



**E-waste Recycling Through Heroes:**

**On-Demand E-waste Recycling**

**<http://erth.app>**



**Problem: 75% of discarded electronics end up in landfills ☹️**

- **World's fastest growing waste stream.**
- **Toxic pollution for centuries.**
- **Billions of \$ lost forever.**



# Old Way

- Toxic
- Illegal
- Wasteful
- Inefficient
- Dangerous 

# ERTH Way

- Simple
- Secure
- On-Demand
- Rewarding
- Sustainable 



# How It Works



**1. Online booking (60 seconds)**

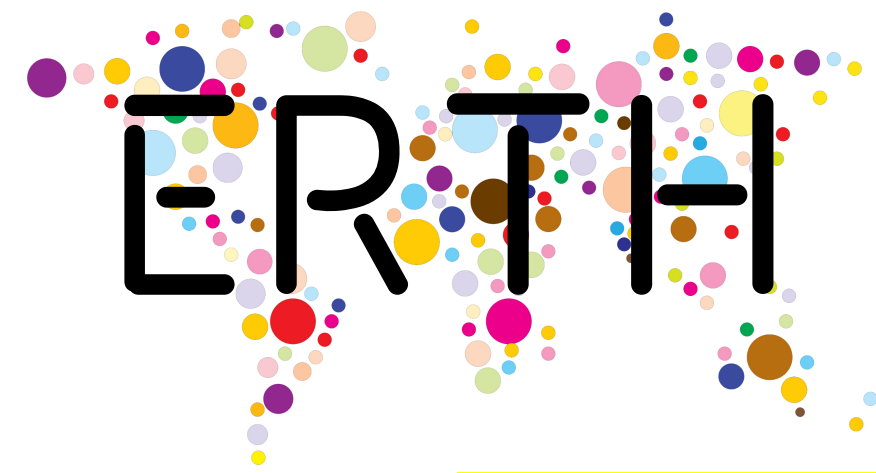


**2. Nearest Hero picks up**



**3. Instant Cash Reward**





# Social Enterprise Overview

- **99% Order Acceptance Rate (Reliable)**
  - **5,000+ Freelance Drivers Available (Heroes)**
  - **Lowest Minimum Order Quantity (5 Devices)**
  - **Highest Cash Rewards + Free Pickup**
  - **5/5 ★ Rating on Facebook & Google**
- 
- **Authorized Collector by Malaysia Department of Environment (Jabatan Alam Sekitar)**
  - **100% Working with Licensed Recycling Factories**

