

# The FutureList

**Bekia**

Innovation Memo

# Innovation In Words








A note from the Founder of Bekia, Alaa Afifi;

What inspired me to build Bekia is this country (Egypt) deserves a quality life. Every day, I see a lot of waste on the streets, or people trying to monetize it without proper methods

# Bekia

## Executive Summary

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 Climate
-   
 Waste Management
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[bekia-egypt.com](http://bekia-egypt.com)
-   
 \$430,000
-   
 2017

Bekia is an innovative waste management solution, empowering both households and companies to monetize their waste while contributing to a sustainable and environmentally responsible future. Founded on the principles of innovation and environmental consciousness, Bekia offers a seamless platform through a mobile app, enabling users to efficiently dispose of their waste and earn monetary rewards.

Several key trends and factors shape the waste recycling and management landscape within which Bekia operates. These include Rising Environmental Concerns, Circular Economy Initiatives, Technological Advancements and Regulatory Pressures among others. Bekia capitalizes on these trends to offer a comprehensive waste management solution that addresses current environmental challenges and contributes to building a more sustainable and circular future.

Despite facing initial resistance in the adoption of its technology, Bekia is making a significant impact with its innovative solution. Its growing user base, successful waste collections, and positive environmental contributions showcase its market influence. Looking ahead, Bekia's potential for exponential growth lies in Africa and beyond. Increased awareness will drive even wider adoption of Bekia's waste management solution, fostering a global shift in waste disposal habits.



### Alaa Afifi

Founder & CEO

Alaa studied Computer science at faculty of computers and information Cairo university. He founded Bekia in 2017 when he decided to start his own business. Alaa was recognized as one of Middle East's Forbes 30 under 30 in 2023.

## Innovation Spotlight

### a) Core Functionality/Features:

- Bekia provides a seamless waste management and monetization experience for both companies and households. The platform's key features include a user-friendly mobile app and a web platform, enabling users to effortlessly monetize their waste. They have 2 apps, one for the users and one for the collectors. They also have a fintech solution which they use to pay clients through their bank accounts or mobile wallets.
- Users can choose from over 400 waste categories, with the platform proposing values based on weight. The waste collection process is simplified into a quick three-step procedure: book your order, create an account for ease of use, and separate your waste. Bekia then sends a collector directly to the user's doorstep, streamlining the entire process.

### b) Design and User Experience:

- Bekia prioritizes a user-centric design, ensuring a positive and intuitive experience across its mobile app and web platform. The three-minute booking process and straightforward account creation contribute to a hassle-free user journey. The waste separation feature is designed for simplicity, encouraging users to input their waste amounts easily.
- Through its flexible scheduling feature, Bekia allows users to select pickup times that seamlessly align with their individual needs. This personalized approach extends to doorstep pickups, enhancing the user experience by eliminating the hassle of traditional waste disposal methods.
- The integration of real-time tracking further adds to the efficiency, providing users with transparency and visibility throughout the waste disposal process.
- Bekia offers an immediate reward system, allowing users to receive cash rewards directly or opt for convenient alternatives such as bank account transfers or mobile wallet credits.

### c) Performance Metrics:

- Performance metrics at Bekia are centered around user satisfaction, waste monetization efficiency, and environmental impact. Key metrics include the number of successful waste collections, user engagement with the app, and the speed and accuracy of the waste valuation process. Additionally, the platform tracks the percentage of waste successfully recycled and resold, contributing to sustainability goals.

### d) Integration/Compatibility:

- Bekia extends its services beyond waste management, incorporating a fintech solution to facilitate seamless transactions. Clients can receive their monetary rewards directly through their bank accounts or mobile wallets, adding a layer of financial convenience to the waste management experience.
- Bekia employs a sophisticated engine designed to extract unified data. This engine serves as a valuable tool for synthesizing diverse data sets, enabling the extraction of meaningful insights.

### e) Safety, Compliance, and Sustainability:

- Bekia places a strong emphasis on safety, compliance, and sustainability. The waste collection process is designed to be safe for both users and collectors. The handling of e-waste is carried out by in-house technicians, ensuring compliance with environmental regulations. Furthermore, the platform actively contributes to sustainability by recycling plastic and paper, reselling reconditioned e-waste, and collaborating with other startups for responsible disposal of used cooking oil.

