

China is no longer taking America's waste

- Triggered crises across the value chain for waste management
- US needs to **rebuild** how trash is collected and processed
- **Once in a lifetime opportunity** in the waste management industry



Piling Up: How China's Ban on Importing Waste Has Stalled Global Recycling

China's decision to no longer be the dumping ground for the world's recycled waste has left municipalities and waste companies from Australia to the U.S. scrambling for alternatives. The report may offer an opportunity to develop better solutions for a growing, demanding market.

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Trash Warrior: solve waste management problems at your fingertips

We facilitate an on-demand marketplace connecting customers and providers directly

Happy customers

- **Instant + on-demand** availability
- **Predictable + affordable** price
- **Completely online**, no need to call
- **Accountability**: review system, background checks, before vs. after photos
- **Easy payment**

Happy providers

- **Bypass brokers** + earn more money
- **Automated job sourcing**: save time + money
- **Clear job scope**: minimize miscommunication
- **Instant payout**

Customer profile: **frequent** (>2x monthly) and **recurring** medium sized businesses in **property management, office management, event + venue, retail spaces**.

How it works (MVP in **beta, demo**)

MVP: bookbeta.trashwarrior.com

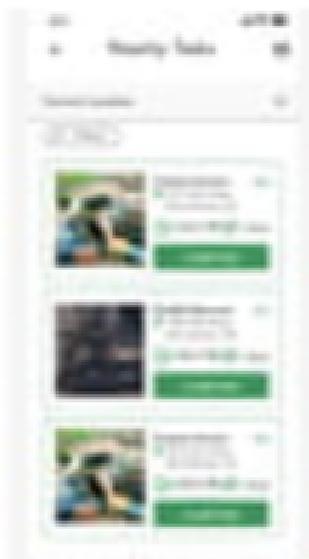
Beta launched in 09/2019, serving SF Bay



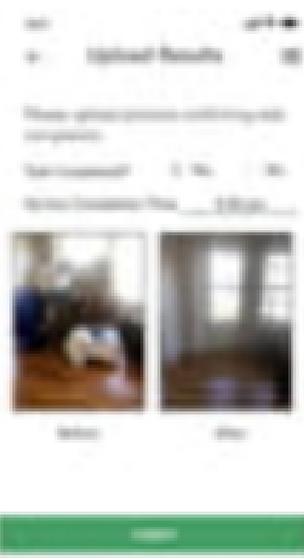
1. Customer books online



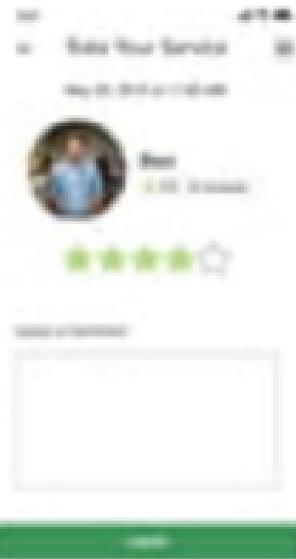
2. Customer fills out information



3. Provider claims the task



4. Provider uploads results



5. Customer rates service

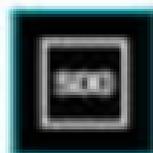
Investors + Advisors: Experts in scaling on-demand marketplaces



