

Bekya Pay

Digitizing the Flow of Waste, End-to-End





Project Summary

Bekya Pay is a waste management platform addressing inefficiencies in Egypt's recycling ecosystem. Despite generating over 100 million tons of waste annually, collection and recycling rates remain low due to fragmented informal systems, lack of incentives, and poor data visibility.

Bekya Pay connects waste generators (households and businesses) with an aggregated network of collectors through a digital platform. Users schedule pickups, sort recyclables, and receive financial or in-kind rewards, creating a behavioral shift toward responsible disposal.

On the supply side, collectors are empowered with optimized routing, order allocation, and performance tracking tools, improving operational efficiency and income stability.

The platform integrates data analytics to track material flows, monitor recycling rates, and support decision-making for both private sector clients and municipalities.

Problem

100 million tons of waste in **Egypt** annually

informal sector

5 million collector

Handles >80% of recycling
inconsistent and untracked



formal sector

60% formally collected

15% recycled

Mixed and contaminated



Our Solution

We connects waste generators with an aggregated network of collectors through our platform



Platform

enables consumers to request collection & earning cash

Android

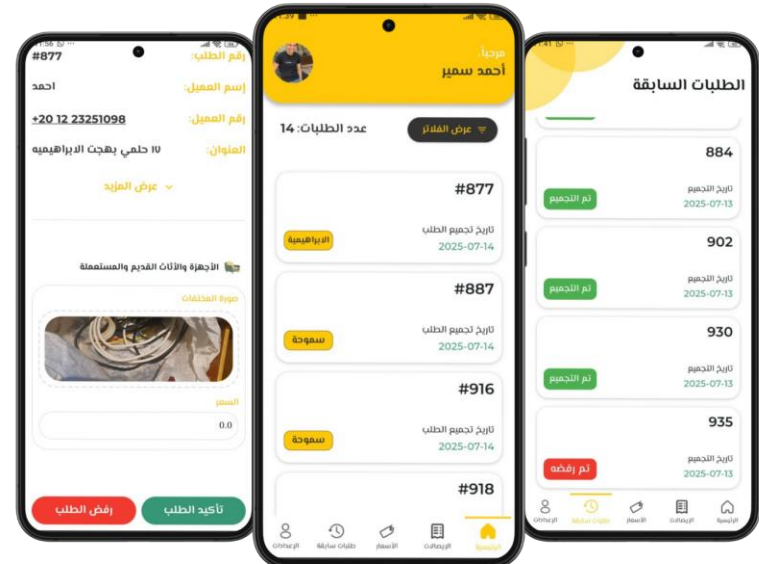


iOS



Collectors app with pick-up and drop-off locations

App for warehouses to register, track and sell volumes

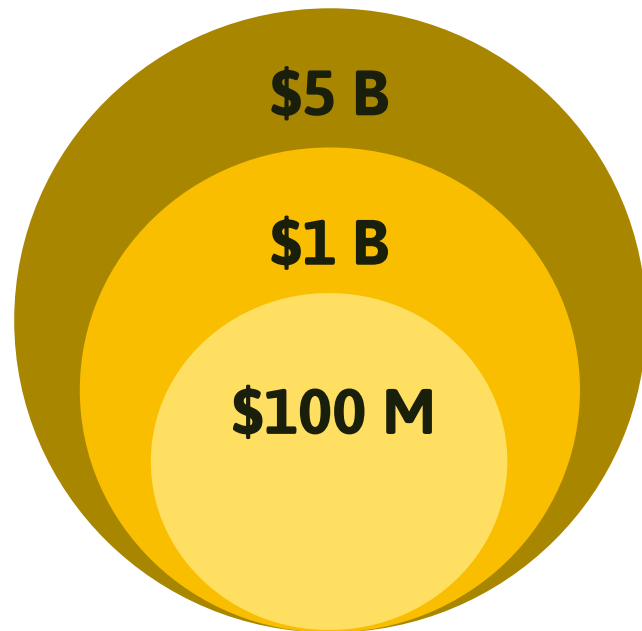


Business Model



Egypt Market Size

will grow at a CAGR of 5.4% from 2025 to 2030.