### f) Innovation in Business Model:

- B2B and B2C Operational Model: Target customers- Residential individuals and Corporates.

- Bekia's innovative business model lies in transforming waste management into a financially rewarding activity. By combining waste monetization with a user-friendly platform, the company has created a unique value proposition.
- The diversification of waste streams and the strategic resale of reconditioned items demonstrate a forward-thinking approach to sustainability within the waste management industry.

### g) Scalability of the Innovation:

- Bekia's innovation in waste management is inherently scalable. The platform's modular design and integration capabilities make it adaptable to different markets and regions. As the user base expands, Bekia can easily scale its operations to accommodate increased demand while maintaining the efficiency and effectiveness of its waste monetization and recycling processes.
- Scalable Infrastructure: Bekia has invested in a scalable infrastructure that can easily adapt to increased demand. Whether the user base expands or the volume of waste handled grows, the platform's architecture is designed to handle increased loads without compromising performance. This scalability ensures that Bekia can effectively cater to a larger audience as demand for its services continues to rise.
- Enhanced Mobile App Features: Bekia's user and collector apps can evolve with the integration of enhanced features and functionalities. This may include augmented reality features for waste sorting guidance, gamification elements to encourage sustainable practices, and improved user interfaces for a more intuitive experience.
- Partnerships and Ecosystem Integration: Bekia can strategically evolve by forming partnerships with other entities in the waste management ecosystem. Integration with municipal waste management systems, collaboration with recycling facilities, and partnerships with technology providers can create a more holistic and interconnected waste management ecosystem, addressing broader sustainability goals.

## Market Impact & Future Outlook

- Bekia has already made a significant impact on the waste management landscape by providing an innovative solution that transforms waste into a valuable resource. The platform's current market influence is reflected in its growing user base, successful waste collections, and positive contributions to environmental sustainability. Bekia's unique approach has positioned it as a key player in waste monetization, influencing both individuals and businesses to actively participate in responsible waste disposal practices.
- Looking forward, Bekia has substantial potential to further influence the market by expanding its user base and geographical reach, Africa being the main area of focus. As awareness of the platform grows, more individuals and companies are likely to adopt Bekia's waste management solution, creating a broader impact on waste disposal habits globally. The platform's versatility in handling various types of waste and its commitment to sustainability positions it as a frontrunner in shaping the future of waste management.
- Bekia's commitment to technological innovation suggests future advancements that could further enhance its market influence. Potential advancements may include refining the waste valuation process, expanding the types of recyclable materials, and incorporating emerging technologies for even more efficient waste handling. These advancements could contribute to a more sophisticated and comprehensive waste management solution, solidifying Bekia's role as an industry leader.

## Societal Impact

- Since its inception, Bekia has demonstrated a profound commitment to environmental stewardship, resulting in a substantial positive impact. The platform has facilitated the collection and recycling of an impressive 1,000+ tons of waste since 2020. This not only contributes to waste reduction but also translates into tangible reductions in carbon emissions. Based on estimated CO2 emissions savings from recycled materials, Bekia has saved over 2,050 tons of CO2 emissions since 2019, equivalent to the annual emissions of approximately 800 people in Egypt. Bekia has played a pivotal role in addressing the plastic waste crisis by collecting over 9 million plastic bottles through its platform. More than 60,000 Egyptian households actively contribute to this initiative, with a noteworthy 80% of these users being women.
- Bekia's impact extends beyond the environmental realm, actively contributing to the economic and social fabric of communities. Through its waste monetization system, Bekia pays an average of \$10 to each household monthly, providing additional income and financial support. The platform has directly facilitated the creation of 20 full-time jobs, with the potential for more economic opportunities as Bekia continues to expand its reach.

