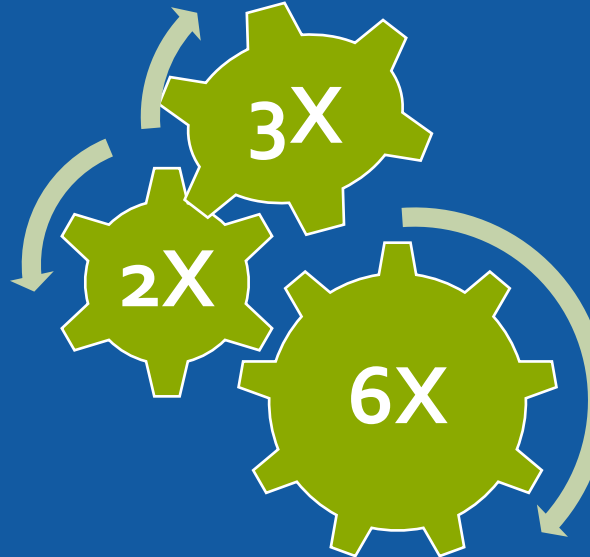
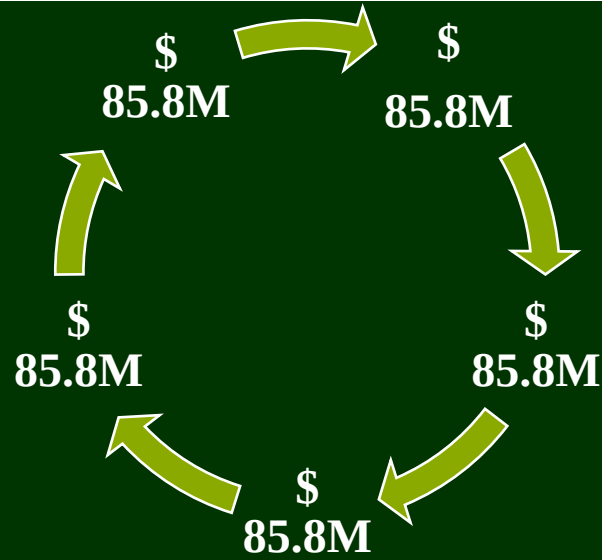


ELEVATOR PITCH



\$ 3.00



- Circularization **\$ 85.8m**, is the total value of **858,243k tons** of plastic waste,
- **Multiplier effect** in the Ghanaian Economy
- Lift more than **1.5m citizens** above poverty line

“Driving Sustainable Business Solutions with Data and Innovation”



**Edwin Akuffo,
Founder/C.E.O
+233 202045206**

“Driving Sustainable Business Solutions with Data and Innovation”

The Problem Statement



In Ghana, an average 858k tonnes of Plastic waste are generated annually

9.5% Collected and recycled

90.5%

Stormwater drains and water bodies which causes flooding

Destruction of lives and properties during the raining season

Source: <https://doi.org/10.1017/plc.2024.18>

Solution



A mobile App that connects recyclable waste collectors with waste generators in exchange for cash tokens paid by the collectors.

