



Recycle is your assistant in the collection of secondary raw materials



# Problem

One man produces  
**186.5 kg/year**

Go to landfills

EU	51 mln tons
India	25-29 mln tons
China	155 mln tons
Ukraine	10 mln tons





# Problem

## Reasons:

 Weak motivation of consumers

 Monopoly

 Lack of transparency

 Bad infrastructure

 Etc





## Solution

A transparent and  
convenient marketplace  
where everyone can easily  
sell sorted waste.

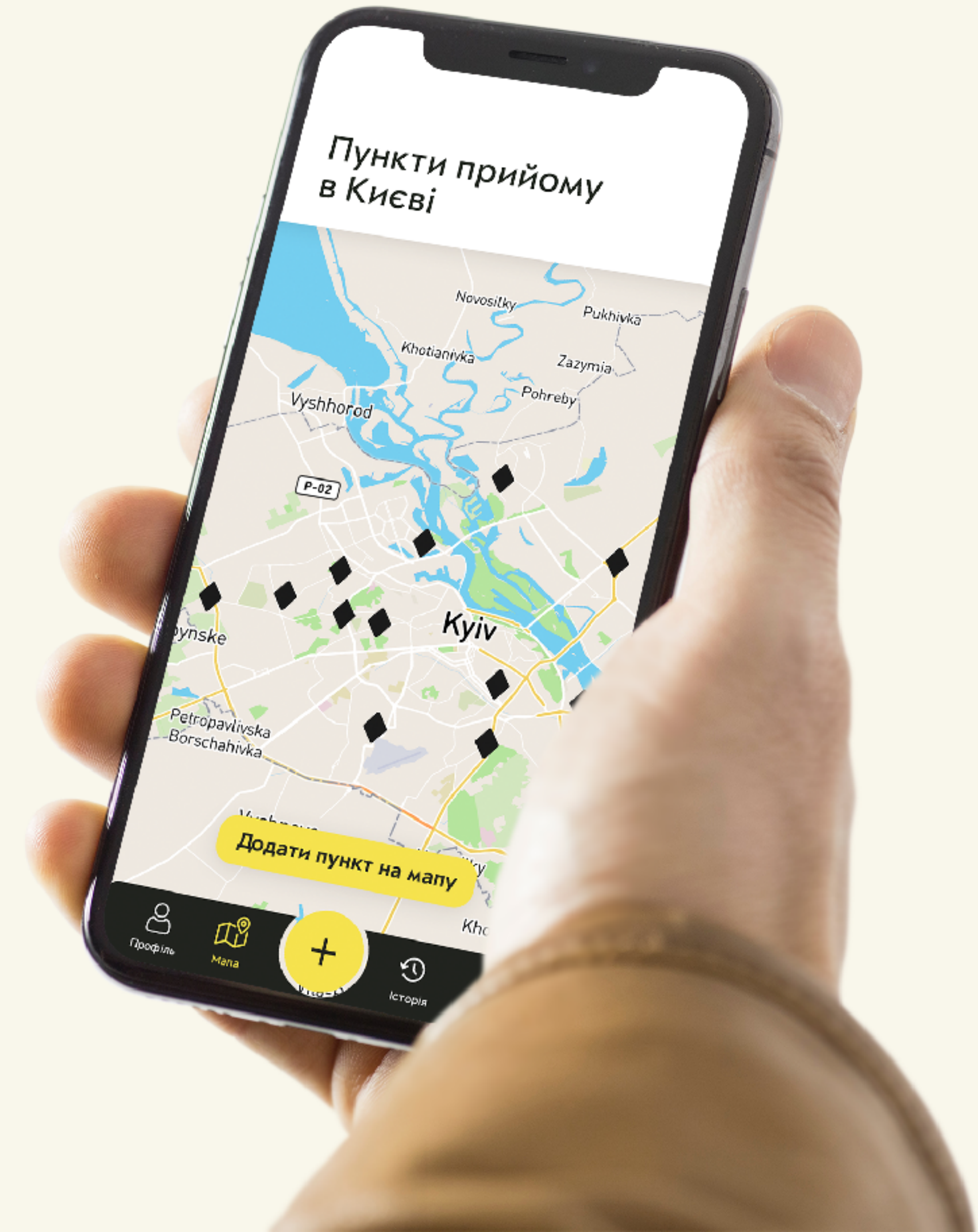




# Solution

How does Recycle work?

