



Waste Recycling and Management

EcoFriendly Sustainable Generation

A portrait of Hafsa Syed, a woman wearing a dark blue hijab with gold floral embroidery and a black abaya with blue lace detailing. She is looking directly at the camera with a slight smile. White hand-drawn lines radiate from behind her head and shoulders against the dark background.

Hafsa Syed

Founder

MS-Artificial Intelligence

Co-Founder - EcoBuck Raised
2M in 6 months, featured by
Google.

WTM Ambassador

Problem



Food Waste Crises

1.3B

Tons

Food wasted

Landfills

50%

Organic

Food Waste

39%

CO₂ Emissions

Green House Gas

UNEP - FAO - Food Index Report 2024



ROW - COP29

Recycling

**ORGANIC
FOODWASTE**



Solution



Recycle Food Waste , reduce carbon footprint and earn rewards.

**AI-Powered
Mobile App**

Organic Food
Waste Recycling

**IOT Enabled
Composting
Device**

Monitoring

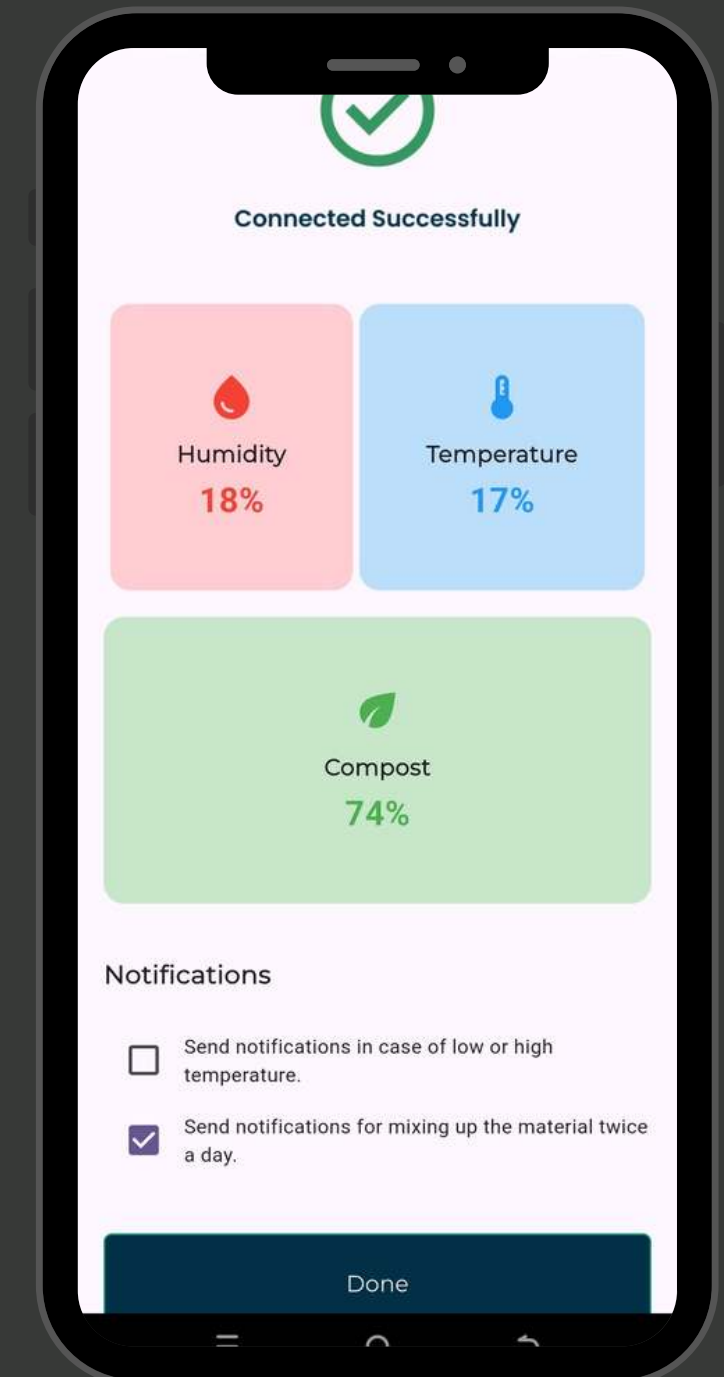
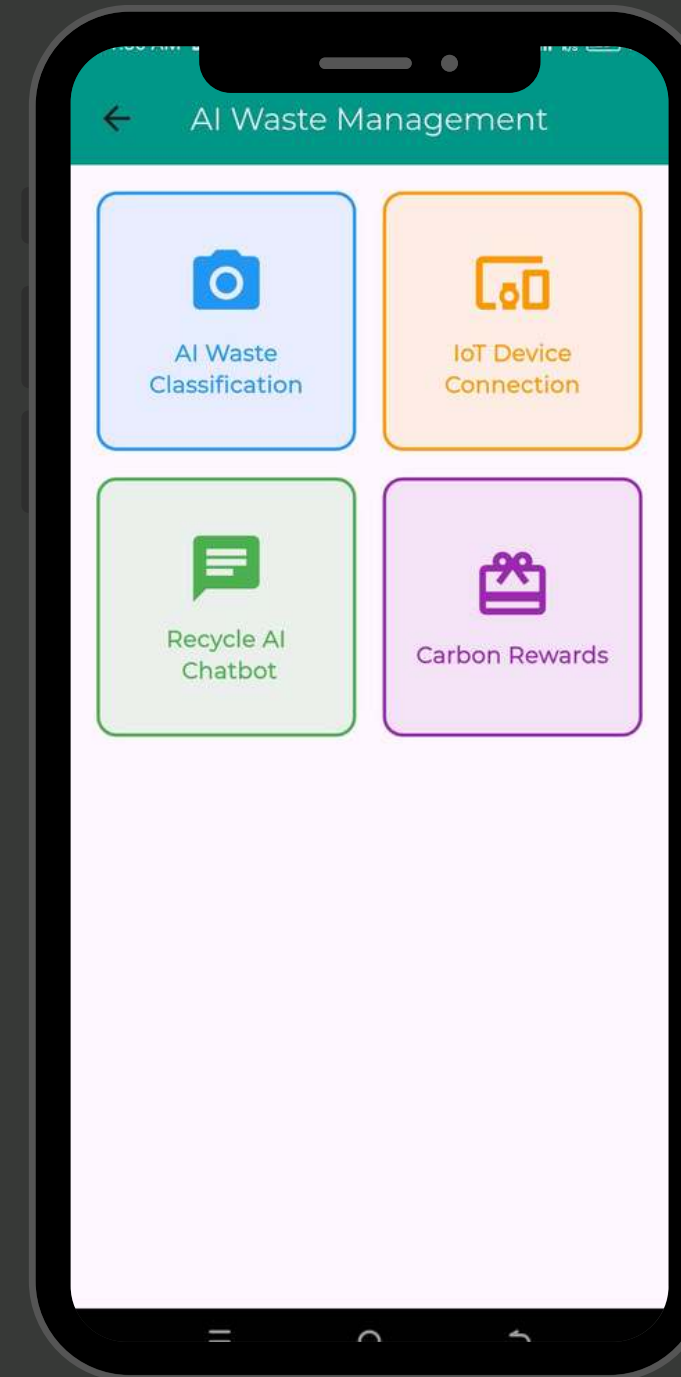
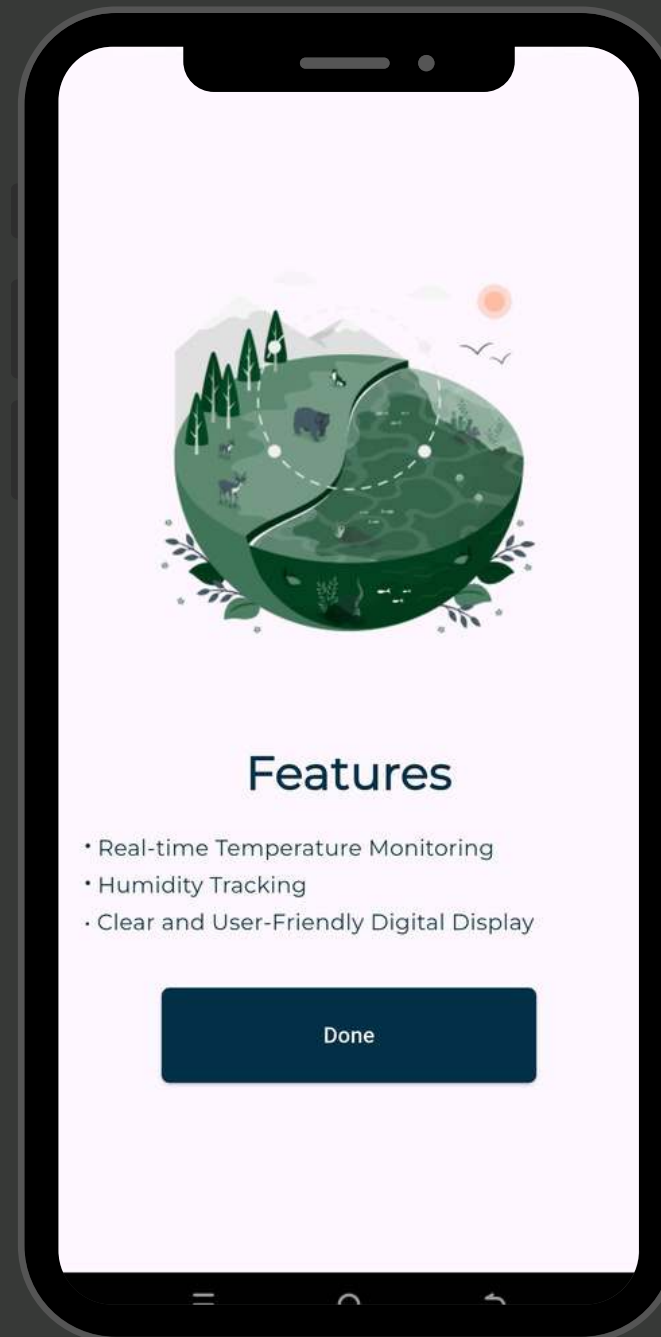
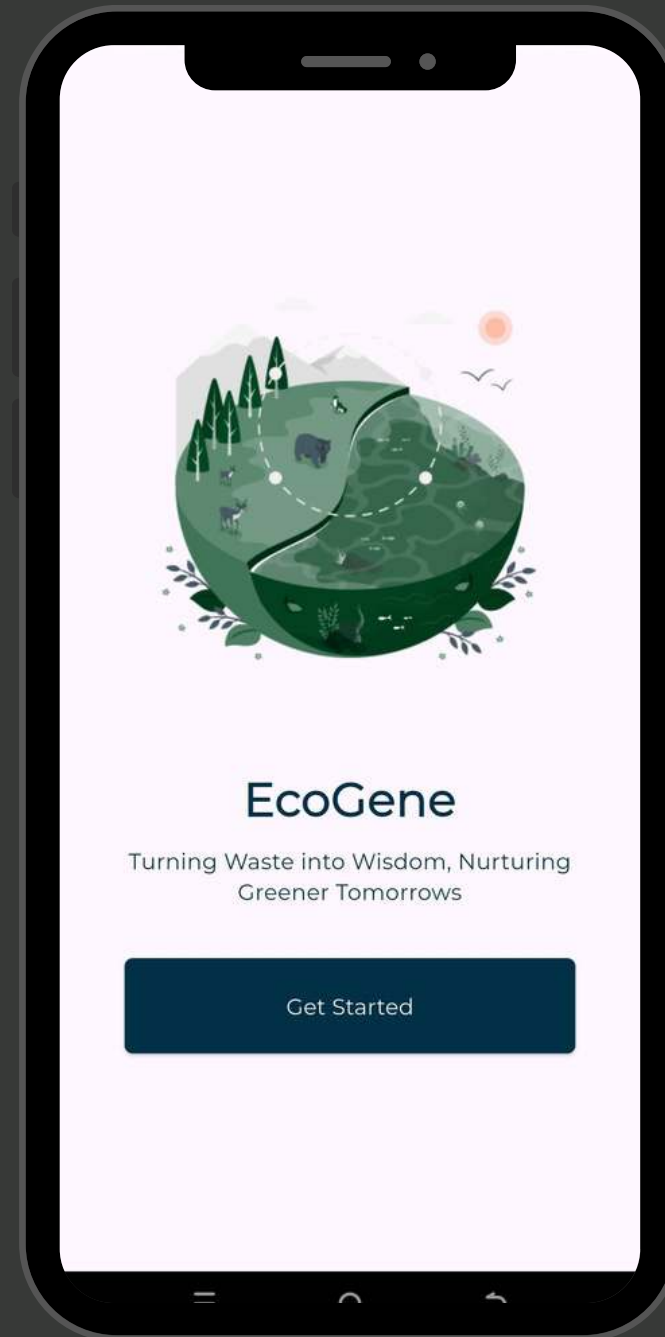
**Carbon Points
Reward System**