# B2B

**25% Fixed Costs + 25% Net Profit + 50% B2B Cash Reward**

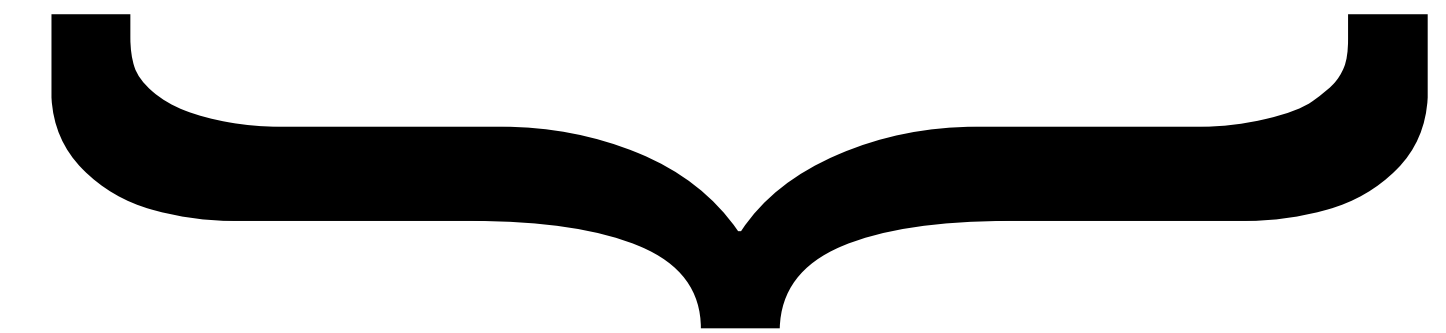
**Example:**

**10 PC (Value RM200)**

**B2B: RM100 (cash reward)**

**Fixed Costs: RM50**

**Net Profit: RM50**



**50%**

**We pay 50% of the E-waste value  
back to the recycling customer**

# B2C

**25% Fixed Costs + 25% Net Profit + 25% Consumer + 25% Heroes**

**Example:**

**10 PC (Value RM200)**

**Consumer: RM50 (cash reward)**

**Hero: RM50**

**Fixed Costs: RM50**

**Net Profit: RM50**



**50%**

**We pay 50% of the E-waste value back to the beneficiaries**

**200K**

**100K**

**50K**

**25K**

**2019**

**May**

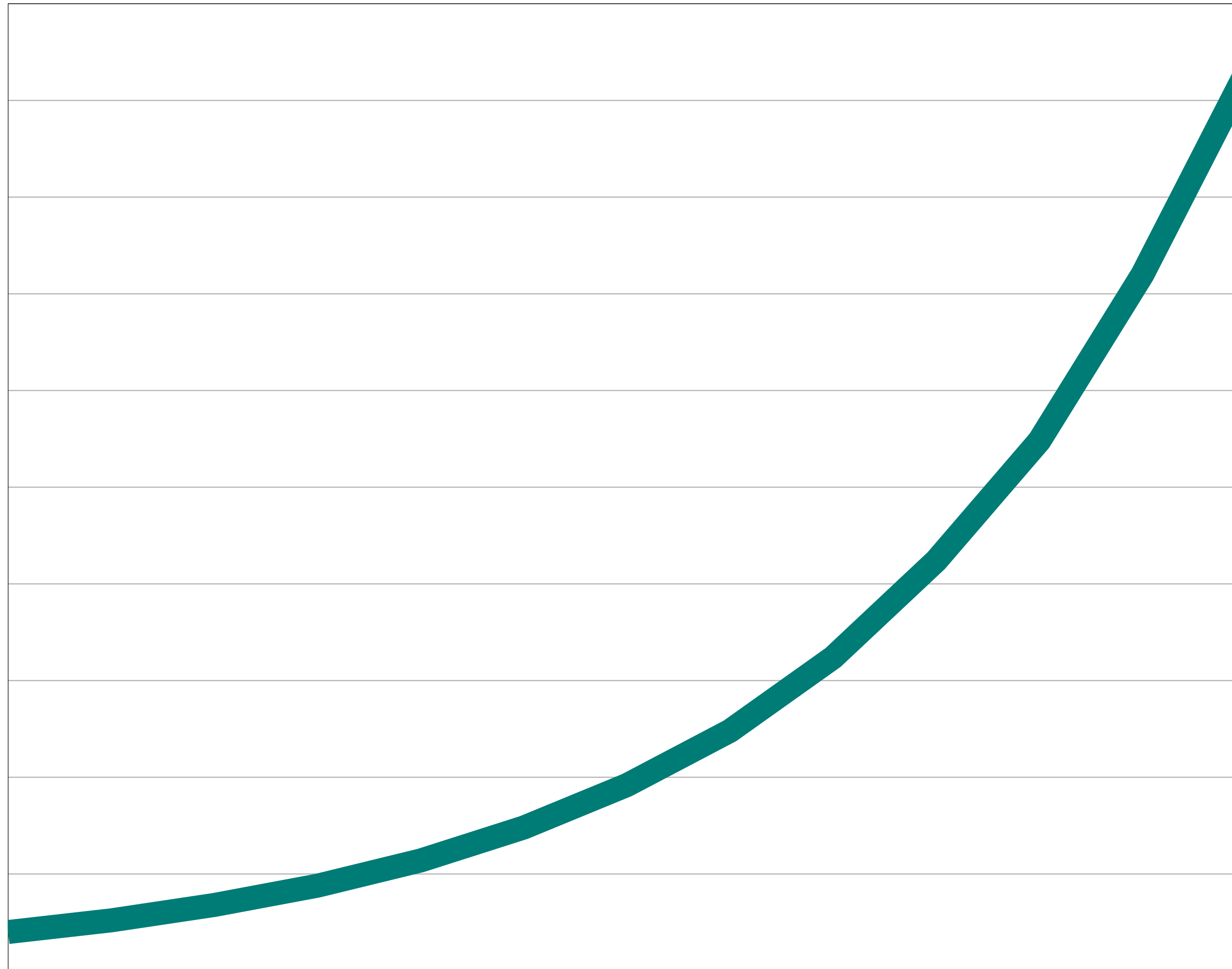
**Jul**

**Sep**

**Nov**

**2020**

**Feb**



**30%**

**Monthly  
Volume  
Growth (Kg)**

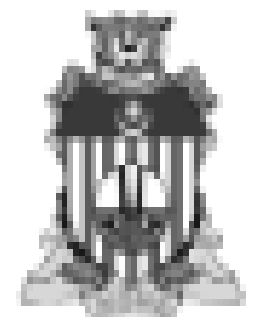
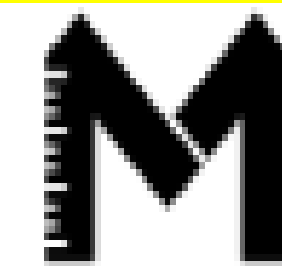
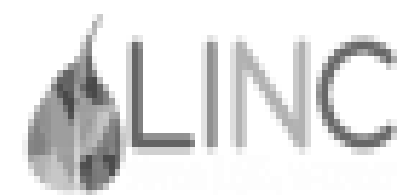
**Paid cash  
rewards:**

**\$50K+**





**1,000+ Customers Choose EARTH**







# ERTH: E-waste Recycling


EC Unit #1, 1-3A, 1st Floor, Kanvas Retail @ Prima 15, Jalan Teknokrat 6, Cyberjaya, Selangor


5.0 ★★★★★ 21 reviews ?

 **Jason Lim Fung Tzen**  
1 review  
★★★★★ a week ago  
If you're looking for a place to recycle your electronic waste, this is the place to go to ! :) Good service and quick to respond!

 Like

**Response from the owner** a week ago  
Thank you, it is our pleasure to serve you and our planet 🙏🌍🌟

