Trashify

Digitise waste management, waste less waste



CLEANTECH ESTONIA — SUPPORTING GREEN INNOVATION

BEAMLINE ACCELERATOR

STARTUP WISE GUYS

baltic sandbox ventures

BIA Baltic Innovation Agency

Confidential

Problem

Waste management facilities today base all of their decisions and operations on waste data.

At this point, this is manually collated data in **excel sheets** with just one metric - **weight.**

Workforce Planning

Operations Planning

Reporting

Nr.	Lepakojuma veids	T/Gadā	% no nosķirotā
1	Glass packaging - Glass packaging	2,120.4	33.6%
2	Paper and cardboard packaging - Cardboard	1,432.9	22.7%
3	Paper and cardboard - Waste paper-packaging	546.2	8.6%
4	Plastic packaging - LDPE - agricultural films (mix	392.4	6.2%
5	Plastic packaging - LDPE - agricultural films (nat)	324.4	5.1%
6	Plastic packaging - LDPE - nat	261.9	4.1%
7	Plastic packaging - LDPE - mix (thick)	243.9	3.9%
8	Glass packaging - Window glass	230.4	3.6%
9	Plastic packaging - PP - big bags nat	164.6	2.6%

Budget Planning

Revenue

Revenue Projections

Our solution – Unified Platform for data-led Waste Management

What if they now had a way to automate the process of collating all this data?

Get robust insights about their waste streams ranging way **beyond the weight?**

Workforce Planning

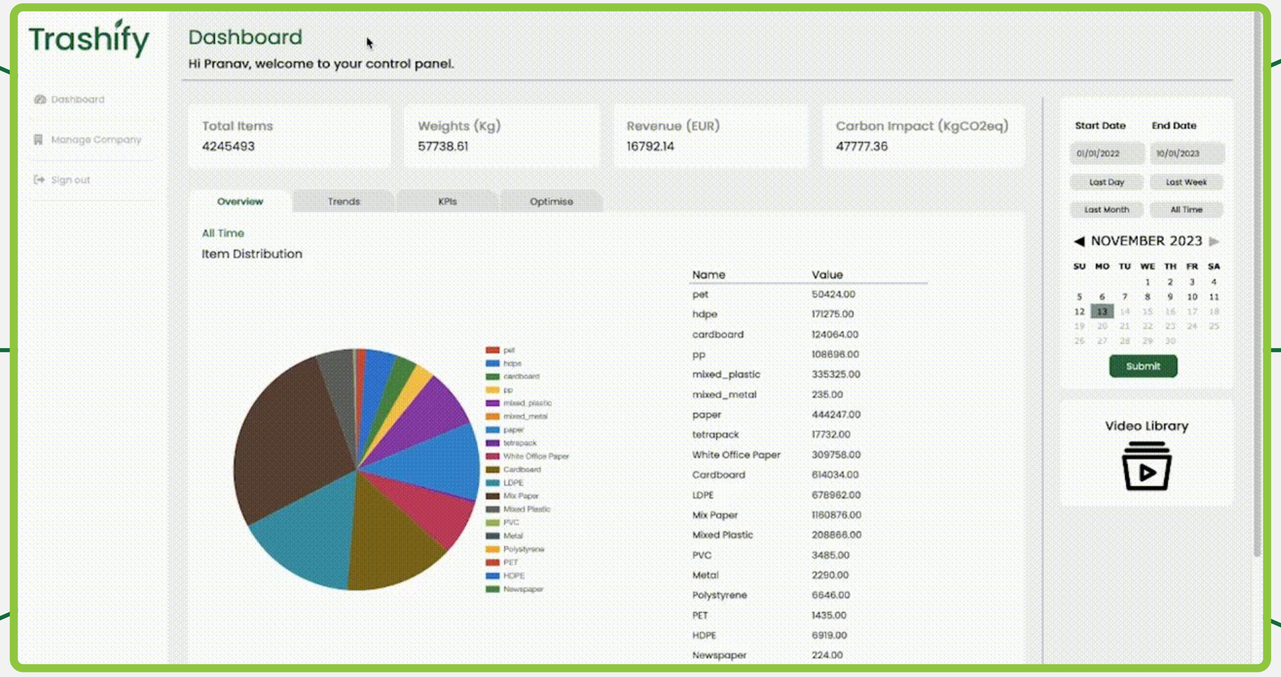
Using **specialised algorithms** for optimization

