



Ecorich Solutions Ltd

Pitch Deck

25/07/2025

Elevator Pitch

Ecorich Solutions is a Agri-tech startup that leverages the WasteBot technology, an AI-enabled, solar-powered decomposer equipped with smart sensors and carbon filters, to efficiently convert organic waste into nutrient-rich organic fertilizer in just 24 hours.

So far, we have diverted over 4,000 tons of organic waste from landfills, significantly reducing greenhouse gas emissions, restored 5,000 acres by improving soil health, and creating economic opportunities for women and youth through circular waste management and sustainable, regenerative agriculture.

Vision & Mission

Vision

To harness the power of AI to revolutionize organic waste management into scalable, data-driven solutions that reduce environmental degradation, restore farmland soil health, and empower communities across Africa.

Mission

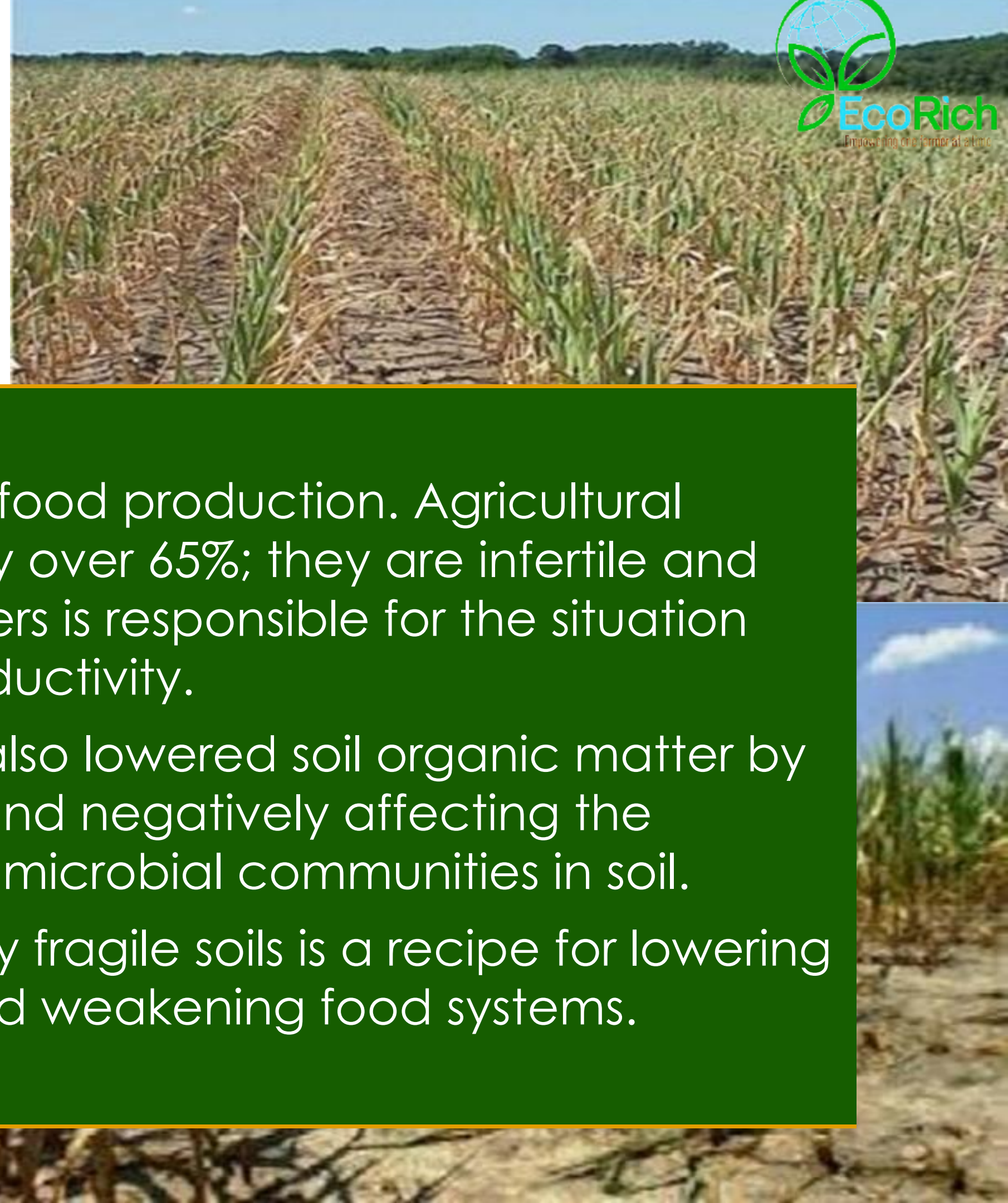
To accelerate sustainable agriculture by deploying AI-driven, solar-powered waste technologies that convert organic waste into regenerative resources, reduce emissions, enhance farm productivity, and create inclusive green livelihoods.



Ecorich address

The problem of declining farm yield caused by soil health degradation and lack of sustainable and effective fertilizers.

- In Kenya, only 20% of soil is suitable for food production. Agricultural farmland soils have been degraded by over 65%; they are infertile and dying, and overuse of chemical fertilizers is responsible for the situation ultimately threatening agricultural productivity.
- Additionally, chemical fertilizers have also lowered soil organic matter by 50%, disrupting microbial ecosystems and negatively affecting the structural and functional properties of microbial communities in soil.
- Using chemical fertilizers on the already fragile soils is a recipe for lowering crop productivity further, up to 40% and weakening food systems.



