



Turning Estonia's waste into  
energy, fuel, and food in an  
environmentally friendly way





# Problem Statement



## Unutilized Waste

Europe generates 2.135 billion tons of waste annually, only 70% treated.

- Waste utilization is expensive and ineffective
- Incineration emits a lot of toxins and pollutants affecting local air quality.
- Very poor tire and waste recycling in Estonia.



## High energy prices

High energy prices strain households and businesses.

- Thousands of businesses at risk of insolvency due to soaring energy bills.
- In Estonia (2021-2022) 323% rise in household electricity prices, 559% in natural gas prices.



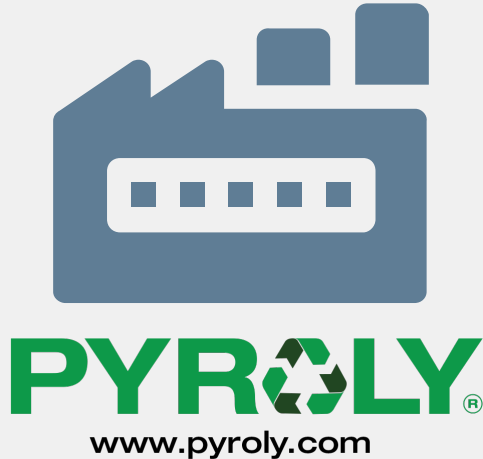
## High Greenhouse Costs

High energy expenses affect greenhouse business and food prices.

- Food prices 20-157% higher since 2022.
- Commercial greenhouses consume up to €460,000/ha for heating



# Our solution



A waste-utilizing plant in Estonia that will efficiently convert industrial and municipal waste into a range of fuel products and energy.

- All achieved in an environmentally friendly manner. With zero CO2 footprint.



- Pyrolysis oil
- Gas
- Electricity
- Heat



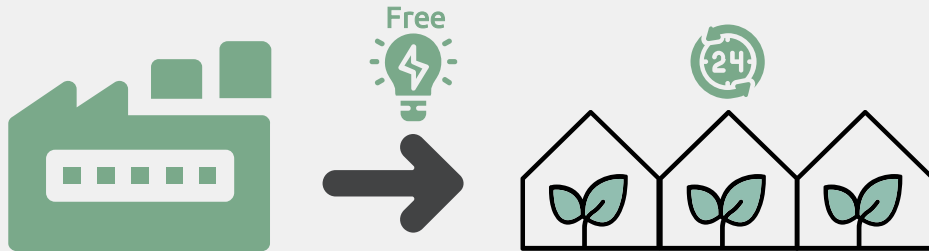
# Our solution

## Self-sufficient industrial greenhouses



Our waste utilizing plant generates heat during the process that can be reused to operate **greenhouse business** without additional energy consumption.

This means we can grow crops 24/7 in Estonia **without relying on external electricity.**



- This way, we make the most of processed waste and grow crops for profit.

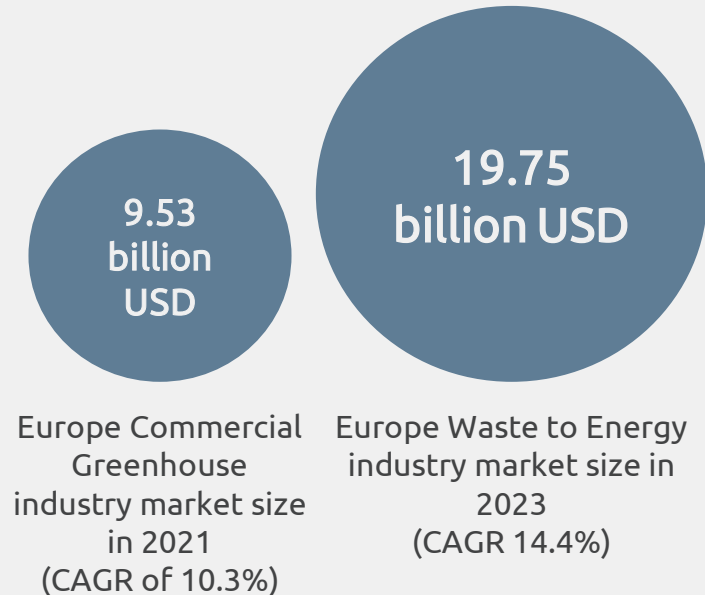


# Market size/Target groups (clients)

## Our potential clients:

- Oil refineries
- Raw material resellers
- Landfills and tire collecting sites
- Power stations
- Food and building material manufactures
- Agriculture importers
- Government

PS. We already have pre-agreements with Estonian governmental firms and private companies.





