



**#REIMAGINING
PLASTICWASTE**

The Plastic Problem

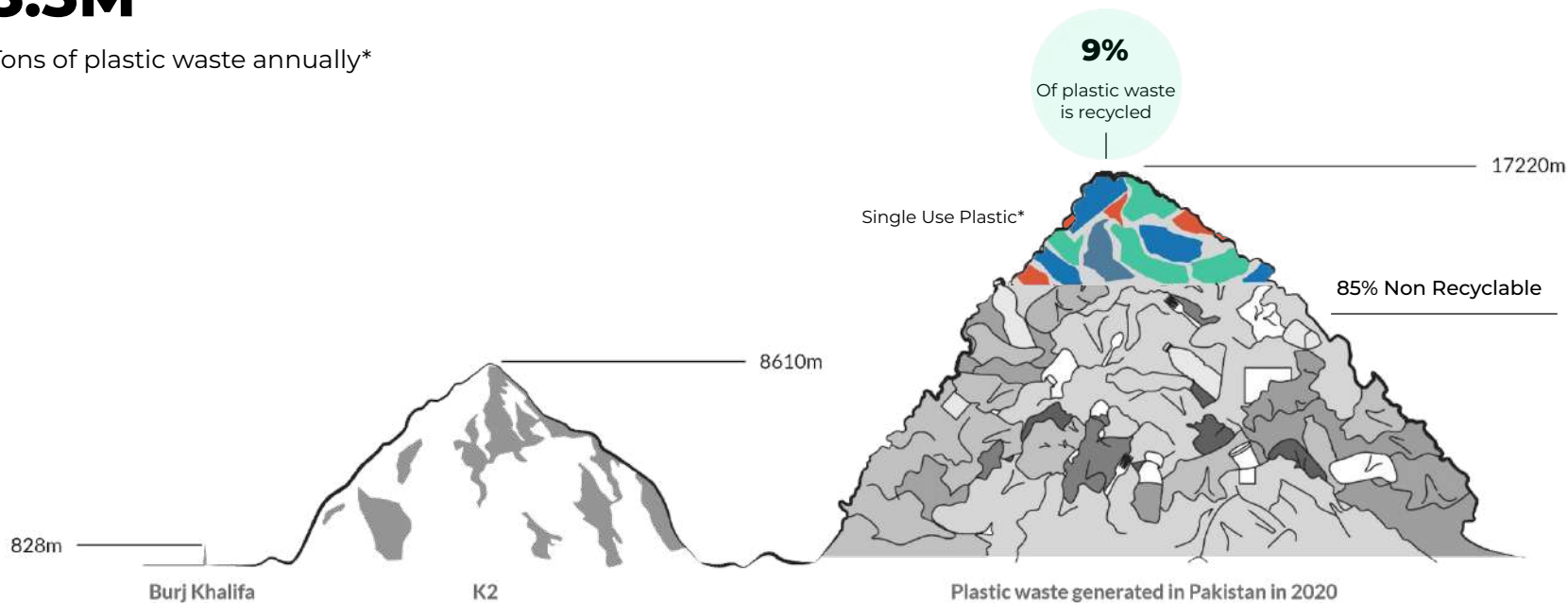
One of the most destructive environmental crisis is the mishandling of plastic waste. Pakistan generates plastic waste equivalent to Double the Size of K2

