

Augeas makes waste management profitable & scalable in emerging markets



greg@augeas.io

www.augeas.io



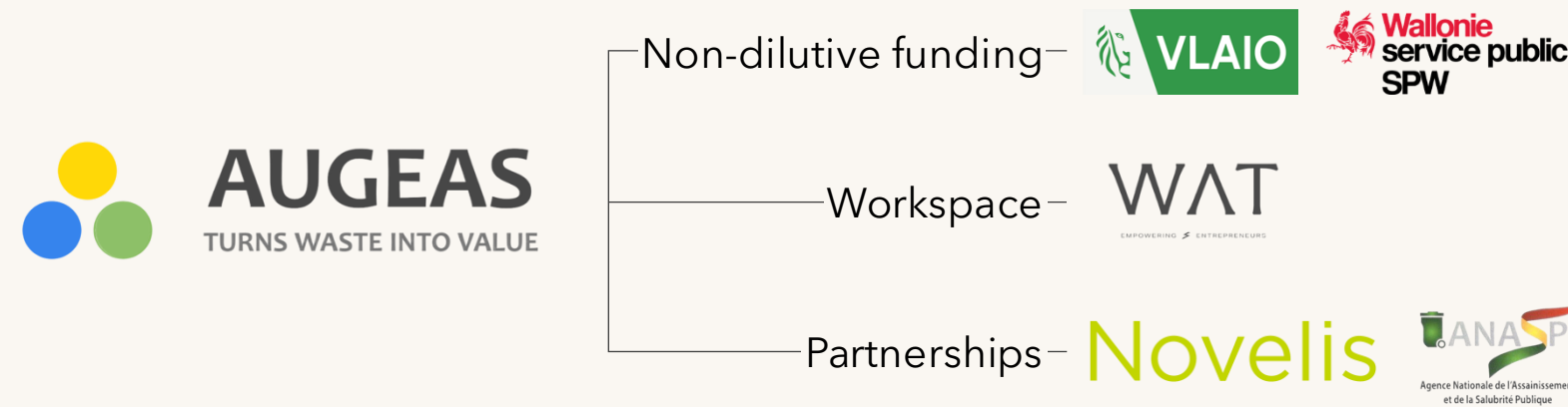
AUGEAS
TURNS WASTE INTO VALUE

Motto: Impossible only exists until someone proves otherwise

- Materials science engineer, EPFL
- Ex-CERN, ex-Berkeley
- 3 years in recycling at Umicore



- Bootstrapped Augeas prototypes from scratch and fully in-house
- Operated Augeas pilots in Senegal
- Built an ecosystem around Augeas



Personal experience in ultra-trails at SwissPeaks

2022	2023	2024	2025
100 km, 6000m D+ "Never say you can't before you've tried."	384 km, 27 00m D+ "Dream big, train bigger."	384 km, 27 000m D+ "Second European under 30 of the race."	700 km, 49 000m D+ "First European under 30 to ever finish the SwissPeaks 700."

Waste management in emerging countries sucks

In Africa

86%

of trash is littered, 10% is landfilled,
and 4% is recycled

Globally

€60B

Of recyclable material is lost
every year



Landfill in Saint-Louis, Senegal

Each ton of uncollected waste costs

€350

in economic loss
(tourism, health, fisheries) [McKinsey]

Globally, uncollected waste costs

hundreds of billions

of euros annually

Augeas turns waste into value. Deployable anywhere.

1. Garbage

2. Sorted material

3. Tradable commodity



Step 1

Inhabitants are incentivized to collect and sort waste.