 **Yu Hong Haw**  
Local Guide · 99 reviews · 76 photos  
★★★★★ 2 weeks ago  
Friendly business founder. Quick pick up and transfer .

 Like

“Seems like a noble idea - if something like this does not already exist in Malaysia (there are many of these in the US) could be very impactful/profitable.”

“Thats exactly what people wants to see!!! Fr! Electronic waste is a real problem... And if you guys offer money for that, that's it, go gain users!”

“E-waste is a really huge problem globally and it's great you're doing something to solve it. Hopefully you're able to expand globally/regionally through partnerships as soon as possible.”

“Very do-gooder dudley dooright green eco-concept. Will sell like hotcakes”


“If you compare your latest update and current - the result makes me very happy (I vote for you). I still see enormous potential in Erth and the importance of what you do. I recommend adding a more detailed description of the problem and your solution. If you add more infographics - it will be just super! Good luck!”






ERTH: E-waste

5.0  
5 out of 5 ⓘ  
Based on the opinion of 38 people

Have Feedback About Your Business' Reviews Experience?

 Recommended by 57 people

MOST HELPFUL | MOST RECENT

 **Hajar Amini**  recommends EARTH: E-waste Recycling.  ...  
February 6 at 2:33 PM · 🌐

highly recommended!  
sis anto CPU rosak seketui, kejap aje dah dpt payment. all the best!





