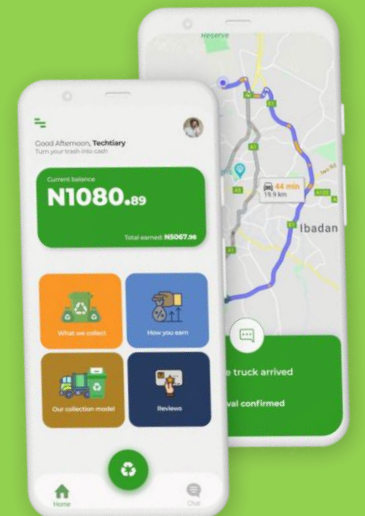
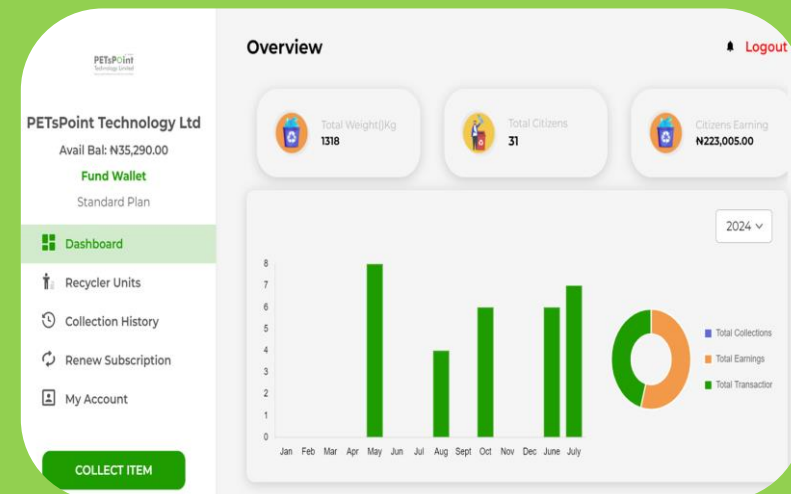


OPTIMIZING RECYCLING FOR PEOPLE, PROFIT, AND THE PLANET.



<https://petspointrecycling.com>





Who We Are

Sector & Stage

Sector: Circular Economy / Climate-Tech

Stage: Growth / Expansion (Nigeria)

We are transforming waste management in Nigeria through community engagement, digital innovation, and circular economy practices.

Our Vision

To lead Africa's climate-tech revolution in plastic and recyclable waste management, turning single-use plastics from an environmental threat into valuable raw materials.



About Us

PETsPoint Technology is a climate-tech social enterprise committed to transforming Africa's waste management landscape through digital innovation and inclusive community engagement. We leverage proprietary technology to connect citizens, informal and formal waste collectors, aggregators, and recyclers via a web and mobile platform that enables plastic and other recyclable waste pickups and drop-offs, real-time tracking, instant e-wallet payments, and data-driven impact reporting.

Founded in response to Nigeria's growing plastic pollution crisis, our tech solution "Junkyard" addresses key challenges in the recycling value chain such as lack of transparency, traceability, and accountability by empowering stakeholders with tools to track collections, quantify environmental impact (e.g., carbon savings), and access financial incentives. Our solution promotes behavioral change toward circular economy practices while creating green job opportunities and climate resilience in underserved communities.





Environmental Problem

Nigeria generates an estimated **2.5 million tons of plastic waste annually**, much of which ends up in landfills, drainage systems, and open environments. In **Lagos alone**, about **870,000 tons of plastic waste** are generated each year (PunchNG, 2023). Improper disposal leads to clogged drainage systems, contributing to severe urban flooding like the **2011 Ibadan floods** that claimed over **120 lives** and caused massive property loss. Burning plastics releases toxic greenhouse gases, increasing Nigeria's carbon footprint and public health risks.



Marine/Ocean Impact

More than **3 million tons of plastic waste** were dumped into water bodies in Nigeria in 2022 (WEF, 2023), threatening marine biodiversity. In Lagos, coastal plastic pollution clogs lagoons and estuaries, harming fish populations and contaminating seafood consumed by millions. These pollutants disrupt ecosystems, reduce water quality, and can take **400+ years** to decompose, posing long-term ecological damage.



