

GreenCycle Innovations

From plastic waste to a sustainable construction solution

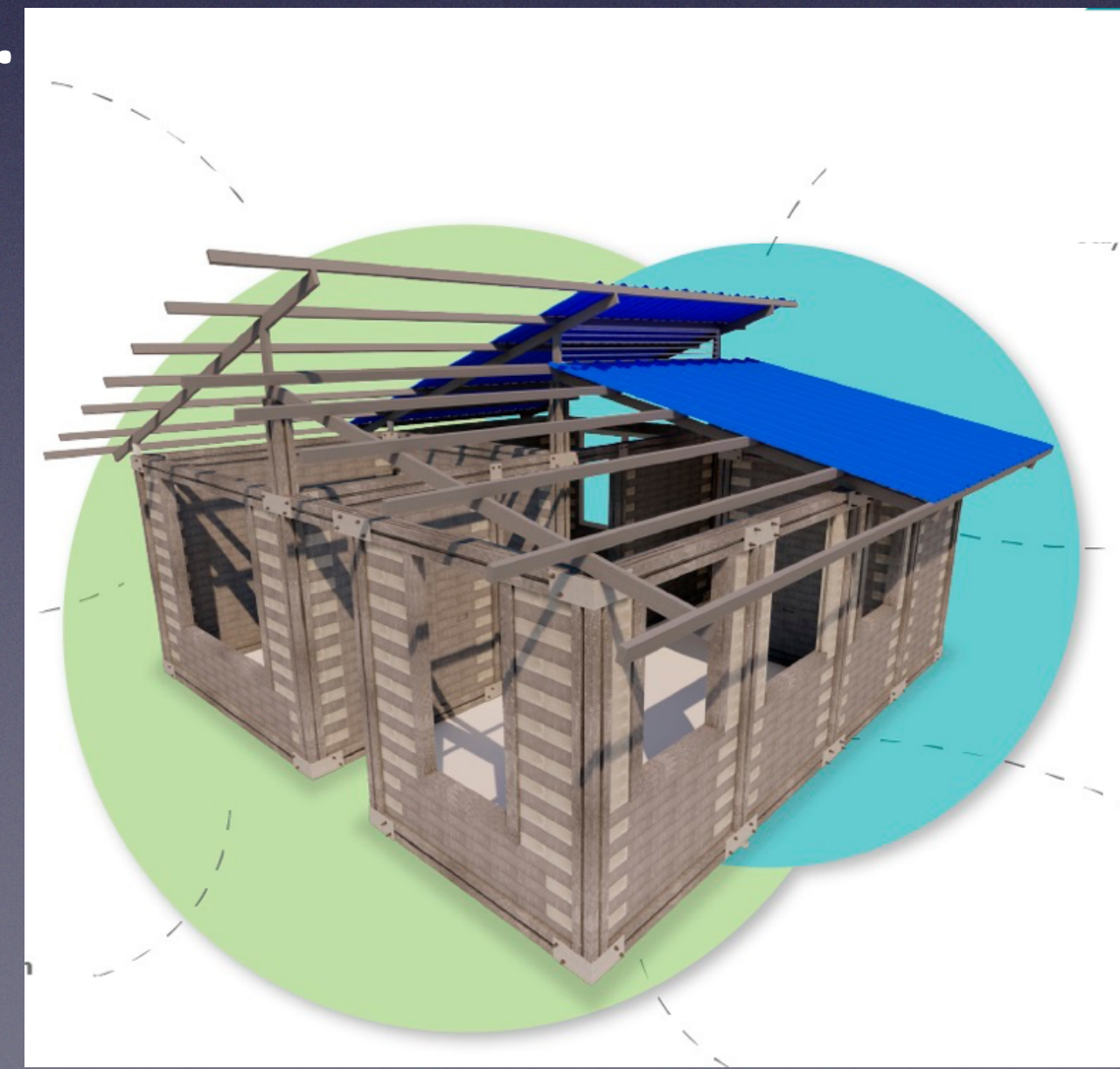
1. The problem we are solving



- Huge amounts of plastic waste in Serbia and the region.
- Lack of affordable and sustainable building materials.
- Environmental challenges and social needs for cheap housing solutions.

2. Our solution

- Production of building elements (bricks, slabs, roof tiles) from recycled plastic.
- Long-term - construction of prefabricated houses made of plastic.
- Closing the circle: from waste to a functional home.



3. Technology and process

- 1. Collection and selection of plastic waste
- 2. Grinding and melting
- 3. Pressing in molds
- 4. Refrigeration and storage of finished products



4. Market and potential

- The growing market of eco-materials in the EU and the region.
- Customers: municipalities, NGOs, builders, exporters.
- Potential for franchises and expansion into other countries.

5. Competitive advantages

- Low-budget local production
- A green and sustainable solution
- Product resistance and long service life
- High social and environmental impact

6. Business model

- Income from the sale of construction elements
- Recycling services for third parties
- Prefab houses for specific target groups
- Franchise model in expansion

7. Team and capacity

- Founder: Marko Popović (Serbia and Sweden)
- Local employment of 5-10 people in the first phase, with a clear potential for expanding capacity and increasing the number of employees in subsequent phases of development.
- Support from the local community and experts

8. Required investments

Financial needs:

Phase 1 – Launch (0–12 months):

Equipment / machines: €70,000

Space, adaptation, connections: €20,000

Administration, legal and technical documentation: €5,000

Marketing, certification and partnerships: €5,000

Phase 2 – Scaling and Expansion (12–36 months):

New equipment for additional products (plastic brick, panels): €50,000

Employment of additional 10+ workers: €30,000 (gross wages, education)

Market entry / EU certification: €20,000

9. Contact

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