# Application to the market



All the necessary document, certificates and permits acquired



Pre-contracts and agreements prepared with industrial customers and suppliers



KESKKONNAAMET

## Keskkonnaluba

Keskkonnaloa registrinumber	KL-509045	
Loa omaja andmed	Äriniimi / Nimi	OSAÜHING Catalana
	Registrikood / Isikukood	10651017
Tegevuskoha andmed	Tegevuskoha nimetus	Kadarpiku küla vanarehvide käitluskoht
	Tegevuskoha aadress	Metsalao, Kadarpiku küla, Lääne-Nigula vald, Lääne maakond
	Katastritunnus	77601:001:0565
	Territoriaalkood EHAK	2479
Tegevusvaldkond	Keskkonnaloaga reguleeritavad tegevused	Jäätmete käitlemine;
Loa andja andmed	Asutuse nimi	Keskkonnaamet
	Registrikood	70008658
	Aadress	Narva mnt 7a, 15172 Tallinn
Loa kehtivuse periood	Loa versiooni kehtima hakkamise kuupäev	06.08.2020
	Lõppemise kuupäev	

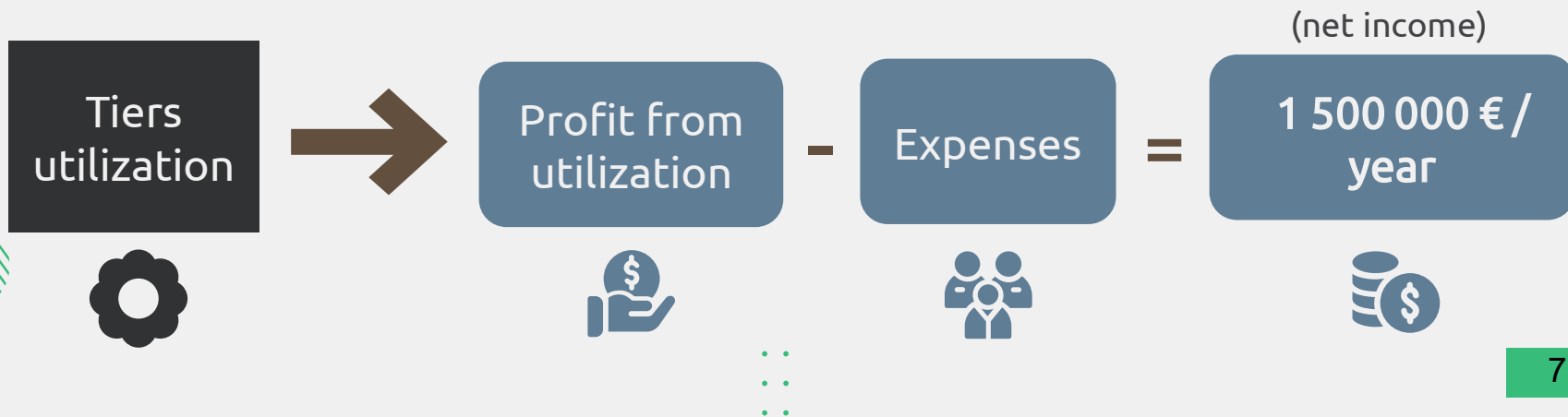
Our license Nr. KL-509045 from Estonian Environmental Board



# Business model

(Starting model)

- We have pre-agreements with Estonian tire landfills and will receive payments from them for acquiring and utilizing their tires.
- We shred tires and generate revenue by selling them to companies with whom we also have pre-agreements.