* 2019 UNDP Study
** www.trade.gov
* DW.com

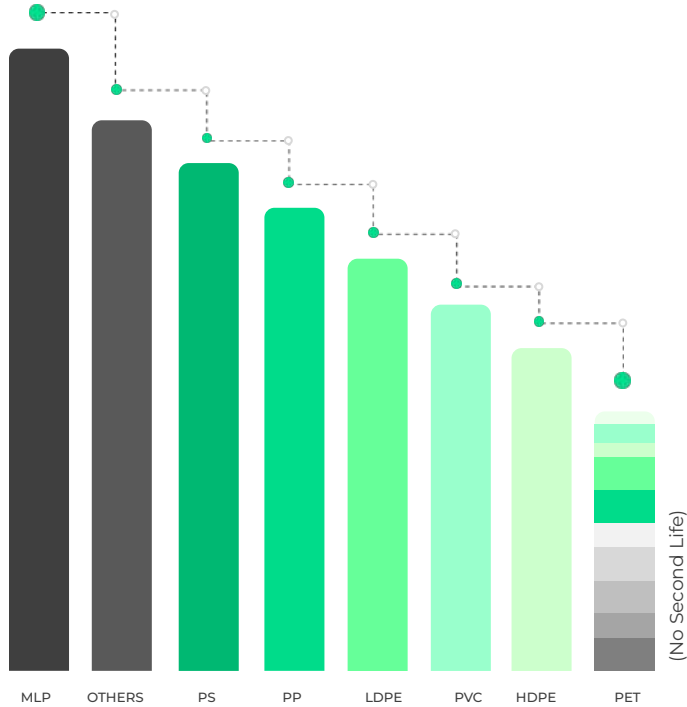
In Pakistan

3.3M

Tons of plastic waste annually*



Not All Plastics are Equal



I Like!

- Bottles
- Jugs Jars
- Containers
- Toys
- Buckets



I Don't Like!

- Snack Wrappers
- Printed Packaging
- Multi-layered Packaging
- Others



The Plastic Dilemma

Plastics are not our enemy, our relationship with it is - we need to rethink this.

