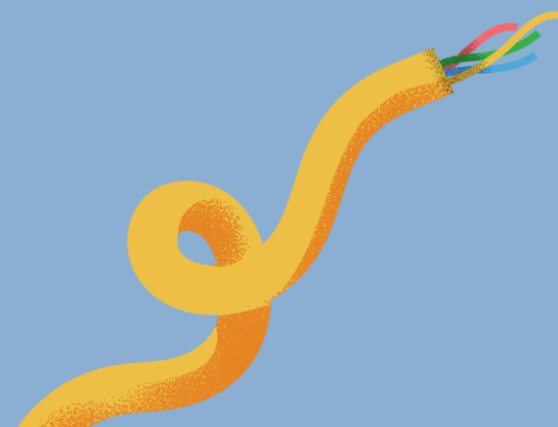
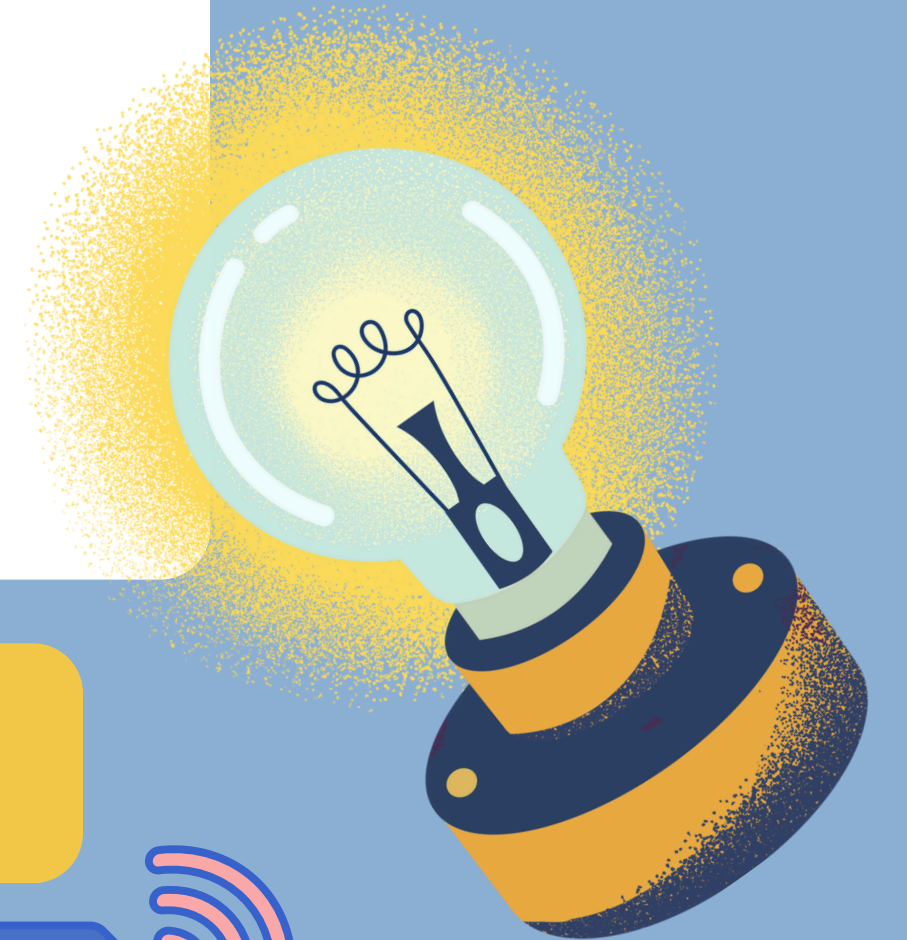
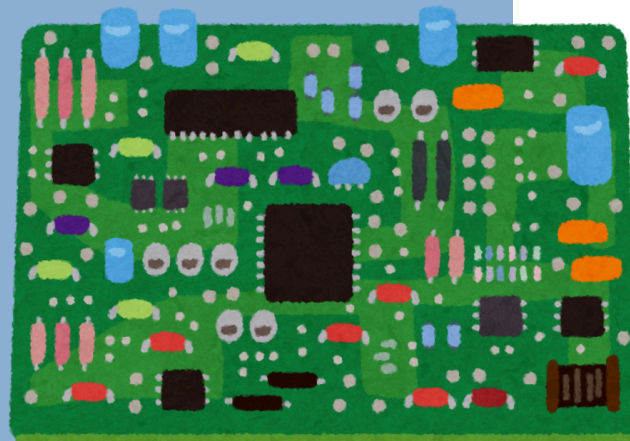
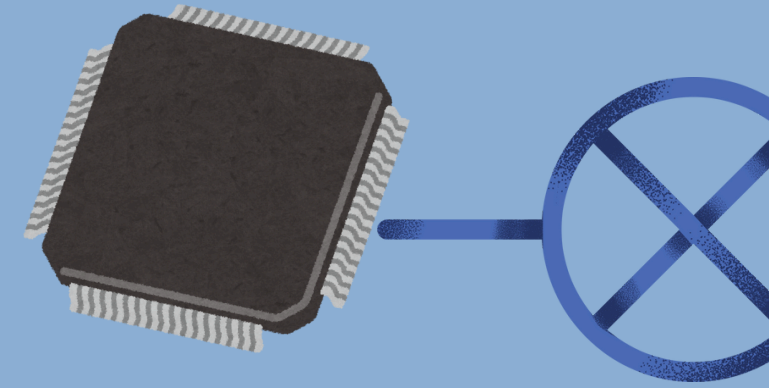
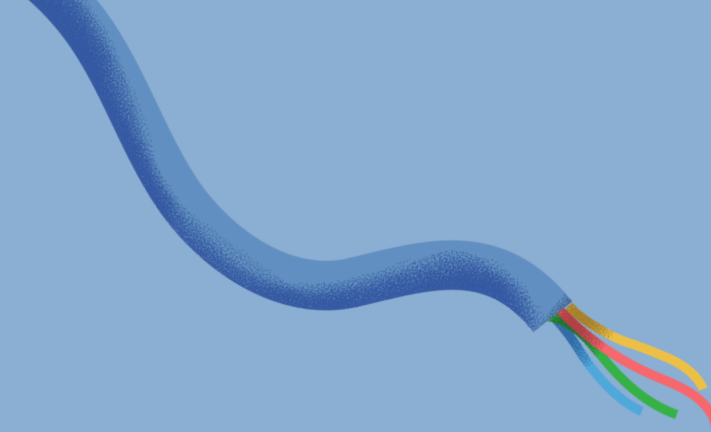