Step 2

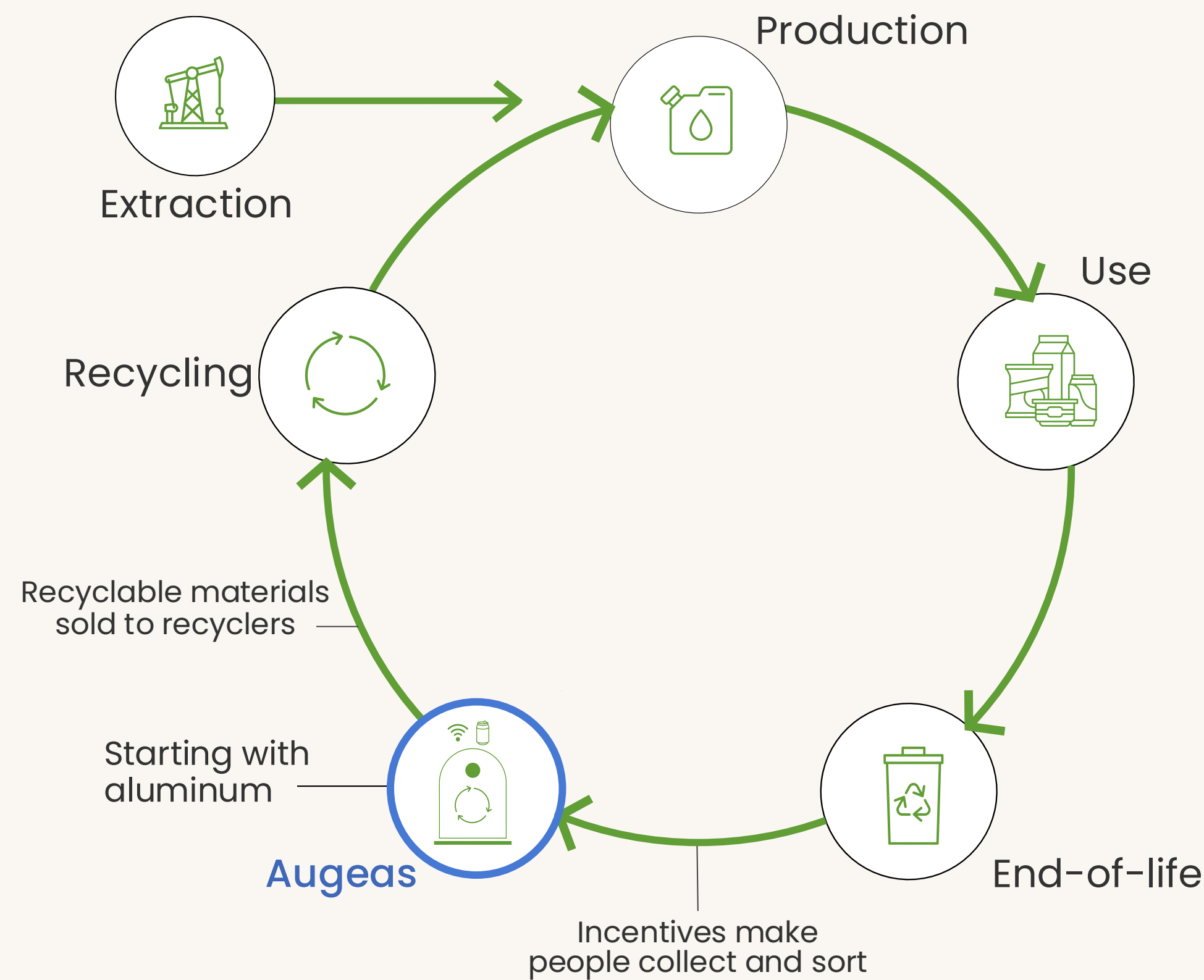
Augeas: Pay-to-sort smart containers.



Step 3

Recyclers track volumes, pay and unload full containers.

The most efficient first-mile solution in waste management

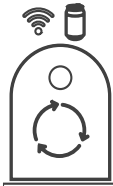


Context in emerging countries:

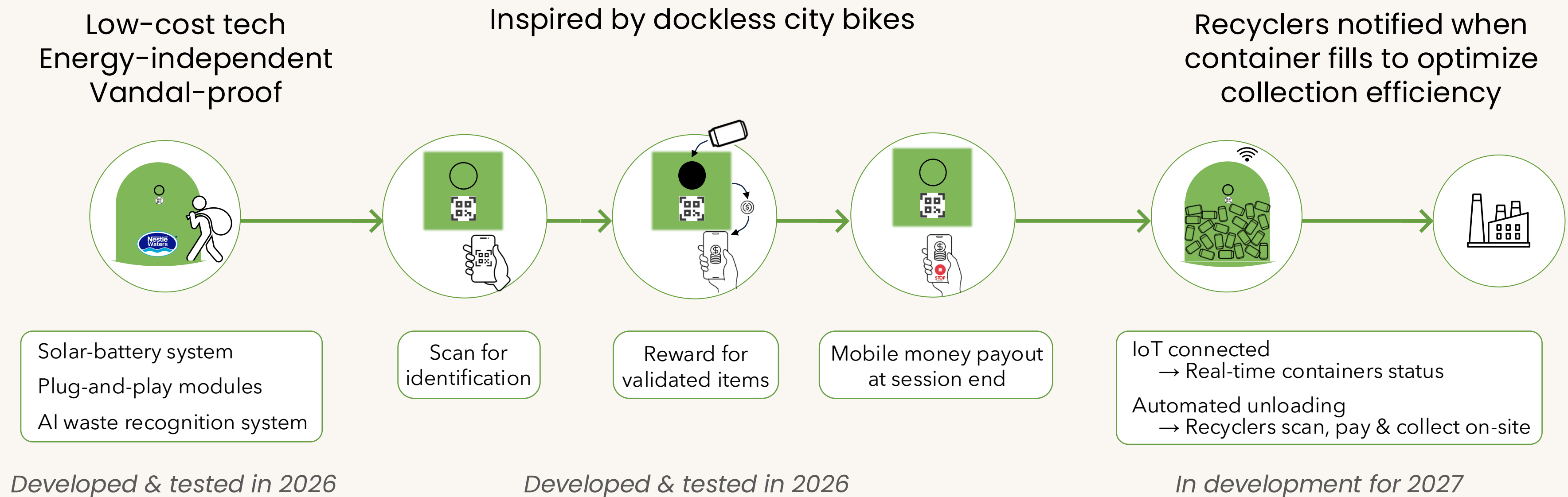
- Large volumes of littered waste
- Abundant, low-cost labor that's easy to incentivize
- Growing push for resource sovereignty

Augeas simplifies & formalizes the value chain

The only waste collection & sorting system that scales in emerging markets

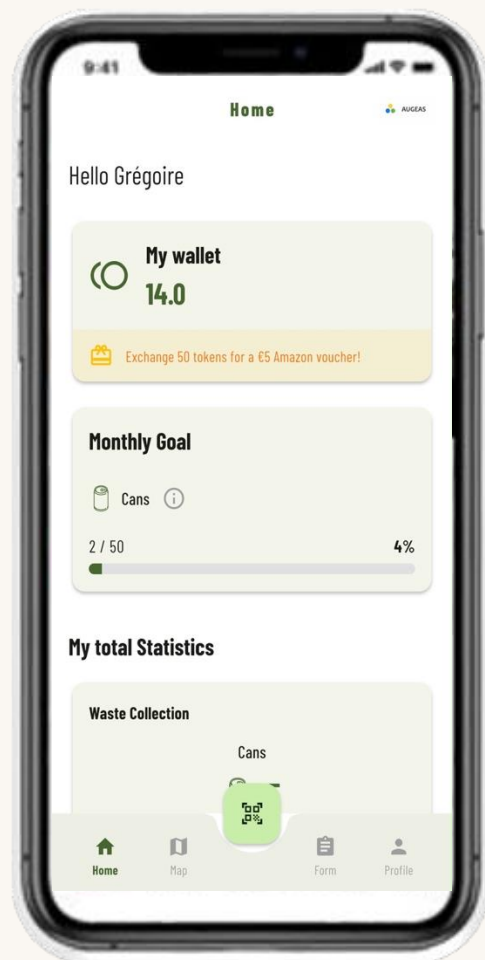
	Informal waste pickers	Standard collection & sorting	Reverse vending machines	Augeas
				
Adaptability	✓ No infrastructure required, but not scalable	✗ Heavy & centralized infrastructures, not scalable in underserved regions	✗ Indoor installation, deposit regulation-dependent	✓ No infrastructure required, not regulation-dependent, deployable anywhere
Traceability	✗ Untracked	✓ Traceability starts at sorting	✓ Traceability starts at source	✓ Traceability starts at source
Recyclability	✗ Low, zero for low-value streams	✓ High if cutting-edge sorting facilities	✓ High for managed waste streams	✓ High for managed waste streams
Profitability	✓ Low-value streams unmanaged	✗ High CAPEX, public funded	✓ Expensive devices, non-deposited streams unmanaged	✓ Low CAPEX, profitable for aluminum & extendable to any waste stream

Low-cost & modular hardware. Mobile money incentives drive adoption in emerging markets