## Potential Roadblocks & Risks

- **Regulatory Challenges:** Changes in waste management regulations or introduction of new environmental policies may impact Bekia's operations. Mitigation: Establish proactive communication channels with regulatory bodies, stay informed about potential changes, and adapt operations to comply with evolving regulations.
- **Technological Dependencies:** Reliance on technology for waste valuation, collection, and communication may expose Bekia to disruptions in case of technical failures or cyber threats. Mitigation: Implement robust cybersecurity measures, conduct regular technology audits, and invest in backup systems to ensure operational continuity.
- **Public Perception and Adoption:** Low public awareness or resistance to adopting new waste management practices may hinder Bekia's growth. Mitigation: Implement targeted marketing and educational campaigns to raise awareness. Highlight the economic and environmental benefits of using Bekia's services.
- **Economic Downturn:** Economic uncertainties and downturns may affect consumer spending, leading to decreased participation in waste monetization programs. Mitigation: Diversify revenue streams, conduct scenario planning for economic fluctuations, and offer flexible incentives to adapt to changing economic conditions.
- **Logistical Challenges:** Operational inefficiencies or logistical difficulties in waste collection may impact the reliability of Bekia's services. Mitigation: Optimize route planning, invest in a responsive logistics infrastructure, and conduct regular assessments to identify and address potential bottlenecks.
- **Dependency on Partnerships:** Reliance on partnerships for waste disposal and recycling may introduce vulnerability if partner commitments change. Mitigation: Establish clear contractual agreements, foster strong relationships with partners, and explore diversification of partnerships to mitigate dependency risks.
- **Social Acceptance and Cultural Considerations:** Societal attitudes towards waste monetization may vary, affecting user adoption rates based on cultural considerations. Mitigation: Conduct thorough market research, tailor marketing strategies to cultural norms, and engage in community outreach to address concerns and build trust.

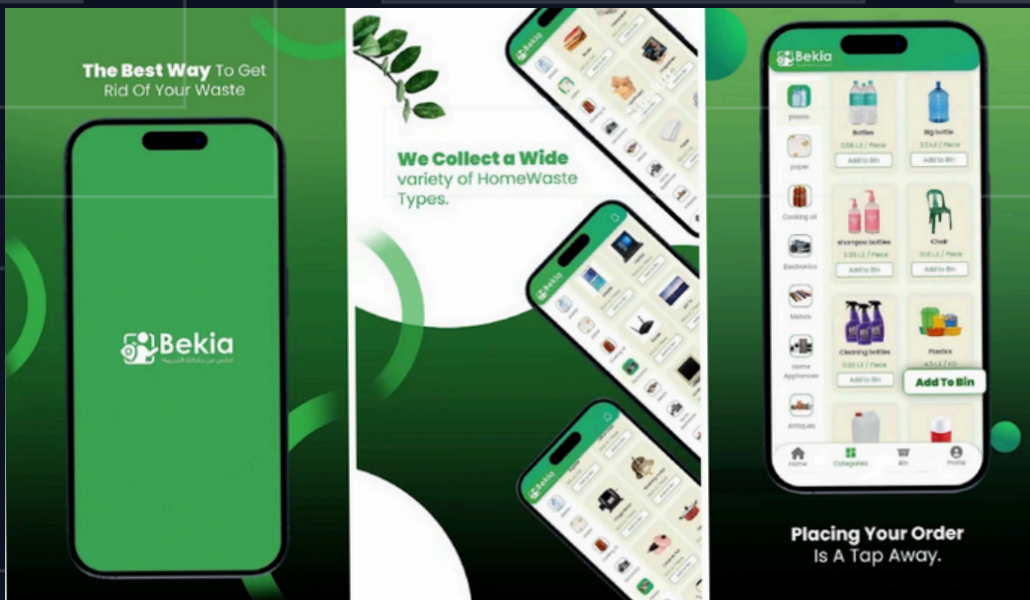
- **Supply Chain Disruptions:** Disruptions in the supply chain for recycled materials or delays in the resale of reconditioned items may impact Bekia's revenue streams. Mitigation: Diversify supply sources, build strategic inventory reserves, and establish alternative channels for the resale of recycled materials to mitigate supply chain risks.

## Conclusion

Bekia emerges as a transformative force in waste management, combining innovative technology with a socially and environmentally conscious business model. Bekia's commitment to facilitating waste monetization, coupled with strategic partnerships and a robust operational framework, positions the company as a pioneer in the industry. As Bekia expands its reach and continually refines its processes, the positive effects on both the environment and local economies are anticipated to amplify. With its visionary approach and tangible contributions to sustainable practices, Bekia is not just a waste management solution but a catalyst for positive change. The company's journey promises to reshape perceptions of waste, fostering a future where responsible disposal is not only financially rewarding but also a fundamental aspect of global environmental stewardship.