E-waste €

360°

Transforming Trash into Tech's Future



A stylized illustration of a woman with dark skin, wearing a white lab coat over a yellow top, and safety glasses. She has her hair in a bun and is pointing her right index finger towards the title 'Today's Focus' on a yellow rectangular background.

Today's Focus

1. The Crisis

"595K Tons of E-Waste: Saudi Arabia's \$57B Lost Opportunity"

2. The Fix

"Scan, Recycle, Earn: AI + IoT Turn Trash into Cash"

3. The Profit

"From Junk to Revenue: 40% Refurbished Sales, 60% Raw Materials"

4. The Vision

"Pioneering Saudi's 2030 Circular Economy"

Issue and requirement



The Silent Crisis: 595K Tons of Annual E-Waste in Saudi Arabia.

The annual volume of e-waste in Saudi Arabia is estimated to be approximately 595,000 tons*, indicating a considerable loss of resources that could be repurposed within the circular economy.



There is a lack of community awareness concerning the conservation of natural resources.

Carbon emissions reach 20 tons of carbon for every ton of waste, along with methane emissions.



An estimated annual release of around 1.5 million tons of carbon dioxide and 20,000 tons of methane occurs.

There is a lack of a unified system to recycle this waste effectively.



Solution and Value Enhancement



From Liability to Resource: The E-Waste 360° Model

An innovative strategy for waste management that converts waste into sustainable resources. This solution incorporates QR codes alongside RFID technology to accurately document and monitor waste in order to:

- Cultivating leadership in innovation and community involvement.
- Transforming waste from a "liability" into a "resource."
- An advanced application that digitally tracks waste utilizing QR codes.
- Employing Internet of Things (IoT) technology to oversee collection points.
- Artificial intelligence (AI) is employed to analyze data and improve operational efficiency.
- A reward system crafted to elevate engagement among individuals and organizations.
- Achieving the goals of Vision 2030 in sustainability and the circular economy.