App rewards users

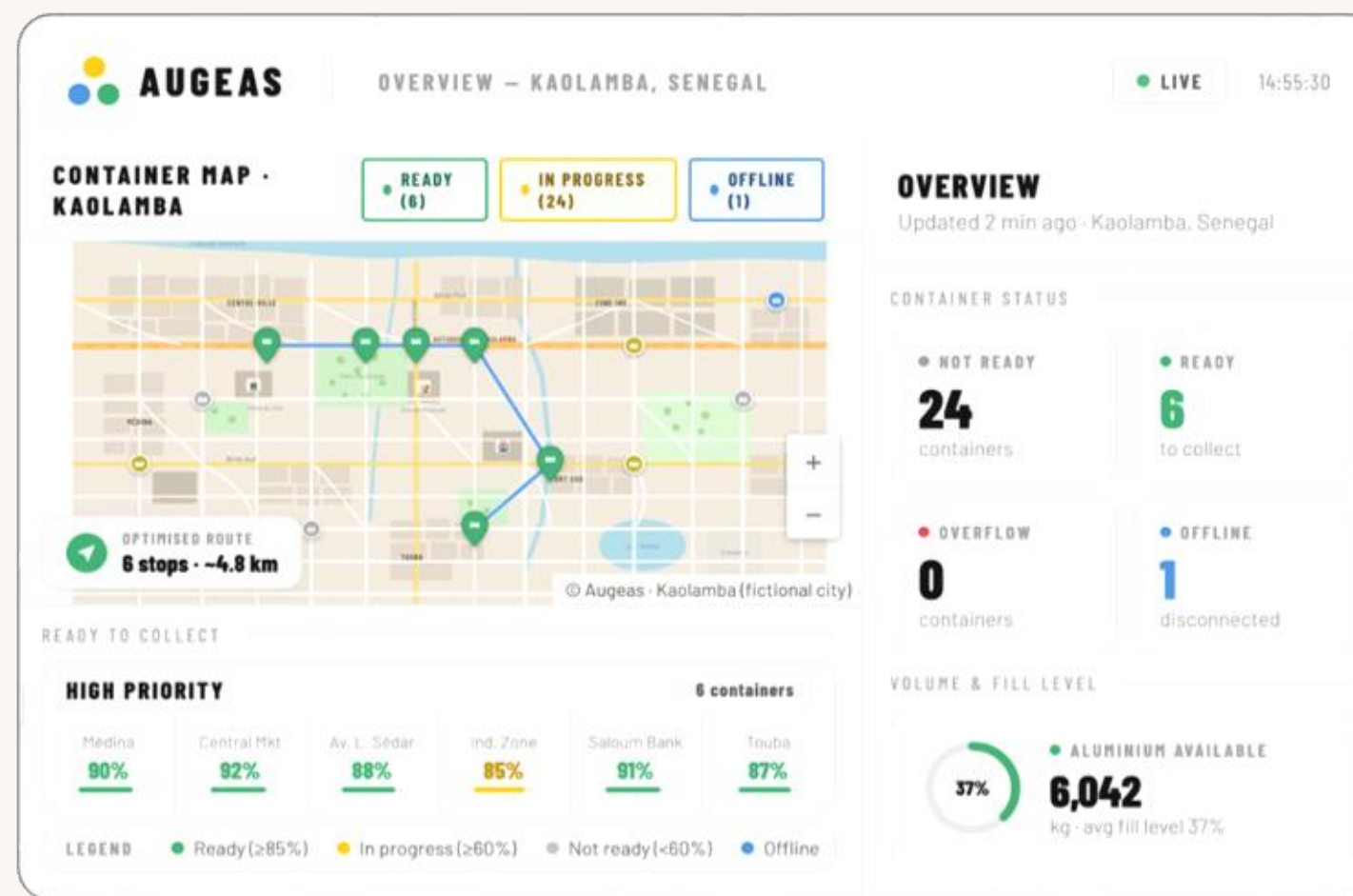
Dashboard powers real-time operations



Incentivization app for users

→ Token rewards on Celo blockchain & transferable on mobile money (Wave, Orange Money, MiniPay)

Developed & tested in 2026



Tracking dashboard for recyclers & operators

→ Real-time bin fill-levels by stream → Optimized routes

→ User-reported problems

→ Volumes, material quality & brands → Trackable supply & consumer insights

In development for 2027

Inhabitants rush to deposit their cans

[Link](#)[Link](#)**Economics:**

Reward €0.009/can

Resale to recyclers €0.020/can

Traction:

1000 cans/day reached after only one week of tests in Senegal

Waste purity:

Slot sized for compacted cans only → 0%contamination

Logistics:

Recyclers handle pickup on full containers

Built to scale fast, built to stay ahead



We are a fast-execution startup



Product field-tested in Senegal.
Core tech built in-house.