Our proposed solution

- Pioneered Wastebot technology, a solar power-driven, sensor-based system that converts organic waste into organic fertilizer in just 24 hours.
- The organic fertilizer produced by our technology improves soil health, restores soil microbial activity and increases agricultural productivity.
- Incorporated training programs and guidance to smallholder farmers on crop selection and development, ensuring farmers use our organic fertilizer effectively.
- Encourage the adoption of sustainable agricultural practices that restore soil health, enhance biodiversity, and improve long-term productivity.
- Enhanced community participation by establishing waste recycling centers in urban settlements and then partnering with women and youth in waste collection, organic waste processing, and distribution.

Market Size

Organic fertilizer market:

- The global organic fertilizer market was valued at **\$9 billion in 2023, with an annual growth rate of more than 7%**.
- In Kenya alone, there are roughly **5 million small-scale farmers**, providing a significant market for Ecorich Solutions.
- Our organic fertilizer is **70% cheaper** than other alternatives in the market, making it affordable to small-scale farmers.
- It is a **sustainable, eco-friendly fertilizer that improves soil fertility, increases yields**, and promotes climate-resilient agriculture, improving food security and livelihoods.

Revenue Model

Ecorich operates on a B2C and B2B business model;

- **Current: Sale of organic fertilizer** to smallholder farmers via 25kg and 50kg bags.
- **Future: Carbon credits:** Monetizing verified reductions in greenhouse gas emissions.

Pricing

- Low CAC: \$36.86 per customer, driven by community engagement and targeted outreach.
- High LTV: \$105.69 over 3.5 years, reflecting strong repeat purchase and farmer loyalty.

Key Financial Results to date:

Revenue: Total revenue from selling our organic fertilizer since 2021 is
\$62,276.76

Profitability status: Broke even in the year 2022, with a 25% increase in Q2 2024 compared to Q2 2023.

Customer retention: 75% of farmers reorder fertilizer after first use.

Funding raised: \$58,199 secured through grants funding.

Our Impact

i. Environmental impact:

- Diverted over 4,000 tons of organic waste from landfills.
- Prevented over 25,000 tons CO₂ emissions.
- Improved soil health by 40%, restoring 5,000 acres of farmland.

ii. Social Impact:

- Over 10,000 small-scale farmers supported with our affordable and sustainable fertilizer.
- 36% increase in crop yields, driving higher food production.
- Improved livelihood for 600 women and youth in informal settlements and rural areas engaged in waste recycling and fertilizer distribution.
- Over 1000 urban households benefitted from a cleaner and healthier local environment.



Our Impact



iii. Economic impact:

- 70% reduction in fertilizer costs for smallholder farmers, lowering input expenses.
- 25% boost in farmer incomes through improved outputs and cost savings.
- 600 women and youth economically empowered via job creation
- Ksh.5 million internal revenue generated

iv. Technological Impact:

- AI-powered precision analytics and real-time reporting optimize decisions and operations
- 24-hour processing speeds up fertilizer availability and supply chain
- Automated technology boosts throughput, scalability, and cuts costs



Competitive Analysis:



Our major competitors are:

(i) **Chemical fertilizer and compost fertilizer producers.** However, our organic fertilizer records a wider competitive advantage over them due to the following reasons:

- Our organic fertilizer is 70% cheaper than the fertilizers in the market, we can achieve this because our raw material is waste and our Wastebot decomposer is automated, hence doesn't need any human labor in the process.
- Our Wastebot decomposers can convert waste to organic fertilizer within 24 hours as compared to the traditional methods of composting that take 5 months.

Competitive Analysis:



- Our organic fertilizer is eco-friendly playing an important role in carbon sequestration and climate change mitigation as compared to chemical fertilizers that release greenhouse gases into the atmosphere contributing to global warming.
 - Our Wastebot is equipped with a special modified activated carbon box that absorbs greenhouse gases preventing their release to the atmosphere.
- ii. **Organic Waste Converters (OWC)**: OWC is known for efficient organic waste conversion systems. However, Ecorich Solutions differentiates itself by offering a complete waste-to-fertilizer solution, including advanced sensors for optimized processing and a strong focus on community engagement.

The Ask:

\$200,000

Investment objective:

- We are seeking investment to upgrade and scale our AI-powered Wastebot tech across Kenya by 2030.
- Our goal is to reach 300,000 small-scale farmers within the next five years.

Use of Funds

- **30% Production increase:** Assemble 22 more Wastebots for deployment across Kenya's cities.
- **30% R&D:** Scale Wastebot capacity to 1000kg, upgrade AI-Wastebot software and enhance fertilizer nutrient profile
- **20% Market Expansion:** Reach over 300,000 farmers across Kenya with our fertilizer.
- **20% Community Outreach:** Sensitize over 150,000 urban households on sustainable waste management.

Roadmap

Key Past Milestones

- Diverted over 4,000 tons organic waste, ultimately preventing 25,000 tons of CO₂e
- Deployed initial two-500kg capacity Wastebot units for 24-hour emission-free fertilizer production
- Created 600 green jobs, supported 10,000 smallholder farmers and established strong partnerships with communities and Nairobi County.

Future Milestones

Year 1-2: Deploy 6 upgraded Wastebots; reach 150,000 more farmers in Kenya.

- **Year 3-4:** Full 22 Wastebots operational across Kenya; outreach to 150,000 more farmers across Kenya.
- **Year 5:** Reach 100,000 farmers across Kenya, regional leadership in sustainable agriculture and waste management.

TEAM



Joyce Waithira- The founder and CEO.



Robinson Irekwa- The co-founder and the head of the Research and Development department



Lucille Josiah-Leads the team in collecting of waste and major projects.



Lucy Mwai- Heads the marketing department.

TEAM



Virginia Wamoyo-Heads the finance department.



Rahab Macharia- Lead coordinator.



Ruth Mwangi- Lead project coordinator



Maureen Miriam – Business Development and Partnerships Lead

Thank You

Contact us



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