Value Proposition

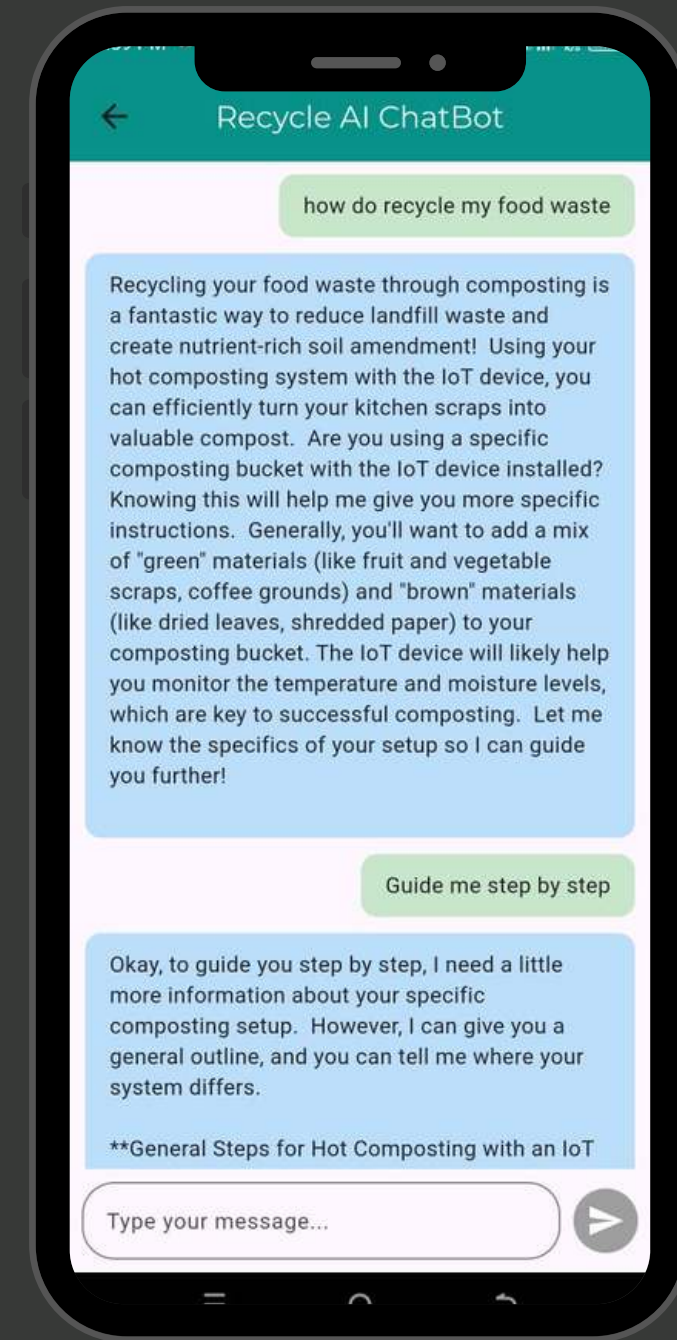
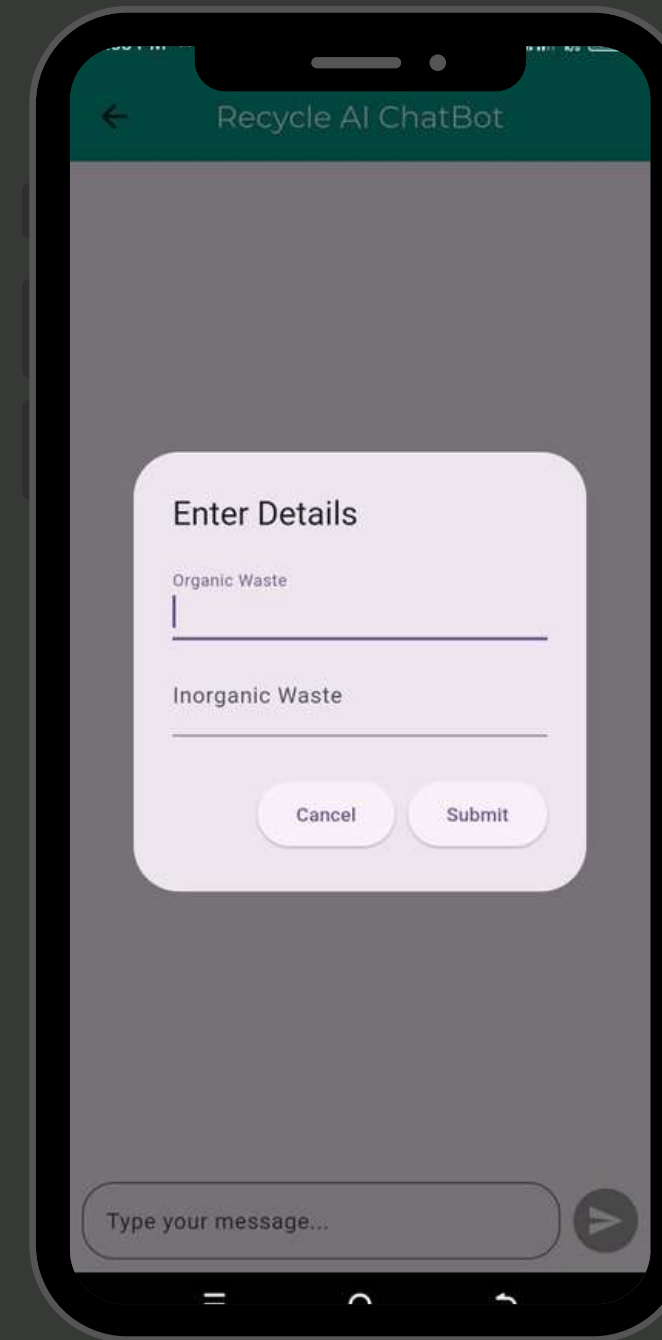
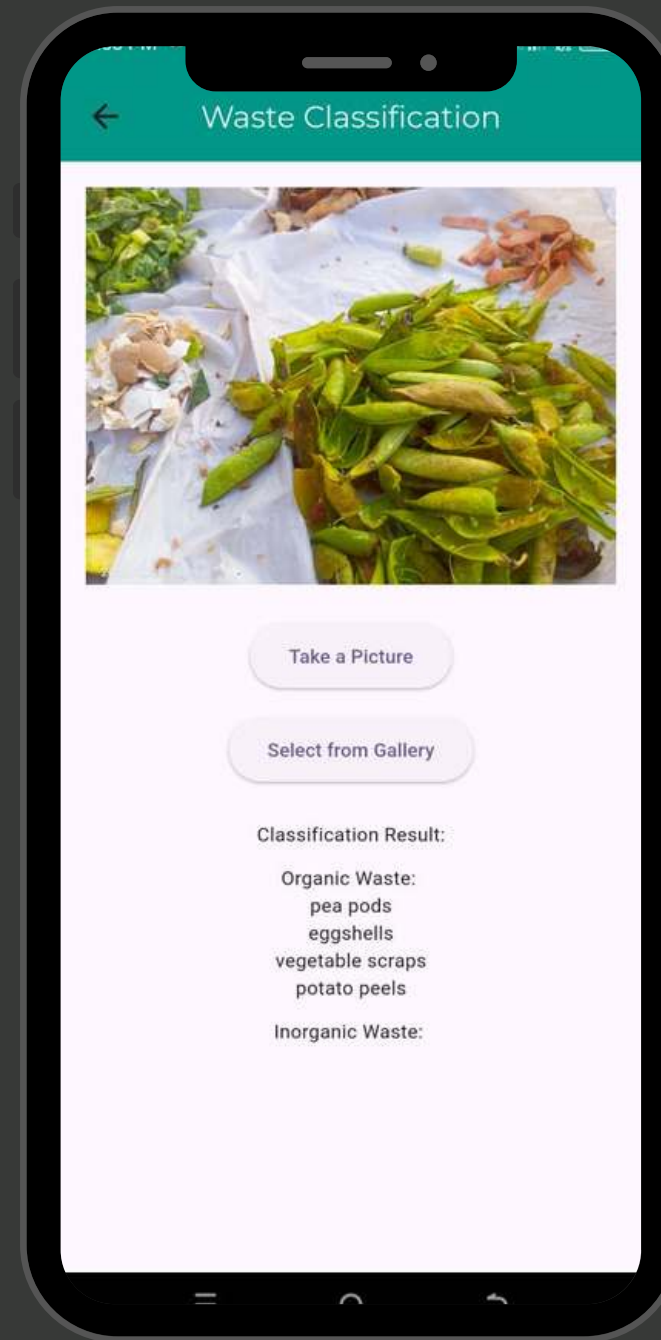