 Drop Old or Faulty  Electronics Here to Recycle 

**ERTH**

**E-waste  Recycling**

[www.ERTH.app](http://www.ERTH.app)  
Book Free E-waste Pickup: 014-2211446

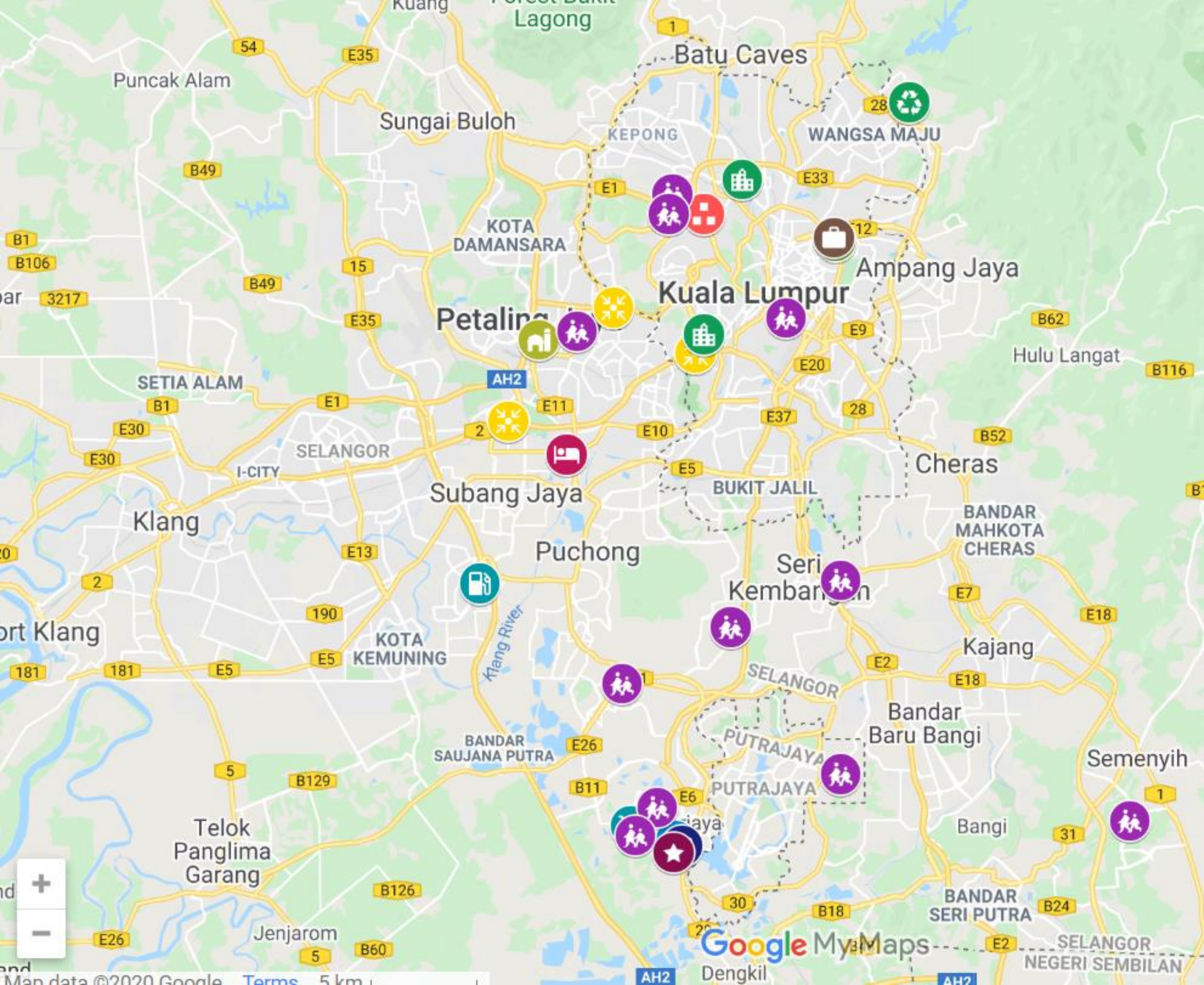
    
/erthHQ



50  
LOCATIONS





 Drop Old or Faulty     
Electronics Here to Recycle 

**ERTH**



**E-waste Recycling**



[www.ERTH.app](http://www.ERTH.app)  
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/erthHQ