Operations Planning

Based on **material composition** data

Reporting

With just **one click**



Budget Planning

Based on **Revenue capacity** of each material

Revenue

Based on **live updates** about the value of waste streams

Revenue Projections

Historical data with one click to ensure accurate projections

Our solution – Unified Platform for **data-led** Waste Management

STEP 1: Data



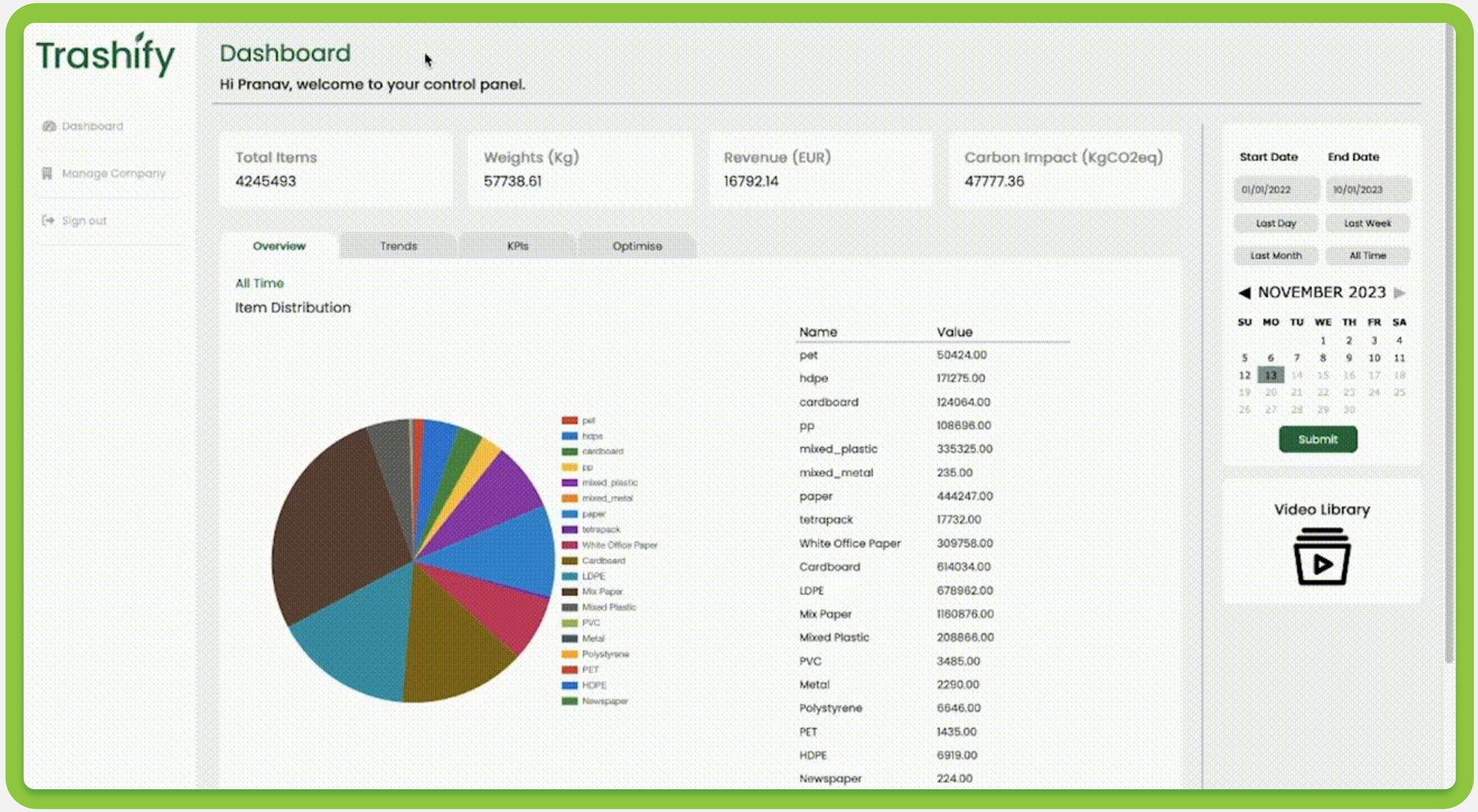


- AI-Powered Computer Vision
- Retrofitted
- Automated Analysis
- Data-driven Insights

See video here

Our solution – Unified Platform for data-led Waste Management

STEP 2: Actionable insights and Historical Data



Our solution – Unified Platform for data-led Waste Management

STEP 3: Data-driven Decisions

Multiple use cases for the same solution, creating a digital waste management ecosystem.

