

KIJIJI KWETU

OUR SUSTAINABLE VILLAGE INITIATIVE



Durable Recycled Products for Institutions

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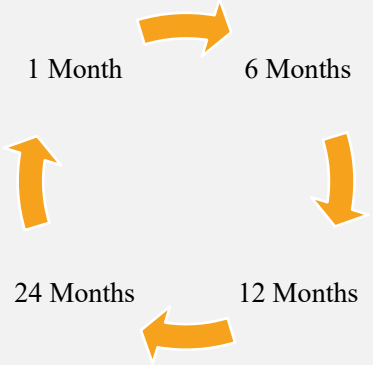
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THE PROBLEM

Construction firms, schools, and public institutions rely on wooden outdoor fittings and trims that last only 12–24 months, driving frequent replacements, high maintenance costs, and procurement inefficiencies.







Replacing products such as doors, windows, and trims is a recurring structural cost, not optional.

THE SOLUTION

We replace short-life wood with durable recycled plastic products lasting 3–5× longer, requiring minimal maintenance, and cutting lifecycle costs for schools, developers, and public institutions by 40–60%.

Plastic Waste



Plastic Pellets (LDPE)



Recycled Planks (Current Stage - Prototyping)



Recycled End Products



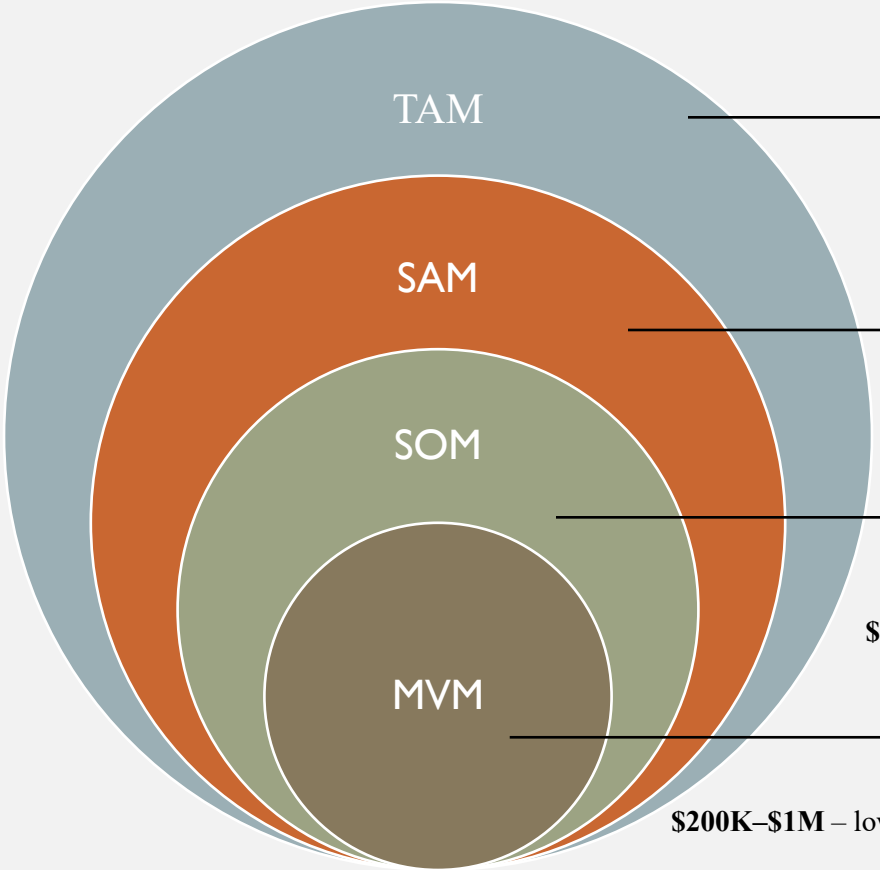
Progress links:

https://www.linkedin.com/feed/update/urn:li:activity:7433118714180476928/
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https://drive.google.com/file/d/1KW95FpUHicFe6jRnRK4kWT-EzFIDzhyc/view?usp=sharing
https://drive.google.com/file/d/1KHcK7yDIjQwM81K9-GyTen27b_6bWhfa/view?usp=sharing

THE MARKET OPPORTUNITY

Phased Entry into Kenya's $1.2B Sustainability Market.



Total Addressable Market (TAM)
$1.2B – annual spend in Kenya (all segments, schools, developers, public spaces).

Serviceable Addressable Market (SAM)
$240M – urban institutional and eco-friendly segment (schools, developers, public institutions).

Serviceable Obtainable Market (SOM)
$5–12M – achievable in 3–5 years by capturing ~2–5% of priority urban demand.

Minimum Viable Market (MVM)
$200K–$1M – low-risk pilot sales through initial neighborhoods and early institution customers.

THE TRACTION









Timeline (Feb 2025 → May 2026)
Registered, set up workshops, made prototypes, sold early, and built partnerships.

