



BUILDING SMARTER, GREENER CITIES

The AI-Powered SaaS Transforming Municipal & Enterprise Waste Operations



Problem

Cities Struggle with Outdated, Costly Waste Systems



Cities struggle with data silos, outdated tech, and strict regulations, while private haulers face complex, multi-geo compliance.



System Overload

Municipalities juggle 3-7 disconnected systems, leading to high costs, poor data synergy, and inefficiency.



Regulatory Pressure

EU mandates demand lower landfill use, CO₂ cuts, and higher recycling - noncompliance risks penalties and lost tenders.



Rising Expectations

Citizens expect reliable service, while ESG-driven corporates push for advanced waste tracking.



Modular & Scalable

Start small, expand features



All-in-One SaaS

Route planning, CRM, analytics, citizen portal



Immediate Impact

Cuts emissions, lowers costs



Citizens



Customer Service



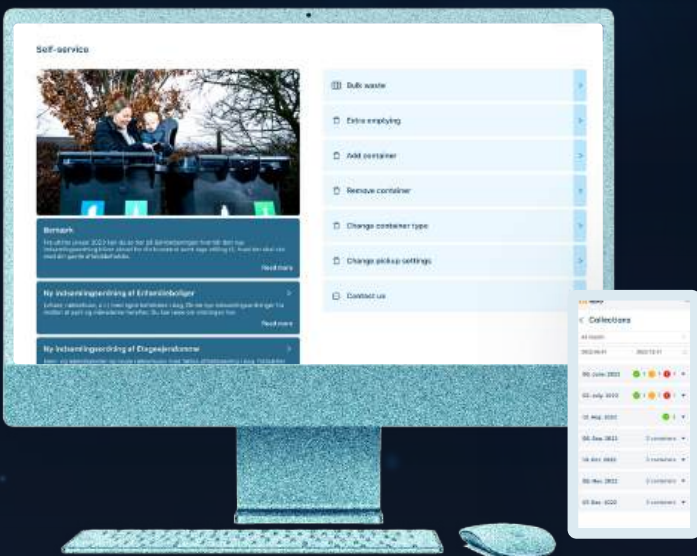
