



# Punoshriti

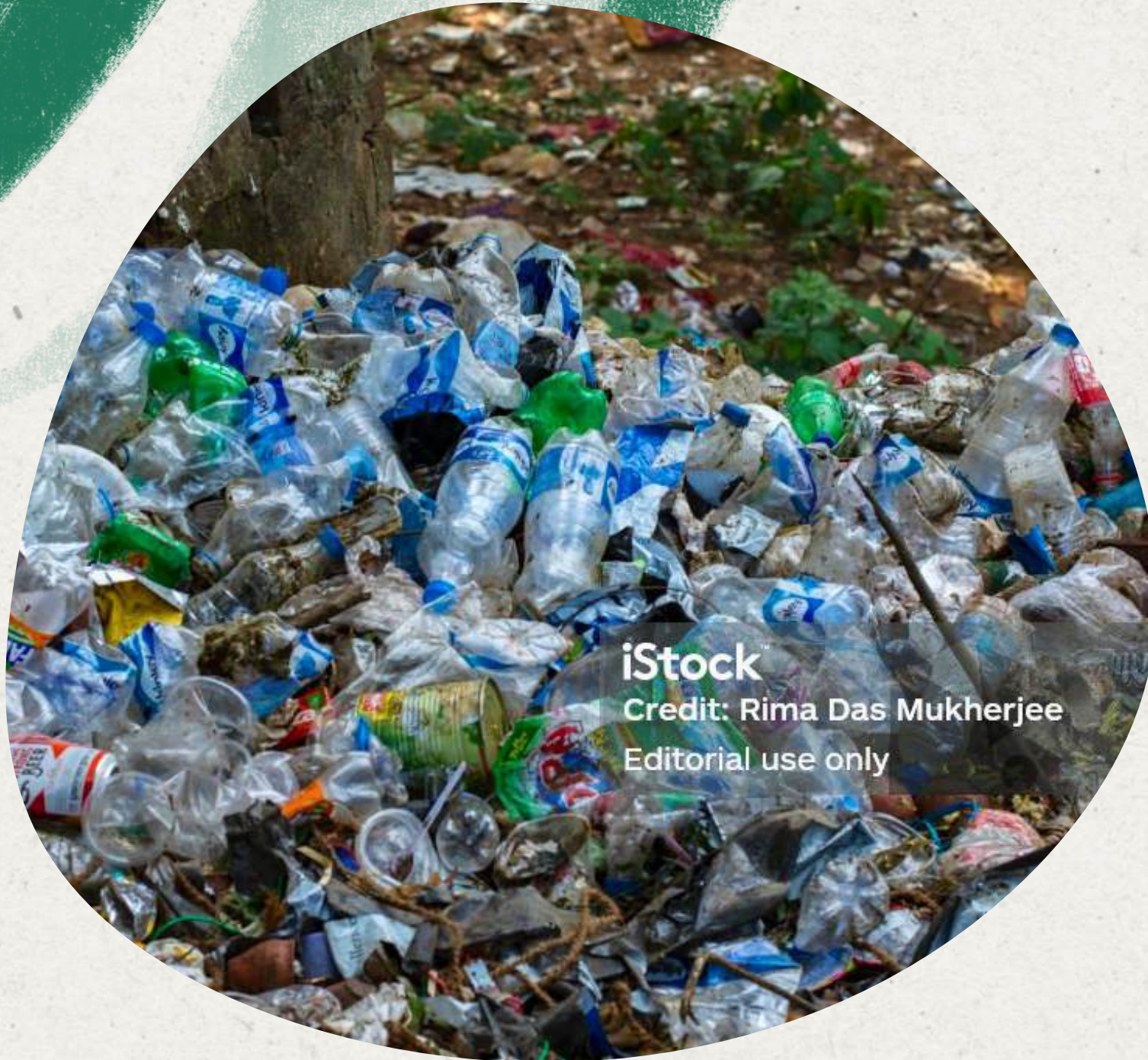
পরিবেশ বাঁচাও, পুরস্কার পাও

## THE PROBLEM

# A Broken Loop: 3 Billion Bottles, Zero Incentives

Bangladesh consumes between 3.15 and 3.84 billion single-use plastic bottles every year. Despite this massive volume, the formal recycling rate is under 5%. Without a structured, reward-based collection system, we are losing valuable resources to our landfills and rivers.