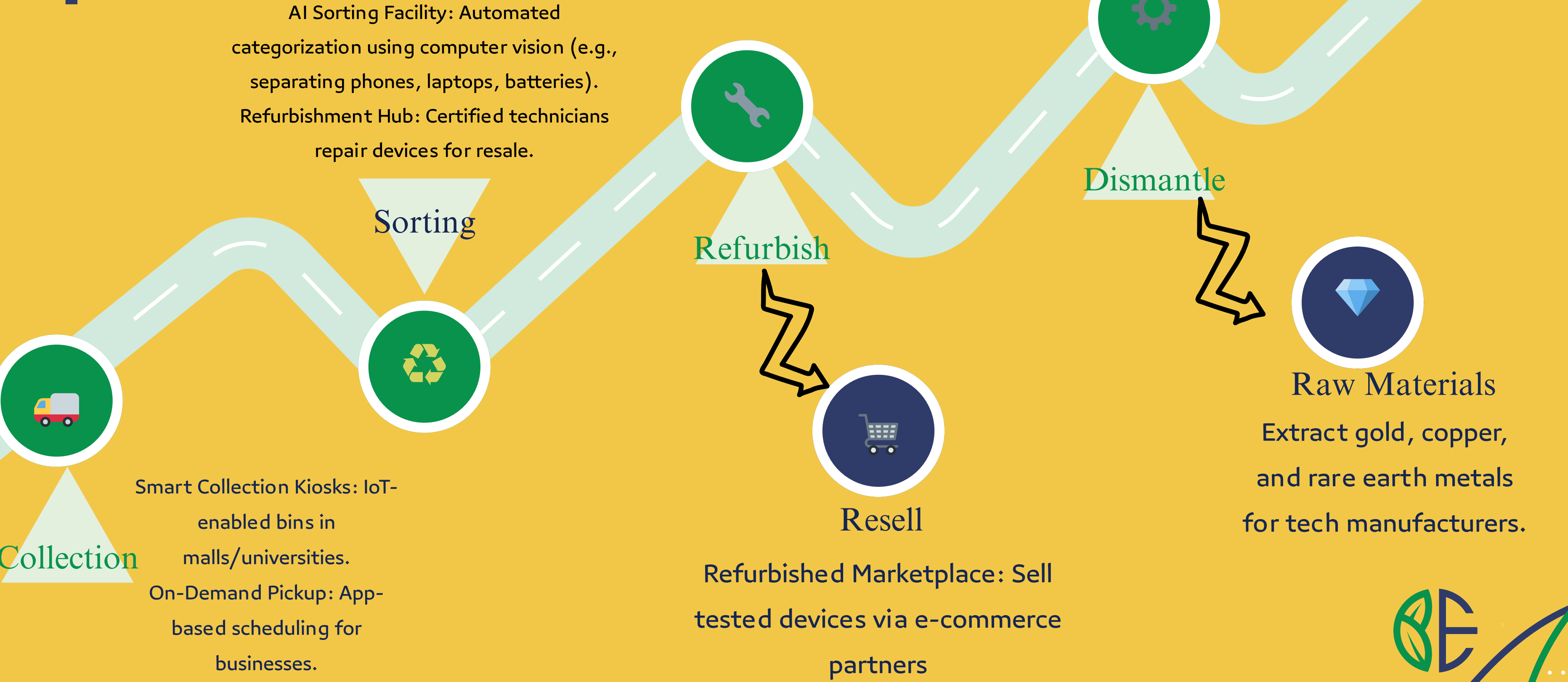
We gained benefits from the Red Box business model.



IOT +
QR/RFID



End-to-End Operational Workflow



Why now?

FUELING SAUDI ARABIA'S SUSTAINABLE FUTURE"

- Growing global interest in the circular economy and environmental conservation.
- The proportion of recyclable waste is increasing, and the Kingdom has established a goal to diminish it as part of its vision and commitment to sustainability.
- Limited community awareness regarding methods to integrate and realize this vision, along with empowerment through the establishment of dedicated centers.
- Primary emphasis on significant urban neighborhoods.
- Excessive use of electronic devices.
- Partnership opportunities with municipalities, governmental entities, and private institutions.



Technical and operational analysis

Technology:

- Develop an application for iOS and Android platforms.
- Utilize QR codes for data recording and RFID technology to guarantee precise tracking.
- Integrate collection points with an IoT platform for real-time monitoring.
- Utilizing artificial intelligence to analyze data and enhance operational efficiency.

Operation:

- Execute the project as a pilot initiative within the neighborhood on a limited scale, accompanied by meticulous performance monitoring.
- Enhancing collaborations with recycling facilities and municipal authorities.
- Formulate an expansion strategy informed by pilot outcomes.

