

### SHORT DESCRIPTION

Compost collect is a kit that modifies existing dumpsters into smart bins for biowaste. The solution offers waste management collectors the ability to retain the waste on-site for extended periods of time and reduce some of its volume with a minimal use of energy. It improves the quality of sorting with an enhanced user experience through an app, digital locking system and selective access. The system also allows for integrating fill level sensors and route optimization software.

### OPPORTUNITY

Many developed cities are moving towards smart collection solutions while also integrating source separation policies for biowaste. Waste management companies compete to meet these demands in a cost attractive manners. Through integrating the compost collect system, waste management companies are able to have a more competitive positioning through a reduced cost of biowaste collection services; allowing them to offer competitive bids, while increasing margins of service provision.

### SOLUTION/PRODUCT

Through the compost collect kit, waste management operators are able to reduce up to 30% of the volume at the source and reduce the collection frequency down to 1-3 times per months. Through the IoT base servicing, operators can further reduce collection frequency by emptying bins only when full. Selective access and improved user interaction will allow better sorting compliance and identify users that require further awareness. As a result, material collected will have less impurities and is

#### Industry

Biowaste Management  
Smart Bins

#### Development stage

Startup

#### Year founded

Registered: 2017  
Technology development: 2019

#### Number of Employees

5

#### Ask

Looking to identify a strategic partner in the waste management sector

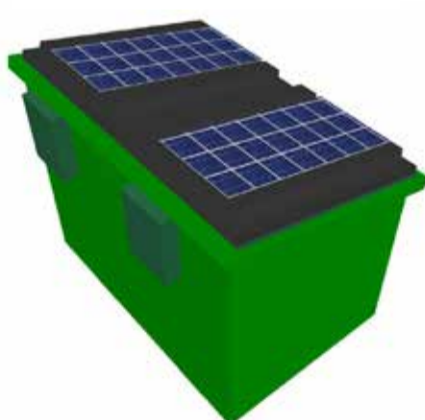
#### Existing Advisors

VIRIDIS Investment Fund

#### Contact Information

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suitable for the disposal or valorization at composting facility, while evading landfill taxes, in addition to reducing miles scrubbed to disposal sites. As a result, through compost collect, waste management operators can begin integrating source separation of organics gradually to interested users without the risk of contamination from non-informed disposers. For every ton collected with compost collect the waste management operator can save 30 to 50% on collection cost and disposal.



### MARKET ATTRACTIVENESS

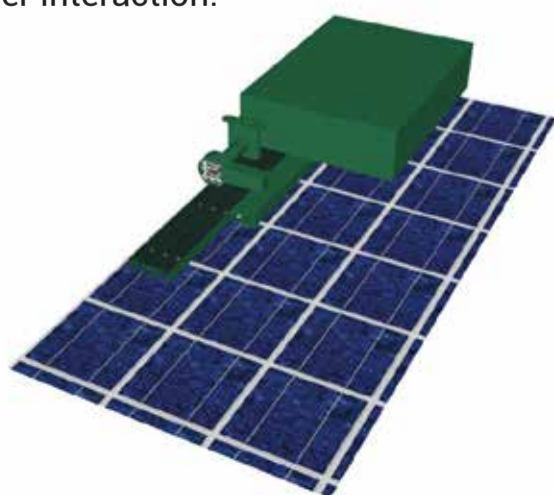
With the growing interest of municipalities in sustainable waste management, the smart bin market is currently at 270 million USD and will grow at a 64% CAGR to 5.4 billion in 2020. Currently there are very few players in the market offering primarily street bin solutions. Furthermore, no other solution provider offers smart bins for biowaste collection and user awareness.

### REVENUE MODEL

Compost collect is sold with a kit that could be installed in existing bins along with a yearly subscription to a bin/user management software.

### COMPETITIVE ADVANTAGE

Unlike traditional smart bins, compost collect can adapt to existing dumpsters; eliminating the need to replace valuable assets, while also being able to improve user interaction.



## ACHIEVEMENTS & KEY MILESTONES

### Incubation & Acceleration:

1. SMART ESA
2. Agrytech
3. cewas Middle East
4. Berytech Impact Rise

### Awards & Recognition:

1. 1st prize grant Expo Dubai 2020
2. 1st prize MIT Social Enterprise Track 2019
3. Lebanese Agrypreneurs of the year 2019
4. Lebanese Green Start-Up of the year 2019
5. 1st place Kayona Challenge 2019
6. 1st place Green Start-Up Meet Investors

### Achievements:

Revenue generated (2018-2019): 270,000\$

Investments secured: 450,000\$

Grants: 190,000\$

Prototypes sold: 70 units

Clients: American University of Beirut, Action Against Hunger, ESA University, Mercy Corps Lebanon, Nestle Waters, VNG International, Canadian Embassy in Beirut, UK Embassy in Beirut, Manara Municipality, Antoura Municipality and others.

### 2020 Key Milestones:

1. On-board waste management operator as strategic partner:
  - Support in market validation
  - Investment in the development stage
  - Early adoption within selected service areas
2. Secure product patent
3. Develop app interface
4. Develop IoT feature
5. Finalize system design
6. Secure manufacturing partner

## TEAM

**Marc Aoun**, General Manager:

Marc has been at the forefront of establishing two successful start-ups in the fields of biowaste and wastewater (Compost Baladi S.A.L. & CubeX S.A.L). Through the years, he has acquired thorough knowledge in the biowaste management field, built a line of network and has always been an enthusiast of innovative ideas.

**Elie Rouhana**, Business Development: Manager:

Elie is a MBA holder from ESSEC Business School and established his own company "Francofolie S.A.L" in 2014. Elie represents the perfect fit to take on the business development aspect at Compost Baladi S.A.L.

**Tommy Waked**, Lead Engineer:

Tommy is a civil & environmental engineer who has built thorough technical expertise through his expertise in a contracting company as well as the waste management projects he has been the lead engineer on at Compost Baladi S.A.L.

**Lara El Gemayel**, Project Coordinator:

Lara is an agriculture engineer with a keen eye to details; she has built experience in project coordination via different projects where she was the focal point of at Compost Baladi S.A.L.

**Tony Barcha**, Prototype Engineer:

Tony is an agriculture engineer who has worked for more than 5 years at Maroun Barcha SAL – a manufacturing company and has been Compost Baladi's prototype engineer for two years now.