Economic Problem

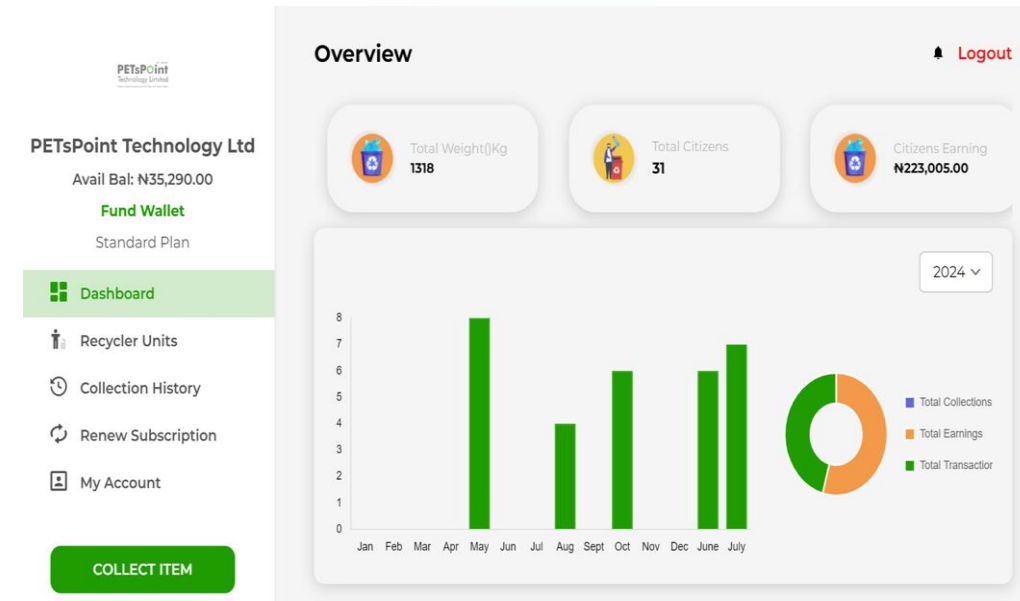
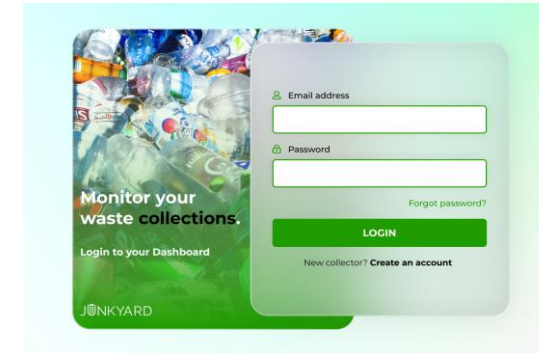
The informal recycling sector lacks traceability, transparency, and efficiency. This results in **millions of dollars in lost recyclable material value** annually. Without systems to measure impact or verify collections, **recyclers and collectors struggle to scale**, access funding, or earn fair income. Meanwhile, **Lagos spends up to ₦10 billion annually** on waste management, much of which is inefficient due to unstructured plastic recovery and poor coordination.

The Solution: Junkyard AI Platform



Junkyard is a digital platform connecting households, informal/formal collectors, and recyclers into a single transparent system.

- ✓ **Smart Scheduling:** Enables users to schedule pickups and drop-offs effortlessly.
- ✓ **AI-Driven Logistics:** Optimizes routes for collectors, reducing costs and increasing efficiency.
- ✓ **Real-Time Tracking:** Quantifies carbon savings and plastic volumes instantly.
- ✓ **Fintech Integration:** Provides instant e-wallet payments to informal workers, boosting financial inclusion.



How It Works



1. Schedule

Households use the app to request pickup. Informal collectors receive geo-tagged requests.



2. Dispatch

AI optimizes the route for the nearest collector to ensure efficient pickup.



3. Validate

Waste is weighed at collection points. Data is uploaded to the cloud for verification.



4. Pay & Track

Collectors receive instant cash via e-wallet. The system calculates carbon credits.



Unique Value Proposition



Traceability

Real-time geo-tracking of waste from source to recycler ensuring accountability.



Incentives

Instant e-wallet payments that reward citizen participation and empower informal workers.



Data Analytics

Comprehensive climate impact analytics including carbon footprint tracking.



Market Opportunity

Nigeria's waste sector presents a massive untapped opportunity. We are strategically targeting the high-volume regions first.

- ✓ **Target Users:** Urban households, Informal waste pickers, FMCGs.
- ✓ **Growth Driver:** Increasing regulatory pressure for EPR compliance.

Total Addressable Market (TAM)

\$600 Million

1.5M tons/year

Serviceable Available Market (SAM)

\$240 Million

Southern Nigeria

Serviceable Obtainable Market (SOM)

\$3.6 Million

9,000 tons/year



Revenue Model



SaaS Subscription

Fees for recycling companies using the Junkyard platform.



Corporate Partnerships

Strategic partnerships with FMCGs for EPR compliance.



Material Sales

Sales of sorted baled plastics and recycled pellets to manufacturers.



Plastic Credits

Monetizing carbon offset data.



Traction & Roadmap

60+

Tonnes Recovered

500+

Jobs Created

25k+

Citizens Engaged

1

6 Months

Market Launch. App Dev Complete. 19k kg Traded.

2

Year 1

Seed Funding. 100 Aggregators. \$24k Revenue.

3

Year 2

Growth. 200 Aggregators. Expansion to Ogun, Edo, PH.

4

Year 3

Series A. Expansion to West Africa.

Partners & Recognition

Awards

- ✓ Prize Winner: Triggering Exponential Climate Action (TECA) Innovation Fund, 2024
- ✓ Winner: Circular Lagos Challenge
- ✓ UNDP Nigeria SDG Hackathon Winner



Partners

- ✓ University of Ibadan
- ✓ TotalEnergies
- ✓ Lagos Business School
- ✓ Coca-Cola



CIRCULAR
ECONOMY
INNOVATION
PARTNERSHIP

Climate Angle



Reducing The Footprint

Waste contributes 8% of Africa's carbon footprint. Our platform has tracked and prevented an estimated **168,000 kg of CO₂ emissions**.

This calculation is based on the standard emission factor of 2.8 kg of CO₂ per kg of plastic burned. We are mitigating waterway blockages and reducing long-term ecological damage.



Our Impact (2022 – Date)

60+

Tonnes Collected
PET Plastics

26

Jobs Created
7 Full-time / 19 Part-time

120

Women Empowered
Economic Inclusion

\$20k

Revenue
Generated to date

Our Leadership Team



Sunday K. Sholanke

Founder/CEO

5+ years exp. in Plastic Waste Value Chain.
Mini MBA: Waste Management (LBS).



Onyeka Christian

Technology Lead

Full-stack developer (4+ yrs). Algorithms &
System Architecture.



**Dr. Femi Idowu-
Adegoke**

Technical Advisor

20+ yrs exp. in Solid Waste Treatment. MSc
Environmental Management (UK).



Join Us

"We see single-use plastics and other recyclables not as waste, but as valuable raw materials ready to be transformed."

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