# Innovation In View

How **Bekia** brings innovation to life



## Bekia Mobile App

1. Install mobile app
2. Create an account
3. Separate your waste
4. Book your order
5. Receive reward

# Contributors

## The FutureList

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Research Specialist

## Bekia

Alaa Afifi  
Founder & CEO

# The FutureList

# Notes on our methodology

## About The FutureList

The FutureList is dedicated to identifying and linking innovative technology companies with the investors, talent and strategic growth partners they need to rapidly scale their innovation. The FutureList leverages its network of local Innovation Scouts, a comprehensive online platform, and curated events to rapidly spot and match opportunities. The FutureList network has already profiled over 6,000 innovative companies, investors and partners globally.

We scout across a broad range of sectors in tech, aiming to identify the most innovative startups globally. This includes everything from AI to biotech, renewable energy, and more. The 10 categories we currently focus on are: Agriculture (farming, food, beverages, crops, forestry, aquaculture, livestock, irrigation, veterinary, etc.), Climate (electricity, energy, environment, renewables, recycling, circular economy, carbon credits, cleantech, etc.), Education (e-learning, school management, assessments, upskilling, tutors, languages, etc.), Enterprise (legal services, AI, cyber security, market research, recruitment, HR, customer success, consulting, SaaS tools, business analytics, etc.), Finance (banking, capital, trading, lending, personal finance, insurance, crypto, real estate, etc.), Health (medicine, biotech, medical equipment, pharmaceuticals, public health, digital health, hospitals, health records, wellness, fitness, beauty, etc.), Infrastructure (architecture, materials, computer networks, safety, law enforcement, construction, data centers, machinery, telecom, wireless internet, manufacturing, etc.), Media (marketing, influencers, animation, arts, gaming, fashion, content, platforms, music, publishing, translation, editing, etc.), Mobility (delivery, transportation, etc.), and Supply Chain (e-commerce, warehousing, logistics, retail, etc.)

## About Our Innovation Scouts

Our Innovation Scouts are experienced professionals from diverse sectors with a keen eye for groundbreaking technologies and business models. They undergo rigorous training to ensure they provide maximum value to the startups they work with. They conduct their research on a volunteer basis. We have strict ethical guidelines in place. Any Scout with a potential conflict of interest is recused from the process to ensure fairness and objectivity.

## About Our Innovation Memos

Innovation Memos provide a comprehensive profile of an innovator, whether its a startup, hub, investor or more established corporate, highlighting technological and business model innovations. The Memo is written in direct consultation with a verified representative from that entity, and also outlines suggestions around how to rapidly scale their innovation further through use of The FutureList's network. Once published, the Memo accessible to our network of investors, partners, and the general public for free on our platform. The Memo process is completely free for the companies featured as well. The entire process, from initial contact to publishing the Innovation Memo, typically takes about 4-6 weeks, but this can vary based on the startup's availability and responsiveness. Our goal is to promote and scale innovation globally. The FutureList platform and events are sponsored by partners.



# Scaling Innovation

How **The FutureList** identifies and scales innovation globally



## Ecosystem and sector mapping

Our Innovation Scouts identify the most innovative early-stage and growth-stage tech companies across key sectors in tech hubs around the globe.



## Innovation memos and platform profiles

Our Innovation Scouts interview founders and tech executives to publish innovation memos and create a comprehensive company profile on our public online platform.



## Introductions to strategic opportunities

Our Innovation Scouts share company profiles with relevant investors and strategic growth partners across our global ecosystem, and facilitate warm introductions where requested.



## Private dinners and fireside chats

Our exclusive evening events bring together founders, tech executives and other special guests for networking and interactive discussions around technology and innovation.



## Global summits & learning trips

Featured companies will be invited to larger annual events held at the regional and global stage that connect the most innovative companies with opportunities for further visibility.

# Sponsor

The FutureList platform and events are sponsored by partners.



**Sand Technologies**, a global technology services company with presence across Silicon Valley, France, the UK, Romania, and several emerging markets, is at the forefront of supporting scale-ups worldwide in overcoming the challenges of rapid growth. We're currently aiding businesses in the United States, New Zealand, Denmark, the Netherlands, the UK, the UAE, South Africa, Kenya, and numerous other locations in developing scalable technology products, constructing world-class tech teams, enhancing revenue generation, and elevating customer satisfaction.

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