

SEED ROUND · 2026

WasteWise

Smart waste collection for housing societies



FOUNDERS

Kabir Rao · Meera Iyer

RAISING

₹4 Cr seed

CONTACT

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Agenda

01

Problem

02

Solution

03

Market

04

Business

05

Traction

06

Ask

Most housing societies still mix wet and dry waste, and most of it ends in landfills.

The problem

Our solution



Product screenshot

Sensor-fitted bins, a resident app and a pickup network that pays societies for clean, segregated waste.

Fill-level sensors schedule pickups. Residents earn points for segregation. Recyclables are sold to verified processors.

Market opportunity

₹24,000 Cr

Total addressable market
(TAM)

₹6,500 Cr

Serviceable market (SAM)

₹420 Cr

Obtainable in 5 years
(SOM)

Illustrative market sizing — replace with your own research.

Business model

01

Society subscription

Monthly per flat

02

Recyclable sales

Revenue from processors

03

Carbon credits

Verified diversion

Go-to-market

Awareness

Content, creators and campus ambassadors

Trial

Free first month for new users

Paid

Monthly plans and partner bundles

Advocacy

Referral credits for every invite

GROWTH

Traction

18,400

monthly active users

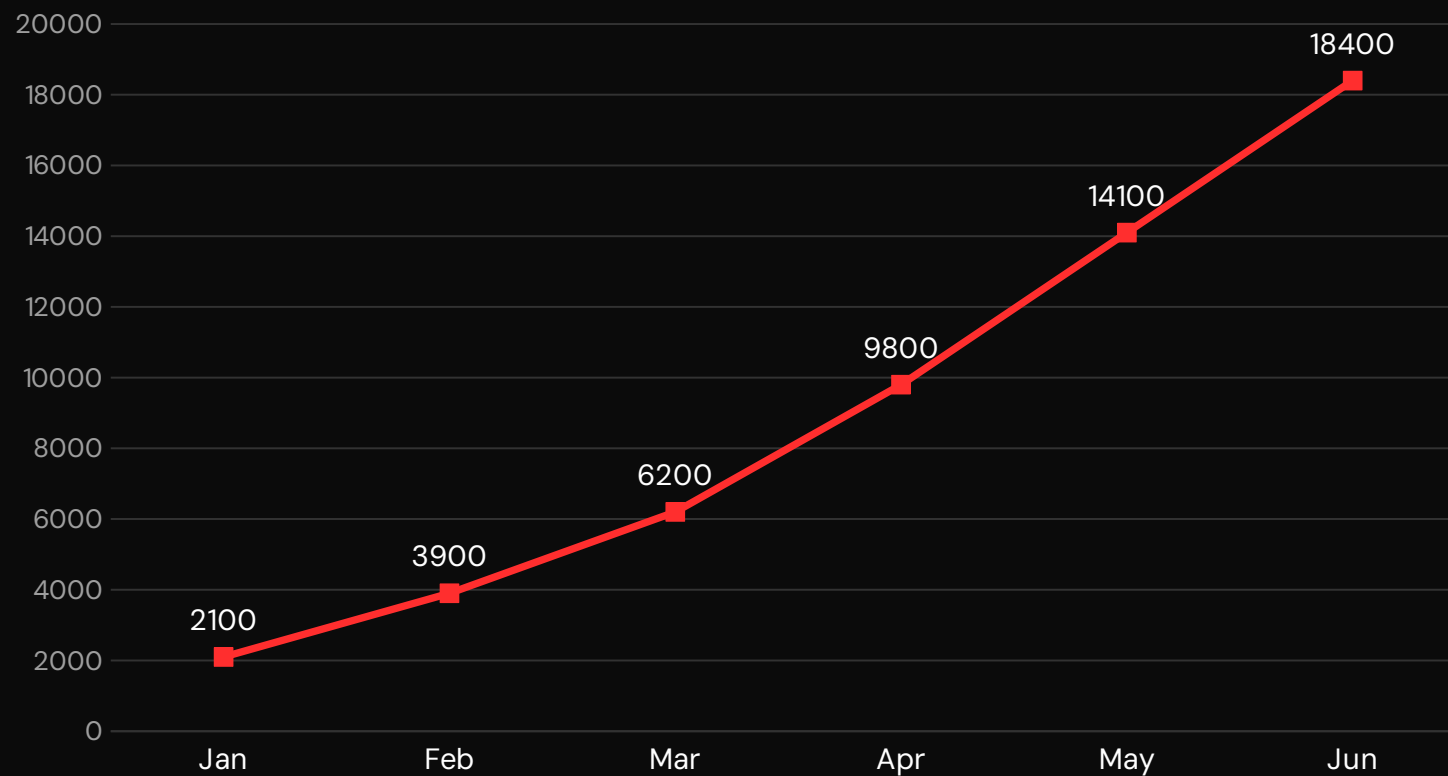
42%

month-3 retention

₹9.6 L

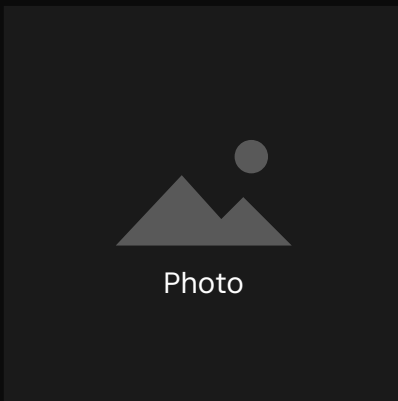
monthly recurring revenue

Sample data for illustration.



PEOPLE

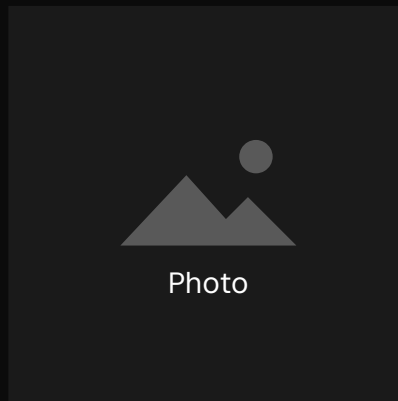
The team



Kabir Rao

CEO

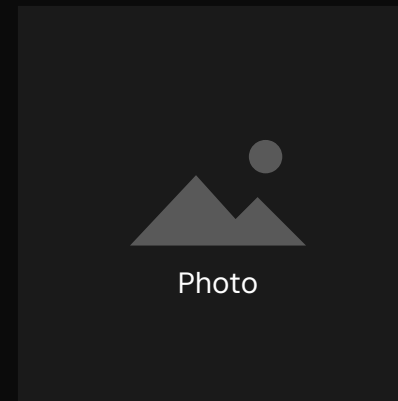
Ex-product lead at a fintech startup;
8 years building consumer apps.



Meera Iyer

CTO

Built data platforms serving millions
of requests a day.

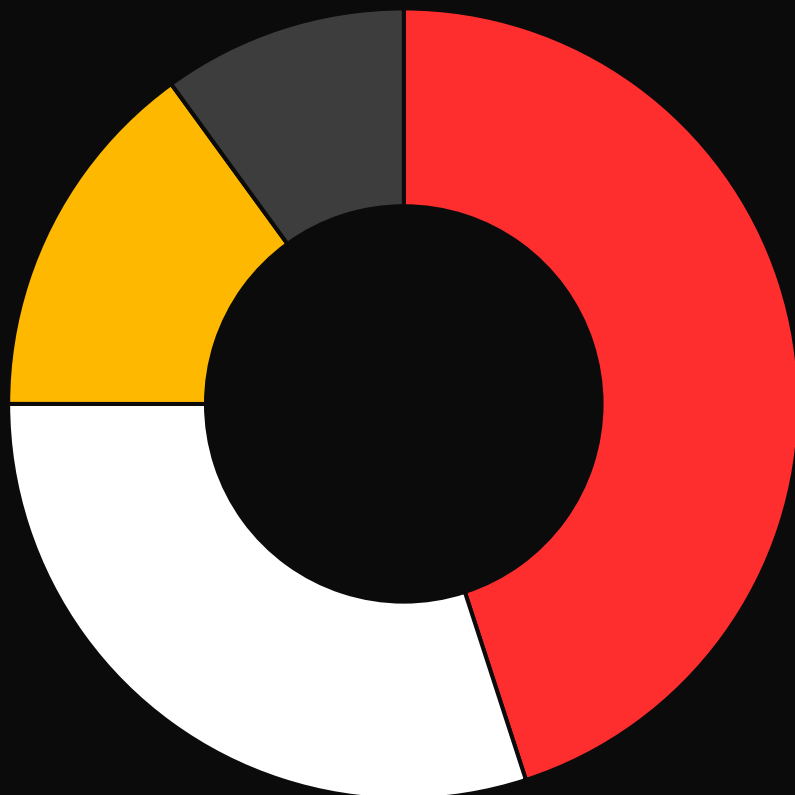


Arjun Nair

HEAD OF GROWTH

Scaled two D2C brands from zero to
profitability.

Use of funds



Sample data for illustration.

Let's build this together

Raising ₹4 Cr to reach 1 lakh users in 18 months.

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