Lightspeed Ventures
Invest fund



Altair Capital



500 Startups
Current batch



Alumni Ventures Group



Ran Makary
CEO of Lyft



Jason Komosa
Former head of sales @ Stripe



Carl Wang
Partner @ TMC



Shawn Tsao
Co-founder @ Carfax



Emma Tang
Eng Manager @ Stripe



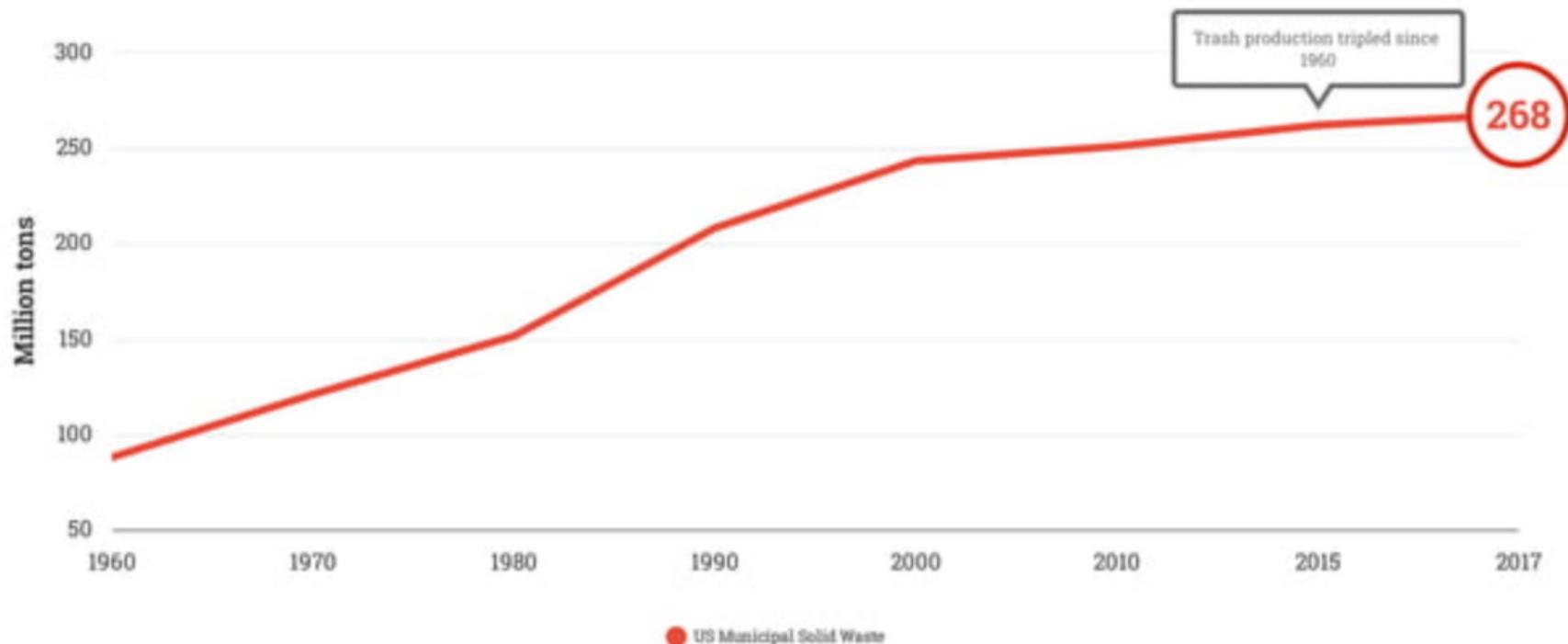
Trash Warrior

On-Demand Waste Management at Your Fingertips
trashwarrior.com



Every business is producing **4 tons of trash** annually

268 Million Tons: total Municipal Solid Waste produced annually



*Data from epa.gov

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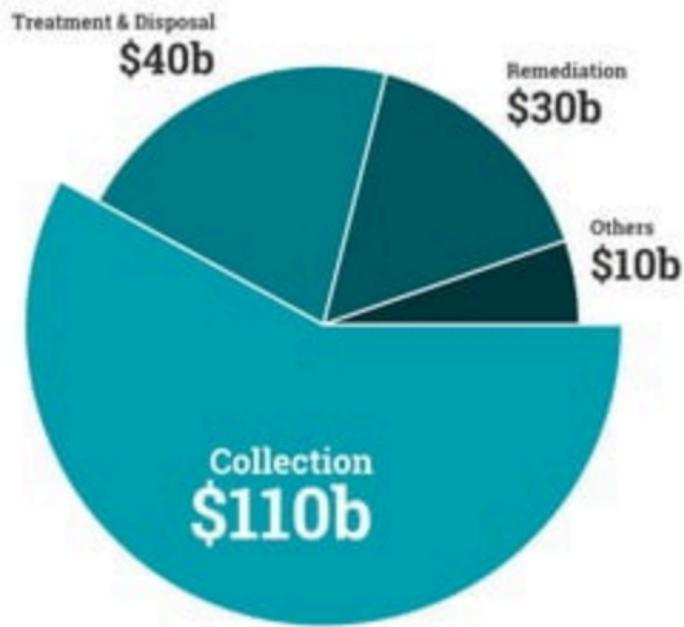
China's decision to no longer be the dumping ground for the world's recycled waste has left municipalities and waste companies from Australia to the U.S. scrambling for alternatives. But experts say it offers an opportunity to develop better solutions for a growing throwaway culture.

BY CHERYL KATZ - MARCH 1, 2019



Commercial waste collection: a giant market with little innovation

\$56B annual revenue in the U.S.



