



THE ROCKSTAR WASTE SERVICES LTD.

**Sustainable Waste Management Programme
through Partnership
(SuWMaP)**



VISION

A world in which people are concerned about environmental issues and are committed to keeping their surroundings clean.



PROBLEM



Poor Solid Waste Management has become a significant urban challenge for the Western Region in the past decade and contributes to increased health risk in the Region.

Our team has discovered that the key issues around solid waste management are:



(i) Lack of community awareness

(ii) Absence of effective collection services, segregation and recycling systems,

(iii) Limited disposal capacity

(iv) Lack of enforcement of sanitation by-laws

(v) Lack of usable landfill sites (landfill sites are being filled up)

(vi) No incorporation of rural areas (they are not willing or cannot pay, resulting in street dumping or burning).

SOLUTION



We are undertaking **five key actions** to combat this waste menace;

1. Developing an activity-based curriculum which teaches basic school children about waste segregation and other best environmental practices. This includes training teachers to implement it and provision of dustbins to the schools for waste segregation.
2. Working with the two local Authorities to organize participatory meetings with local stakeholders to review/develop and gazette environmental by-laws and enforcing it.

SOLUTION [cont'd]

3. Sensitizing the local people on the importance of waste segregation and other best environmental practices and providing dustbins to them for waste segregation.
4. Empowering the Zonal Councils in the respective districts to monitor compliance/enforcement of the sanitation by-laws in the local communities in partnership with the Environmental Health and Sanitation Departments.
5. Offer segregated waste collection services to households, schools and corporate organizations.



MARKET VALIDATION



Total Addressable Market: 2, 100, 000



Target Market is 30% of TAM



HOW IT WORKS



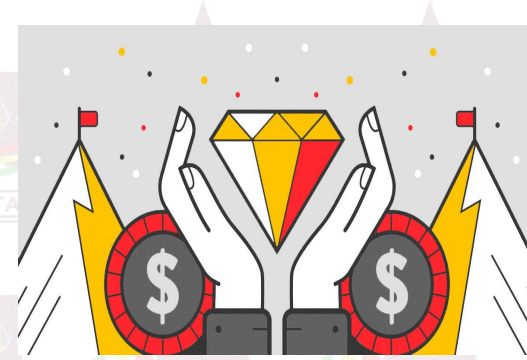
COMPETITIVE LANDSCAPE



- ❖ Unsegregated Waste Management Companies
- ❖ Same Industry players
- ❖ New Entrants
- ❖ Other Recycling Companies
- ❖ Other companies who are into chemical soil enhancers and plant food



VALUE PROPOSITION



- ❖ We offer cost effective and budget saving means to addressing a growing waste management problem.
- ❖ For end users for our recycled materials from plastic and papers, we will offer valuable products at affordable rate to all our clients.
- ❖ Compost will improve soil properties



TRACTION



We have two contracts signed with:

- Ghana National Association of Private Schools and
 - Ghana Hotels Association
- enabling us to reach 416 members



FOUNDERS



Samuel Emmanuel Manukure
CEO/Co – Founder/Board Chairman



Albert Kwaku Abbeyquaye
CEO/Co – Founder/Marketing/Sales & PR



Benjamin Kwadwo Appiah
CEO/Co – Founder/MEL&R



MANAGEMENT TEAM



Foster Danso
Managing Director



Rosetta Esi Obeng
Accountant



Sandra Appiah Kubi
Administrative Assist./Board Secretary



MANAGEMENT TEAM (cont'd)



Agnes Dawda
Marketing/Sales Assistant



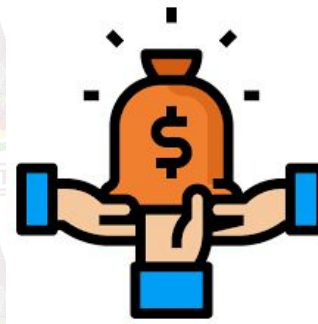
Mavis Appiah
MEL&R Assistant



Catherine M. N. Dogbatsey
Welfare Manager



REQUIRED FUNDING



Use of Funds

We need
Gh¢ 360,000
(\$ 62,299.08)
for 24 months

- ❖ Sales & Marketing of the services and products
- ❖ Branding and Positioning
- ❖ Research and Development
- ❖ Creating of Website
- ❖ Purchasing of dustbins
- ❖ Purchasing of Tricycles
- ❖ Site preparation



Thank you

We really appreciate your time



The Rockstar Waste Services Ltd.

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