MLP vs Sustainable Packaging



Durability
Performance



Cost
Effectiveness



Low
Adaptation

Market Share



75%*
Plastic Packaging

25%*
Sustainable
Packaging

Food Security

9%**
Global GHG Emissions
come from Food Waste

20%
Reduction in Food Waste
due to Plastic Packaging

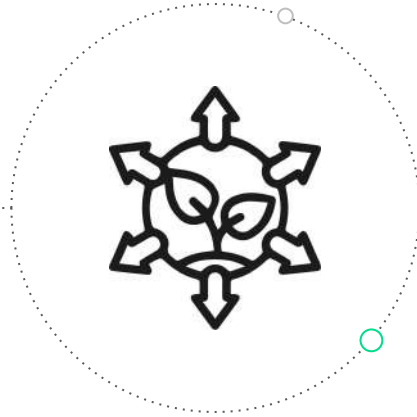
*Statista 2030 **WRAP



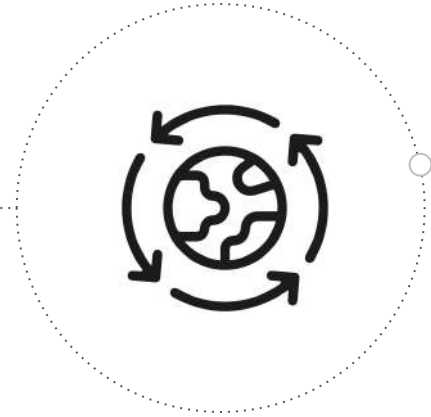
Principles with a Vision



Sustainability



Scalability



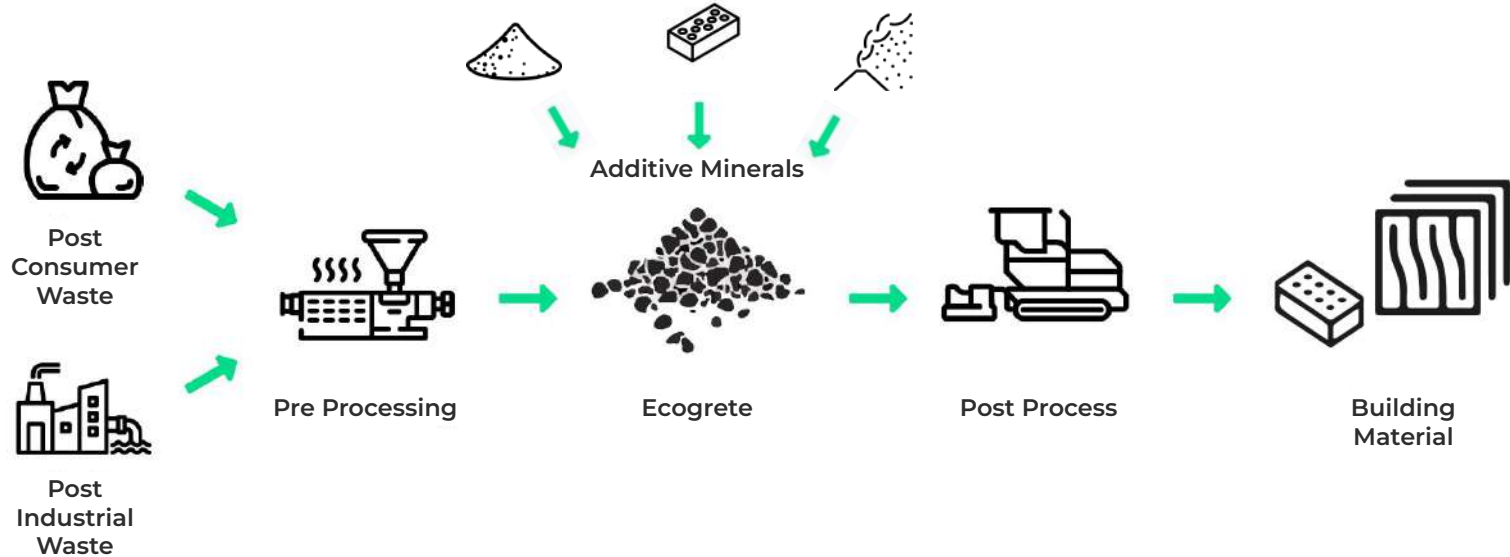
Circularity



Innovative Solution

Circularity in Economy

We redirect plastic waste from landfills and oceans and convert it into building construction materials - closing the loop.



EcoGrete

Sustainable aggregate that makes concrete based building products affordable and low carbon with better properties than traditional solutions.



REIMAGING PLASTIC WASTE



Process Flow Diagram

Eco Grete Products



01

Multi Layered
Packaged Waste



02

Collect Clean
Shred



03

Converting into EcoGrete
using proprietary
technologies



04

Adding EcoGrete
into Concrete
Products



05

Installation in usual
conventional
method



06

Parking lot being
used with EcoGrete
Hybrid Pavers

This Process is Happening at Our
Partner Facilities that we contract



Concrete Products

Hybrid - Recycled plastic composite with compressive strength equal to concrete

Each sq ft of pavers offsets about **1.2 kg** of low-value plastic waste.
Each block offsets about **2 kg** of low-value plastic waste.