How-It-Works



Plastic Generator

Primary Plastic Collector

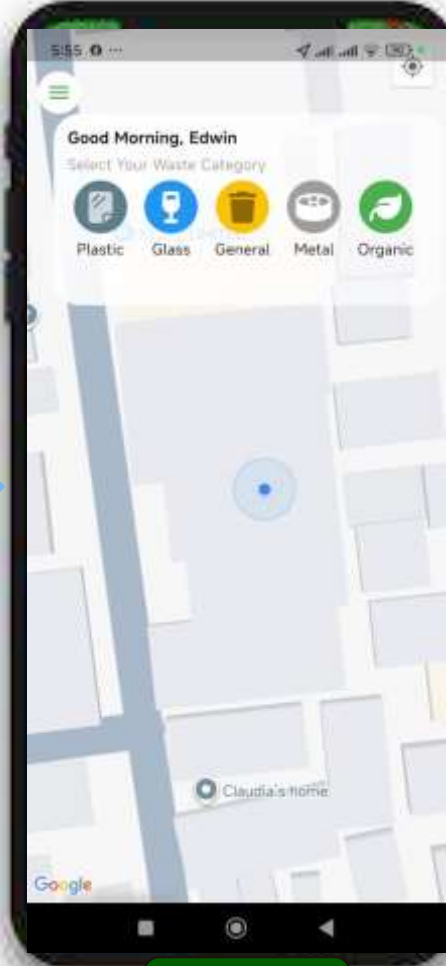
Secondary Collector

Tertiary Collector

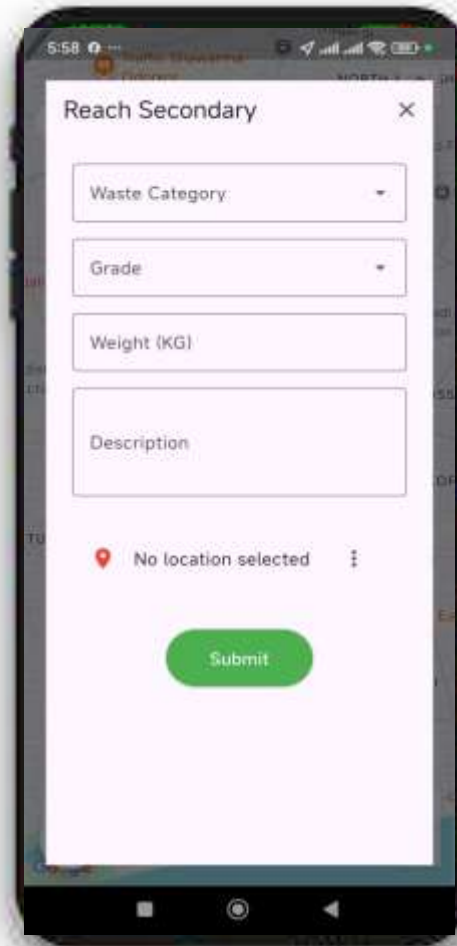
Download
App

GET IT ON
Google Play

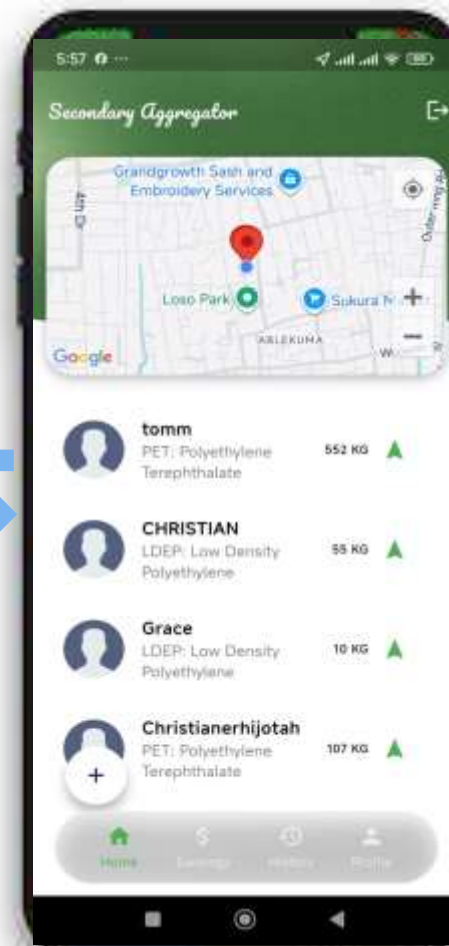
Download on the
App Store



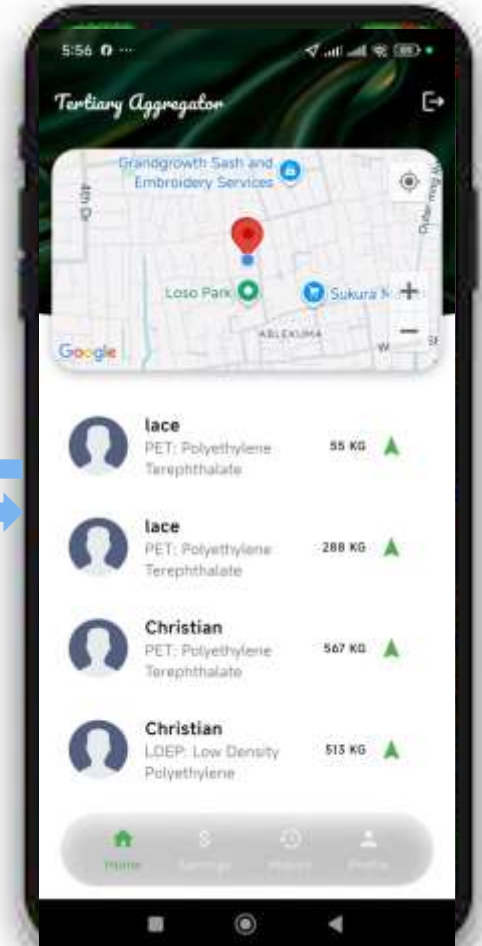
Tier-1



Tier-2



Tier-3



Tier-4

Value Proposition

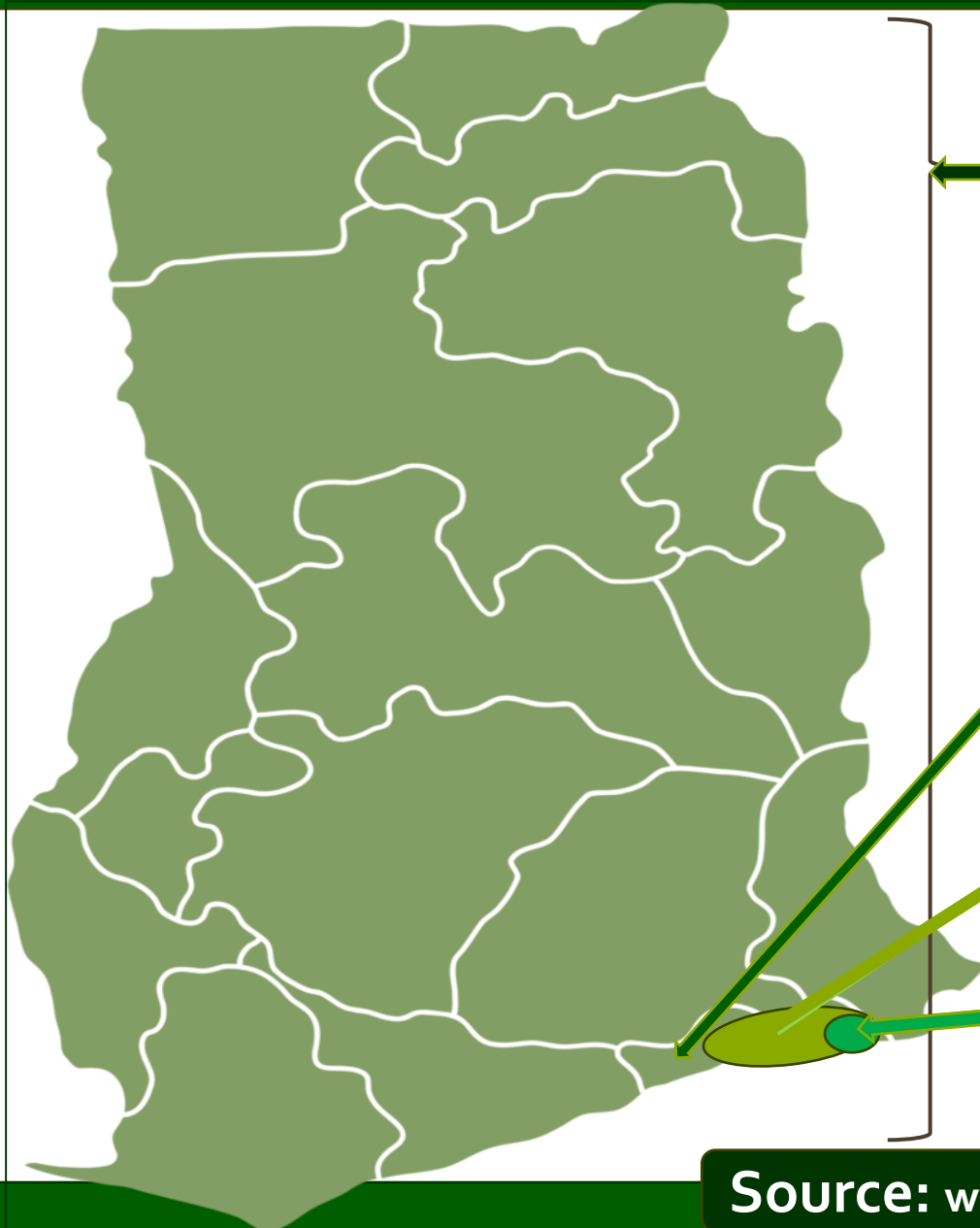


- ❖ Saved **1,910,000 CO2** emissions
- ❖ Improved **Human Dev't Index 0.602**
(Ghana ranks **145 of 193** countries)