**TECH STACK:
AI, IOT, AND BLOCKCHAIN IN
ACTION.**



Marketing Strategy and Brand Development

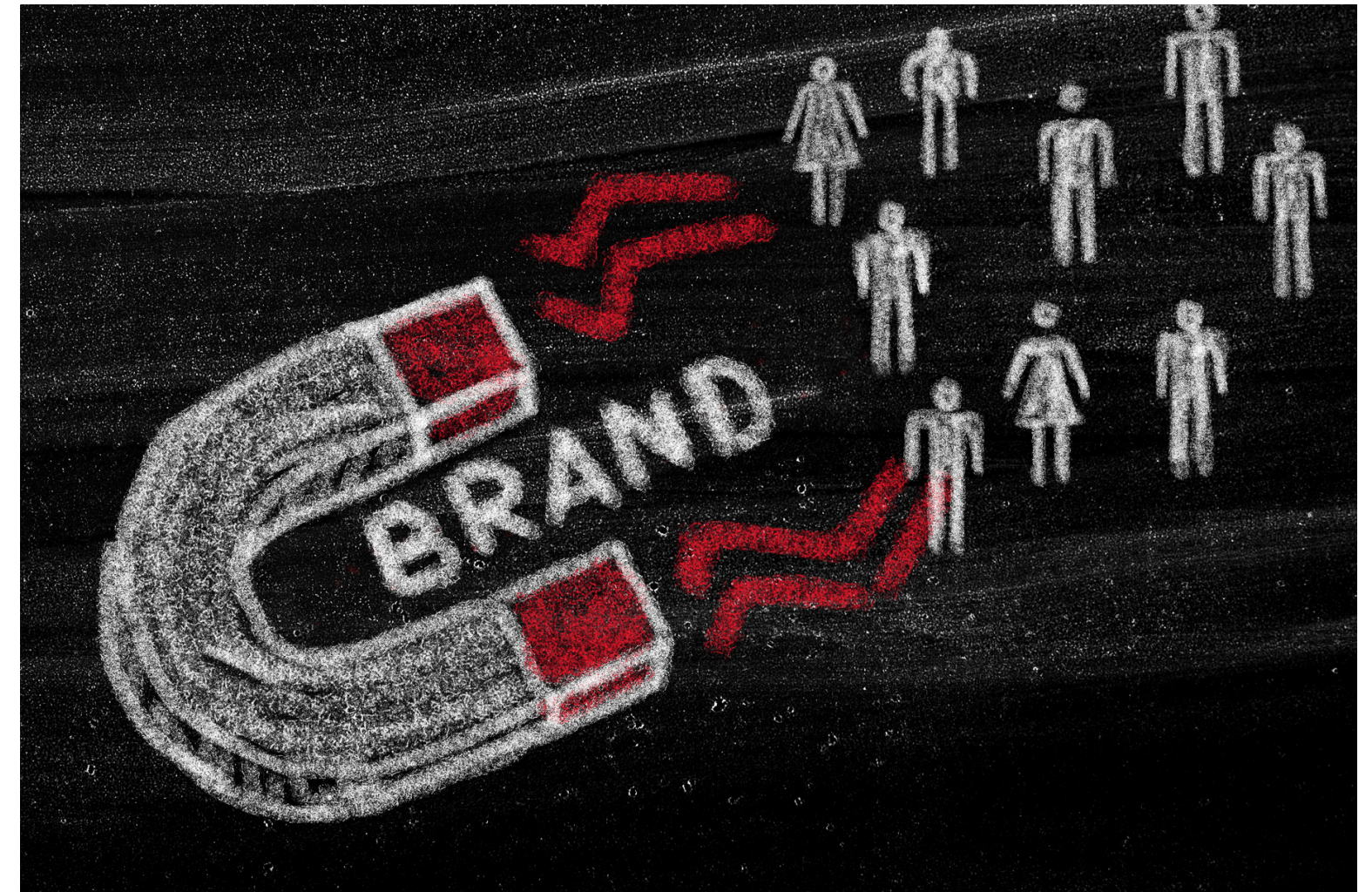
Scaling from Riyadh to
the World

Digital approach:

- Social media initiatives aimed at small communities.
- Interactive content and paid advertising to enhance visibility.

