B.Tech in Environmental Science, VP'2015 Talent Management AIESEC in ISM Dhanbad)
5. **Shiv Gupta**; Product Development (B.Tech in Environmental Science, ISM Dhanbad, Water Treatment Expertise)
6. **Nikhil Reddy**; App development and CIM (B.Tech in Computer Science, ISM Dhanbad)
7. **Sai Praneeth**; Business Development (B.Tech in Computer Science, ISM Dhanbad)
8. **Amit Ray**; Web Development (B.Tech in Electronics & Communication, ISM Dhanbad)
9. **Iffat Ara**; HR (B.Sc. Physics, SSLNT College Dhanbad)

Our Service & Products
that ensure End to End solutions of:



Solid Waste Management



We also offer product and services: Organic fertilizer , Bio-Gas, Waste collection, Waste Transportation and Waste Processing individually.

Innovations

- END 2 END Solution for waste management, starting from onsite segregation and collection to waste processing and product development.
- We are integrating fragmented parts of waste management system which is putting us out of the crowd where players are focusing on one or two aspects of this.
- We are developing a pre alarming mobile applications which will enhance our collection efficiency.
- We are spreading awareness to local people(both rural and urban area) about segregations techniques so that waste can be utilised for product development at maximum efficiency.
- With the help of NGO's and stakeholders, we are spreading awareness regarding many harmful diseases due to exposure to waste.
- Our aim to provide Waste Management system at lowest operational cost both economically as well as environmentally with the participation of local people.

Value Proposition



BLOCK DIAGRAM (TOWASO)

Potential costumer
for waste collection



Household



Apartment

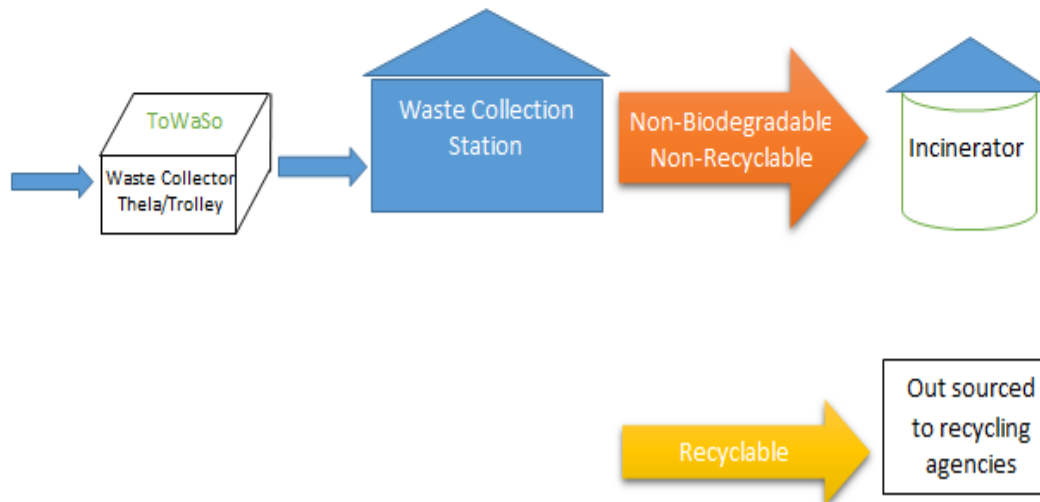


Industry

Kitchen Waste
Garden Waste
Agri. Waste
Plastic Waste
Paper Waste
Glass Waste
Metallic Waste
Mixed Waste