Operation



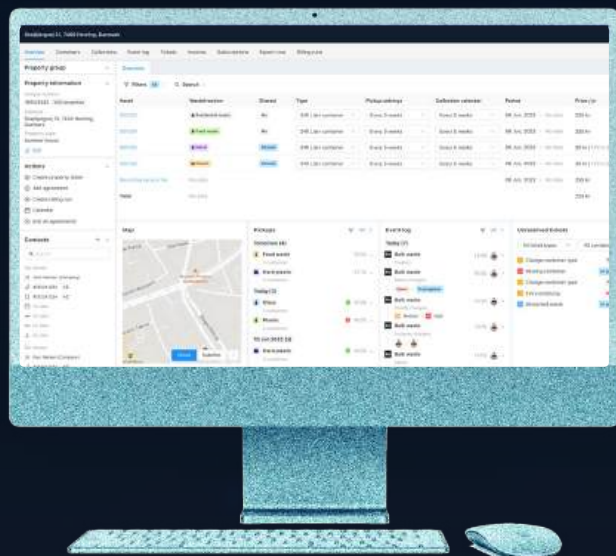
Drivers



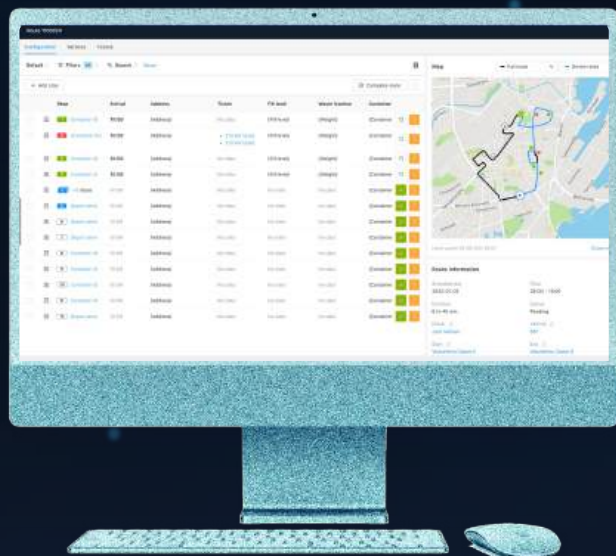
Management



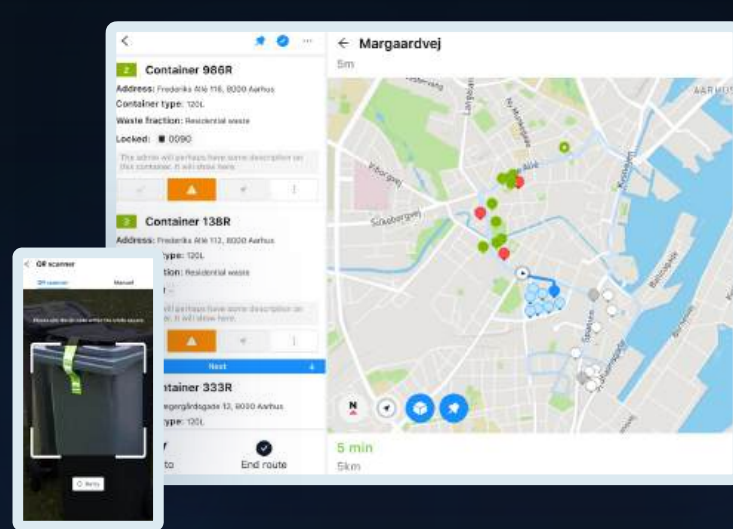
Self-service
Web & App



Customer
Service System



Route Planning
& Optimisation



In-cab Tablet
& Mobile



BI Tool

INTEGRATIONS

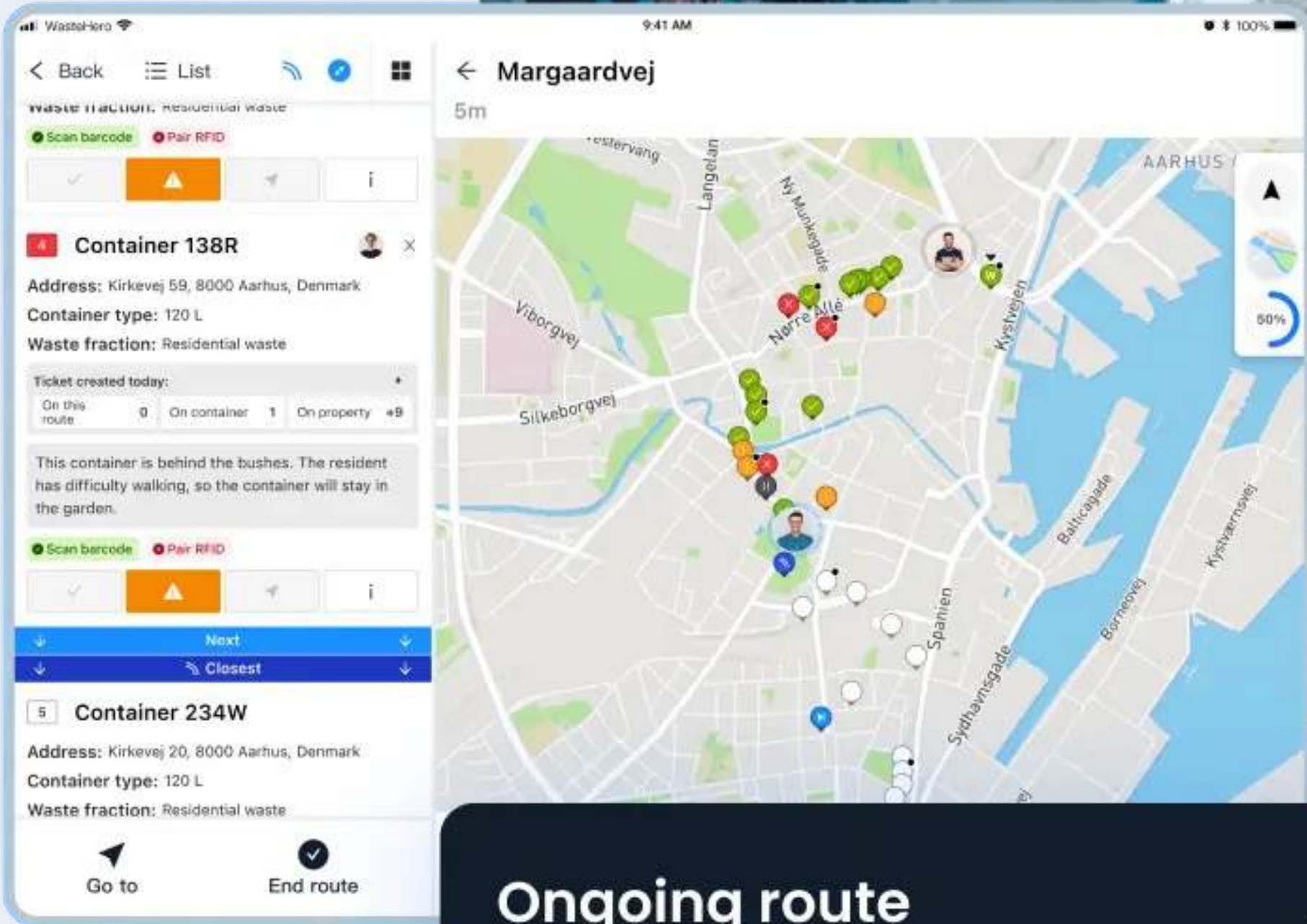
Local Sys

Digi ID




MS xls

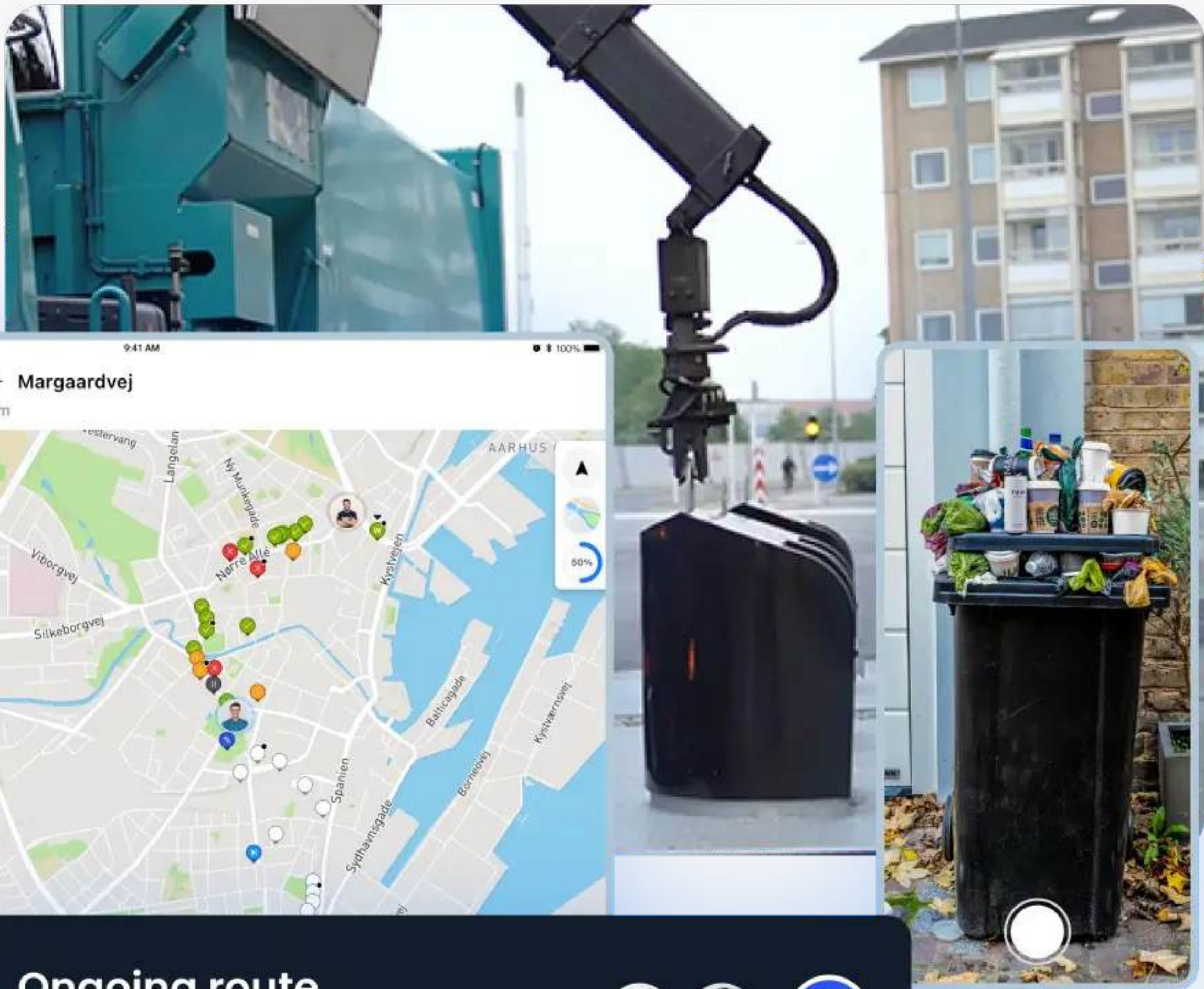
BI

ERP



Ongoing route
You are currently active on a route.