Initiatives:

- Conducting awareness workshops to foster a culture of recycling and reuse.
- Collaborations with municipalities and institutions to execute community events.



Business Model

PRIMARY PARTNERS 	PRIMARY ACTIVITIES 	ENHANCED VALUE 	CLIENT ENGAGEMENT 	CLIENTS 
	- Workshops - Reverse logistics management - Quality assurance - Data Analysis - Environmental consciousness.		- Digital engagement - Client assistance - Community development - Monetary incentives.	
• Logistics firms • environmental advocacy groups • Governmental agencies • The venue where the initiative takes place. • Associations. • Supporting organizations. • Workshops for the maintenance of electronic equipment.	Primary Resources 		CHANNELS 	
			- Platforms for internal and external communication. - Collection locations. -events.	
COST FRAMEWORK 			REVENUE STREAM 	
• APPLICATION AND TECHNOLOGY DEVELOPMENT AND MAINTENANCE. • ACQUISITION OF COLLECTION POINTS AND TECHNICAL ASSISTANCE. • MARKETING INITIATIVES AND AWARENESS SEMINARS. • TRANSPORTATION AND STORAGE • APPLICATION DEVELOPMENT • EMPLOYMENT			• Distributing rotation pattern data to interested parties. • Premium subscriptions cater to active users and offer enhanced benefits. • Reselling refurbished devices following maintenance. • Disposing of non-functional equipment components to manufacturing facilities (gold, copper, plastic)	





Pioneering Champions

Amal AlBashrawi
Owner | Entrepreneur |
Chief Executive Director
| Specialist in
Environmental
Sustainability and
Logistics



Prof. Mousa AlBashrawi
KFUPM Representative.
Specialty in E-Learning,
ERP, E-Commerce,
Mobile Banking, and
Data Analysis.