Augeas iterates in months.



We locked in key partnerships



Manufacturing partner in Shenzhen
(**25 containers produced**).



Industry integration through **Novelis**
(world's largest aluminum recycler).



We have a data moat



Users feed our algorithms. Real
training data.



Waste data from emerging markets
unlocks traceability, supply chain
efficiency, and consumer insights.

Augeas targets €200M from aluminum by 2032

Total Available Market

€190B

Aluminum market

Primary Aluminum

- Multi billion € Capex facilities
- Energy Intensive
- 2% of global GHG emissions
- High supply chain risks

Serviceable Available Market

€22B

Secondary aluminum
in emerging markets

Secondary Aluminum

- Million € Capex facilities
- 95% energy savings
- Decentralized supply chain
- Infinitely recyclable

Market Share

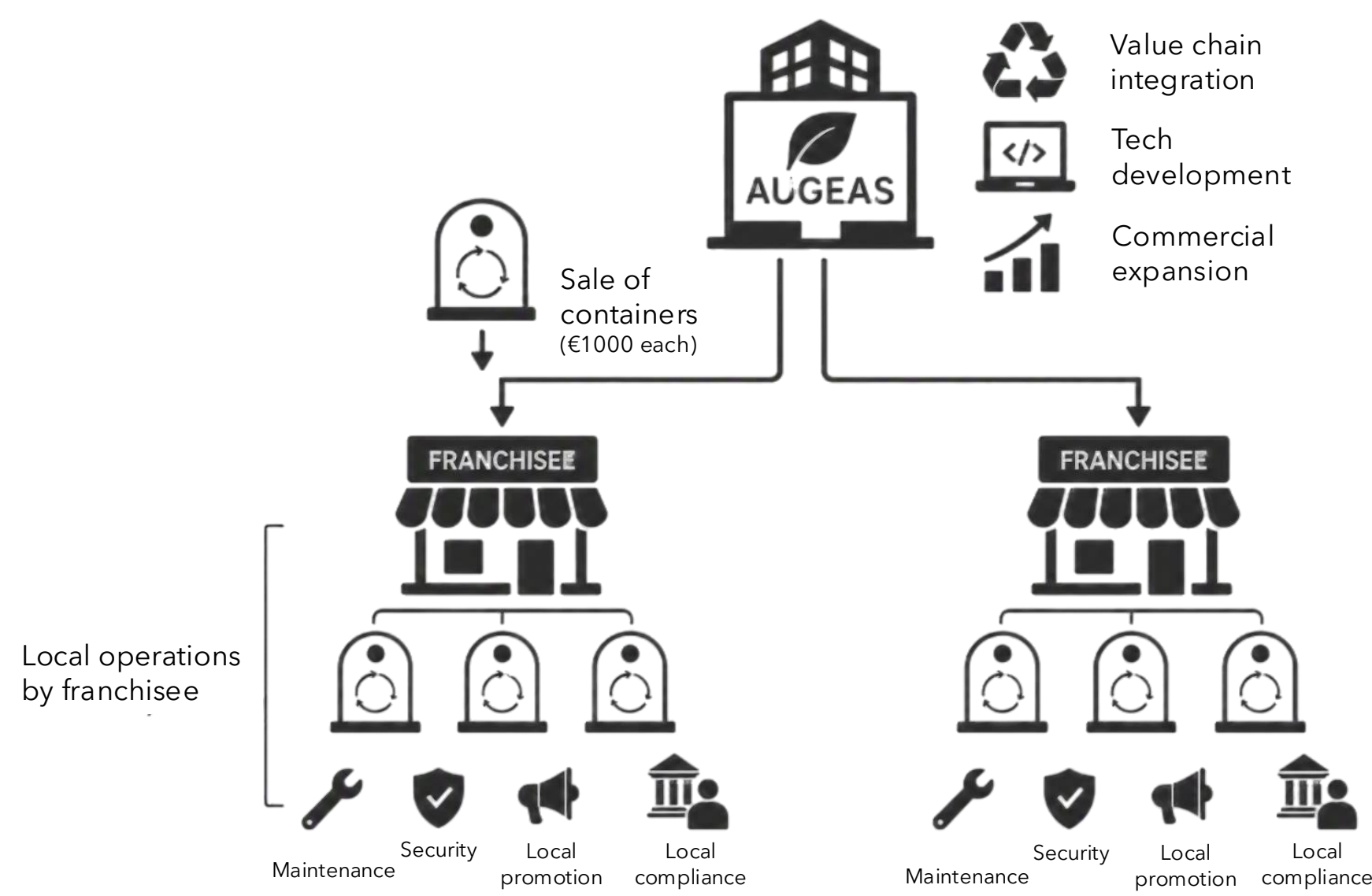
€200M

Aluminum revenue with Augeas by 2032

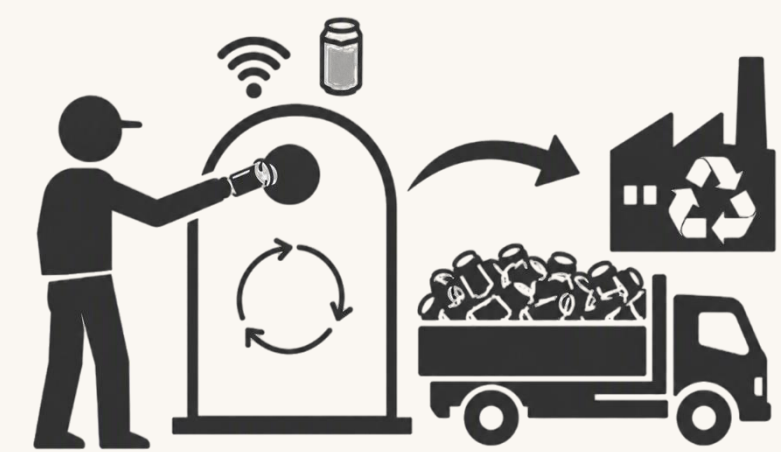
Expansion to new waste streams as of 2028

Franchise model delegates CAPEX & local operations to scale efficiently

Franchise model:
Containers sold to local operators.
We share revenues with them.



Aluminum scrap sold to recycler: €1200/t



- Inhabitant incentive: €540/t (45%)
- Franchisee share: €330/t (27.5%)
- Augeas share: €330/t (27.5%)

Payout auto-splits when recycler unlocks (no fraud)

Each container does 5 tons of sales per year:

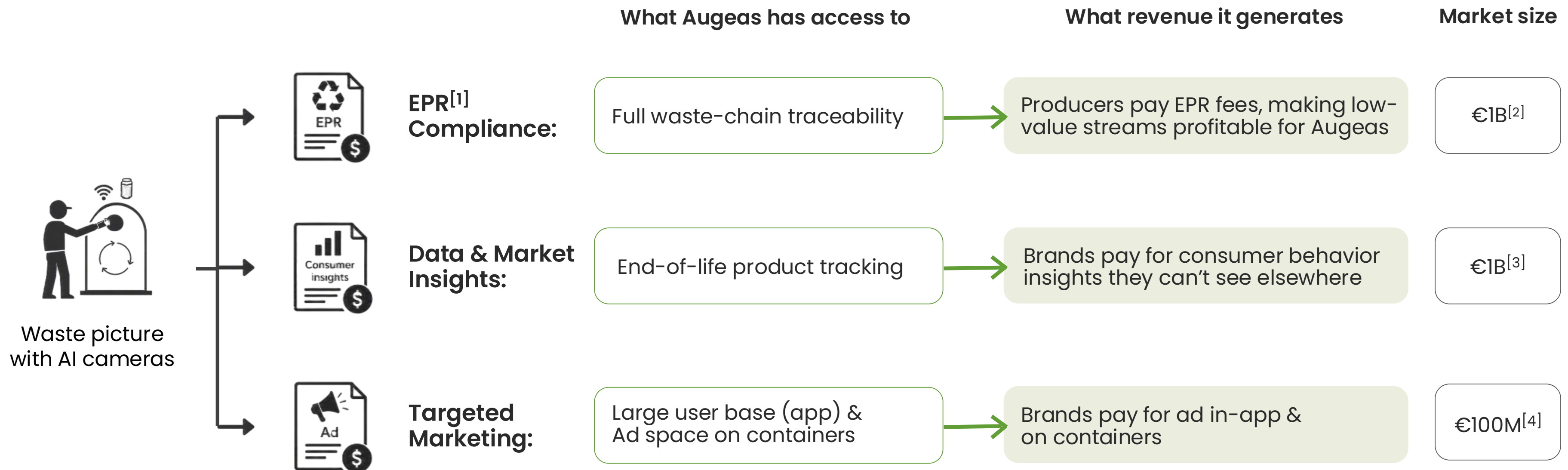
→ Franchisee revenue = $5 \times 330 = €1650/y$ per container
Covering container investment & operations