- **Zero Consumer Drive:** Current residents have no financial or behavioral incentive to recycle PET bottles.
- **Unstructured Collection:** Waste is treated as garbage rather than a resource, making it difficult for recycling companies to source clean recyclable material.
- **Triple Growth:** Urban plastic consumption has surged from 3 kg to 9 kg per person, far outpacing city management capacity.

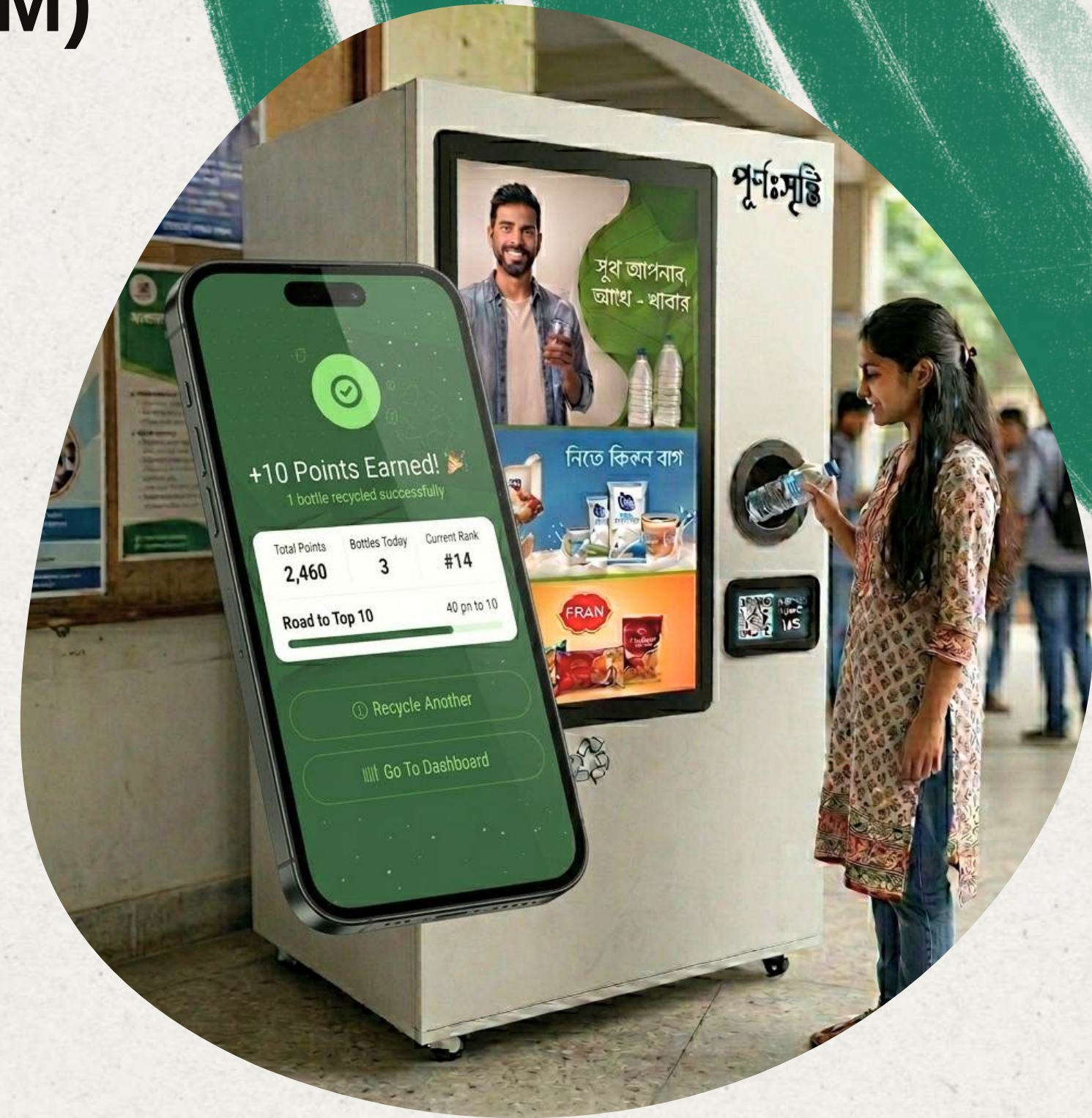


## OUR SOLUTION

# Smart Reverse Vending Machine (RVM)

Our Smart Reverse Vending Machines (RVMs) are an AI-powered recycling ecosystem that turns plastic waste into valuable digital currency called "**Eco Points**". By merging this smart machine with a gamified mobile app, we bridge the gap between everyday consumers, retail brands, and local scrap collectors, making recycling profitable and highly efficient.