Wesam Al Ghanim
Co-Founder
Geologic | Business
Development Specialist

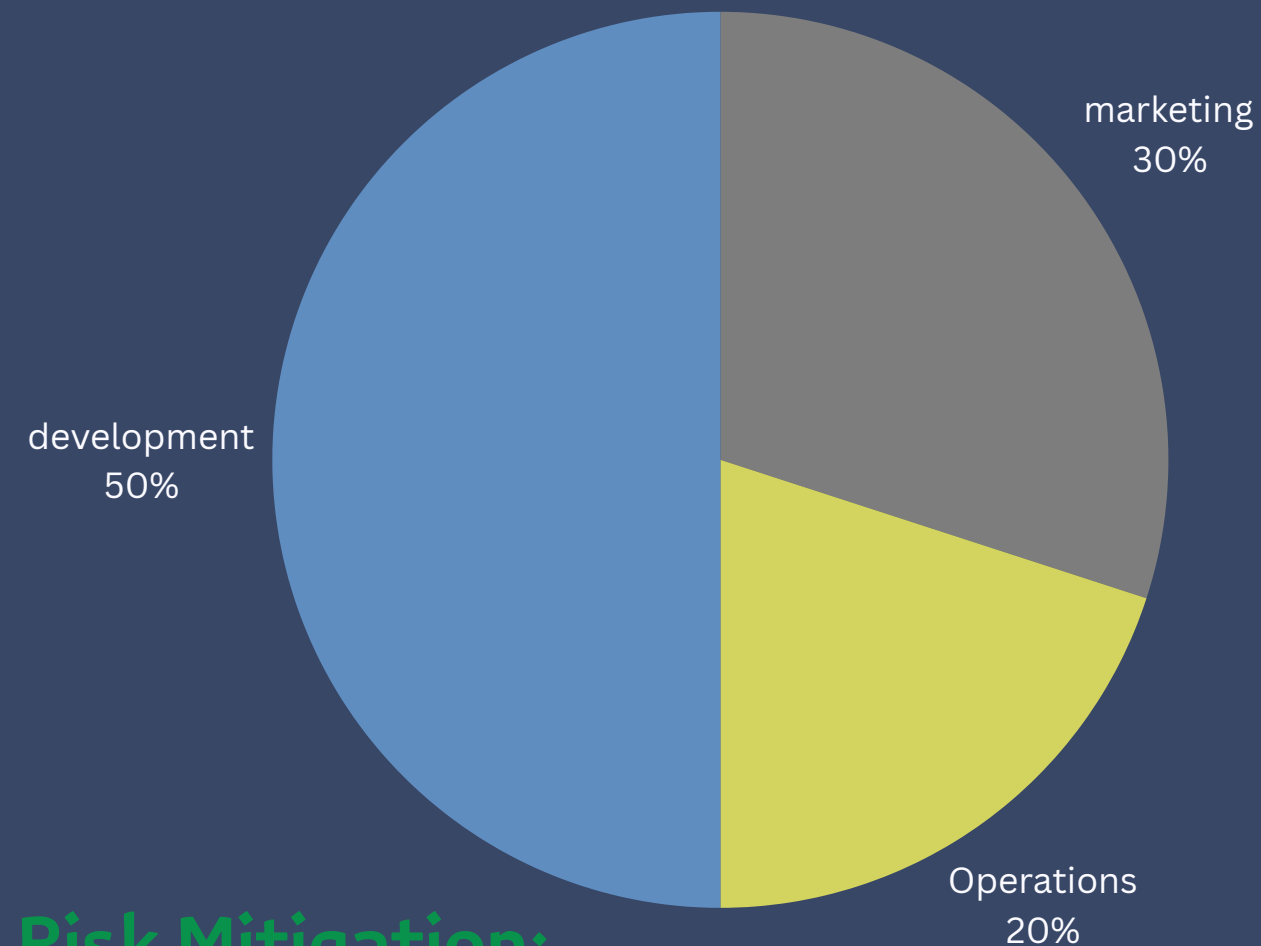


Daniel AlBayyat
IT Developer | Computer
Science



Fund Utilization Strategy

SUSTAINABLE GROWTH, MINIMIZED RISKS



Risk Mitigation:

Supply Chain Risks: Dual logistics partners (e.g., DHL and local firms) to prevent delays.

Market Risks: Diversified revenue streams (B2C device sales + B2B material contracts).

Tech Risks: Open-source AI model backups and partnerships with KFUPM for R&D.

Timeline

Stage 1 (0-6 months):

Develop and implement the pilot application in a targeted region.
Acquire your initial smart hardware safe and guarantee real-time monitoring.

Marketing and brand development.

Data acquisition and performance evaluation.

Stage 2 (6-12 months):

Enhance the system in accordance with user feedback.

Incremental expansion to further neighborhoods and cities.

Enhancing the partnership network.

Stage 3 (after twelve months):

Implement the model on a national level.

Organize regular events to enhance adoption and profitability.