Automated waste reports increase speed of data collation by ~300x, with much greater accuracy than manual data collation.

Modular solution that can be expanded into multiple waste niches.

Safeguarded ROI for future automation with robust metrics that help facilities make data-driven decisions.



In a consistently growing market...



TAM:
€9.78 Billion
Global Waste Recovery industry

SAM:
€3.1 Billion
Europe + APAC Waste Recovery Industry

SOM:
€373 Million
Market Cap: 10%

CAGR: 15.7%

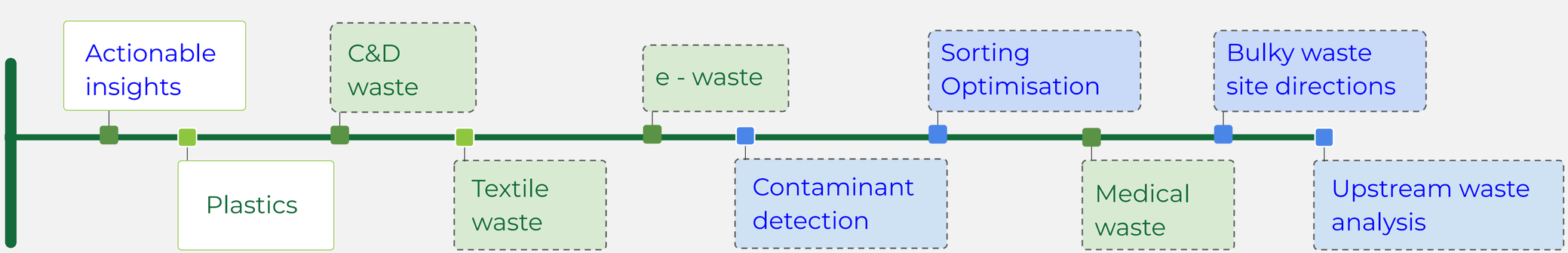
For all calculations (bottom-up and top-down), click here.

… we stand out

COMPETITOR	CLIENT	WASTE TYPE	USE CASE
greyparrot	Waste management facilities	Packaging	Waste identification and sorting
PolyPerception	Recyclers	Plastics	Plastics identification
WeSort.AI	Waste management facilities	Municipal solid waste, e-waste	Waste identification and sorting
RECYCLEYE	Waste management facilities	Municipal solid waste	Sorting, report generation
lixo	Waste management facilities	Municipal solid waste	Waste data at collection
	Waste management facilities	Plastics	Plastics identification and sorting

Trashify

DIY-AI helps scale into industries and use cases **without added database cost or time.**



Product Roadmap

The modularity of our DIY-AI solution ensures that we can scale into different industries handling waste without accruing additional database management cost or time.