Our application digitalises the interaction between sellers and buyers of secondary raw materials.



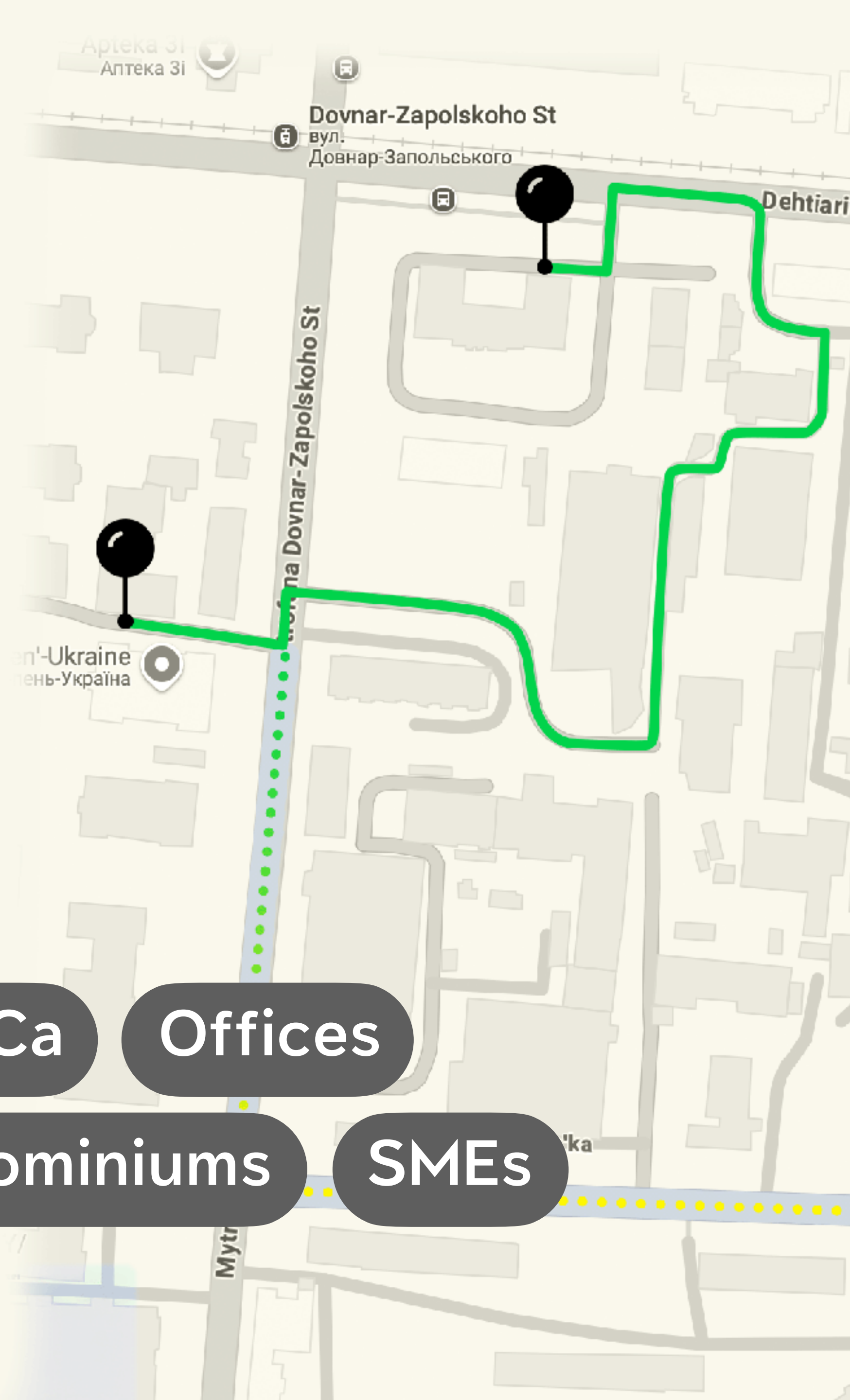


# How can sell in Recycle?

ONLY 150kg of recyclables that can be sold

**Just from  
150 kg!**

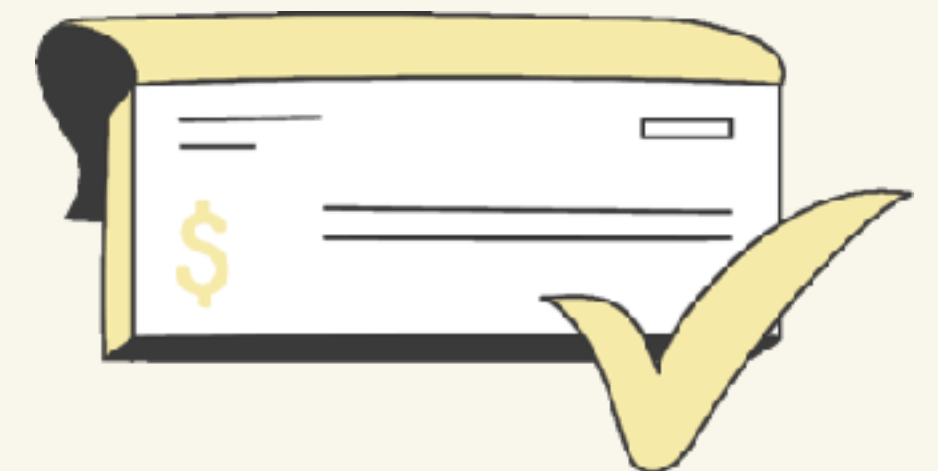
Etc



## Market

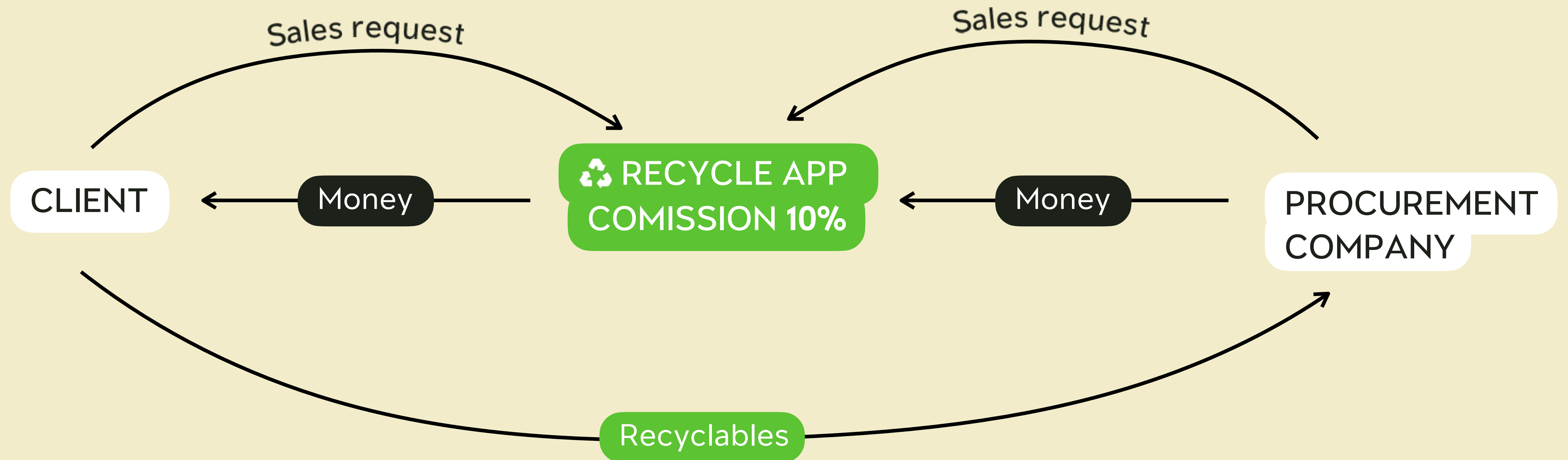
TAM (Worldwide)	<b>\$884 bln</b>
SAM (Ukraine)	<b>\$211 mln</b>
SOM (Ukraine, Big cities)	<b>\$100 mln</b>

Recycle currently operates in Ukraine (The data is relevant for the Ukrainian market)



Market

## Business model: Marketplace B2B2C





Monthly growth:  
**20–30%**

## Project indicators:

Now:

# 150

Number of orders/month

# 30 tons

Quantity of exported raw materials/month

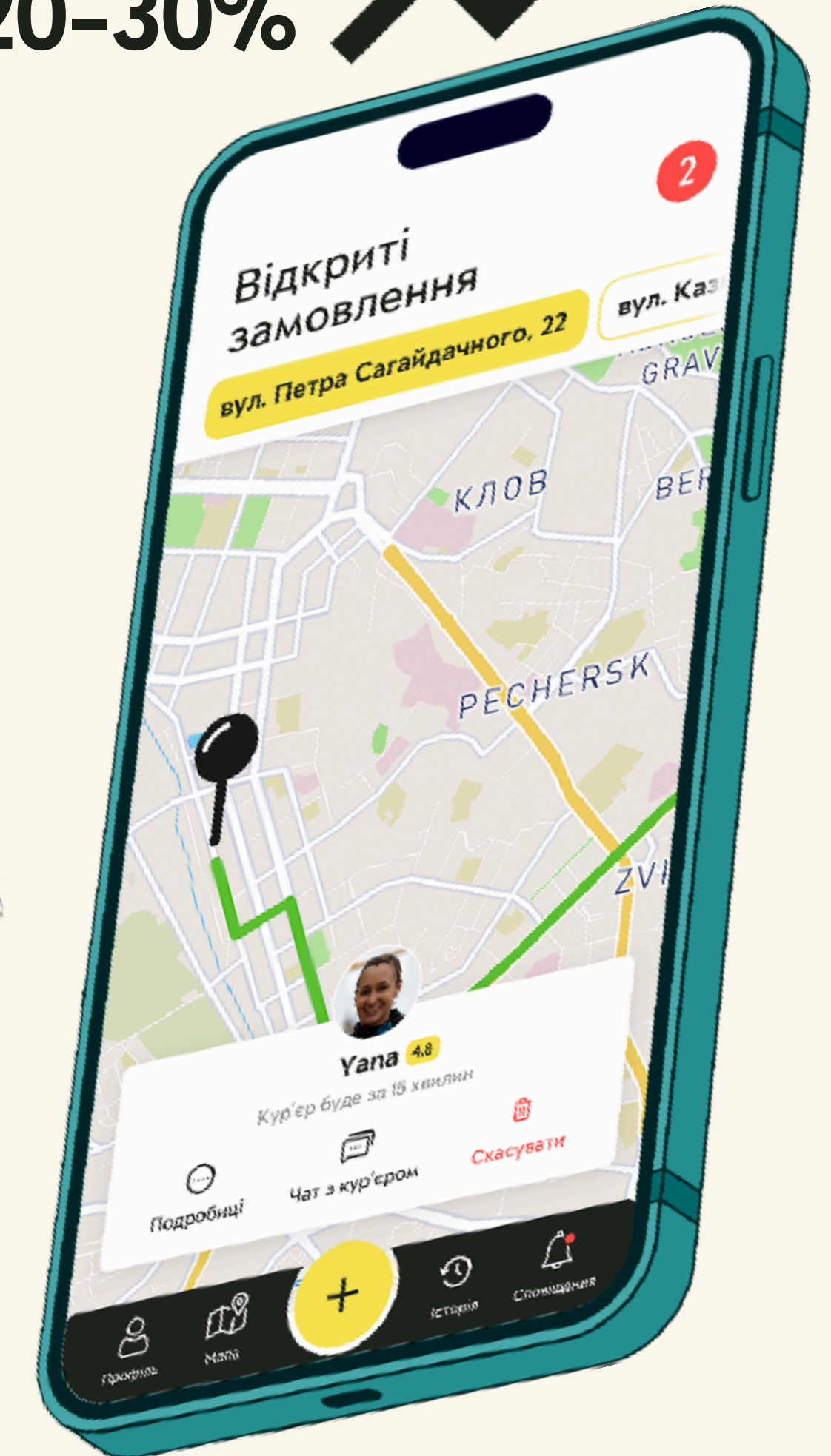
End of 2025:

# 1500

Number of orders/month

# 300 tons

Quantity of exported raw materials/month



Our clients:



# Recycle competitors (Ukraine)

Service	Region	The availability of a service for the purchase of recycled materials	Minimum volumes for the purchase of recycled materials		Additional requirements	Mobile application
Recycle	All regions	+	from 150 kg		–	✓
VTORMA	Local	+	from 1000 kg		–	–
Vtorresursy	Local	+	from 1000 kg		renting tanks from a carrier	–
UBS	Local	×		×	×	×
Grinko	Local	×		×	×	×
OMVR	Local	×		×	×	×