Estimated market size for SF Bay: \$1.2B annually

Competitors are **slow, expensive and unreliable**

Archaic infrastructure + rent-seeking incumbents + layers of middlemen for small providers

	Business Model	Primary Clients	On-demand?	Quality
1-800-Got-Junk	Franchise -> pricey	Consumer	✓	✓
Rubicon Global	Waste broker, East Coast Based	Enterprise	◐	✓
RTS	Waste broker, East Coast based	Business	◐	◐
Waste Management	Vertically integrated -> slow, inflexible	Government	✗	✗
Small Providers	"Guy with a truck" -> unreliable, fragmented	Mix	✗	✗

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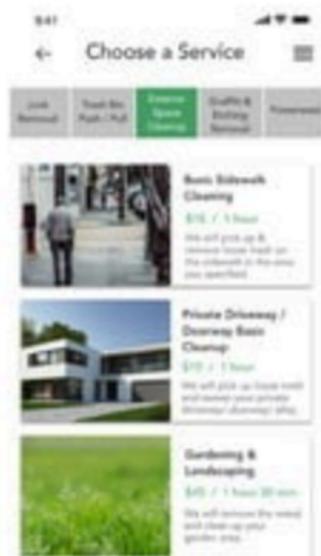
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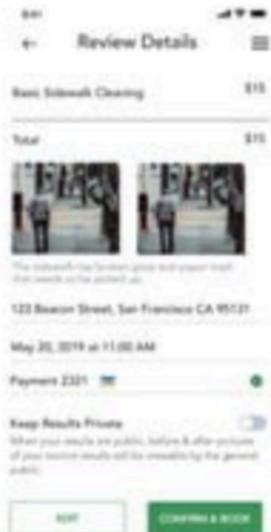
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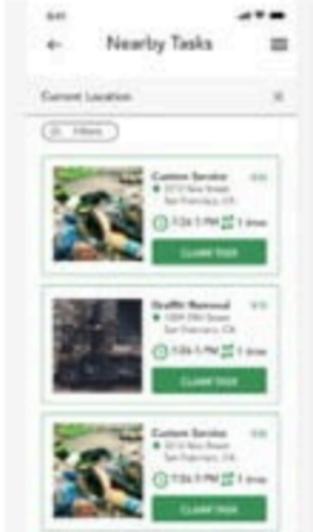
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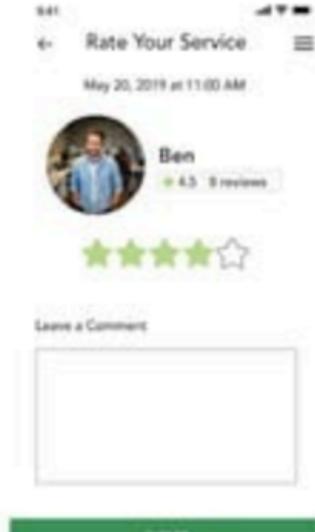
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“My business needs to remove these boxes.”

- Corporate client looking for providers



Our competitors charge up to \$430...



\$430: 1-800-Got-Junk

- **Too expensive** for most business clients
- **No price quote** when booking online
- Need to **make calls** to confirm a booking



\$20 - \$400: 15 Craigslist replies

- **Never showed up** to the appointment
- **Highly variant service quality**
- **Difficult scheduling:** cannot get desirable time slot
- **Cash only**
- Waste time talking to 15 strangers