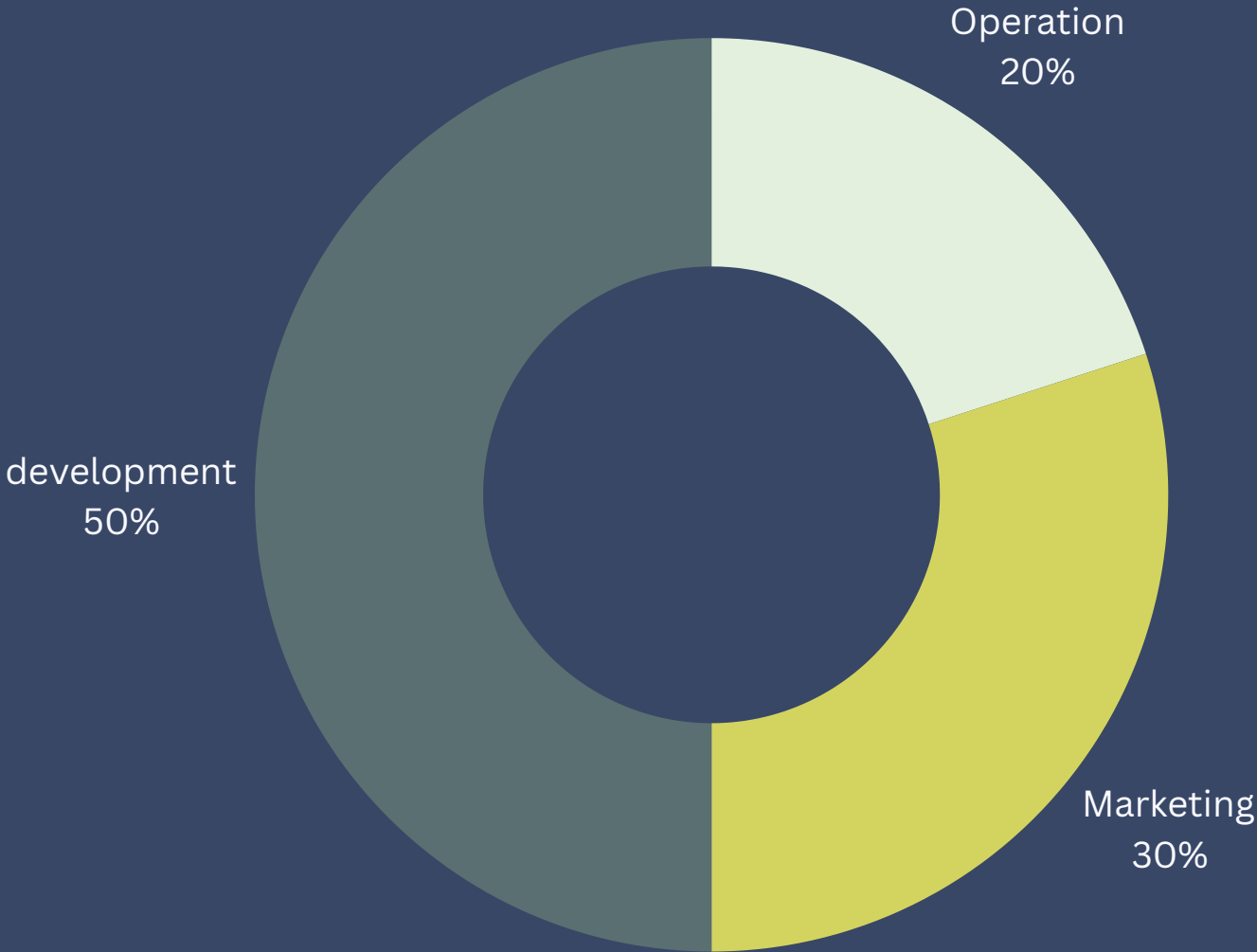
Financial Analysis*

- BREAK-EVEN: ACHIEVED BY YEAR 2 VIA PREMIUM SUBSCRIPTIONS AND BULK MATERIAL SALES.
- PROFIT MARGINS: 40% FROM REFURBISHED DEVICES, 60% FROM RAW MATERIALS.