- ❖ **8.3m** households with a passive income

- ❖ Improved **revenue**
- ❖ **Higher** rate of collection
- ❖ **Reduced maintenance cost**
- ❖ **Reduced fuel consumption**
(reduced carbon emission)

SOURCE: <https://www.statista.com/statistics/1244496/human-development-index-of-africa-by-country/>

Market Analysis



Total Addressable Market:
Ghana = \$ 85.8m

Servicable Addressable Market:
Greater Accra Region = \$ 15.19m

Servicable Obtainable Market:
Accra = \$ 2.278m

Beachhead Market:
Korle Klottey = \$5K

Source: www.ama.gov.gh

Source: microdata.statsghana.gov.gh

Target Market



PRIMARY MARKETS

**8.3m Households & 10k
Plastic Waste Collectors**

SECONDARY MARKETS

**Electronic & cardboard
waste collectors**

Source: [Census2021.statsghana.gov.gh](https://census2021.statsghana.gov.gh)

Business Model



B2C2B

Plastic waste Conversion Rate	Household income	Commission 25%	Collector Pays
1kg = \$ 0.10	\$ 0.10	\$ 0.025	\$ 0.125

Other Revenue Stream:

Sale of data Insights	Carbon Trading	Subscriptions by End-users
Per Waste Category per Districts Per month		First 3-waste category Additional category per quarter