Sensors

Telematics

RFID

Weighing

GPS

VEHICLE TECH

Market Opportunity

A \$500B+ Global Market Ripe for Disruption

Global Waste

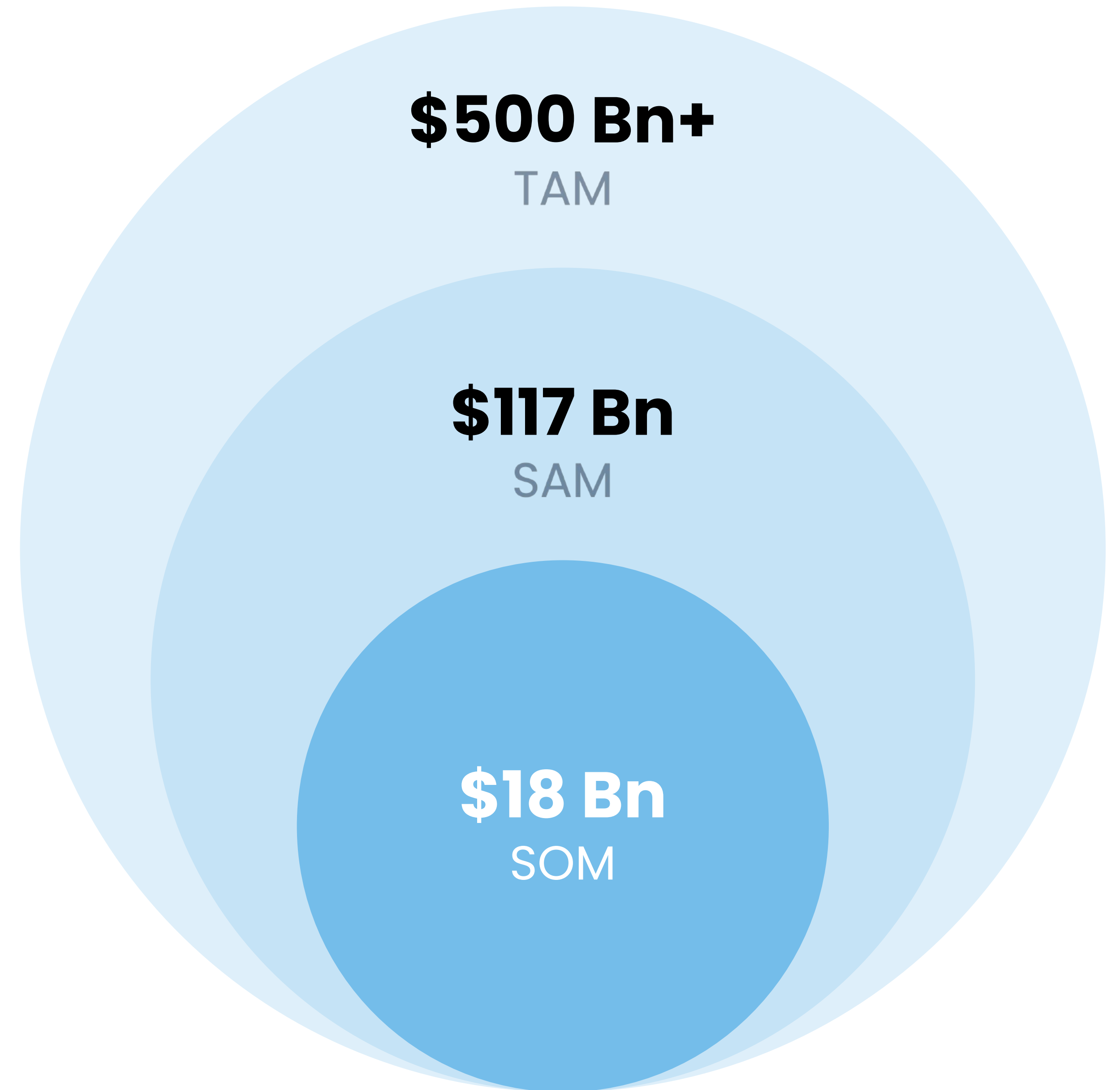
Total Addressable Market

Global Municipal Waste

Serviceable Addressable Market

900+ Cities in Europe with 100K Citizens

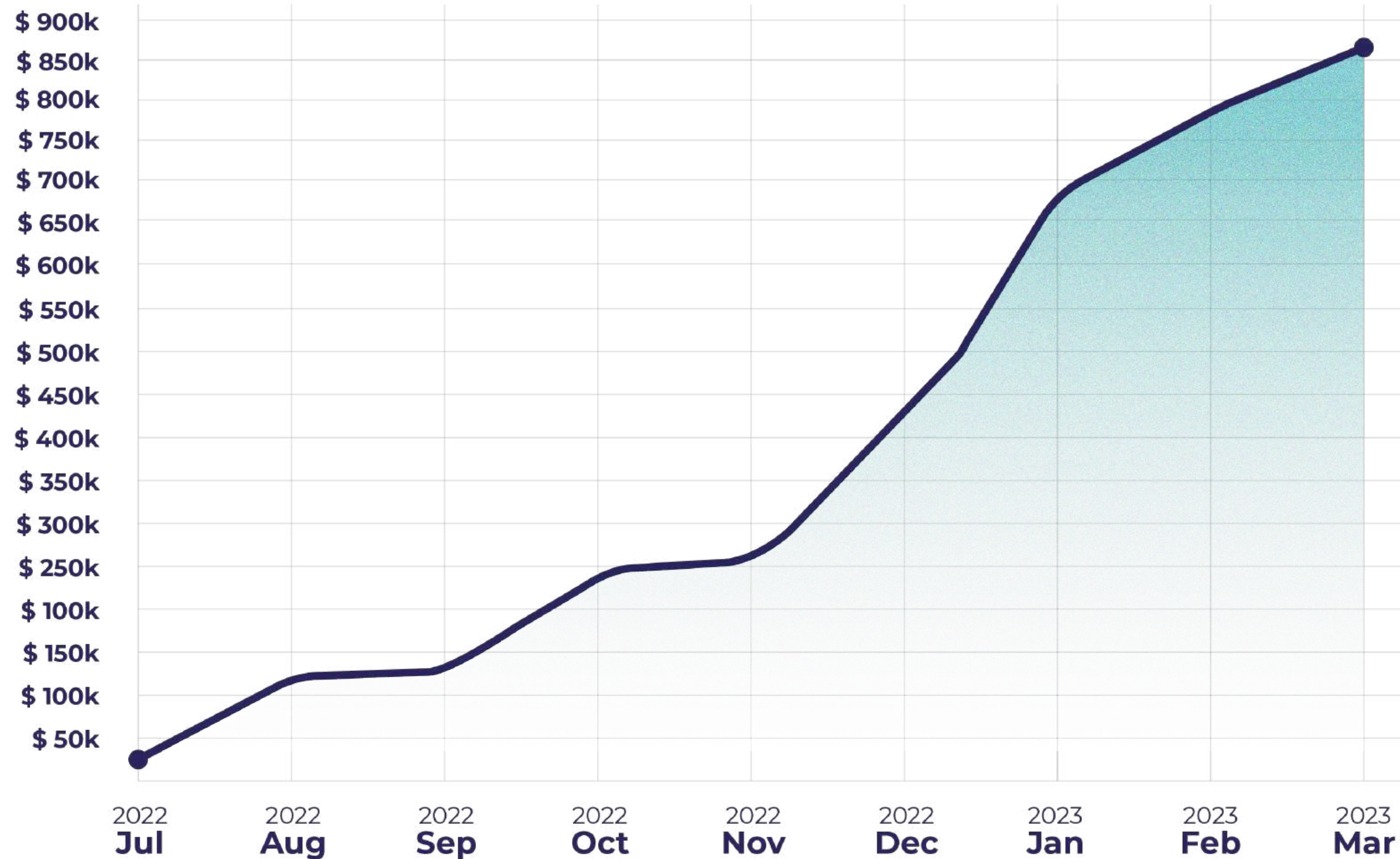
Serviceable Obtainable Market



Validated by Municipal Wins & A Scalable Platform

Past Few Months

Traction

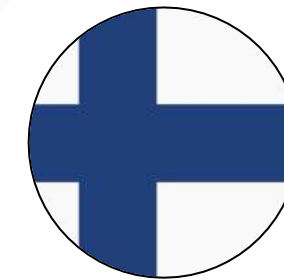


\$2M

Annual Recurring Revenue

80%

Avg. MoM Growth



Finland

2M+ citizens served via multi-year municipal contract

"We cut route lengths by 20% and improved transparency for our citizens." – Municipal Official



Denmark

Success in Fredericia & Haderslev, 20–30% cost savings

"The modular approach let us add features over time, boosting ROI." – Fredericia Official



Potential

Contracts like Oslo can go €2M+ in ARR if expanded with advanced modules & services

Recurring SaaS

With High Upsell Potential

Core Subscription



Recurring Revenue Engine

SaaS subscriptions range from €50k to €1.5M+ annually, secured through long-term 3-5+ year contracts for stable ARR.