Trash Warrior provided the same service at \$70

With excellent customer satisfaction



\$70: Trash Warrior

Fast: Matched a provider within **5 min**

5 star Yelp review after service

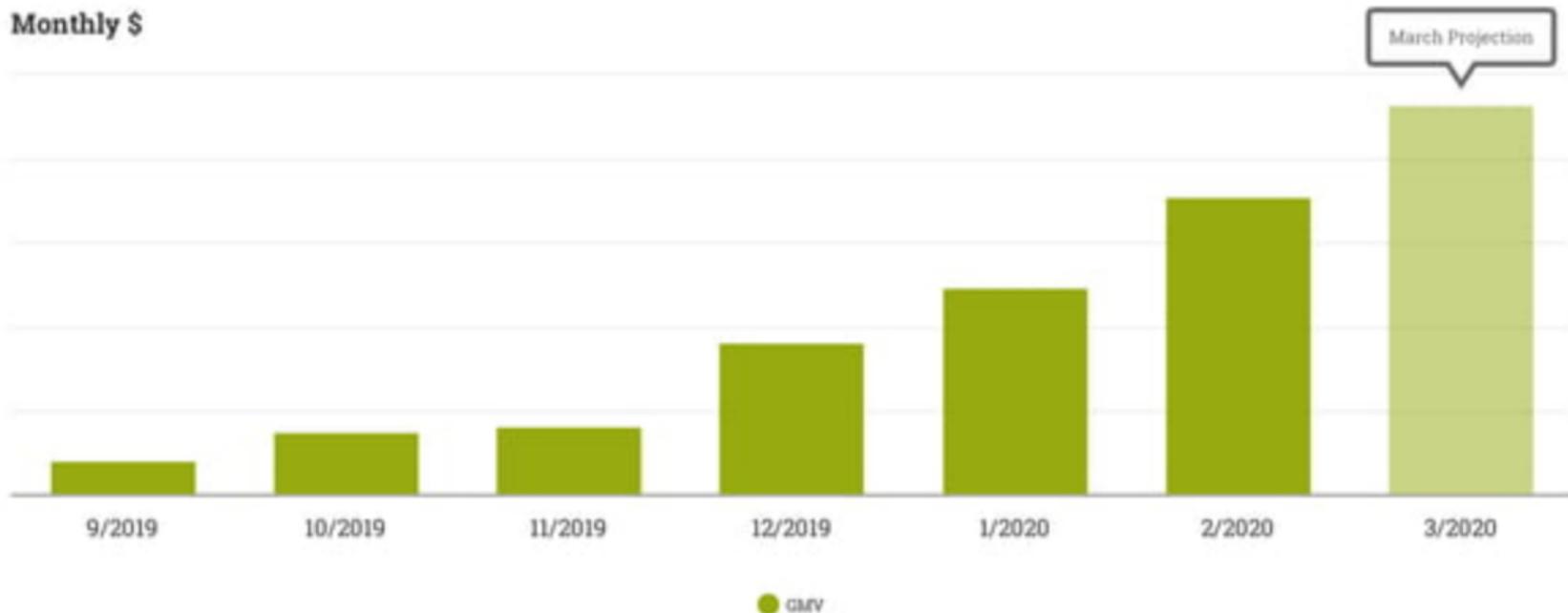
Completely online: transparent +easy

Electronic payment

GMV: avg. 60% MoM growth

March 2020 - Month 7 in operations: \$560K annualized GMV
Service area: SF Bay

Monthly \$



Customers love us

5 stars on Yelp + Google

52% customers would be **very disappointed without** Trash Warrior

1000+ happy transactions



**OLIVER
SPACE**



FORT MASON CENTER
FOR ARTS & CULTURE

**BRICK +
TIMBER**

... And so do providers



David: Owner of a small hauling business

- Former Recology employee with deep field experience
- **Finding new clients takes a long time**
- Trash Warrior allows him to **automate sourcing**.



Gilberto: Seeking ways to avoid subcontracting

- **Always on the job:** a top notch with 20 years of experience.
- Primarily receive jobs through **subcontracting**.
- Trash Warrior allows him to **review and accept jobs instantly, skipping brokers and middle men.**

Team: Veterans in marketplace & growth hacking

Committed to solve interdisciplinary challenges in waste management



Lily Shen

CEO

Founding data scientist @ **Niantic**. PM for **Pokemon Go**.
Mckinsey + Deloitte Consulting. Federal Reserve.
Public Policy @ Harvard + Princeton.



Lumin Chen

Growth

Founder @ Private Laces - high end shoelace
e-commerce. **Cornerstone** Consulting. PM for IoT @
Visa. Economics @ U Chicago.

Investors + Advisors: Experts in scaling on-demand marketplaces



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Carl Wang

Partner @ TSVC



Shawn Tsao

Co-founder @ Caviar



Emma Tang

Eng Manager @ Stripe

We envision a future powered by:

An on-demand platform with efficient matchmaking
Smart sorting to **double** recycle rate
Lower barrier to enter as a new provider

2019-21: Get trash picked up within 2 hrs

Relieve **immediate pain points**

Build up enough **volume**

Control the collection process: what to collect, how to collect

2021-24: Smart sorting to improve recycling

Powered by volume captured in collection

Partner with **downstream** players

Improve US recycle rate from **35% to 79%** with **route optimization** and **operations research**

2024+: A managed network of smaller providers

Lower the entry barrier for **small and niche players**

Thank
you!

Contact us

Help us solve the **268 million tons of trash** in the US!

Contact: lily@trashwarrior.com

Landing page: trashwarrior.com

MVP: bookbeta.trashwarrior.com