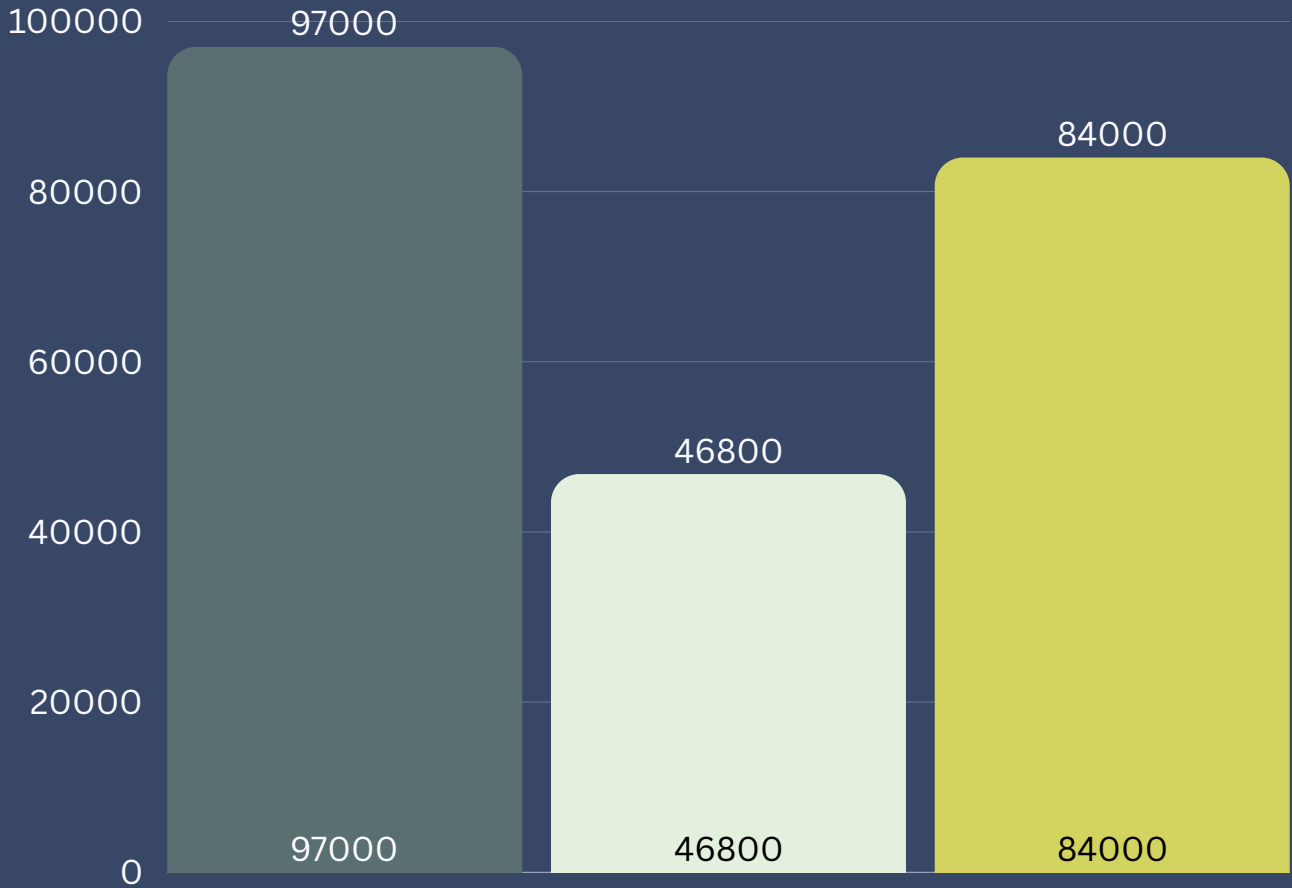
costs

● Operation ● Marketing
● development



Returns

● individuals ● Companies ● Device sales



EXPLANATION IN THE ATTACHED DOCUMENT*

Competitive Edge

Why E-Waste 360° Wins

FACTOR		IMPACT2EARN
TECHNOLOGY	AI + IOT + BLOCKCHAIN	BASIC QR TRACKING ONLY
REVENUE STREAMS	REFURBISHED SALES, RAW MATERIALS, DATA	SINGLE REVENUE (RECYCLING FEES)
MARKET REACH	VISION 2030 PARTNERSHIPS	LIMITED TO LOCAL MUNICIPALITIES
USER INCENTIVES	CARBON CREDITS + CASHBACK	ONE-TIME DISCOUNTS

[Impact2Earn](#)
[Recycling Bank application](#)
[URLs:](#)
[Available on Google Play](#)
[Available on the App Store](#)
[Visit our official website](#)

Ultimately,
what are our expectations?

FINANCIAL SUPPORT

WHAT JUSTIFIES OUR ENTITLEMENT TO IT?

- AN INNOVATIVE INITIATIVE THAT BOLSTERS VISION 2030 BOTH ENVIRONMENTALLY AND ECONOMICALLY.
 - EMPLOYING CONTEMPORARY TECHNOLOGIES THROUGH THE INTEGRATION OF QR CODES WITH RFID TECHNOLOGY, IOT SYSTEMS, AND AI TO PRECISELY AND EFFECTIVELY MONITOR WASTE.
 - THE PROJECT SHOWS GREAT POTENTIAL AND CAN BE PROGRESSIVELY SCALED.
- MEASURABLE COMMUNITY IMPACT THROUGH EMPLOYMENT GENERATION AND SUSTAINABLE AWARENESS.

Join the E-Waste Revolution



0546054111

recyclingbank.me@gmail.com

Vision 2030 Alignment

1. Saudi Vision 2030 (Sustainability & Circular Economy)

<https://www.vision2030.gov.sa/en/vision/pillars/sustainable-ambitions>

Supports e-waste-to-resource conversion aligned with national sustainability goals.

2. Saudi Green Initiative (Waste Management)

<https://www.greeninitiatives.gov.sa/en/node/85>

Reduces carbon emissions through ethical e-waste recycling.

3. National Waste Management Center

<https://www.mwan.gov.sa/en/awareness/Pages/NationalWasteManagement.aspx>

Guidelines for e-waste strategies and potential partnerships.

4. National Industrial Development Program (Circular Economy)

<https://nidp.gov.sa/en/Initiatives/Pages/CircularEconomy.aspx>

Funds projects converting waste into industrial raw materials.

5. Vision 2030 – Tech & Innovation

<https://www.vision2030.gov.sa/en/vision/pillars/thriving-economy>

The Importance of Digitalisation in Saudi Arabia.



ECO-ATM