## Management team



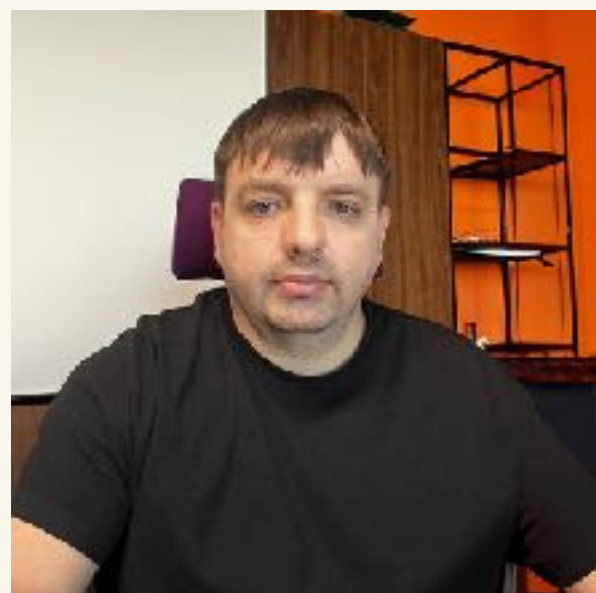
### Anton Ustimenko

- Responsible for the product.
- Experience in managing a company of 200+ specialists.



### Olga Akimova

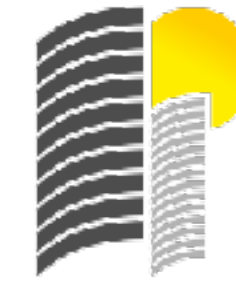
- 5 years of consulting experience for business owners.
- 10 years of strategic marketing experience.
- Developed strategies for brands entering the European market.



### Ilya Borovikov

- Business development.
- The portfolio includes successful cases of signing M&A contracts.