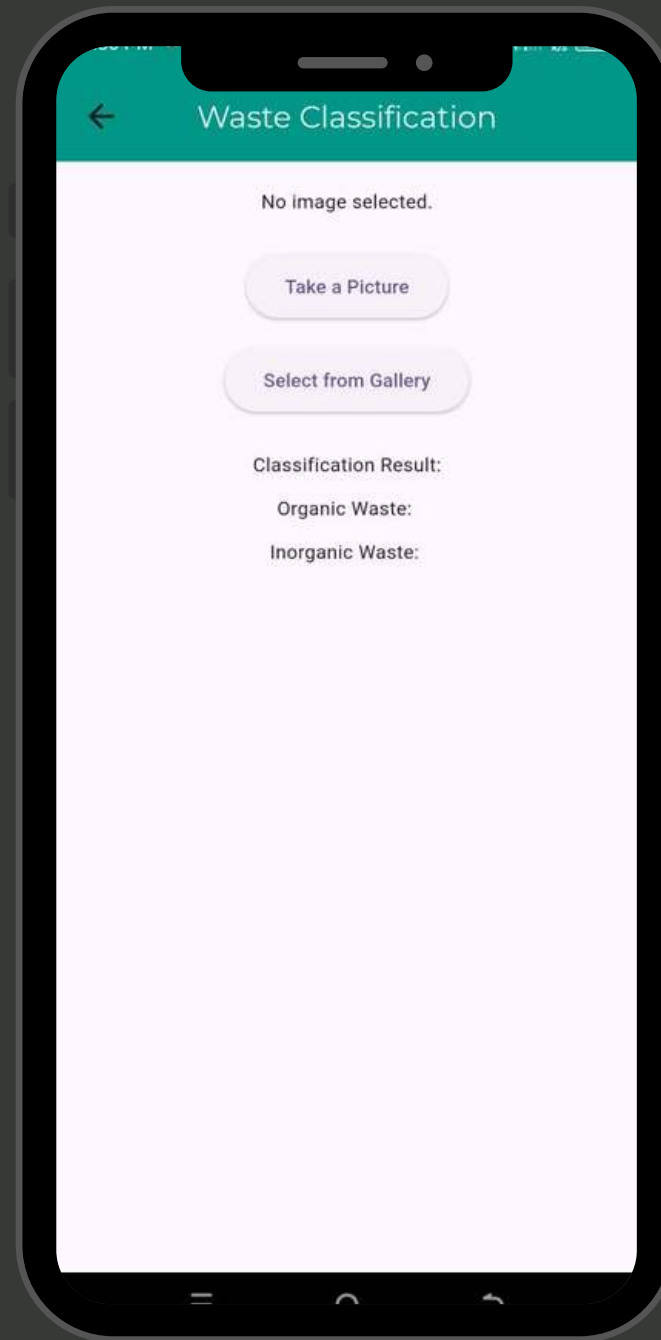
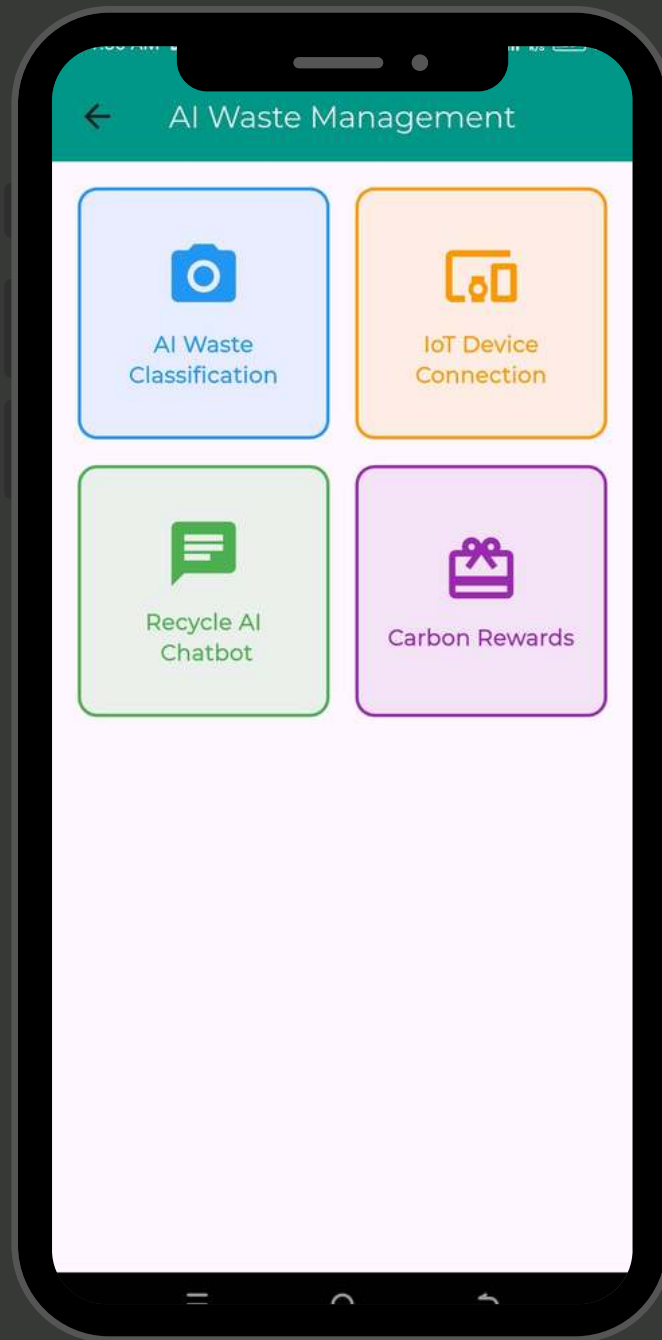
1 kg - 5 carbon points