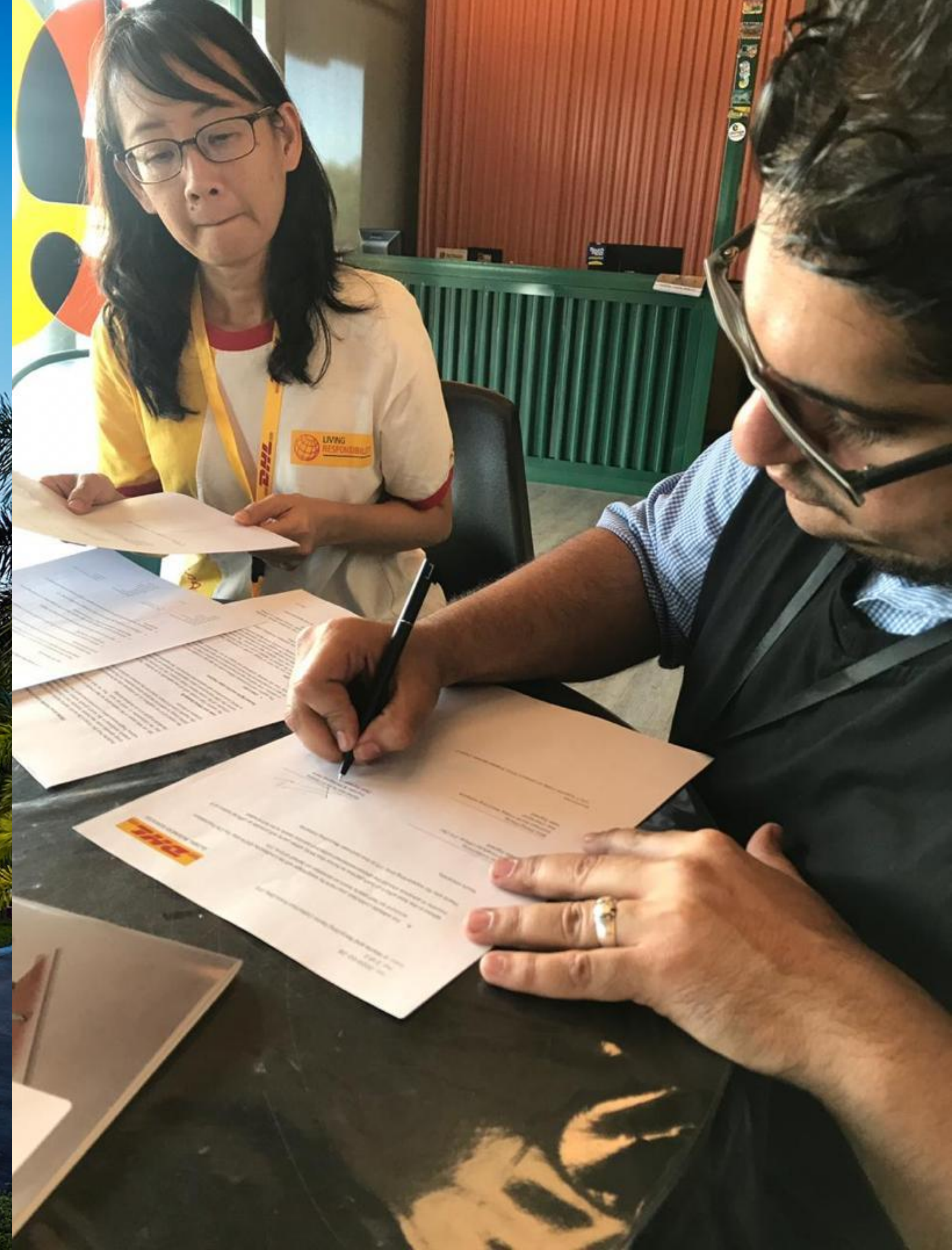


50  
LOCATIONS





# DHL Partnership (Cyberjaya)



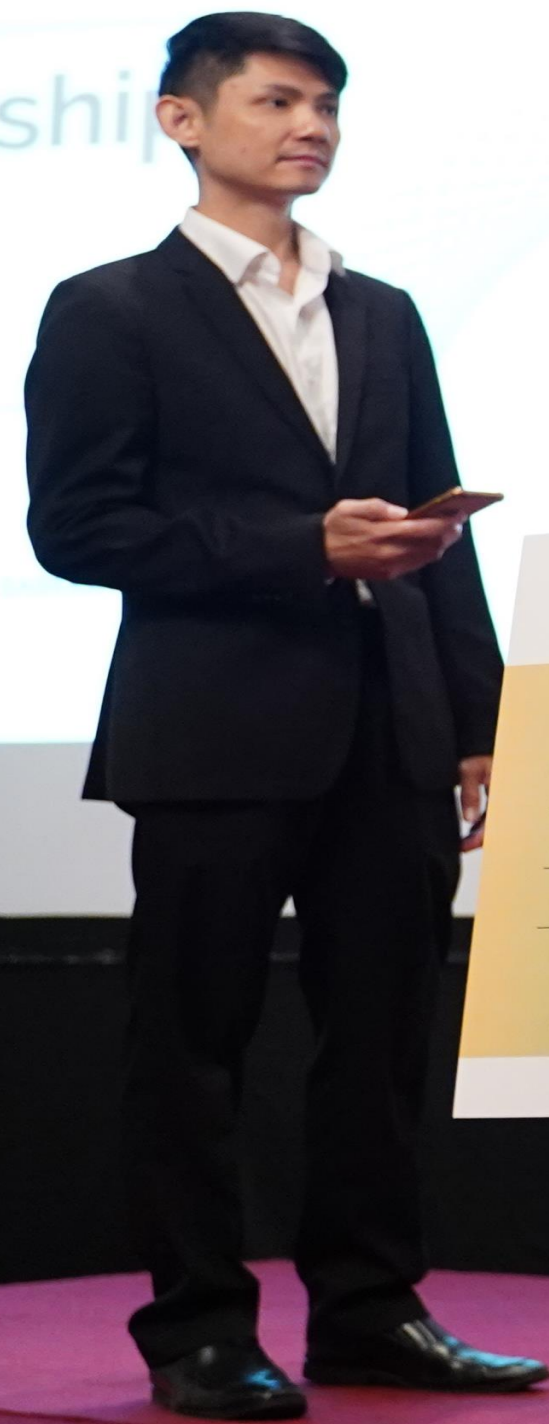


# UN INTERNATIONAL YOUTH INNOVATION CONFERENCE





# MALAYSIA NATIONAL CHAMPION - ENTREPRENEURSHIP WORLD CUP



Stamp Duty Paid

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D D M M Y Y

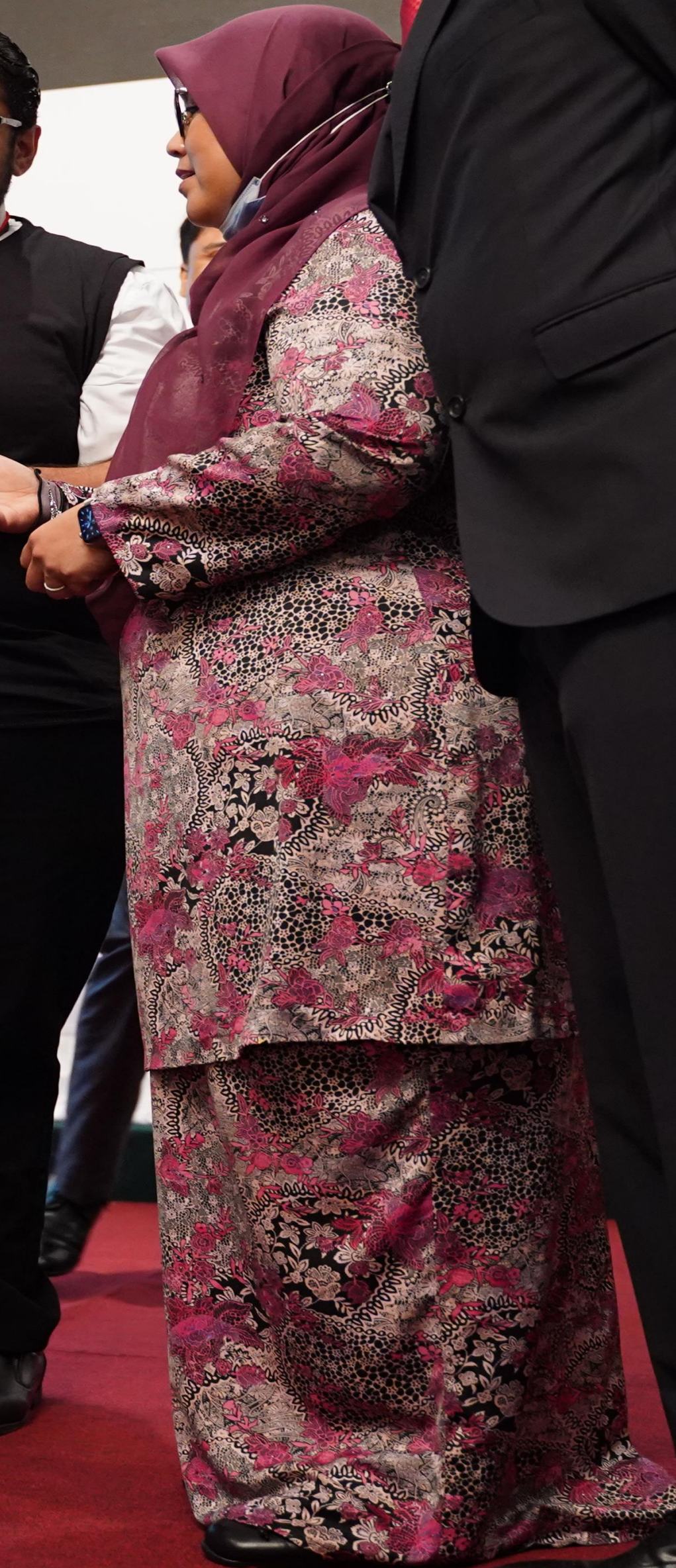
GLOBAL ENTREPRENEURSHIP NETWORK MALAYSIA

