

Table of contents

01. The problem

02. The solution: WormXSoil

03. In our ecosystem, we will pay for food debris

04. We will transform the food debris in fertilizer

05. Business model and marketing

05.1 Business model and marketing

06. Our technology and franchising plans

07. The competition

08. Financial model

09. Contact



01. The — problem

- Increased waste production and decreased waste management capabilities within the last decade
- Fertilizer and food rising cost
- Lack of incentives for selective waste management on the consumer/business level

02. The solution: WormXSoil –

- Automated ecosystem which transforms organic debris into fertilizer using worms.
- Circular economy where organic debris is selectively recycled for not a small payment
- Robot automations for process high profitability and franchising
- Blockchain creates a seamless ecosystem where payments can be made automatically at all levels



03. In our ecosystem, we will pay for food debris

Storing food debris is one of the major challenges of the 21st century. Every month businesses and individuals throw more than 40% of the food they purchase.

Our ecosystem aims to transform that debris into fertilizer and worms that can be later used in the eco-agricultural businesses as well as fishing.



04. We will transform the food debris in fertilizer



Our main goal is to create a sustainability concept where everything that comes from the earth eventually returns, thus increasing the yields year after year.

Leveraging the use of worms, the ecosystem we will create will be able to turn food debris into fertilizer in a 2-month period. Out of 100 KG of food debris, 30 liters of vermicompost are produced.

The fertilizer will enhance plant production by 15-80%, depending on the variety.



05. Business model and marketing

At first, we will be in charge of collecting the food debris, but our plan is to install recycling bins near residential centers, where we will pay for the food debris using an automatic system that weighs and validates a user's debris.

In terms of distributing the fertilizer and worms to the market, we plan to have a main B2B approach as well as a secondary, more exotic B2Cd (directly). We will distribute via fast/non stop delivery methods for fisherman around our locations.

05.1 Business model and marketing



The debris is then processed using robots and automated lines of assembly that will allow us to operate using very low human inputs, at high capacity, 24/7.

We will be able to produce around 6 tons of worms each month for which we already have found a customer at a very competitive price.

This process can then be replicated, identically, on different locations around Europe in a franchising system, allowing us to fully exploit the potential of the blockchain technology.



06. Our technology and franchising plans

WormXSoil microtransactions will be implemented using the Avax ecosystem for cheap fees and fast transactions in a private subnet.

With the background that we have as a founding team, our goal is to fully automate the production process in order to be able to easily scale it in different locations.

Our final goal is to franchise our company and open up processing centers near every capital in Europe.

07. The competition



We weren't able to find companies that are looking to harness the power of blockchain while having a vision of sustainability and franchising all over CEE (Central Eastern Europe) and beyond.

Most of the competition in vermicompost and worm growing is taking “an old school approach” and hasn't taken their business to Web 3.0. and I believe this will be our main advantage in the marketplace.

By involving the whole community in the business model, we believe our company will make a lasting change in how we process waste to produce maximum benefits for everyone.

08. Financial model

Revenue from selling the worms.

The quantity of worms doubles in 2 months, and they feed on the food debris.

1 KG of worms en-gross: 20–€40.

20G of worms en-detail: €1.2

Revenue from selling the fertilizer.

30 liters of fertilizer are obtained from 100 kg of household waste.

1 KG of household waste costs €0.04.

The production cost of 30 liters of fertilizer is €4.

1L fertilizer en-detail: €4.

30L fertilizer en-gross: €60–€70.

We will also sell liquid fertilizer and monetize the packaging with ads.



09. Contact

www.wormxsoil.com
contact@wormxsoil.com