



YOwaste

Martin Tumusime - CEO & Founder



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[@yo_waste](https://www.instagram.com/yo_waste)

Problem



Over **1 million** households in Kampala bag their waste for proper collection & disposal.

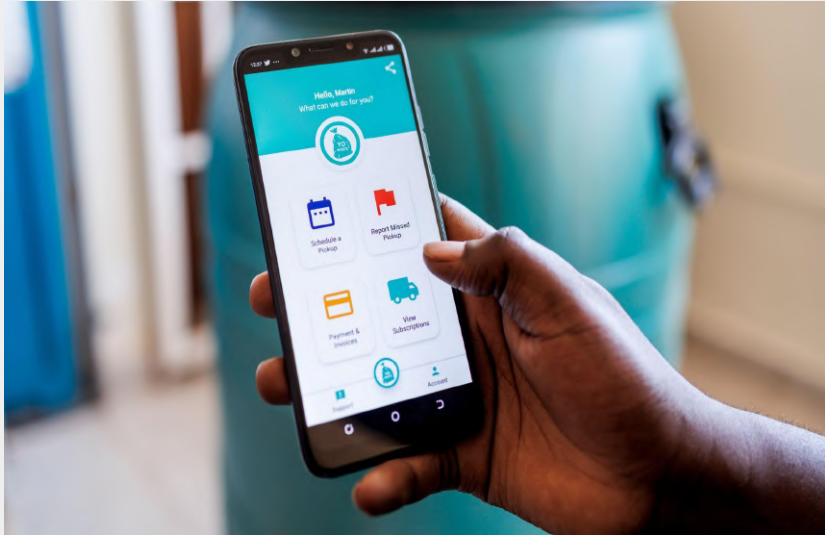


Only **40%** is collected through the formal system, less than **4%** is recycled.



60% of waste is improperly disposed of. **8%** of emissions in Sub-Saharan Africa.