PAY BAYAR **EWC Malaysia National Champion**

RINGGIT MALAYSIA **All paid expenses to Riyadh 2020, Saudi Arabia**

Entrepreneurship World Cup

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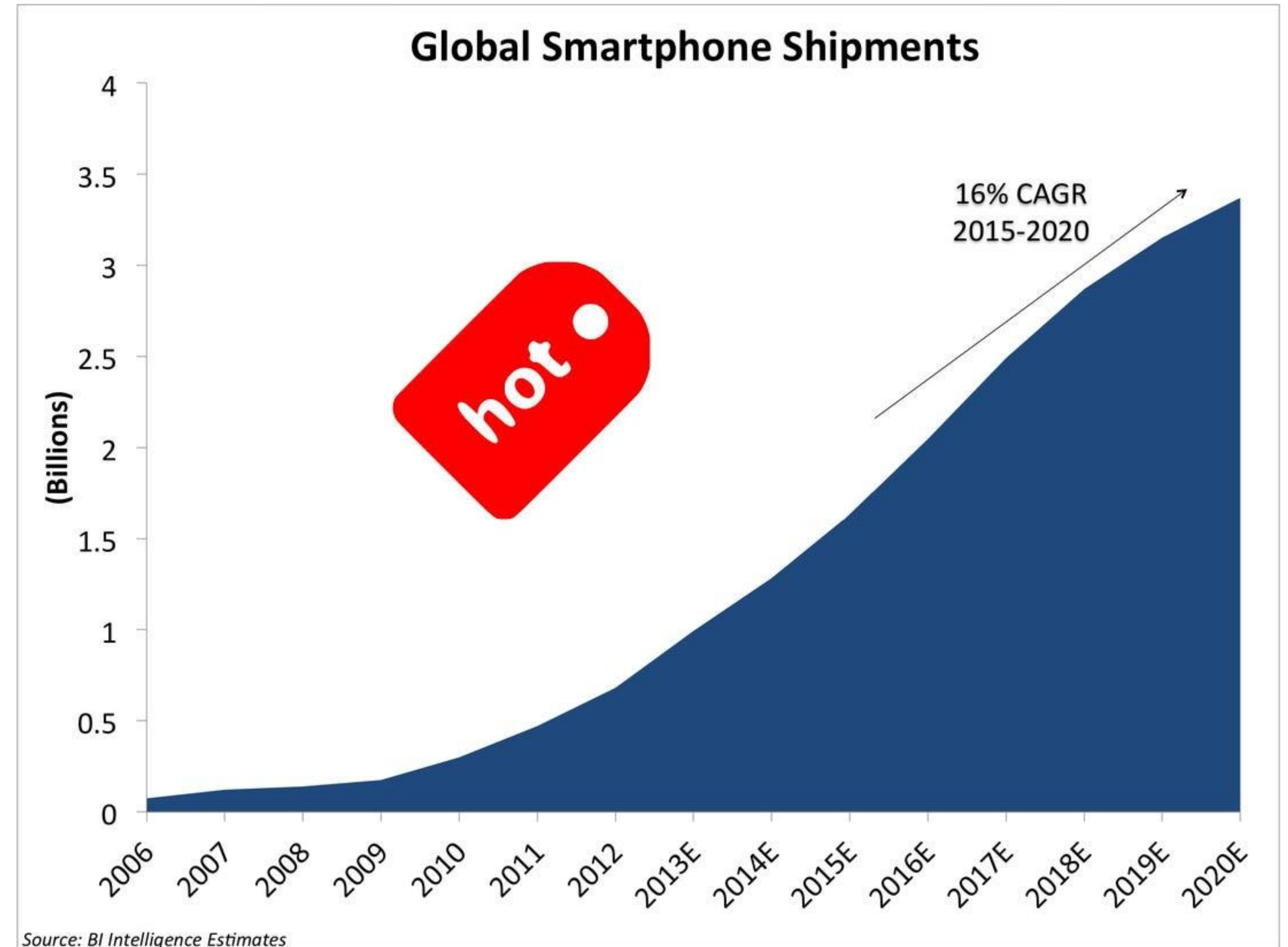