Go-to-Market Strategy



B2C



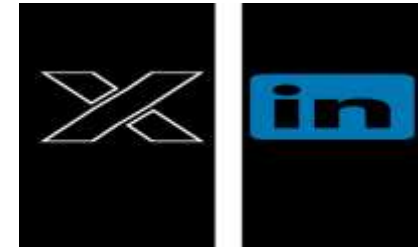
Community
engagements



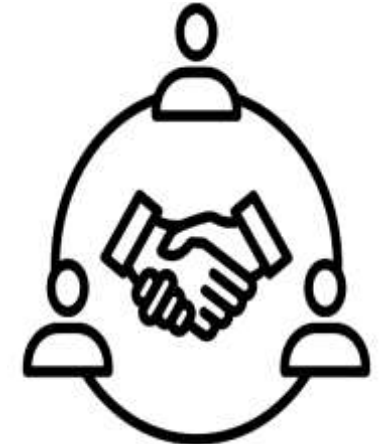
Beachhead
Market
Test Piloting



B2B



Stakeholder
Partnership



Competitive Analysis

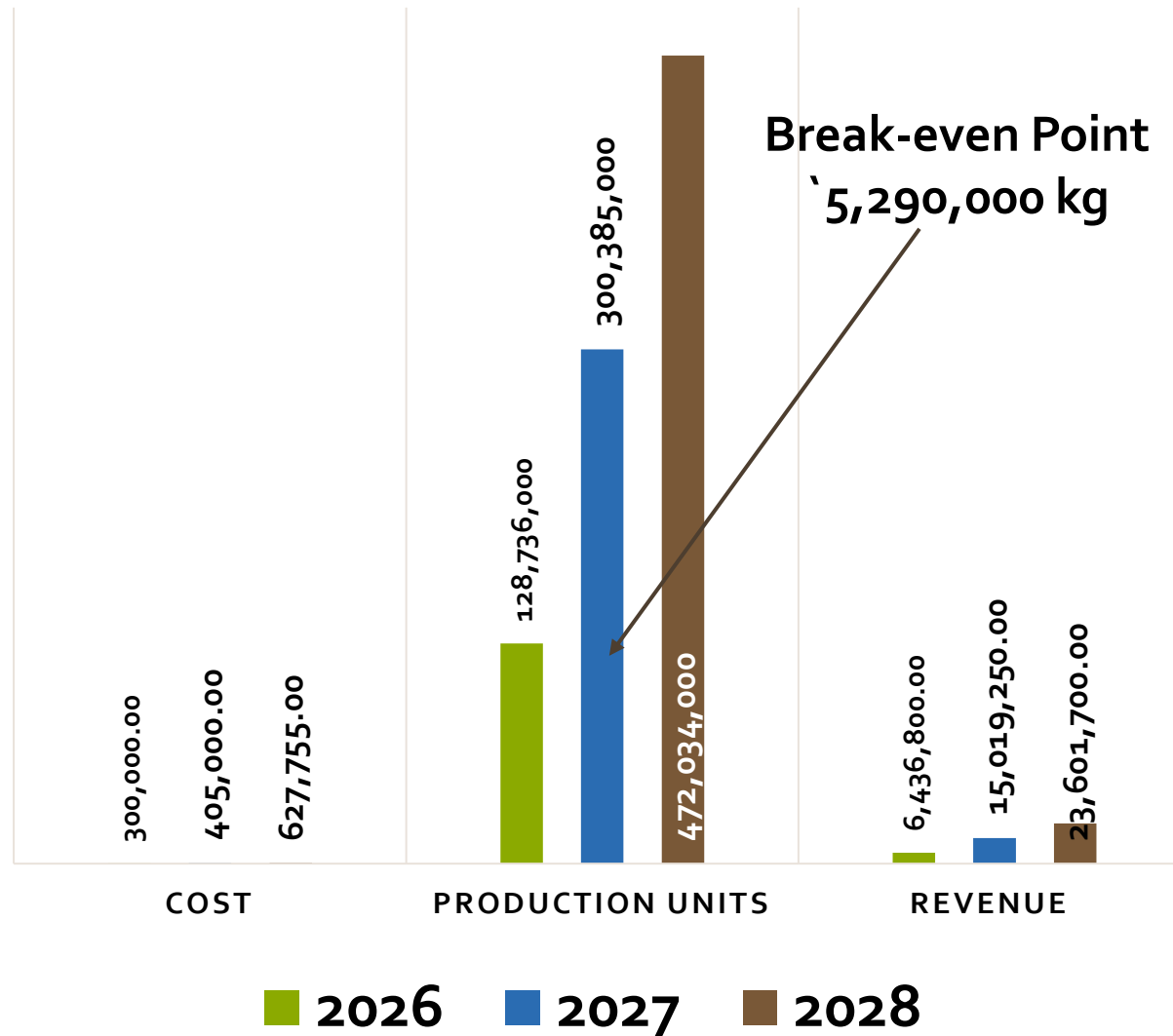


COMPETITIVE ADVANTAGE	COMPETITORS			
	Greengo	Coliba	Jumeni	GOpickup
Segregation at source	✓	X	X	X
Cash Tokenization	✓	X	X	X
Efficiency	✓	✓	✓	✓
Improved human capital index	✓	X	X	X
Improve rate of collection	✓	X	X	X
Effectiveness	✓	✓	X	X

Financial Projections

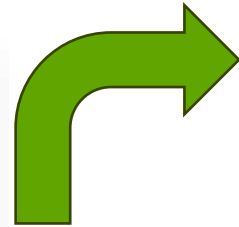


3-Year CAGR = 0.46%

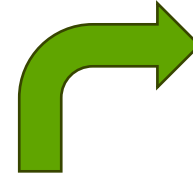


Years	Cost (\$)	Production Units (Qty)	Revenue (\$)
2026	300,000.00	128,736,000	6,436,800.00
2027	405,000.00	300,385,000	15,019,250.00
2028	627,755.00	472,034,000	23,601,700.00