Franchisee payback = $1000 / 1650 \approx 8$ months

→ Augeas revenue = container sales + Augeas share
= $€1000 + €1650/y$ per container
Covering tech & commercial development

Beyond commodities: traceability unlocks additional revenue streams

Additional revenue opportunities by 2028:



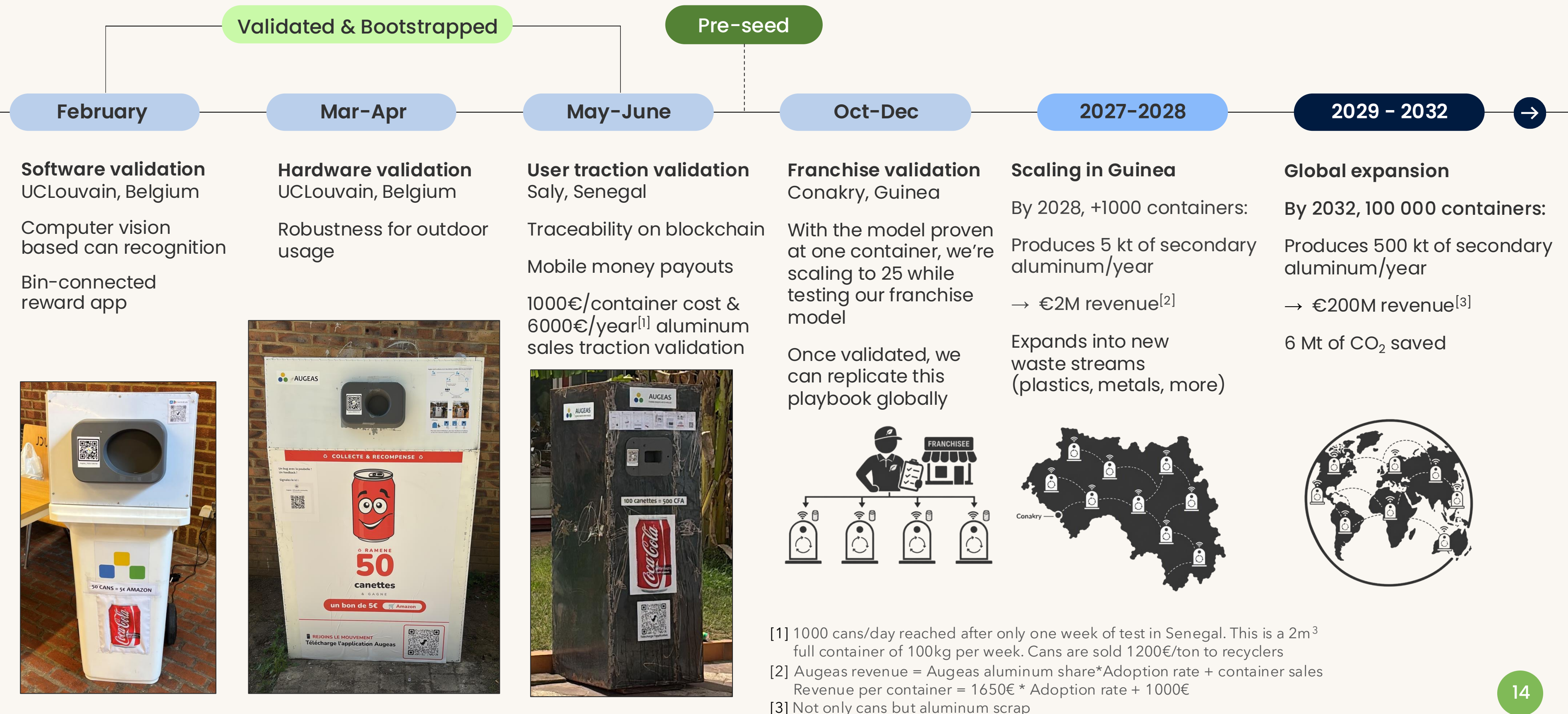
[1] EPR = Extended Producer Responsibility