* Installed Data is updated as of 15-08-24



EcoPaver

Installed
[450,000] Pavers

PO 112,500 KGs
CO 191,250 KGs



EcoBlock

Installed
[25,500] Blocks

PO 17000 KGs
CO 28,900 KGs



EcoTile

Installed
[1050] Tiles

PO 90 KGs
CO 153 KGs



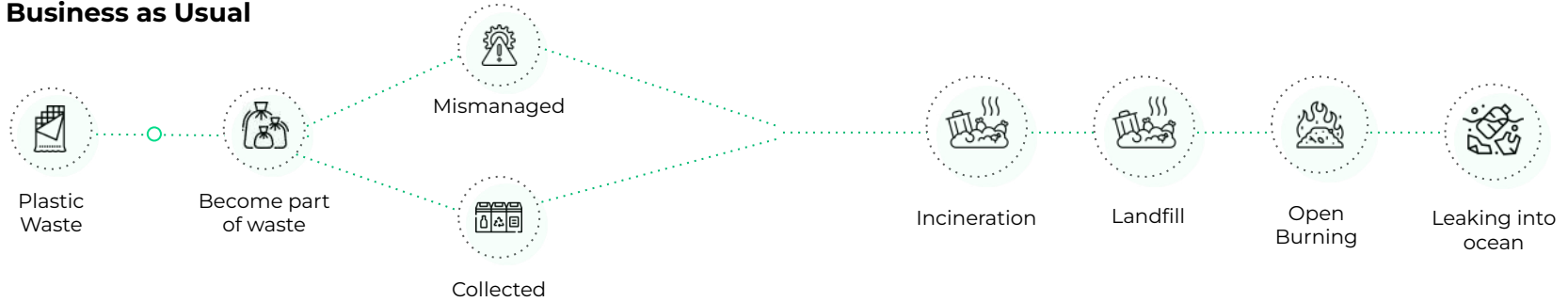
Scan QR
Code for
Testing
Results

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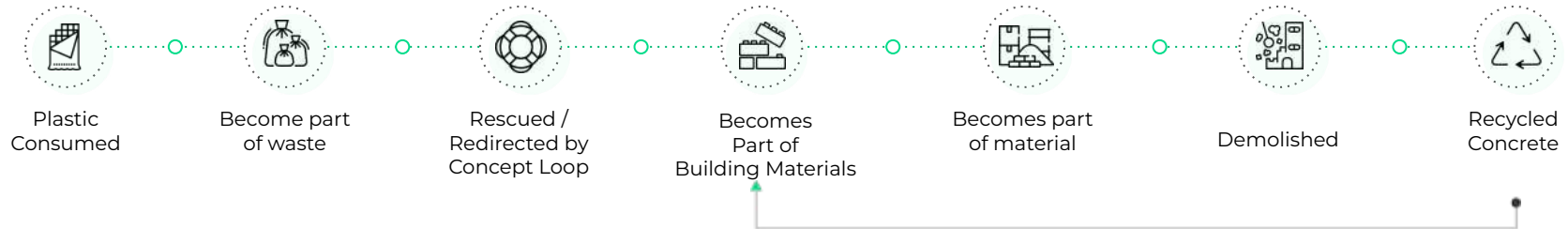