TAM

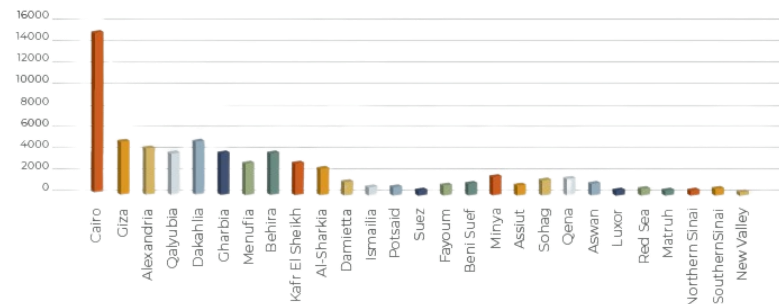
Total annual waste management value in Egypt

SAM

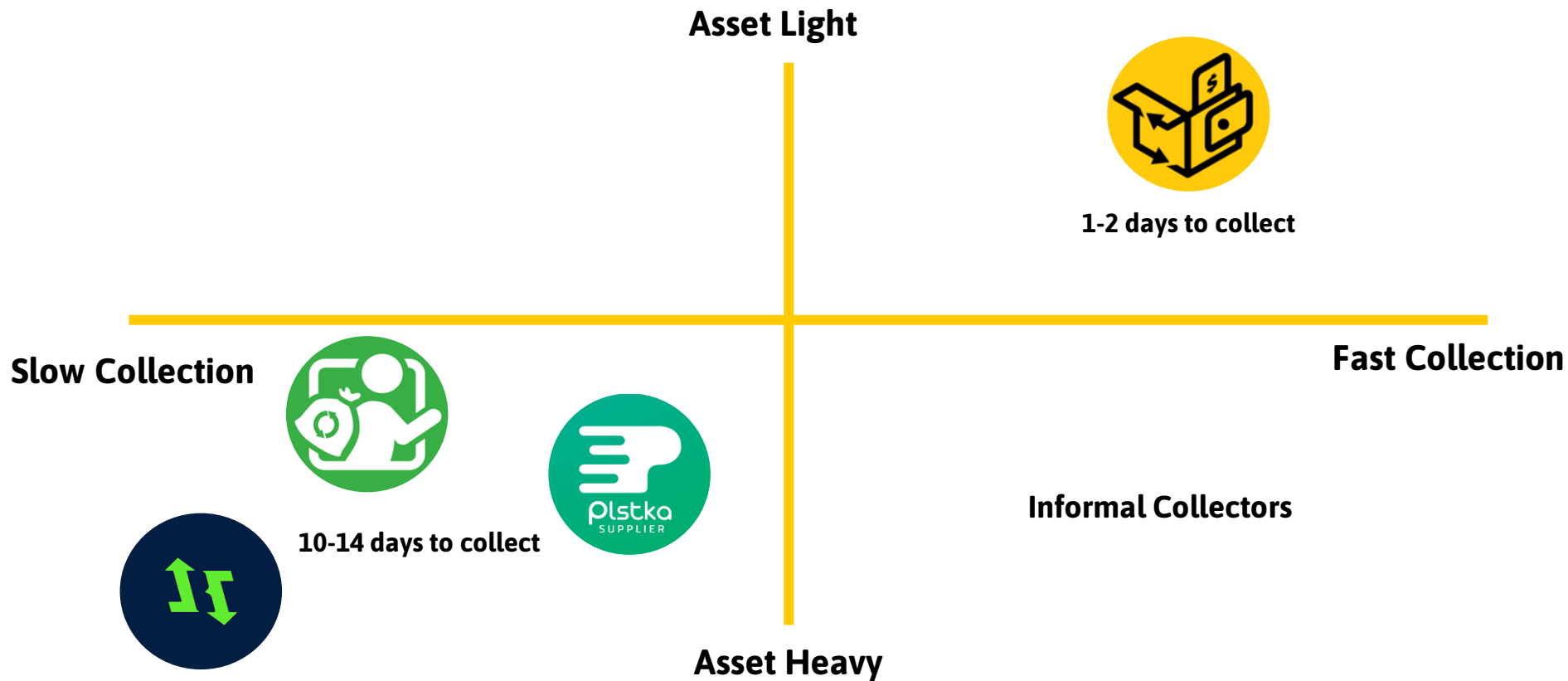
Addressable recyclable waste value

SOM

Value in urban centers based on targeted operational penetration next 5 years



Competitive Landscape



Traction

2024 Social Media Orders
App Launched in April 2025

Revenues

30,000 USD 2024