Professional Services



Professional Services

One-time fees for implementation, integrations, and training accelerate adoption and reduce friction.

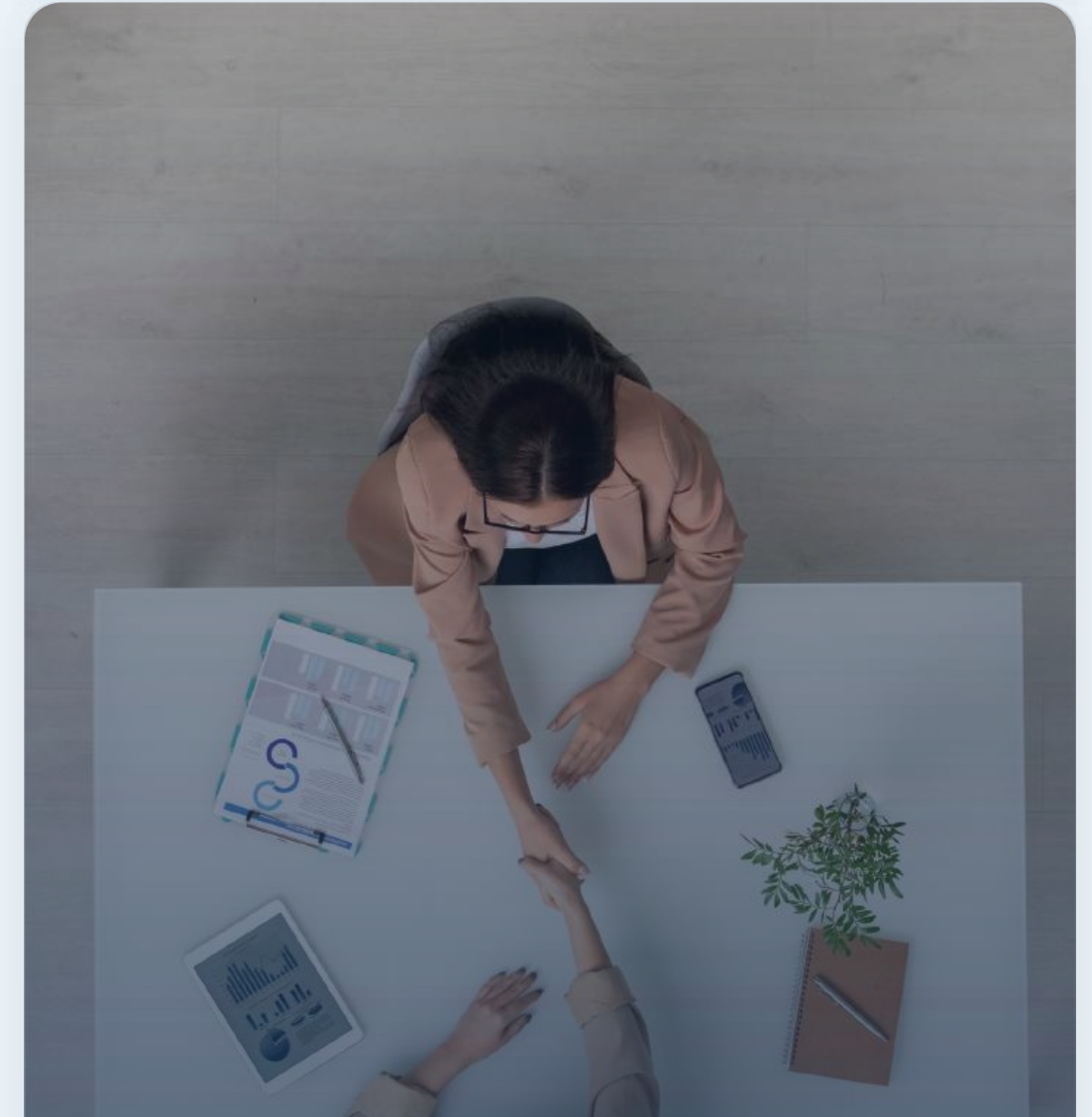
Advanced Modules



High-Value Upsells

Additional licenses, AI modules, and premium support can increase ARR by 20-50% per account.

Monthly Support & Integration



Strategic Partnerships

Collaborations with system integrators and IoT vendors expand market reach and drive revenue-sharing.

Local Partnerships – 5%

- **Phase 1:** Nordics, Germany, France.
- **Phase 2:** Enter emerging markets with local integrators, adapt for local needs.
- **Phase 3:** Scale to global enterprise haulers, replicating Europe success.

