

# TrashIt

 [Trashit - Your Compost Hero](#)

TrashIt collects urban and agriculture waste to repurpose it into valuable resource such as compost for sustainable farming.

	<p><b>Country:</b> Pakistan</p> <p><b>Sector:</b> Waste Management</p> <p><b>Established:</b> 2018</p> <p><b>Number of staff:</b> 5</p> <p><b>Annual revenue, \$:</b> 33,680.37</p>	
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## BUSINESS MODEL

### Problem

Farmers need affordable ways to keep their soil fertile without relying on expensive chemicals. They also want better ways to deal with waste without harming the environment.

### Solution

Through TrashIt's decentralized composting hubs, TrashIt transforms urban and agricultural organic waste into nutrient-rich fertilizer. This fertilizer enriches soil health, promotes plant growth, and reduces the reliance on costly chemical alternatives, all while effectively managing organic waste in an environmentally sustainable manner.

### Business Model

TrashIt creates decentralized composting hubs to process urban organic waste and agricultural waste. We transform these materials into nutrient-rich fertilizer, which we distribute to home gardeners, retailers, and farmers, fostering sustainable agriculture and waste management practices.

### Revenue Streams

Product revenue source: Sales of compost, and other ecofriendly products. Services revenue streams: 1. Corporate engagement: Providing on-site composting setups, waste collection, and recycling support. 2. Training services: Offering education on composting, sustainability practices, and Sustainable Development Goals 3. Sustainable gifting solutions: Assisting corporations with eco-friendly gift options for various events.

## IMPACT

### Climate Change Impacts Addressed



Drought



Desertification



Land & forest degradation

### Adaptation Relevance

TrashIt supports climate change adaptation by producing organic compost, which helps restore degraded land and enables farmers to grow healthier crops with reduced reliance on expensive chemical fertilizers. By incorporating our compost into their farming methods, farmers can improve crop resilience, enhance yield stability, and adapt to changing climate conditions.

### Gender Relevance

Female co-founder and 2 out of 3 managers are female

## OPPORTUNITY

### Future Plans

TrashIt aims to scale the use of compost for agricultural and export purposes; to increase its reach to a broader audience by making this compost available to farmers, retailers, and home gardeners; to export the compost to other countries, promoting sustainable agriculture and contributing to a cleaner and greener planet; to enhance its composting technology through improved research and development, seek international certification for its product and processes, and develop new products and services to meet its customers' evolving needs.

### Ask: USD 250,000 | Equity

Funds will be used on building the team, developing model sites, marketing and sales efforts, process optimization, research and development

## Team & Contact

Anusha Fatima, Co-founder and Chief Executive Officer, [anusha@trashit.pk](mailto:anusha@trashit.pk), over 7 years of experience  
Rahul Rai, Co-founder, Strategy and Finance Lead, [rahul@trashit.pk](mailto:rahul@trashit.pk), over 12 years of experience



Implemented by:



In partnership with:



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FUNDRAISING	<b>Current Shareholders</b> 2	<b>Latest Investment(s)</b> 25k USD inconcessional debt financing, 2025	<b>Total Investment</b> NA
	<b>The Ask</b> 250,000 USD equity	<b>Funding Equity Share</b> 20%	<b>Min. Ticket Size</b> 100,000 USD
	<b>Target Valuation</b> 1,250,000 USD		

## FINANCIAL & STRATEGY OVERVIEW

Financials, \$	2023	2024	2025(e)	2026(e)	2027(e)
Revenues	29,526	35,309	42,6000	73,550	112,000
Net profit	-848	2,644	4,235	8,326	16,754

**Latest Developments (Q2 2025)**

- Development of facility in Gharo with EU Grant of 95,000 Euro via UNIDO
- Two on farm decentralized composting facilities established
- Collaboration with Wild Soils UK for product enrichment
- Active discussions with World Bank Team, WWF, and FAO on composting in rural areas and safe sanitation

**Next Steps**

- Unlocking collaboration with a local waste management company in Punjabto take composting at domestic level near garbage transfer stations
- Continuous onboarding of local farmers to adopt use of compost on theirfarms and monitoring its impact on soil.
- Launch of new waste recovery facility in Gharo.

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