## Partners/Advisors



### Association of Housing Managers of Ukraine



### VTORMA UA

20+ years on the market /  
Leader recycling company in Ukraine



Professional Association  
of Environmentalists of the World

### Professional Association of the environmentalists

# Goals

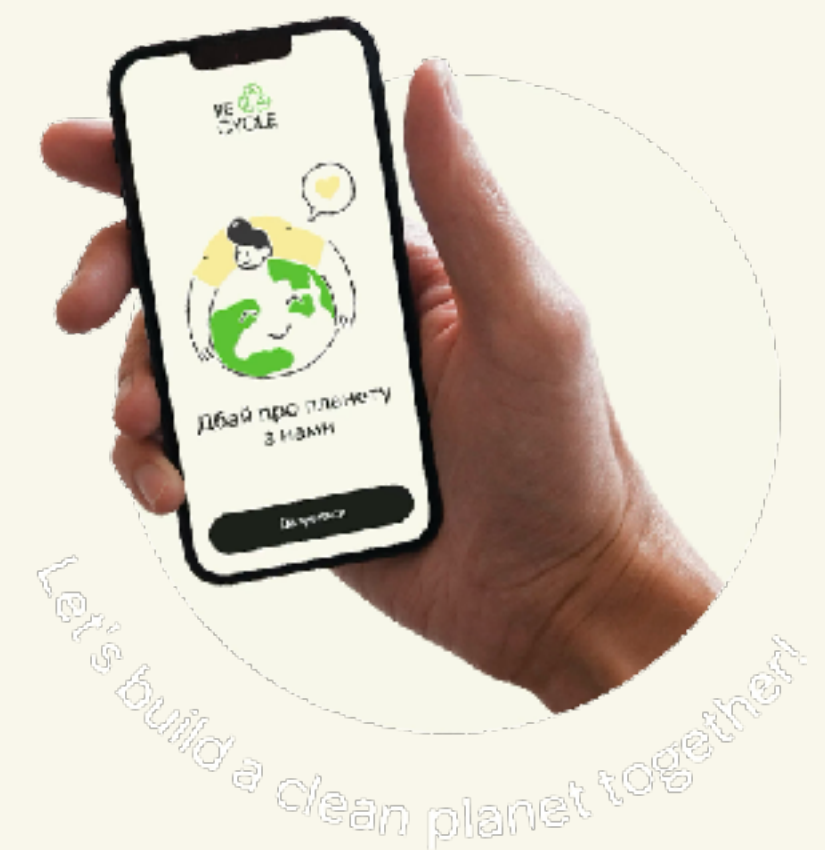


**Scaling our project  
on the Ukrainian market**

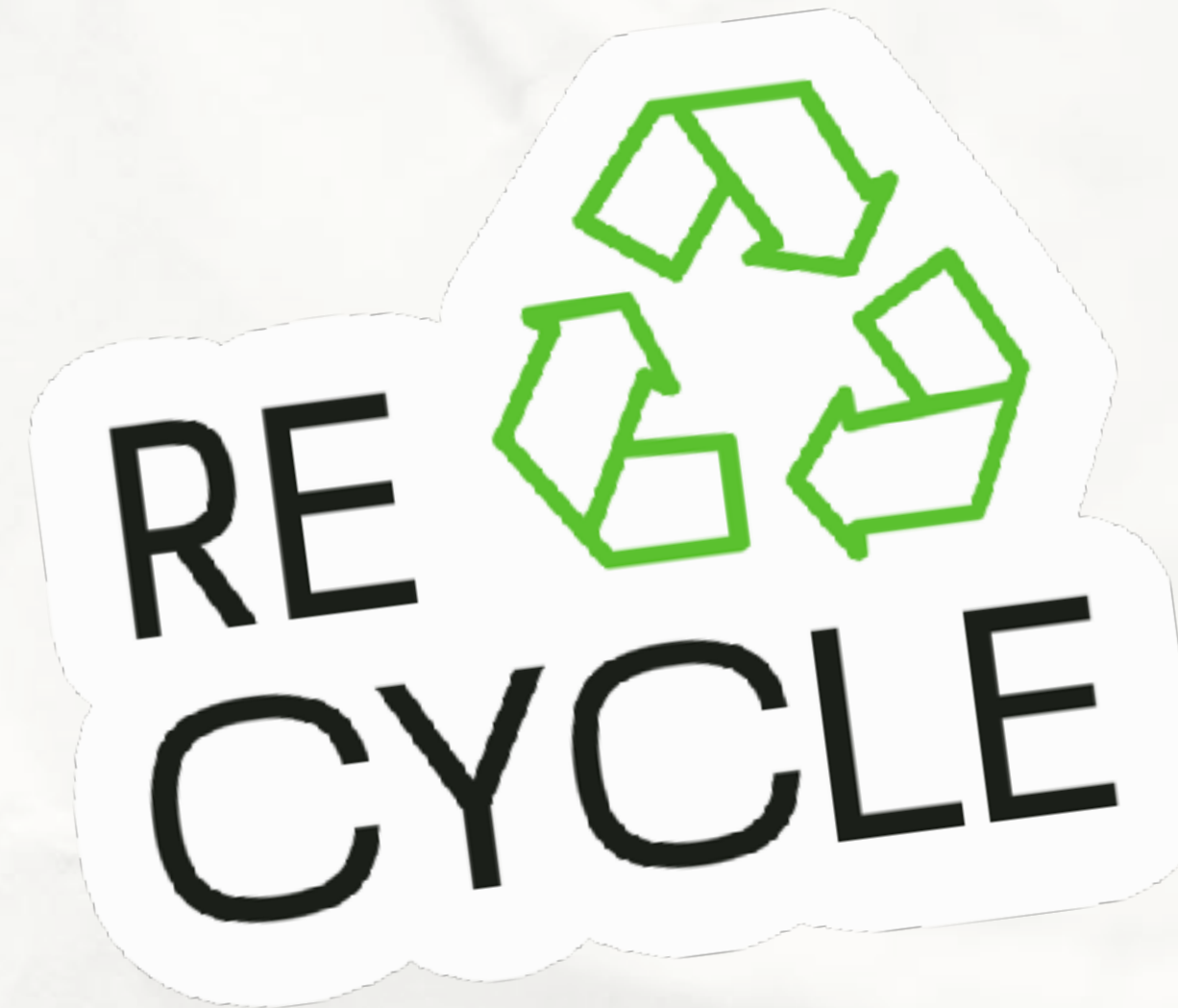


**Expanding our geography  
to the EU and India**

**We are looking for investments  
and partnerships to achieve our goals.**







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USTIMENKO**

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 [recycleappcom](https://www.instagram.com/recycleappcom)