



CAPAPO SOLUTIONS

Reimagined Plastic Waste into Lasting Purpose

WHY?

In Mombasa, plastic waste now outnumbers fish in parts of our informal waters, and shockingly, only 5% of collected waste is recycled. At the same time, many young people and women face limited economic opportunities and lack the skills to participate in green industries





At Capapo Solutions

We believe this problem
**CREATES DEMAND FOR
THOUGHTFUL
INNOVATIONS!**

As a green start-up
business, we are using the
urgent need for green, job-
creating solutions to
address the issues of
plastic pollution.



Solution

Through molding & CNC technologies, we design and manufacture aluminum molds, enabling the creation of branded custom products from recycled plastic. With a production capacity of up to 30,000 units per month, we can produce basically anything that fits a mold. Capapo transforms plastic into durable, customizable products including:

- Eco-souvenir keychains
- Corporate branding items (e.g., branded eco-merch)
- Lifestyle accessories (eco-pendants, fridge magnets, badge holders)



Details on my products



Starfish Inspired
Eco- Key Chains



Turtle Inspired
Eco- Key Chains



Dolphin Inspired
Eco- Key Chains

Market Analysis

TAM

U.S. recycled materials industry = \$168.63 billion per year, with the industry providing nearly 600,000 jobs. (ReMA)

SAM

70% of recyclable plastics in Kenya could generate an annual economic value of KSh 518 billion (approximately \$4 billion USD).

SOM

Through partnerships we have established a clientele base of up to **247** potential clients of our plastic products across the coast region.



Competitive Advantage

Capapo uniquely embraces a social impact model where throughout its process it includes its own local people. We train & skill women & youth in green craftsmanship, creating new jobs from waste, and by infusing African-inspired design patterns into eco products, we help preserve our culture and ocean. We uplift first while conserving.



Consumers

Eco-conscious individuals



Consumer 2

Souvenirs gift markets



Consumer 3

Corporate Clients



Consumer 4

Tourist Markets



Milestones



Stage 1

Raw Material
Collection
through Beach
Cleanups



Stage 2

Mold Designing
and Innovation



Stage 3

Mold Injection
(Our Design +
Partner
Production)



Stage 4

Engraving and
Finishing

Traction & Milestones

- 900+ eco-products sold
- Partnered with Light Groove CBO on plastic collection
- 15 green jobs created (youth/women-focused)
- Developed 2 MVP eco furniture product versions
- We've recycled over 20 tonnes of plastic waste through aggregating and recycling.



Business Model

Business Streams



Life style eco sourviniers

(50% of monthly sales)



Eco- Furniture

(25% of monthly sales)



Plastic Poles (Brokers)