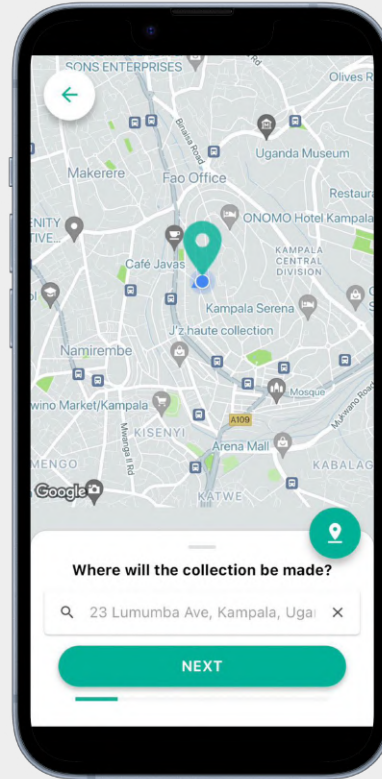
Solution



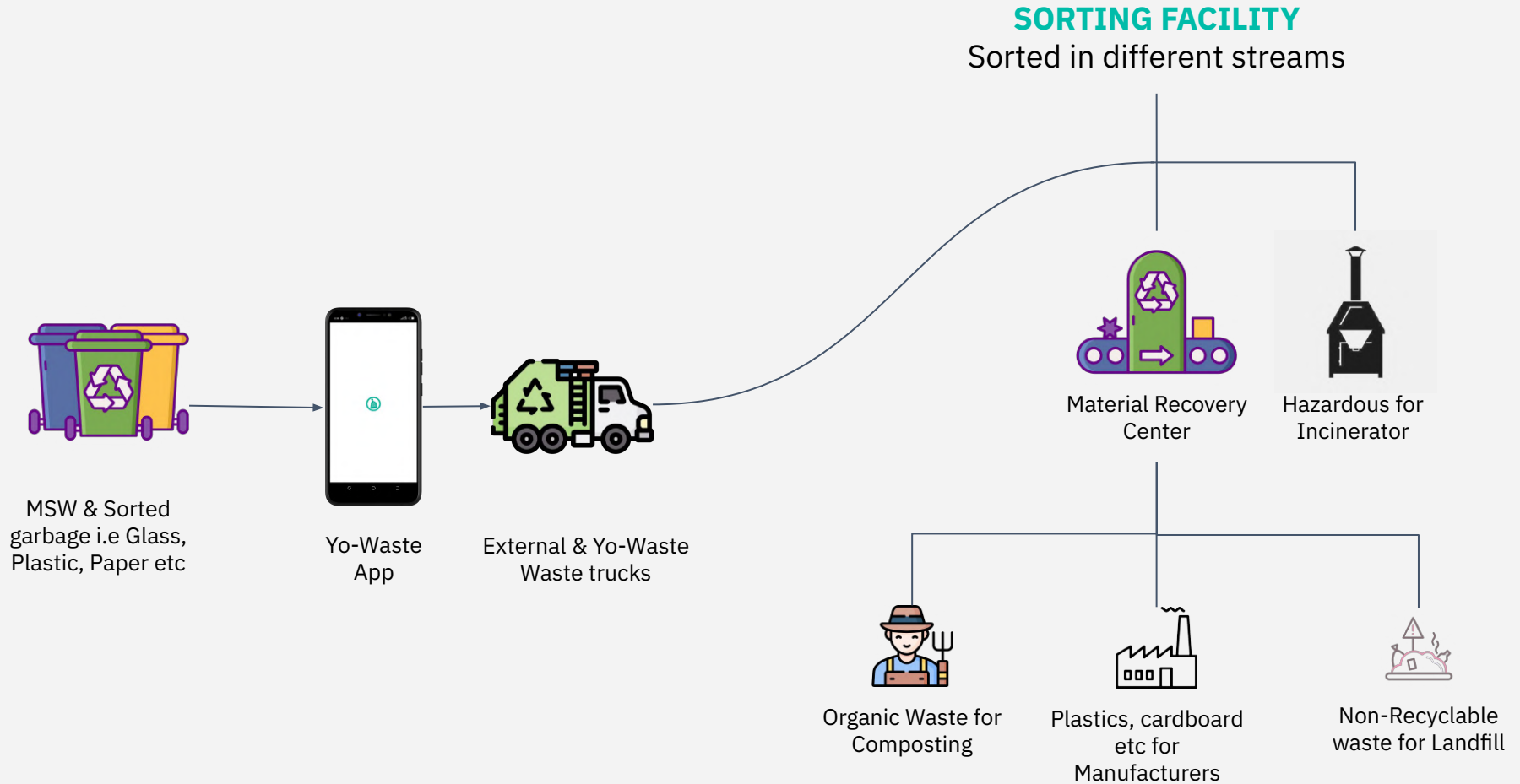
Yo-Waste is a mobile app that offers affordable, reliable waste collection and recycling—on-demand or by subscription—for homes and businesses in Kampala.

Technology

- **On-Demand Pickup:**
 - Users can request immediate waste collection services.
 - Real-time GPS tracking of waste haulers for accurate arrival times.
- **Recurring Services:**
 - Option to schedule regular pickups on a weekly or monthly basis.
 - Automated reminders and notifications for upcoming pickups.
- **User-Friendly Interface:**
 - Easy-to-use app available on smartphones.
 - Simple scheduling and payment processes.



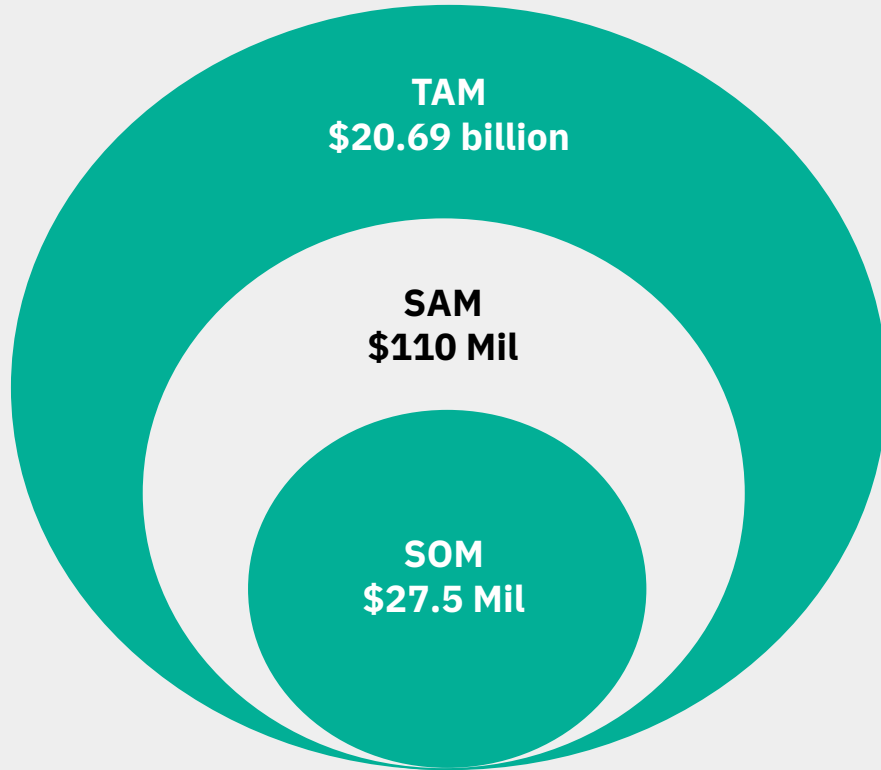
- **Network of Local Waste Haulers:**
 - Collaboration with local waste collection companies to ensure coverage and efficiency.
- **Location-Based Services:**
 - Utilizes GPS technology for optimized route planning and efficient service delivery.
 - Ensures timely and reliable pickups based on users' locations.
- **Real-Time Updates:**
 - SMS Notifications for pickup confirmations, arrival times, and service completions.
 - Transparency in service delivery and customer satisfaction.