Recycling App

EcoGene



AI Waste Classification & Chatbot



List of Recycleable food waste identified generated

Recycling instructions

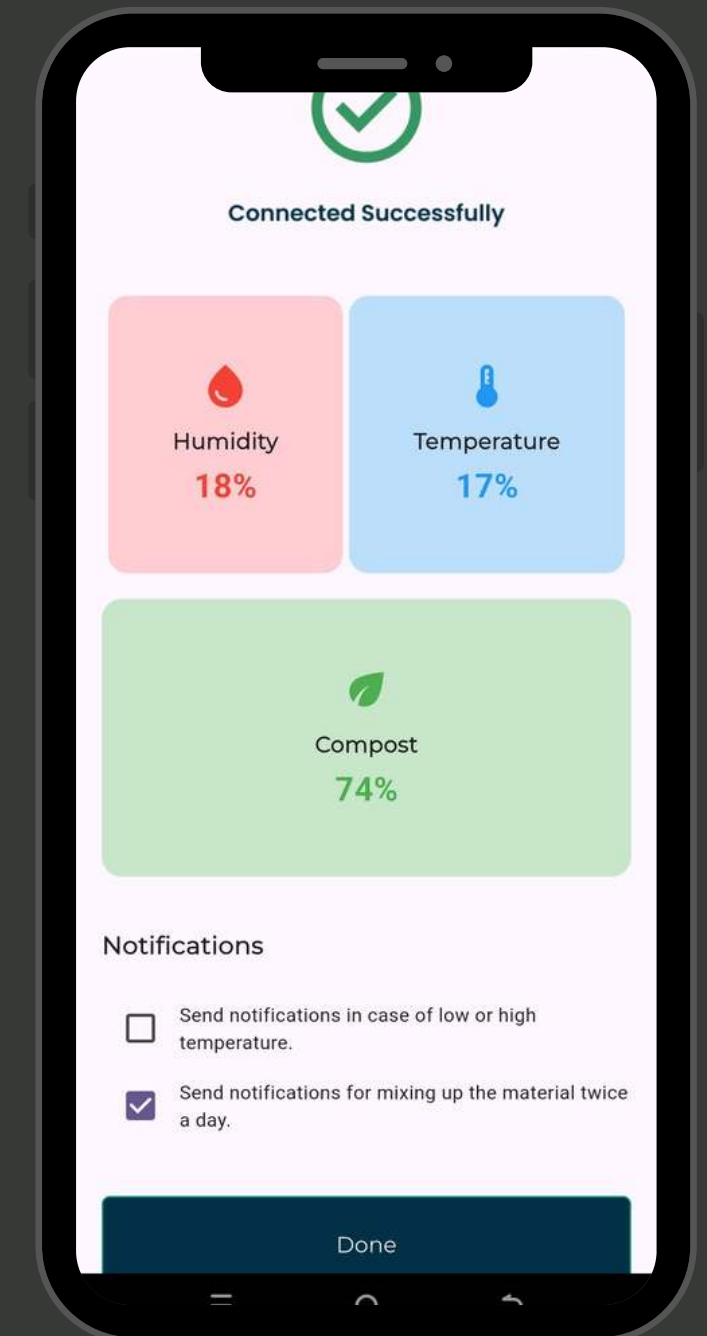
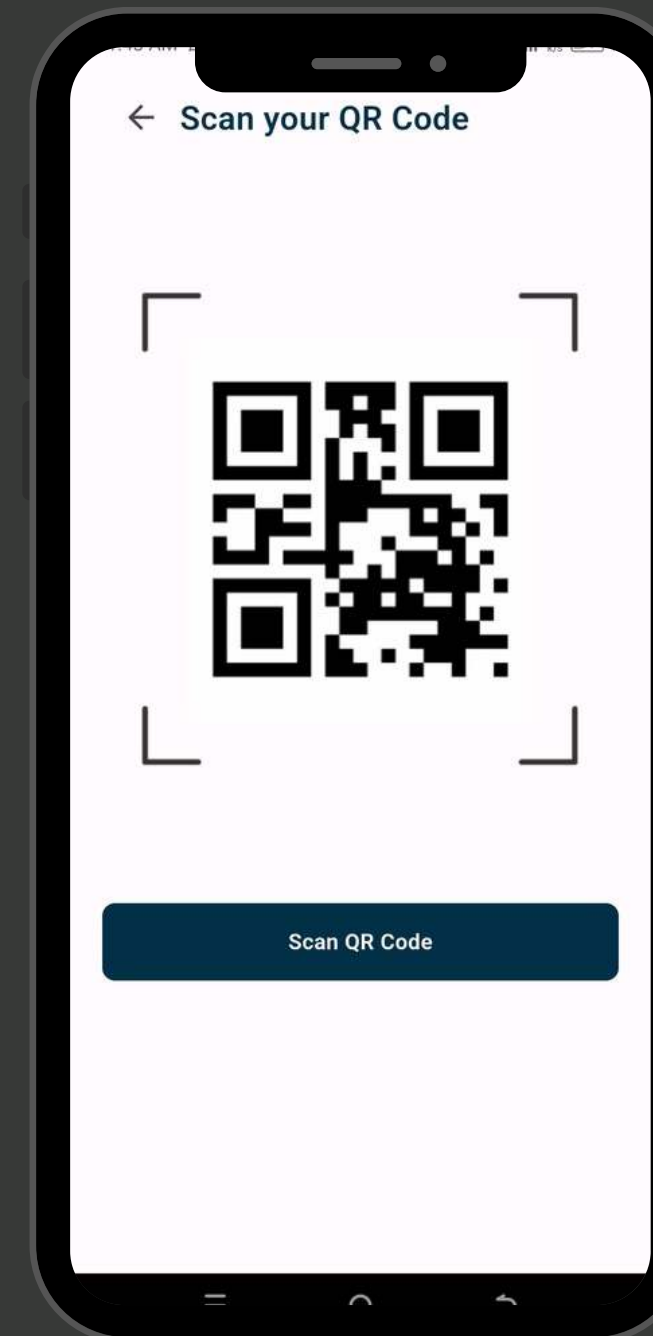
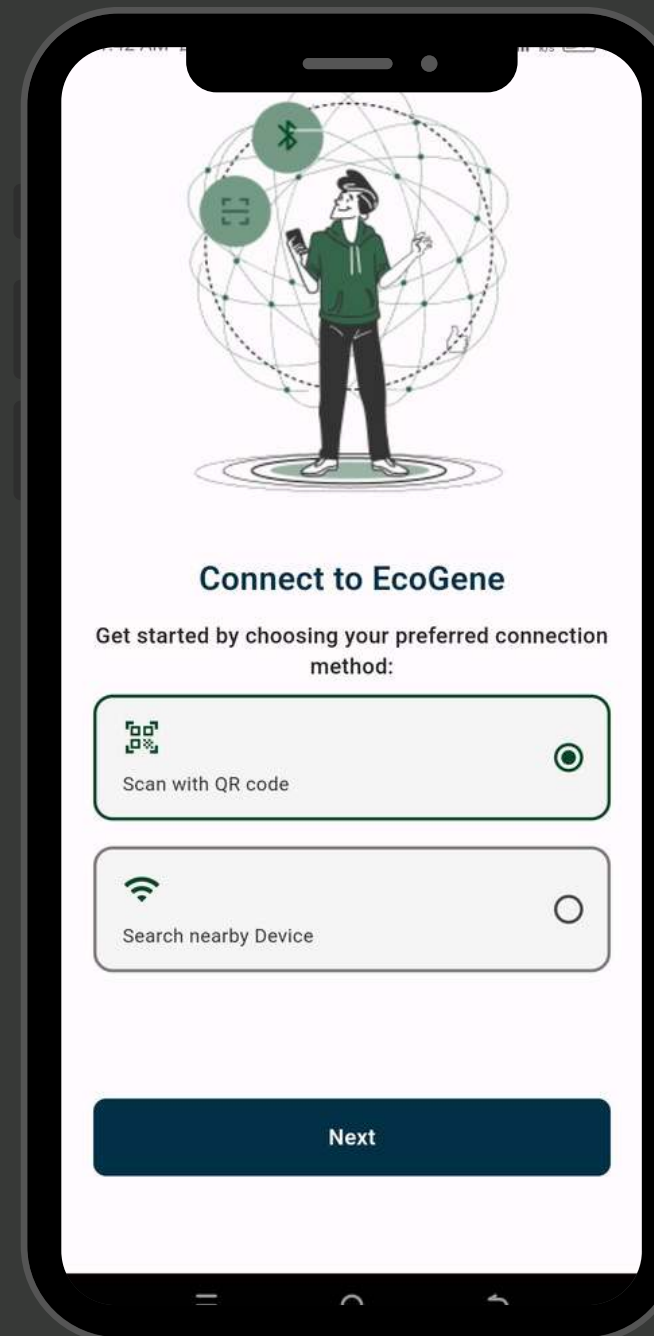
Recycling Monitoring Device