Agriculture



Products and
potential customer

Bio-Gas

- House holds
- Restaurant
- Canteen
- Hostel mess

Liquid fertilizer

- Farmer
- Gardener

Vermi fertilizer

- Government
- Farmer
- Gardener
- Municipality

Incinerator

- Hospital

Recyclable

- Recycling companies

Potential Market Segmentation & Market analysis



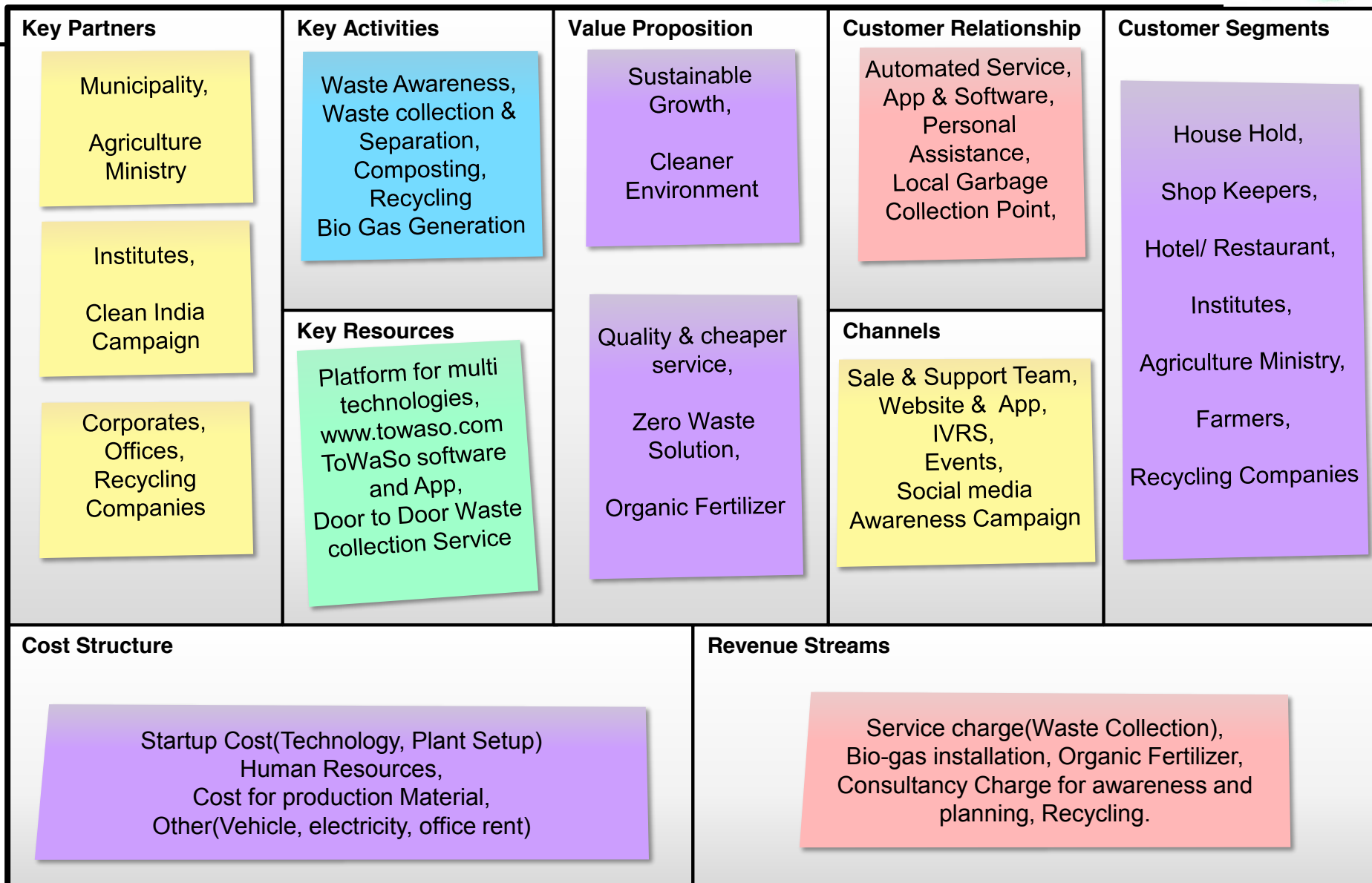
	Products:	Garbage Collection	Vermi Fertilizer	Bio-Gas	Liquid Fertilizer	Recyclable Materials
Market segments	Households/ Societies	✓	✓	✓	✗	✗
	Vegetable Shops	✓	✗	✗	✗	✗
	Hotels/ Restaurant	✓	✓	✓	✗	✗
	Institutes/ Organizations	✓	✓	✓	✓	✗
	Farmers/ Government	✗	✓	✓	✓	✗
	Recycling Companies	✗	✗	✗	✗	✓
	Municipalities	✓	✓	✓	✓	✗

End to End Solution: Our end to end solution starts from waste collection & segregation to proper composting and recycling. And this end to end solution includes all together these five:

- 1. Garbage Collection:** We provide door to door waste collection i.e. handling the major portion of waste generated. And using it as a resource
- 2. Vermi Composting:** Wet waste is composted into the most sustainable fertilizer. Farmers are doing at small scale some government provides subsidies as well but availability and quality is still a headache.
- 3. Bio-Gas Instalment and Operation*:** There are so many players in this, but everyone offer instalment only. We offer instalment and maintenance as well.
- 4. Liquid Fertilizer:** This is the high fertility organic by-product of bio-gas plant, and no one is commercializing it.
- 5. Recycling:** We are outsourcing for this but eyeing to instalment a plant in 2nd phase.

Business Model

ToWaSo (Total Waste Solution)



Competition



- Competitors and their offerings.
 - A2Z, and few NGOs from south are into waste management.
 - ARTI, Sintex and some small scale firms are into Bio-Gas.
 - There is no such big player in vermi composting but Pantanjali is likely to enter in this segment.
- How is **our solution** better than that of competition?
 - We edge ahead among our competitors in providing **End to End solution** to the problem with some new approach in the field as most of them don't indulge themselves in providing complete solution.
 - Our competitors in India has there strong area focus in South India and we have focus on complete India with initial focus in North India.
 - Densely populated area due to Indo-gangatic plain has edged us ahead of them as this area will have more household to give us the raw waste and market of fertilizer and other products.
 - In vermi our competition is at negligible level as the currently available seller are local level with no brand value and reliability.

Market potential & Strategies



Market Potential:

- There no agencies found in North India area which are using technology for management of solid waste, so at least we don't have such competition in our initial stages.
- No authority is concerned about proper segregation of waste at point of generation.
- Rarely any firm is using technology to optimize route and we are focusing on using these technologies.
- There is a good market for vermi compost in Bihar.
- Few waste management are utilizing waste to produce biogas.
- A boost of clean India campaign which urges municipal solid waste management for clean environment.
- There is also a provision of subsidy for installation of vermi compost plant by government.

Marketing Strategy:

- Waste collection; It has scope of B to B and C to C, Our primary focus is **B to B** so direct pitching to municipalities, institutions, societies. Our educational brand will help us in getting the first impression.
- Vermi & Liquid (Organic) fertilizer; for farmers agricultural department will help us and for urban population we will use conventional methods of marketing.
- To change the mentality of citizens we planned payback scheme for responsible user to promote the behaviour.
- Governmental agencies, and municipalities will be the promoters since we are helping to reach their goal so we expect them to be cooperative.