Lifecycle of a chips wrapper

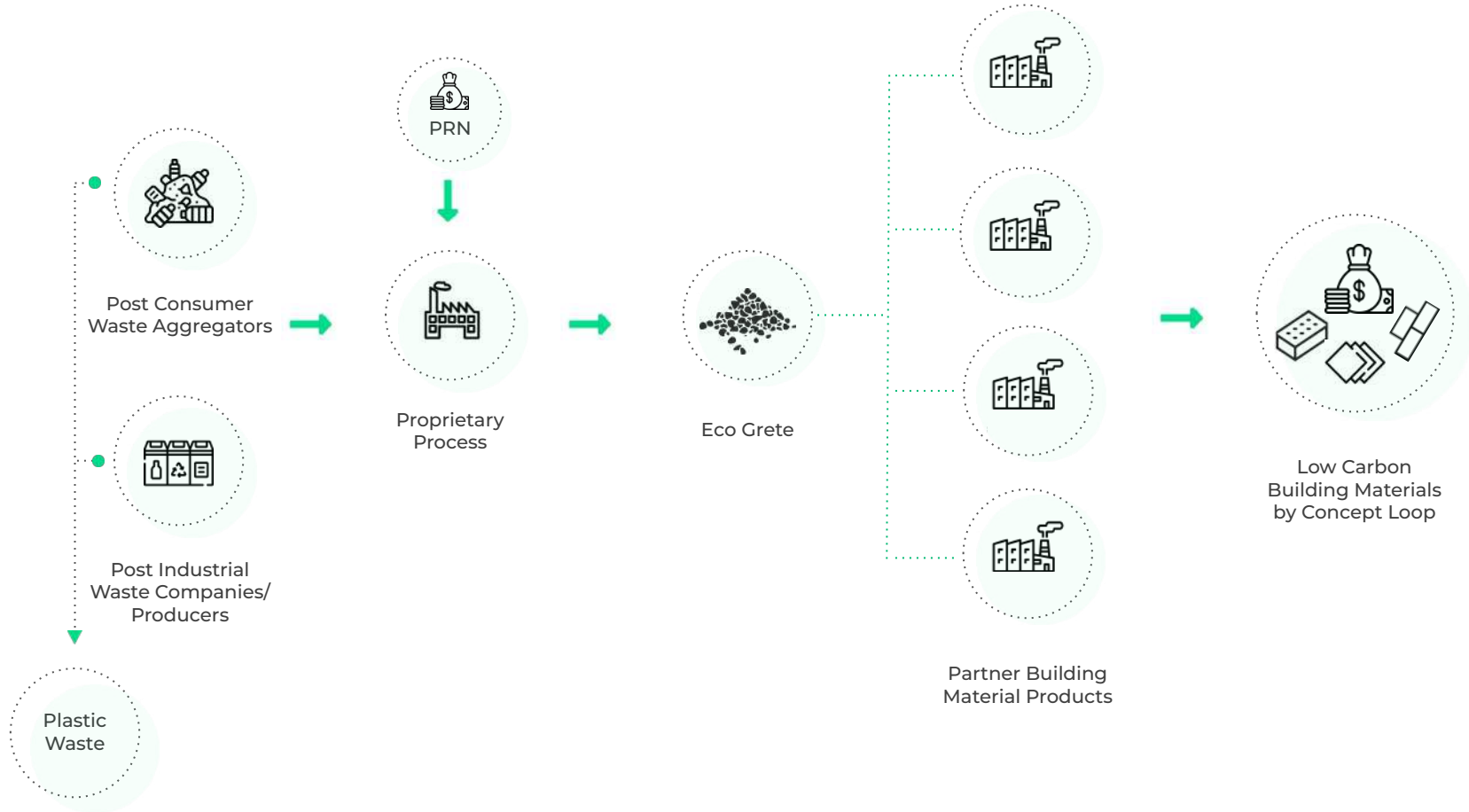
Business as Usual



How does our solution help the planet?



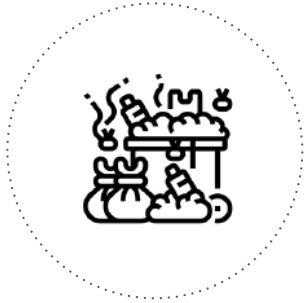
Business Model



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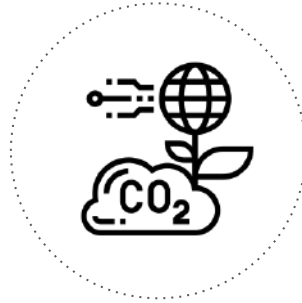


Environmental Impact



500 Tons

Plastic Waste
Redirected



760 Tons

EOL Plastic Eq.
Carbon Offset



380M+

Eq. Packaging
Recovered



Deployments

Office Structures - Parking Lots - Fuel Stations - Pavements - Residential Structures - Pathways - Roads - Courtyards