- **AI-Powered IoT RVMs:** Smart machines that automatically identify and accept PET bottles on the spot.
- **45-Inch Dynamic Display:** High-margin ad screens built into the machines for hyper-targeted, location-based advertising.
- **Punoshristi App:** Integrated with Google Maps so users can instantly locate nearby machines and track their earned rewards.
- **Retail Partner Network:** Points are instantly redeemable for exclusive discounts at partner coffee shops, restaurants, and supermarkets.



Market Opportunity

# BDT 25 Billion Market, Only 5% Formally Recycled

**BDT 25 Billion**

Total PET Market (TAM)

**3.2B+**

PET Bottles Consumed/Year (+12% Annual Growth)

**<5%**

Formal Recycling Rate

## Market Size

TAM (Total Addressable Market):

**25 Billion BDT**

SAM (Serviceable Addressable Market):

**5 Billion BDT**

SOM (Year 1 Obtainable Market):

**8 Million BDT**

SOM (Year 3 Scale Market):

**70 Million BDT**

# Smart Recycling: Recycle Bottles, Earn Rewards.

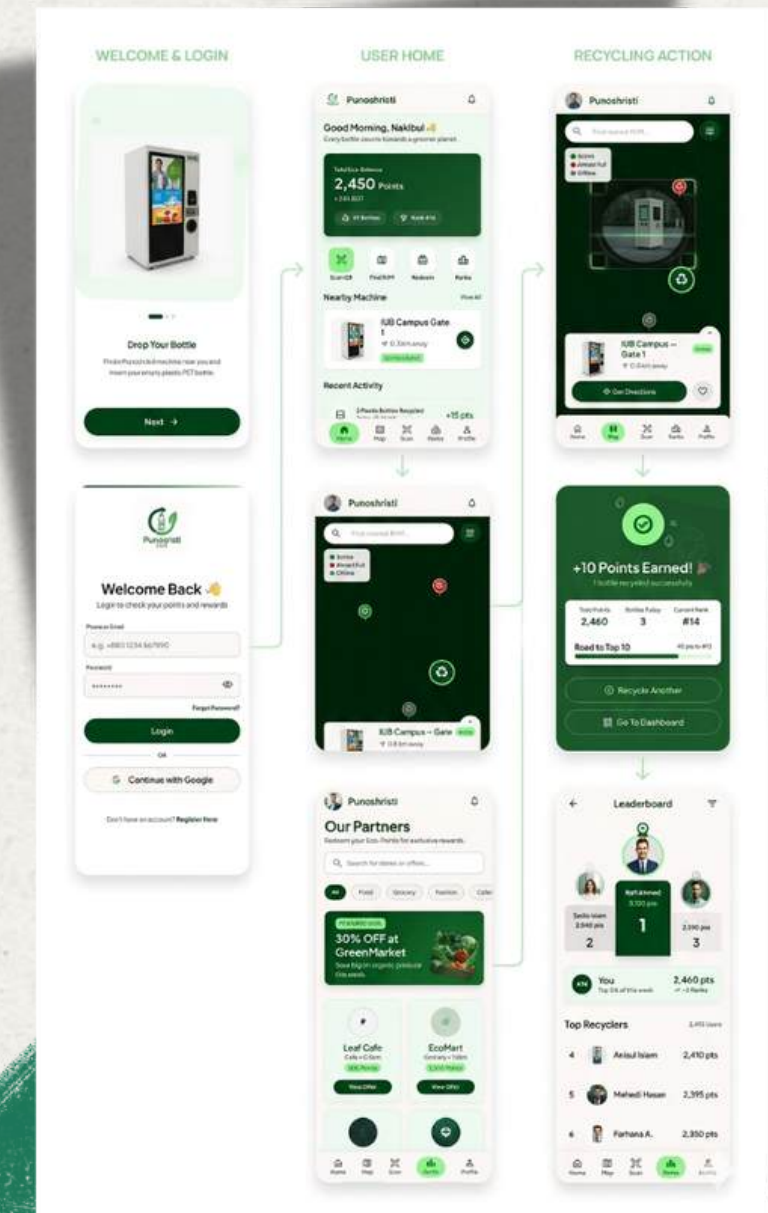


## Hardware:

- **IoT & AI-Powered Machine:** Automatically identifies, counts, and compresses used plastic bottles.
- **Smart Alerts:** Built-in AI system instantly alerts the central office when the machine is full and needs to be emptied.
- **45-Inch Display:** A large built-in screen that displays smart, location-based video advertisements.

## Apps:

- **Google Maps Navigation:** Users can open the app to instantly find the nearest machine.
- **Eco Points Wallet:** Users instantly earn digital Eco Points in their mobile app for every bottle they recycle.
- **Partner Store Discounts:** Users can spend their Eco Points to get discounts at partner coffee shops, restaurants, clothing brands, and super shops.



## Competition

# Existing Solutions Miss the Complete Ecosystem - Punoshristi Completes It.

| COMPANY          | SMART VENDING MACHINE? | INSTANT REWARD POINTS? | 45" AD DISPLAY? | LOCAL COLLECTOR PARTNERSHIP? | MARKET POSITION |