# Global Challenge

**\$50B**

**16% CAGR + 20  
years of old  
inventory available  
for collection now**



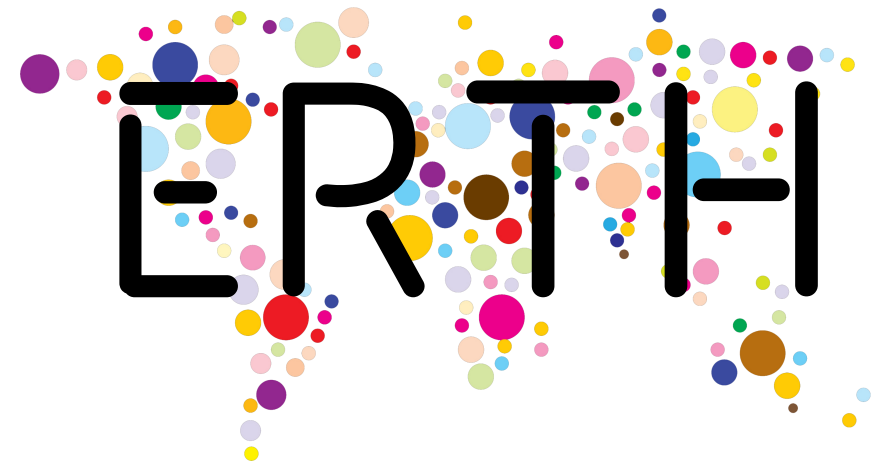


A large, dense pile of discarded mobile phones, including various models and colors, filling the entire background. The phones are scattered and overlapping, creating a textured, chaotic appearance. The colors range from silver and grey to black and blue.

**Governments are finally taking e-waste management seriously**

**Malaysia's goal: 50% e-waste recycling rate in 5 years**





# Partnership Opportunity

- MDBC member companies leading by example, launching internal E-waste recycling campaigns.
- Raising awareness, adopting collection boxes

**To get in touch: mo @ erth.app**

**Thank you!**



# Treasures from Trash (by Alipay)



**Watched over 1,000,000+ times:**

[https://www.youtube.com/watch?v=STIs\\_mtBFk](https://www.youtube.com/watch?v=STIs_mtBFk)