3-Pillar Summary
Disciplined operations, early sales validated, and strategic partnerships established.”











Execution momentum demonstrates feasibility, market validation, and readiness for scaled investment.

THE BUSINESS MODEL

Segment	Customers	Pricing / Unit	Revenue Potential	Notes
B2B	Schools, offices, distributors	$150–$800	Drives early MVM; repeat bulk orders	Predictable, repeatable demand; anchor segment
B2G	Governments, NGOs, foundations	$500–$2,500	Expands SOM; taps into Kenya's $1.2B TAM	Predictable, repeatable demand; anchor segment

Unit Economics

Metrics	Customers
Cost per Unit	Schools, offices, distributors
Selling Price	Governments, NGOs, foundations
Gross Margin	45-60% (Improves with scale)
Replacement Cycle	3-5x longer than wood

THE MARKETING FRAMEWORK

Simple, practical, and high-impact approaches to make our products known, trusted, and bought.



1. Local Pop-Ups:
Neighborhood pop-ups and showrooms drive trials and early sales.



2. Digital Ads:
Social media, WhatsApp, and e-commerce reach urban buyers.



3. B2B Bulk Sales:
Schools, offices, SMEs buy bulk, customizable orders.



4. Government & NGO:
Tenders and PPPs secure recurring institutional contracts.



5. Referrals & Loyalty:
Incentivize referrals and repeat purchases.



6. Impact Branding:
Showcase plastic-to-products impact via campaigns and events

THE BOLD TEAM



Alvin Munene — Founder | Finance

"A complementary, execution-driven team building scalable circular manufacturing infrastructure for repeat institutional demand."





Vincent Mahugu — Co-Founder | Legal & Product



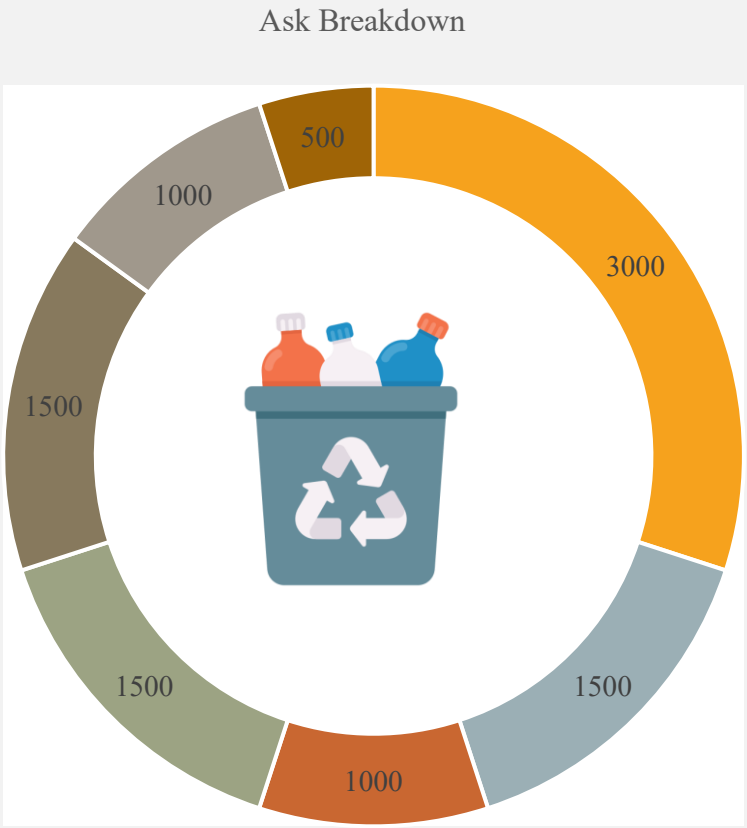
Prudence Nyamanga — Co-Founder | Operations & Procurement



Mitchell Wamboi — Co-Founder | Sales & Marketing

OUR ASK (USD $10,000 Capital)

We are seeking USD $10K (either Grants or Equity based) to scale production, secure materials, and validate repeatable B2B/B2G demand (MVM/SOM), positioning Kijiji Kwetu for SAM/TAM growth over 18 months.



Capital Allocation (USD)

1. **Raw Materials**: $3K – Inventory for initial pilot orders/MVM.
2. **Production & Finishing:** $1.5K – Essential eco-coatings and finishing tools.
3. **Customization & Branding**: $1K – High-impact samples and B2B presentation kits.
4. **Facility & Utilities**: $1.5K – Micro-workshop rent and essential power/water.
5. **Labor & Compliance**: $1.5K – Critical production staff and basic local permits.
6. **Marketing & B2B Outreach**: $1K – Direct sales to institutional/government leads.
7. **Contingency**: $0.5K – Buffer for equipment repair or price surges.





THANK YOU!

Join us in turning Kenya's plastic waste into sustainable wealth. 💪🏾