Municipal Tenders – 90%

- Target **40–50** major city tenders/year.
- Leverage proven references to show ROI and compliance.
- Partnerships with integrators for local compliance & implementation.

Expansion into Private Haulers – 5%

- Direct enterprise outreach focusing on multi-geo fleets.
- High complexity = higher willingness to pay.
- Potential single contract ARR: **€2M+** for fully integrated solutions.



	Incumbents	Generalist IT	<div>Waste Hero</div>
	<div>VITEC <small>vertical software</small></div> <div>Norconsult</div> <div>SWECO</div>	<div>Capgemini</div> <div>Netcompany</div>	
Tech focus	Legacy, local solutions	Custom dev, broad scope	Vertical SaaS
Innovation	Slow to adapt	High cost, not specialized	AI-driven, modular
Scalability	Constrained regionally	Lacks vertical synergy	Multi-geo expansions
Upsell	Minimal	Custom projects	Recurring modules + support
Sustainability	Limited ESG features	Basic compliance add-ons	Deep carbon and ESG tracking

Our Team

A Convergence of Municipal Expertise, AI Innovation, and Operational Excellence



We understand city procurement, tech integration, and global SaaS scaling – backed by advisors with EU policy and private hauling access.



Hussam Mansour
Founder & CEO

Waste Expert, Consultative
Sales, 4 startups, 1 exit



Anders Hinrichs
CPO & Co-Founder

Product & Culture, Grundfos,
Aarhus University



Khaled Saied
Co-Founder & Head of QA

Siemens, New Nordic
Engineering



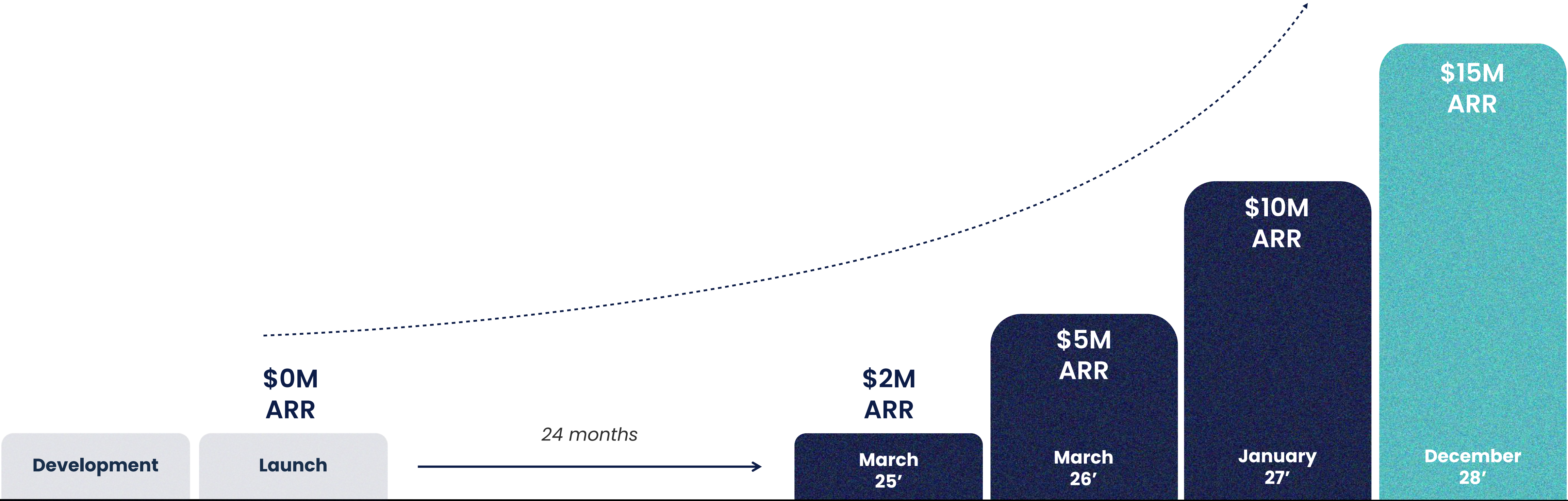
Christoffer Mikkelsen
CTO

AI optimization, ex-Fortune 500
routing lead – built 1M+ user apps
– Hungry, Boligportalen

Path to €15M ARR in 3 Years, Buoyed by Large Contract Upsides

Key Assumptions

- Strong renewals (90%+)
- 5-8 new city/hauler contracts per year, each €200k-€2M+ in ARR potential
- Upsell from advanced modules & monthly support hours
- Gross Margin ~70% ~75% ~75%+
EBITDA Negative Break-even 10%+