Completed Milestones



**Website
Hosting:
July, 2025**



**Material Recovery
& Recycling
July , 2025**



**Hosted
&
Beta testing:
June, 2025**



**www.GreenGo-
hub.com**

**Secondary Plastic
collector
July , 2025**



**Transforming
plastics in bricks
July , 2025**

Next Milestones



3-Months

6-Months

12-Months

Oct – Dec, 2025

*Office & I.T Infrastructure
Setup*

*2ND Stakeholder
Engagements*

Digital Marketing

Jan – March, 2026

**Community engagements &
promotion**

**Digital
Marketing**

Official Launching

April – Sept, 2026

Training & onboarding of

***5k* Waste collectors &**

***1m* Waste generators**

Promotion & Advert

Management Team



Edwin Akuffo
Founder/CEO



Clement Yanta:
Chief Data
Engineer



Ceaser Teffutor
Chief Technology
Officer



Emmanuel Osafo
Chief Financial
Officer



Selasie Kofi Garvey:
Technical Lead, Greengo-
Hub



Dr. Daniel Gameti
Advisor, Entrepreneurship



Dr. Nana Assyn
Advisor, Computer Systems

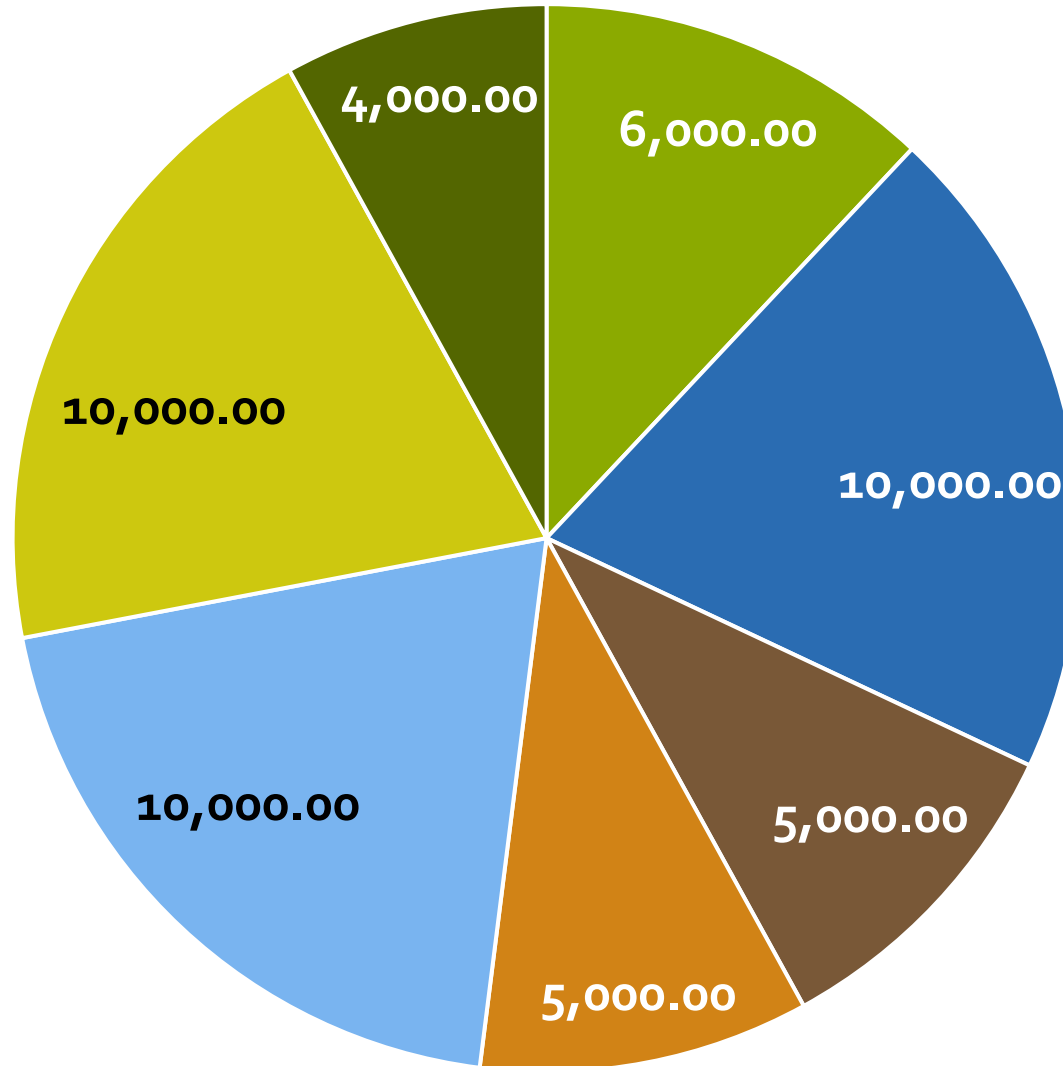


Eric Deffour:
Advisor, Monitoring &
Evaluation

Use of Funds



**ASK:
\$50k**



- Office Space Rental
- Computer Systems
- Stakeholder Engagement
- Branding & Digital Marketing
- Community Engagement
- Compensation
- Office Equipment & Furniture



Invest in Us!

To Improve the human Development Index of Ghana

Contacts:



www.hyvemanagementsystems.com



www.greengo-hub.com



hymgsys@gmail.com



0202045206



TheSpendManagers



Hyve Management Systems Limited

Appendix:A



ZOOMLION GHANA LIMITED

Location: Ashaley Botwe, Nima District, Near Ayemey River Estates, University Farm Road
Address: PMB 117, Madina - Accra
Telephone: 0244335140
Email: info@zoomlionghana.com, zoomliongha@yahoo.com
Website: www.zoomlionghana.com

July 7, 2025

Hyve Management Systems
P.O. Box AD 59,
Adabraka,
Accra, Ghana

Attention

The Head
RELX Environmental Challenge
1-3 Strand
London WC2N 5JR
UK

To Whom It May Concern,

LETTER OF SUPPORT - DEVELOPMENT OF A DIGITAL PLATFORM MARKETPLACE FOR SUSTAINABLE PLASTIC WASTE RECOVERY IN GHANA