Q3
DIY-AI - Client-side annotation tool

Q4
No specialised hardware

2024

Q2
Real-time response

Q3
Mass deployment through self-service

2025
Inventory Management



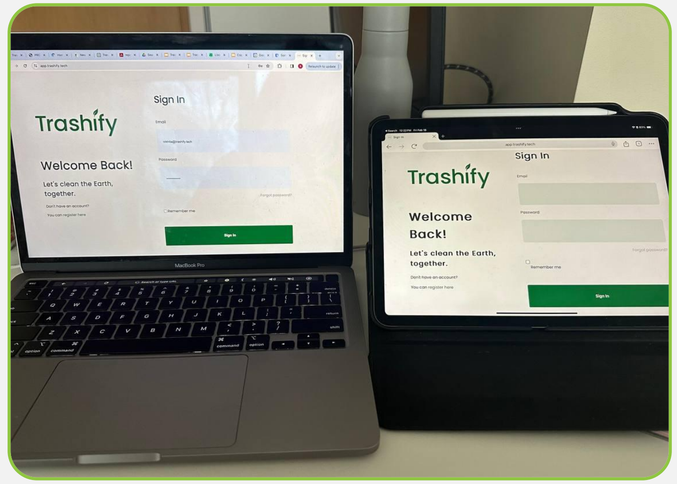
2025
Sorting Optimisation

2026
Marketplace

Trashify's Advantage







Replicable

<30 minutes to retrofit device, can be done by client

Client Lead

Client provides information for system to learn to ensure transparency

Labour Oriented

AI not to replace humans but to empower humans

Affordable

Competitive pricing to ensure client of any size has access

Modular

DIY-AI approach to quickly adapt to new types of waste

Design

UX focussed platform created to cater various stakeholders in value chain

Traction

Business model: **Monthly subscription**

Closed contracts

DEPLOYED			UPCOMING Deployments		
					
1 Facility - B2B **Contract value: Free** **Use case:** • Inflow analysis • Morphological analysis	**2 Facilities (B2B, B2G)** **Contract value: €9000 each** **Use case:** • Inflow and outflow analysis • Morphological analysis • Sorting optimisation	**1 Facility (B2B)** **Contract value: €9000** **Use case:** • Inflow analysis, • Sorting economics analysis	**3 Facilities (B2G)** **Contract value: €27,000** **Use case:** • Inflow analysis - line economics	**City of Berlin (B2G)** **Contract value: €54,000** **Use case:** • Upstream analysis - community economics	**1 Facility (B2B)** **Contract value: €9600** **Use case:** • Waste-to-energy mapping

Pipeline

4	EU Municipalities
7	EU waste management companies
4	EU PROs (Producer Responsibility Organisations)
3	EU circular economy organisations

Testimonials

Eesti Keskkonnateenused

“We had the pleasure of partnering with Trashify for their first pilot program at our waste management facility in Tartu, Estonia.

The results were very informative - providing us with valuable waste data, including inflow, material composition, and waste item count among others.

We recommend Trashify's computer vision solution to anyone looking to enhance their waste management practices.”

cleanř verso

Read **here**.

“The Trashify system is capable of capturing visual data and interpreting it, similar to what a human does.

By taking advantage of computer vision, we have the opportunity to optimize sorting processes, as well as improve work efficiency and accuracy, as this program provides recommendations so that human resources are used more effectively.

Namely, the morphology data provides an accurate insight into what kind and how much waste was in the sorting line each day, so we are able to determine the optimal number of employees needed and placement at these lines."

Founding Team



Animesh Bajpai (CEO)

Tech and Engineering



Nikhita Bhagwat (CXO)

Product Design & Customer Experience



Pranav Singh (COO)

Marketing and Operations

Milestones

Milestones	Q4 2024
No. of Facilities	19
MRR	€ 21,000

The Ask

Investment	€ 500,000
Raised	€ 100,000 investment
	€ 5000 non-dilutive grant
	25,000 AWS Credits

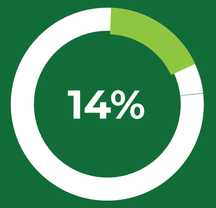
Customer Acquisition Costs



€
93,187

Sales & Marketing Team

Client acquisition through inbound and outbound channels.



€
20,270

Travel

Travel expenses linked to sales initiatives - site visits, client meetings, demo events, etc.

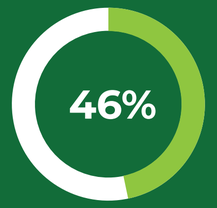


€
16,482

Services

Enabling sales and marketing effectiveness: ad platforms, design softwares, AI tools, vendors etc.

Cost of Goods Sold



€
408,960

R&D Team

Tech team to drive product innovation.



€
280,634

Services

Support tools for enhanced team efficiency: hosting services, design and development tools, annotation services, etc.



€
85,490

Assets

Equipment: Devices for deployment; workstations, office supplies, etc. to support specific tasks of tech development.

Operational Expenses



€ 222,876

Taxes

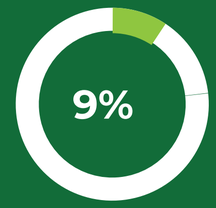
Payroll taxes, import taxes, documentation filing and state fees, etc.



€ 70,362

Administrative Team

Center to optimise daily operations with a growing team.



€ 36,548

Services

Daily functioning of the company: Google workspace and emails, AI tools, vendor services, etc.

See financials **here**.



Remember, it’s trash CAN, not trash can’t.

Scan the QR to join our newsletter

FOR MORE INFORMATION,

Contact us: nikhita@trashify.tech

Website: www.trashify.tech

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

11 SUSTAINABLE CITIES AND COMMUNITIES

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

13 CLIMATE ACTION

Trashify supports the Sustainable Development Goals