95,000 USD 2025

Users

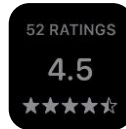
100,000 B2C
120 B2B

Volumes

250 Ton - **B2C**
350 Ton - **B2B**

Informal Reached

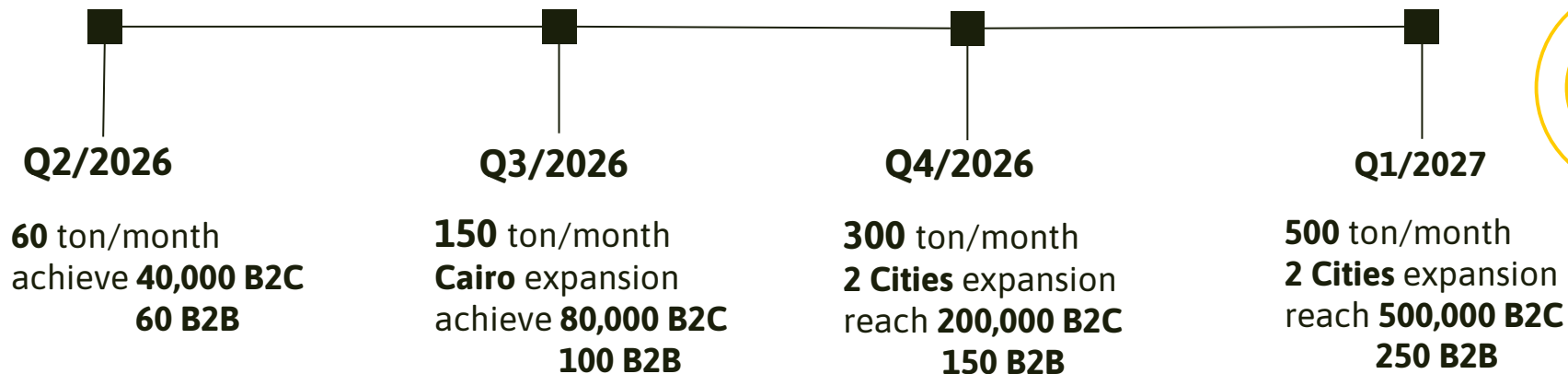
1,500 Tricycle Rider
250 Informal Warehouses



Growth

23% MOM
32% GPM

Road Map

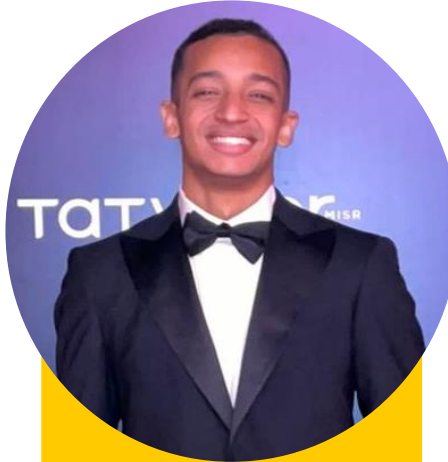


Team



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