Zoomlion Ghana Limited (Zoomlion), the leading waste management company in Ghana, is pleased to express its support for Hyve Management Systems (Hyve), for the grant proposal titled the RELX Environmental Challenge. Zoomlion engaged with Hyve when the latter, designed a mobile application for the collection of Plastics from households. We deemed the venture a worthwhile one, as it enhances the efficiency of sustainable waste management by encouraging source segregation of clean plastics at the household level.

As a company committed to innovative waste management and environmental sustainability, we recognize the critical need for integrated, technology-driven solutions to the country's growing plastic waste challenge.

Zoomlion's extensive experience in waste collection, recycling, and environmental sanitation across Ghana has exposed the sector's significant challenges, particularly in the areas of fragmented waste recovery systems, lack of real-time market information, and inefficiencies in connecting plastic waste generators with recyclers. The proposed digital platform is a much-needed initiative that will:

- Connect all stakeholders especially those at the bottom of the pyramid of domestic plastic users.
- Support a transparent marketplace for the average Ghanaian citizen using plastics.
- Empower informal sector workers who are vital to the success of plastic waste recovery;

Contacts for regional Offices/ Contacts for Africa Offices:

Accra Zone: 030 396 7854	Western: 020 863 0950	Northern: 050 485 6186	Upper West: 050 859 0469	Brong Ahafo: 034 219 7815
Central: 033 213 4572	Volta: 036 202 8888	Eastern: 027 775 7717	Lower West: 030 320 3417	Upper East: 050 126 5430
			Eastern Corridor Zone: 020 863 0946	

• Togo: +228 9031 5798 / +228 9024 9832 / +228 9191 3452 • Guinea: +244 623 257 16 • Freetown: +232 764 155 94 • Angola: +244 9174 74445

Appendix: B



Hyve Management Systems
in Partnership with
SWAGH

Presents

A Stakeholder Engagement

Webinar and Roundtable Discussion

To Define Modalities and Build Consensus for the Successful Implementation of the Greengo-Hub Platform



Theme: Powering the Circular Economy with Smart Technology



Friday
5th
December 2025

Contacts:
0209339648 / 0243643403