|------------------|------------------------|------------------------|-----------------|------------------------------|-----------------|
| PETman           | ×                      | ×                      | ×               | ×                            | -2%             |
| Amar Bin         | ×                      | ×                      | ×               | ✓                            | -1%             |
| Safe Recycling   | ×                      | ×                      | ×               | ✓                            | -1%             |
| RecycleLagbe     | ×                      | ×                      | ×               | ✓                            | -1%             |
| Informal Bhangar | ×                      | ×                      | ×               | ✓                            | -76%            |
| ★ Punoshristi    | ✓                      | ✓                      | ✓               | ✓                            | FIRST MOVER     |

4 / 4

Only Punoshristi offers all features

95%+

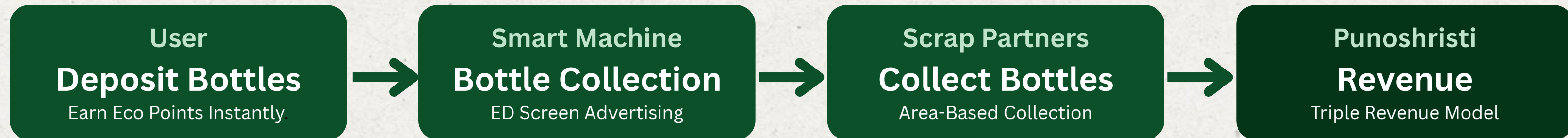
Unexplored Market Potential

25 Billion BDT

TAM – We are the First-Mover

0 Logistic

# Three Revenue Streams. One Machine. Zero Logistics Cost.



## LED Advertising

₹50K–1.2L / Month

10–15 Ad Slots × ₹5,000–8,000 per slot  
Multi-brand advertising simultaneously

~85% of Total Revenue

## PET Sales

₹8,100 / Month

741 bottles/day × 13.5g = 300 kg/month  
300 kg × ₹27 = ₹8,100

~11% of Total Revenue

## Partner Commission

₹1500 / Month

500 Redemptions × ₹300 Average Transaction × 1% Commission

Driven by user footfall at partner stores

~4% of Total Revenue

## Scrap Partner Logistics — Our Ultimate Advantage

1. **Onboard:** Local scrap shops join our platform.

2. **Collect:** Scrap partners collect bottles from assigned local machines.

3. **Sell:** Punoshristi sells collected PET to Scrap partners at 2–3% below market price, enabling near-zero logistics costs.