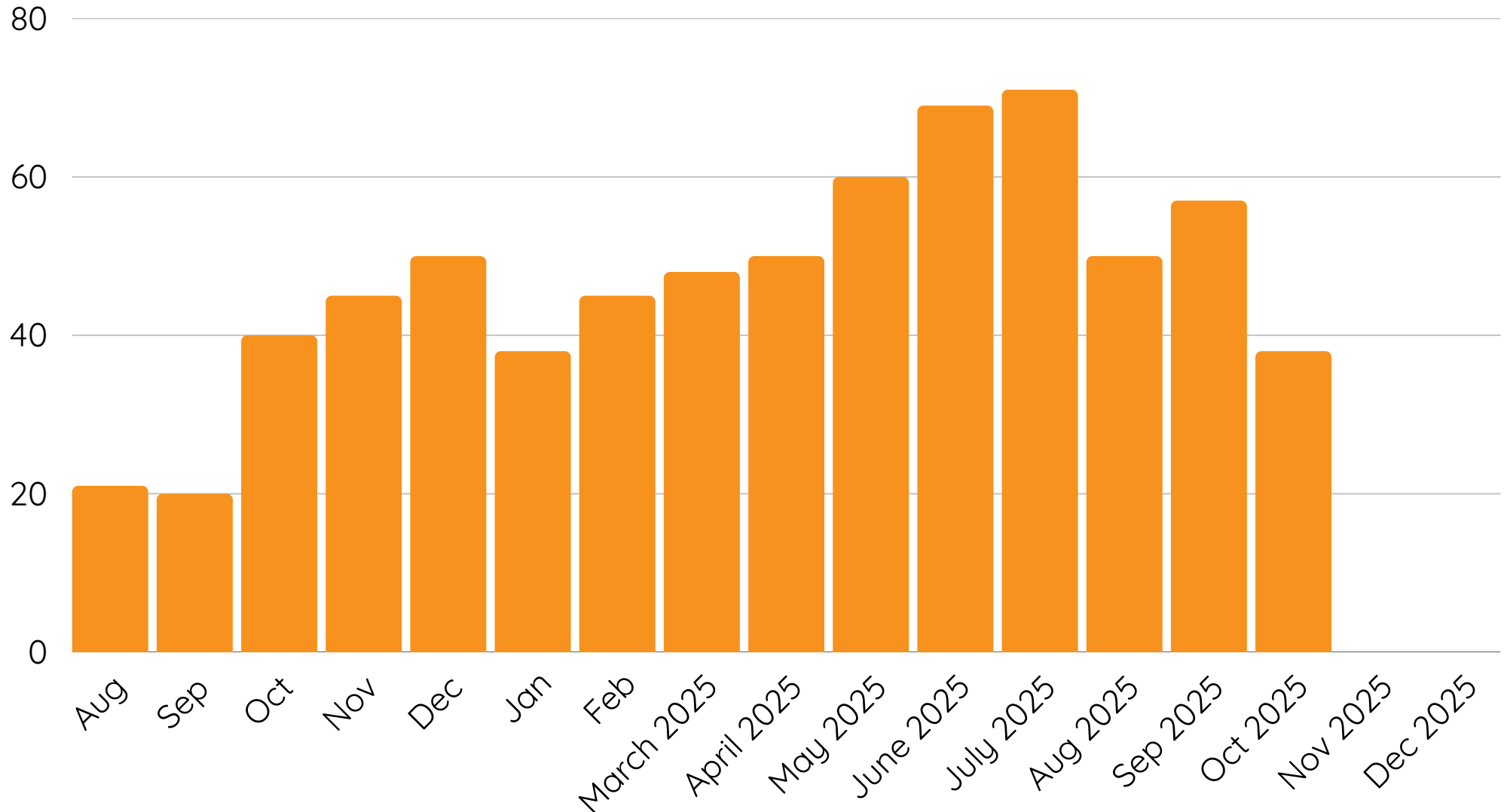
(25% of monthly sales)

Each Unit

- Key holders (600)
Ksh 500 per pc
- Eco Picnic table (8):
Ksh 65000 per pc
- Plastic Fencing Poles
(8ft): (60)
Ksh 1400 per pc
- Revenue per month:
Ksh 70,000

Business Profitability

Show your Revenue and Profit trends over time



Team & Partners



Teddy Ndei
Finance



Mercy Mnyaka
Lead Product
designer



Kelvin Yegon
Production
Manager



Diana Nyakio
Sales and
Marketing Lead

Plans For The Future

- Launch new eco-product lines (e.g., fridge magnets, school tokens)
- Acquire injection molding machine for scale
- Build youth training & innovation hub in Mombasa
- Creation of 3000 green jobs and opportunities in innovation and technology sectors available on plastic waste
- Venture into eco-furniture



Eco- Furniture MVP



Our Ask = Ksh 20 M



ITEM	DESCRIPTION	PRICE
EXPAND ECO-PRODUCT LINE AND ADD VALUE TO PELLETS.	CUSTOM MOULDS FOR CHAIRS, TABLES, BENCHES ETC; TOOLINGS, WORKBENCHES, JIGS ETC.	5,000,000
MACHINERY AND EQUIPMENT	EXTRUDER MACHINE, INJECTION MOLDING, INSTALLATIONS, AND TECHNICAL TRAININGS	10,000,000
LINCENCES	GET A CERTIFICATE TO STANDARDIZE OUR PRODUCTS FOR BETTER VISIBILITY.	500,000
VEHICLES / TRANSPORT & LOGISTICS	A SMALL TRUCK OR VAN OR USED VEHICLE FOR RAW MATERIAL COLLECTION AND DISTRIBUTION OF FINISHED FURNITURE; MAYBE MOTORBIKES OR SMALL TRUCKS FOR COLLECTIONS.	3,500,000

Thank You



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