Year 1

Secure multiple tenders in Germany/France, push ARR ~€5M

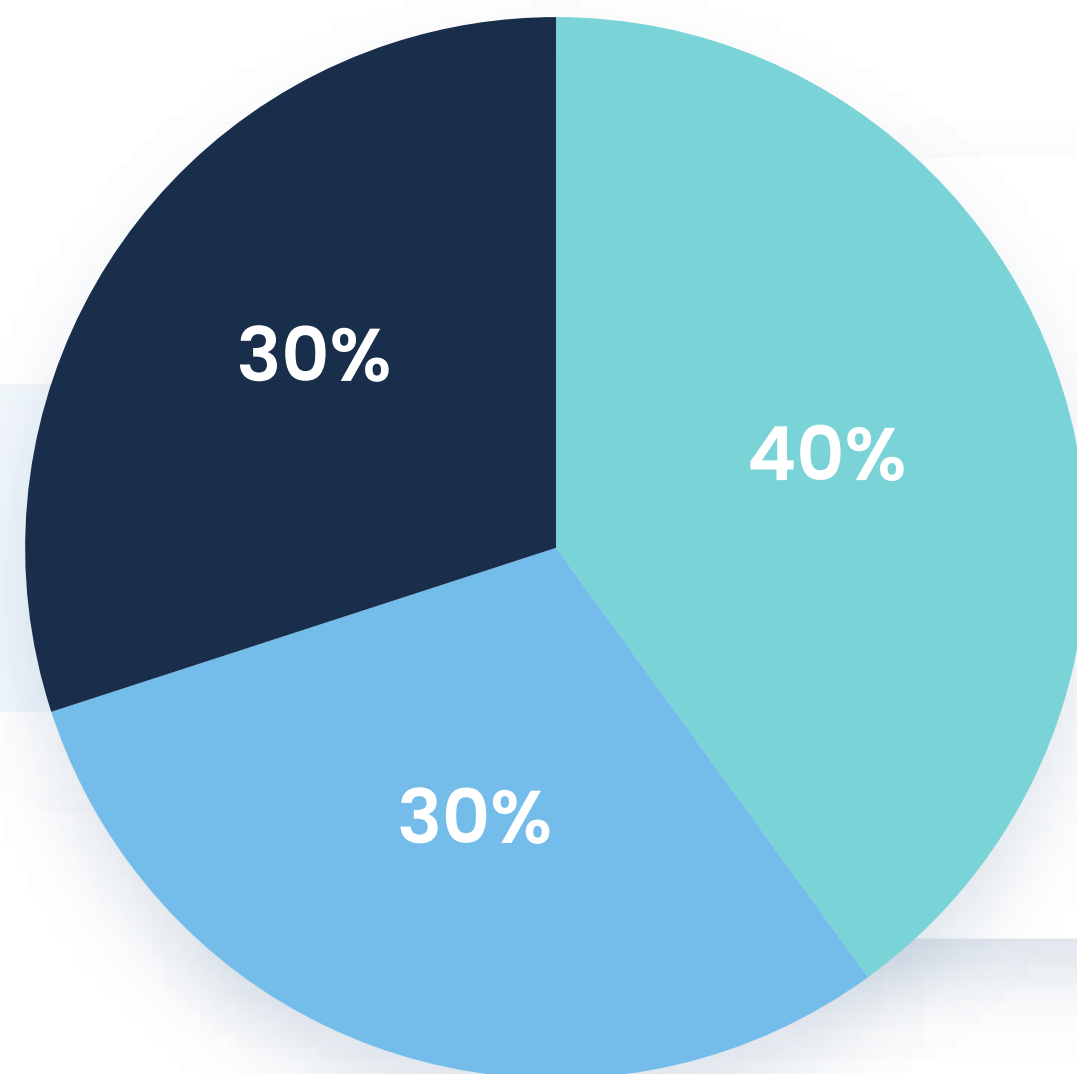
Year 2

Expand to new EU & emerging markets, surpass €10M ARR

Year 3

Achieve ~€15M ARR, bridging municipal & large-hauler markets, positive EBITDA

5–10x returns driven by SaaS multiples, strong retention, contract growth, and sustainability momentum



Sales & Partnerships

Municipal tender specialists, enterprise outreach for haulers

Product Enhancements

AI, IoT modules, advanced analytics

Implementation & Support

Faster rollouts, robust customer success, localized support teams



One-Stop SaaS Solution

Proven Impact

Mega Opportunity

Team & Tech

**JOIN US IN REVOLUTIONIZING
GLOBAL WASTE OPERATIONS**

Hussam Mansour, Founder & CEO
hmansour@wastehero.io | www.wastehero.io