Competitive Analysis

WM Features	Traditional Waste Collectors	Yo-Waste	Informal Pickers
Affordability	✓✓	XX	✓✓
Convenience	XX	✓✓	XX
Service Reliability	XX	✓✓	XX
Sorting & Recycling	XX	✓✓	XX
Scalability	XX	✓✓	XX

Market Size



TAM

The Africa Waste Management Market size is \$ **20.69 billion** and is growing at CAGR of **4.98%**

SAM

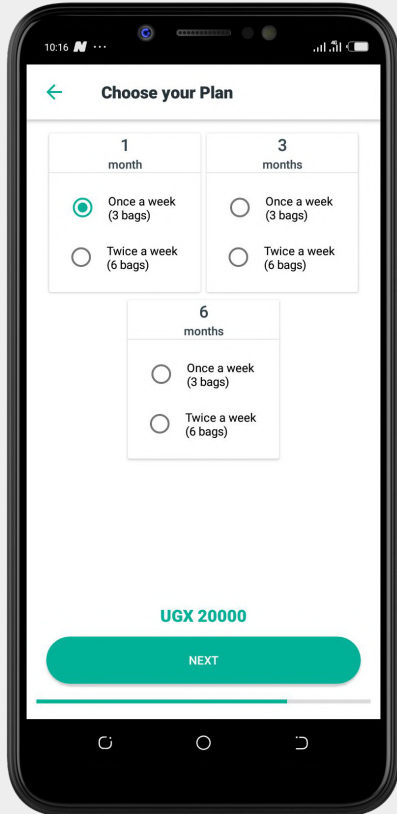
Our SAM is valued at over \$ **110 Mil** annually targeting urban households, businesses and municipalities in just Kampala, Uganda

SOM

Our SOM is value at \$ **27.5 Mil** based on our plans to capture **25%** market share of the Kampala market before scaling to other cities in sub saharan africa.

*source: [mordor intelligence](https://mordorintelligence.com)

Business Model



Subscriptions

Users can select a package for the type of subscription plan they need. Average package is **£8** per month for homes.

Recyclables

Sell of recyclable materials to manufacturers & recyclers as feedstock/secondary raw materials.

Traction

- ❖ **1,000+** customers served monthly to-date.
- ❖ **500+** tons of waste collected monthly.
- ❖ **48+** local waste collection companies on platform.
- ❖ Generated **USD 100K+** in revenue in 2024.
- ❖ Raised **USD 300,000** to-date.
- ❖ Target is **25%** market share in Kampala (before scaling to other Geographies).



Team



Martin Tumusiime

Founder & CEO

7 years in Waste Management
7 Years Product Development



Enock Lubowa

CTO/Co-Founder

7 years Software Engineering
Bachelor of Science CS



Brenda Namuli

Co-Founder

5 years DevOps Engineer,
Bachelor of Science CS



Gideon Mpungu

Co-Founder

Google Deepmind scholar,
AI/ML Expert.



Elifaz Ddamulira

General Manager

10 years in FMCG, Waste
Management, Operations.



Victor Muwebwa

Operations

5 years in operations waste
management.



Joseline Zawedde

Operations

5 years experience in
customer service.



Victoria Kamateka

Asst. Finance

Bachelor in Finance, 4 years in
accounting & finance.

Investment Ask

We are raising **£500k** investment to setup our first **modern material recovery facility** in Kampala, Uganda.



£500,000

Pre-Seed Investment



10,000

Targeted subscriptions



£1,608,000

Projected Annual Recurring
Revenue



Yo-Waste

You can find us



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Kampala, Uganda