# Pricing, Channels & Partnerships

## LED Advertising

₹50K–1.2L / Month

|                       |              |
|-----------------------|--------------|
| Per ad slot / month   | ₹5,000–8,000 |
| Simultaneous ad slots | 10–15        |
| Minimum (10 × ₹5K)    | ₹50,000      |
| Maximum (15 × ₹8K)    | ₹1,20,000    |

Largest stream · ~85% of revenue

## PET Sales

₹8,100 / Month

|                            |              |
|----------------------------|--------------|
| Sale rate to recyclers     | ₹ 27/kg      |
| Daily PET Collection       | 10 kg/day    |
| Monthly Collection (10x30) | 300kg/month  |
| Monthly Revenue            | ₹8,100/month |

Via Bhargar → Recycler channel

## Partner Commission

₹1500 / Month

|                        |                    |
|------------------------|--------------------|
| Commission rate        | 1% per transaction |
| Avg. transaction value | ₹300               |
| Monthly redemptions    | ~500 times         |
| Total: 500×₹300×1%     | ₹1,500             |

Scales with user and partner growth

## Malls & Supershops

High footfall placement  
LED ads + PET revenue

## Universities

Young, high-volume users  
High redemption rate

## Transit Stations

Daily commuters  
Premium LED ad rates

## Restaurants & Cafés

Partner redemption points  
Partner commission income

Total Monthly Income  
₹59K–1.3L

Monthly OpEx  
₹7–9K

Payback Period  
8–12 Months

Net Margin (Y2+)  
~85%

# From Pilot to National Scale

## Foundation

### Build & Validate

- Finalize machine hardware prototype.
- Software MVP + mobile app launch.
- Sign 3 pilot venue partners.
- Onboard 5 scrap partners.

**₹11L**

Initial investment

## Pilot Launch Year 1

### Deploy & Earn

- Deploy 10 machines in Dhaka.
- Activate the local bhangar collection network.
- Launch LED ad monetization.
- Launch the user rewards app.

**₹59K–1.3L**

Revenue / machine / month

## Scale & Expand Year 2

### Grow & Expand

- Expand to 30 machines.
- Enter the Chattogram market.
- 50+ restaurant & shop partners.
- Reach profitability milestone.

**₹2.7 Cr**

Projected annual revenue

## Social Enterprise Year 3+

### Dominate & Lead

- 75+ machines — national coverage.
- Recycle PET into upcycled consumer products.
- Employ rural women — upcycled goods production unit.
- Women's livelihood & community empowerment program.
- Government & municipality partnerships,

**₹7 Cr+**

Revenue + social impact

## OUR TEAM



### **Afsana Rubyat**

Co-founder & CEO

#### **Experience:**

Adjunct Lecturer, Computer Science Department  
Independent University, Bangladesh



### **Nakibul Islam**

Co-founder & CTO

#### **Experience:**

Product Manager  
ZAN Tech



### **Hamid Ullah Arman**

Co-founder & COO

#### **Experience:**

IoT Engineer  
Trustaira Limited

## CALL TO ACTION

# Join Us in Building Bangladesh's Circular Future

## The Ask

### Financial Ask

- **Total Initial Investment:** ₳11L to launch full operations (machine manufacturing, software, venue setup & first 4 months operating costs).
- **MVP Cost (1 Machine + Software + App):** ₳736,537- A low-risk entry to build & test one prototype before scaling.
- **Marketing & Operation cost:** ₳491,024
- **Revenue Positivity Target:** 8-12 months after deployment.

### Non-Financial Ask

- Connect with FMCG & local brands for LED advertising deals on our machine network.
- Guidance to formalize (scrap/waste) partner contracts and build an area-wise collection system.
- Navigate the Department of Environment (DoE) recycling regulations and ensure environmental compliance in Bangladesh.
- Expand restaurant & retail partner network for Eco points redemption program.
- Industry mentorship to scale without legal or operational issues.

## Vision for the Future

### Where Punoshristi will be by 2028

"Our vision is to become **Bangladesh's leading PET recovery network** — with 75+ smart machines across 5 cities, reducing urban plastic waste by **20%**, and running a circular production unit that creates **fair-wage jobs for 100+ rural women** who turn recycled bottles into sellable goods."

The background of the slide features several broad, expressive green brushstrokes that sweep across the light beige, textured paper-like surface. These strokes are most prominent in the upper and lower portions of the frame, framing the central text.

# THANK YOU

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