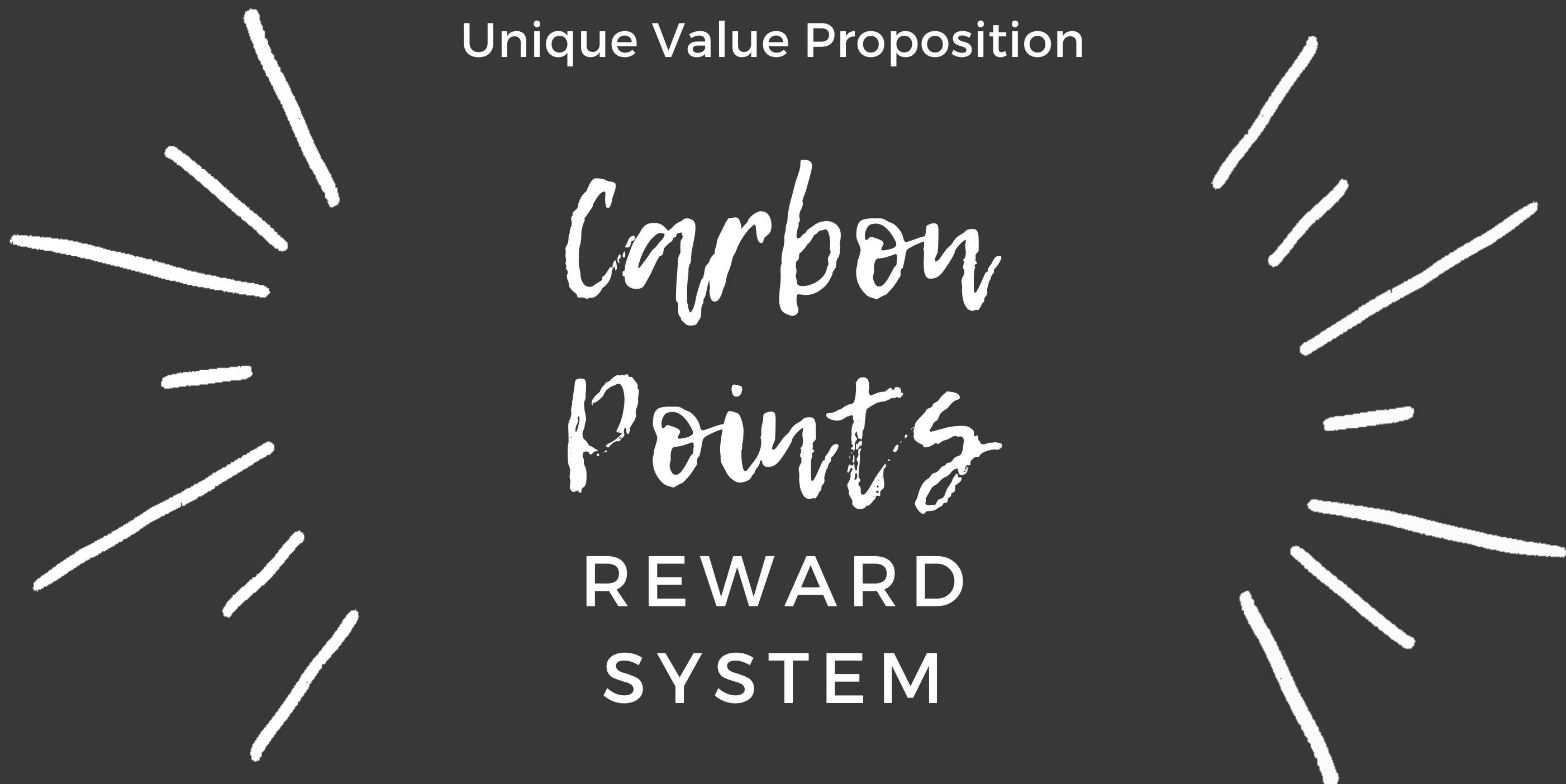
EcoGene



IOT Device
for compost monitoring
and points calculation



Unique Value Proposition



Carbon
Points

REWARD
SYSTEM

Market Size \$12.2 billion by 2027

2.2B Global households

TAM

Produce compostable waste

20M households in South Asia

SAM

Seek waste solutions

200K+ households

SOM

EcoGen target

BUSINESS MODEL

Multiple Revenue Streams

Device Sales



8,000 PKR/unit

Subscription



500 PKR/month (Premium)

Workshops



1,000 PKR per participant

Competitive Advantage

First Mover

We are the first IoT-based composting system in Pakistan

Carbon Points System

No other composting solution tracks impact and rewards users with redeemable points.