Case Study

Shell PF Malik Station - **Pakistan's First ever Recycled Plastic Retail Site**



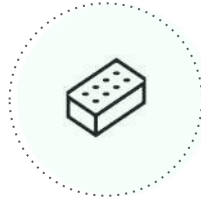
Clients and Partners



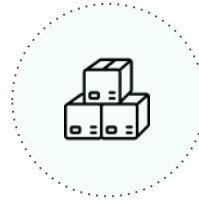
Traction



Revenue
USD 250,000



Deployment
100,000 SQFT



Sold
500,000 Units



Inclusion of
Women and
Minorities
40% Team

Honors

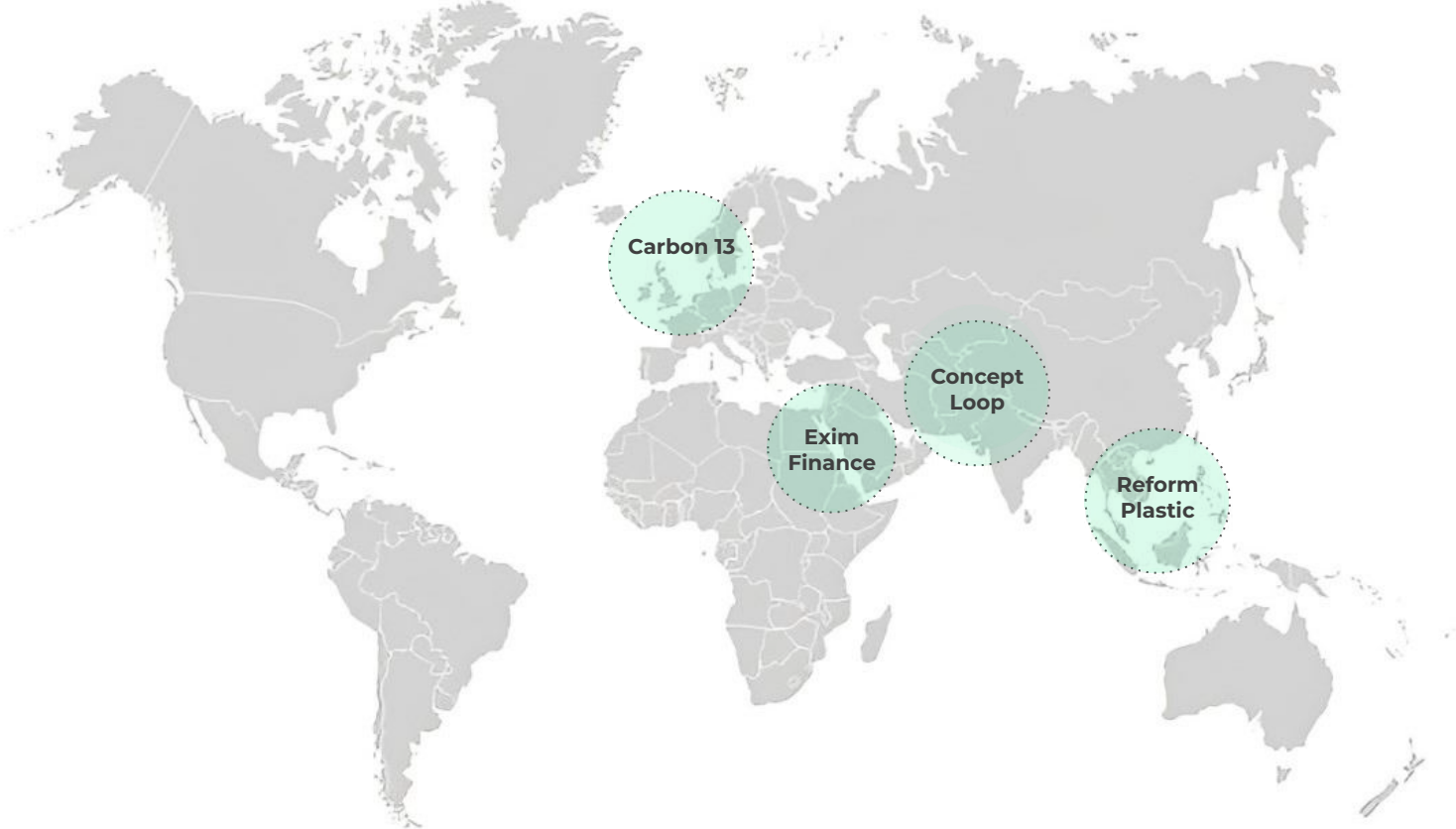
- **Investment Partner**
Karandaaz ICGF
Challenge - Green 2021
- **Winner**
Shell Tameer Award
2022 - Circular Economy
- **Investment Partner**
Accelerate Prosperity
(AKDN) GSI - Cohort I
- **Participant**
Climate Finance Accelerator Pakistan
Cohort I
- **Winner**
SDPI Sustainability Awards
Best Circular Economy



- **Only Participant from Pakistan**
Bridges for Enterprise Incubation
Programme
- **Participant**
Venture Launchpad 3
Carbon 13
- **Winner**
2nd Life Challenge by
Unilever & Seed Ventures
- **Winner**
UNDP SDGs Innovative Financing
Challenge Cup
- **Winner**
VerdExim
Sustainability Award Dubai 2024



Growth Strategy



REIMAGING PLASTIC WASTE



Our Founding Team



Syed Ali Naqi

CEO - CO FOUNDER

Founding & leading multiple tech based initiatives including digital media, IoT, NLP, agritech & clean tech. A strong believer in power of tech to plug any inefficiencies in processes & finding problem statements of complex matrices to align for solution mapping.



Dr. Fatima Hafsa

RESEARCH

Fatima is a sustainability scientist and material engineer with 7 years of experience in plastics sustainability.



Dabeer Hemani

COO - CO FOUNDER

Dabeer is a licensed architect with deep passion to seek solutions to real world problems. He is founding partner of an award winning design & construction company. He remained an office holder at Institute of Architects Pakistan for four years. Dabeer enjoys being at the intersection of design, sustainability & technology.



Rafay Qazi

PRODUCT & OPERATIONS

Rafay is also a licensed architect, experienced in climate offsetting construction design with firsthand experience in recycled material composition.

Tomas Kolecar

Precious Plastics Global

Amrit Chandan

**CEO
ACCELERON**

Dr Hena Ali FHEA FRSA

**HOD
London College of Communication**

Zehra Ali

**x Borealis
CES Strategic Leader**



SUSTAINABLE SOLUTIONS FOR A GREENER FUTURE

Concept Loop is a startup that aims to address the plastic waste crisis by offering innovative and sustainable solutions. Our business model is based on a circular economy approach, and our initial product line includes building materials and products. We believe that there is a significant market opportunity for our products, and we are confident that we can make a positive impact on the environment and the economy. We invite partners who share our vision to join us in this exciting journey.

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