[2] Estimated TAM: EPR compliance market for collection & sorting in emerging markets

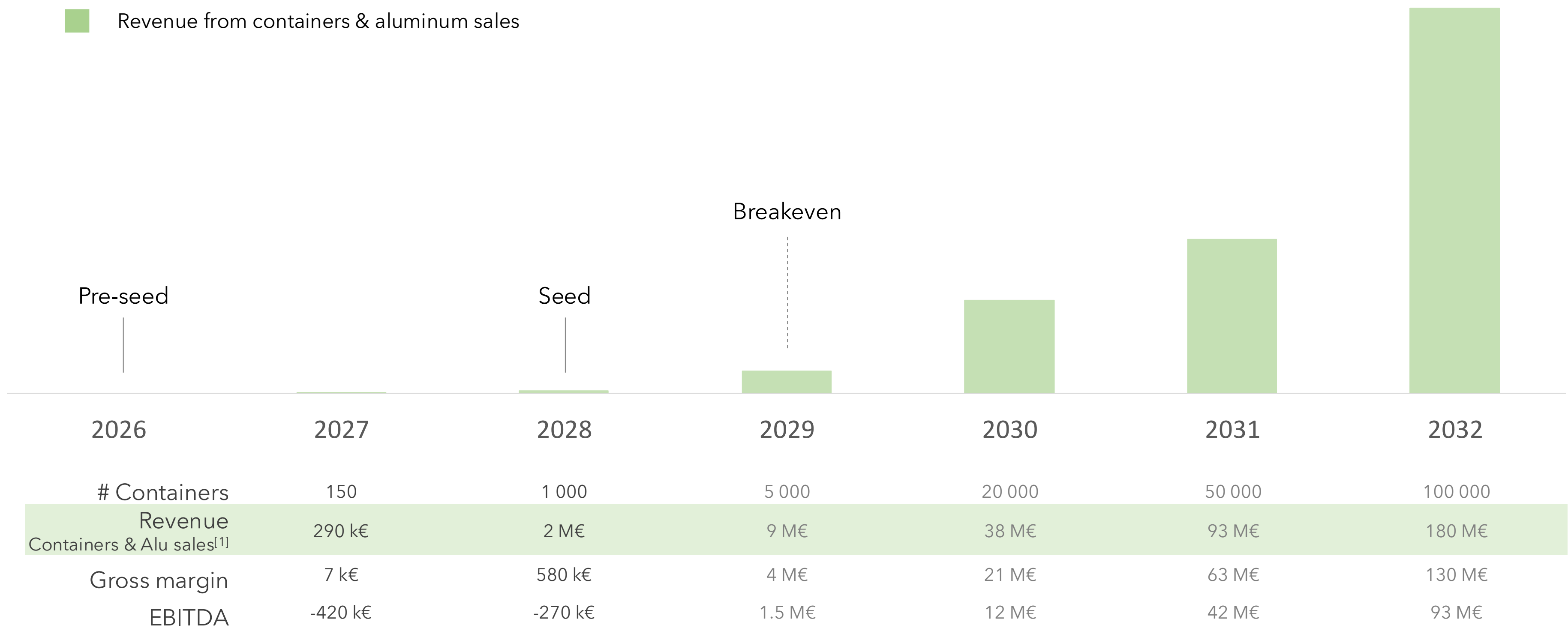
[3] Estimated value of untracked end-of-life product data in emerging markets

[4] Estimated addressable marketing revenue for Augeas in emerging markets

From prototype to unicorn



€2M revenue by 2028 → €200M revenue by 2032



€1.5M investment proves the model across 1.5M inhabitants. Ready to scale globally by 2028.

€1.5M
Pre-seed round

Use of funds



- €1M Team & operations
- €0.3M Hardware manufacturing
- €0.2M Software infrastructure

Milestones this unlocks

Funding round

Pre-seed
Objective: Prove the aluminum collection & sorting model is profitable and scalable

Seed
Objective: Scaling & Expanding to new waste streams

Market

Validating franchise model in Guinea with 25 containers

150 containers covering 1.5M inhabitants



Product

25 containers manufactured

Development of tracking dashboard for recyclers

Team

Hiring head of software & head of hardware

Hiring software engineers

Let's scale waste infrastructure globally



greg@augeas.io

www.augeas.io