AI-Driven Waste Classification

Multi-Stream Revenue

Achievements



Featured at Agay Barho Google



UN Habitat + Top 3 Youth Led Startup



WUF12, Cairo Egypt



SDPI expo - Embassy of Denmark



UN DAY Expo



Presented to Prime Minister Investor Summit



Featured by Google

Awareness Impact



Sustainability Campaign



20+ School Visits

Recycling Activities



6 Trainings



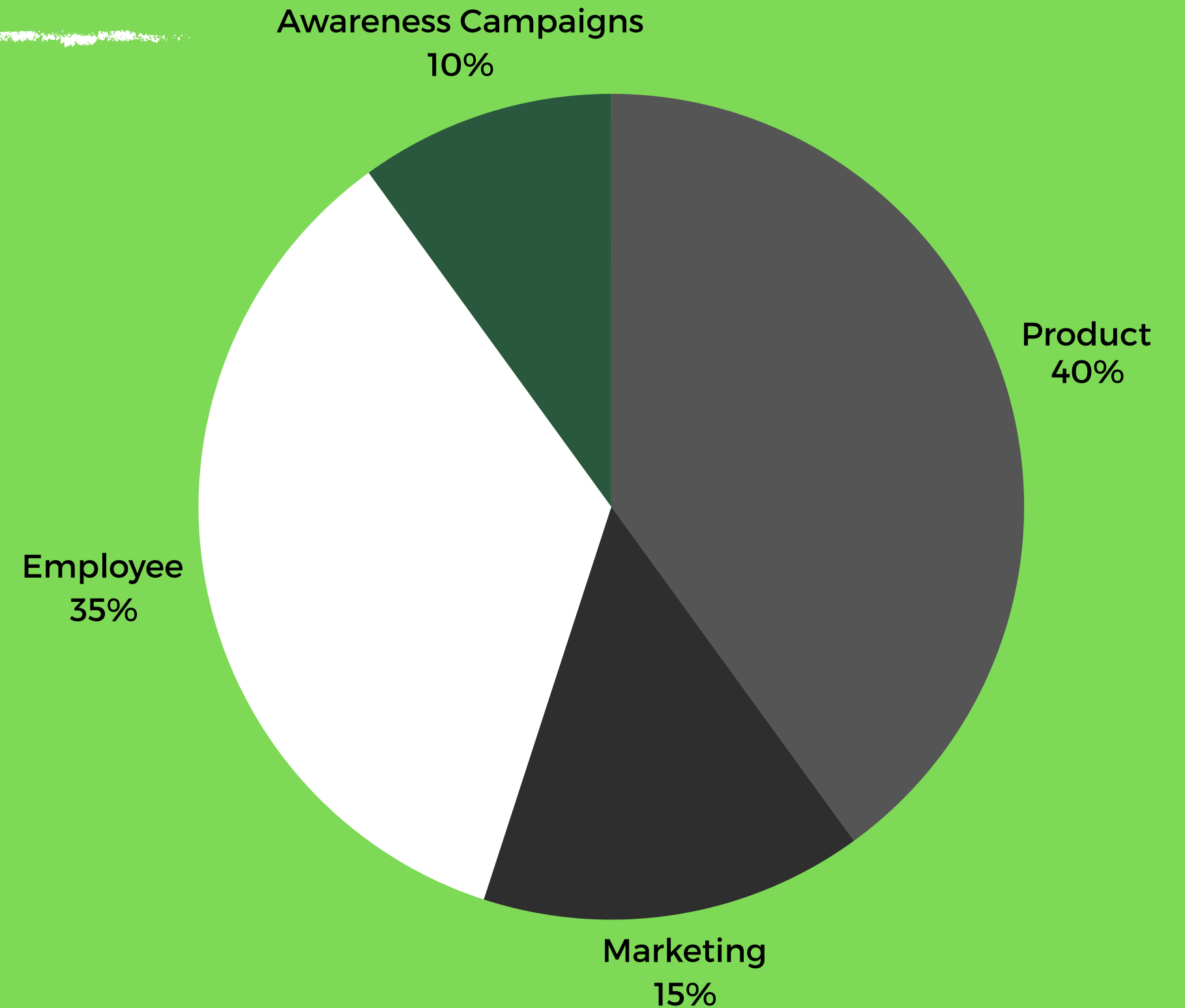
3 Cleaning Drives - Walks

Plan of Action

Investment
200,0000 PKR

200K Households

50 M+ 2026
Revenue



Impact Plan



Reduce

110K tons of CO₂e



Avoid

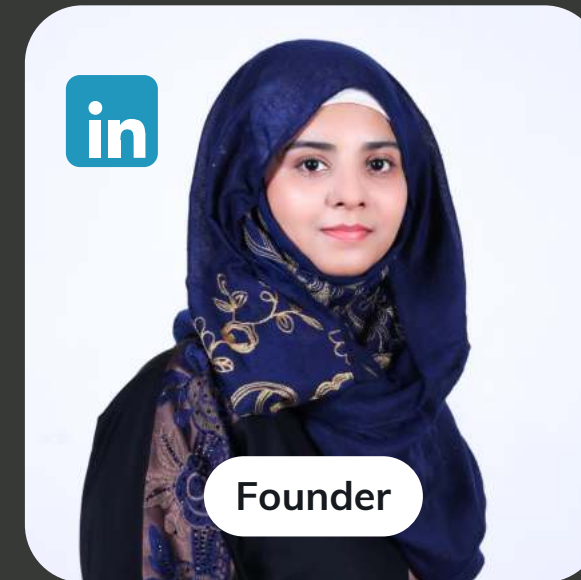
4.40K tons of CH₄



Plant

5M+ trees Equivalent

Meet our Team



Founder

Hafsa Syed

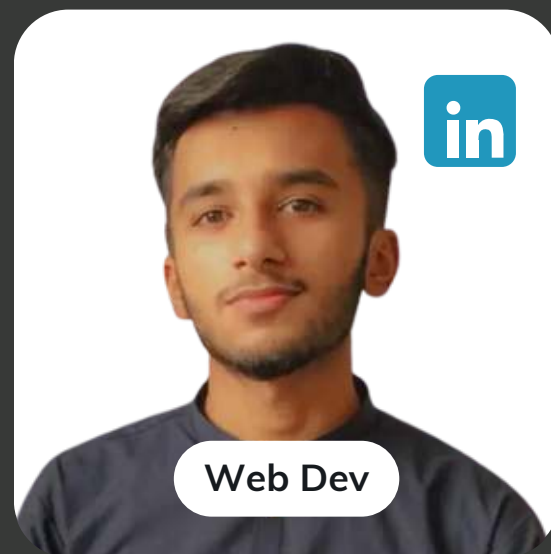
AI Engineer
Growth & Business Strategist



Co-Founder

Muhammad Haseeb

ML Engineer
Communications & Management



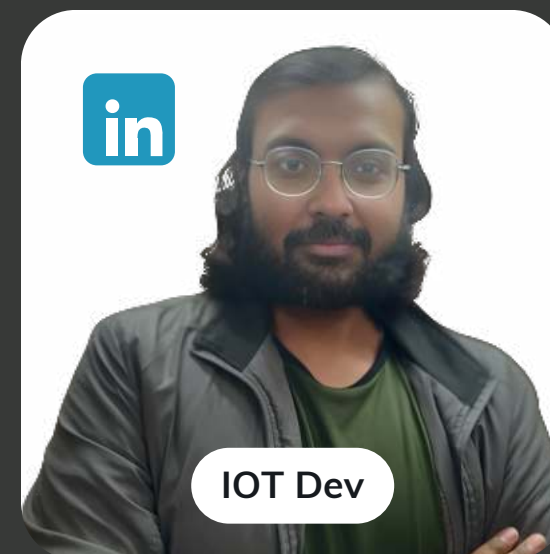
Web Dev

Abdul Waheed



Partnerships

Waleed Umar



IOT Dev

Usama Sadiq



UI Designer

Abdul Basit



Flutter Dev

Muhammad Faizan



Thank You.



www.eco-gen.net