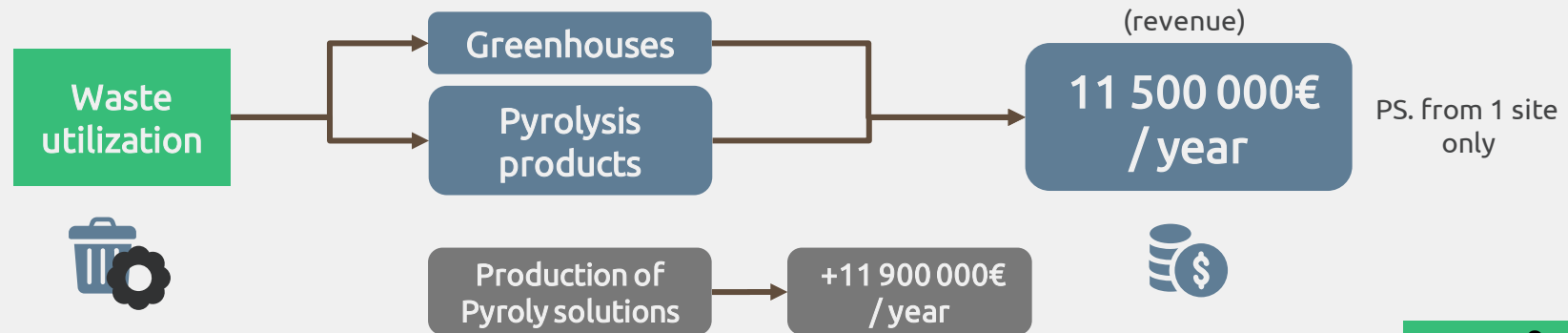
# Business model

(Main model)

We want to use full potential of our technologies and waste.

That's why we plan to:

- utilize all kinds of waste and sell our recycled end products to other businesses.
- run our own greenhouses and sell the crops (ex. tomatoes, cucumbers).
- start manufacturing and sell our Waste-to-Fuel solutions that we use.







# Why now?



## Unutilized waste is a problem

Tons of waste around the world, useless in landfills.

## Food prices are growing

Our greenhouses could provide cheap food, even in winter without worrying about the energy prices.

## The world seeks environmentally friendly solutions.

Our technologies has no CO2 footprint.

## Favorable business environment

With low competition and free resources accessibility, we have a strong starting position.

## High demand

Fuel and energy providers seek for cheap resources.



# Competitive Advantage



	Other companies like TreaTech, Pyrum, Green Fuel Nordic Oy etc.	Our technologies
Can process <b>both</b> organic and synthetic waste	✗	✓
Has <b>no</b> exhaust/chimney	✗	✓
<b>Energy self-sufficient</b>	✗	✓
Environmentally friendly	—	✓
Cost-efficient	✗	✓
Offers mobile capabilities	✗	✓
Can be used as a power station	✗	✓

Our exports cost 2x less than competitors

We reuse heat for additional profit (greenhouses)



# Project Development Stage

- We have finished all the necessary research and tests of the systems we want to use.
- Our parts are **patented**, certified and documented.

Official results of tests  
conducted in Estonia in 2022 by  
SGS Laboratory

- We have built a small working demo version for the proof.

**SGS**

Analytical Report: YA22-00206.001

Date: 15/06/2022  
Catalina OJ

The results shown in this report comply with the requirements of the standard EN ISO 17025:2017. The results shown in this report are the results of the analysis of the sample submitted to the laboratory for analysis. The results shown in this report are the results of the analysis of the sample submitted to the laboratory for analysis. The results shown in this report are the results of the analysis of the sample submitted to the laboratory for analysis.

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# How much we need

(Starting model)

We are looking for 4.3 million  
EUR in funds to start our  
business in Estonia

**4 268 450 EUR**



for



Land procurement



Land and facility  
preparations



Equipment, new hires &  
other





# 5-year Financial Plan

(Starting model)

Calculations are based on our pre-agreements and 25% risk buffer:

## Note:

Initial setup phase is 6-8 months.  
Financial projections begin when  
operations are fully established.

## Main sources of revenue (Year 1-4)

### Acquisition of used tires:

Max yearly acquisition license 27,000 MT  
(Metric Tons)

Price per MT = 110 €/MT

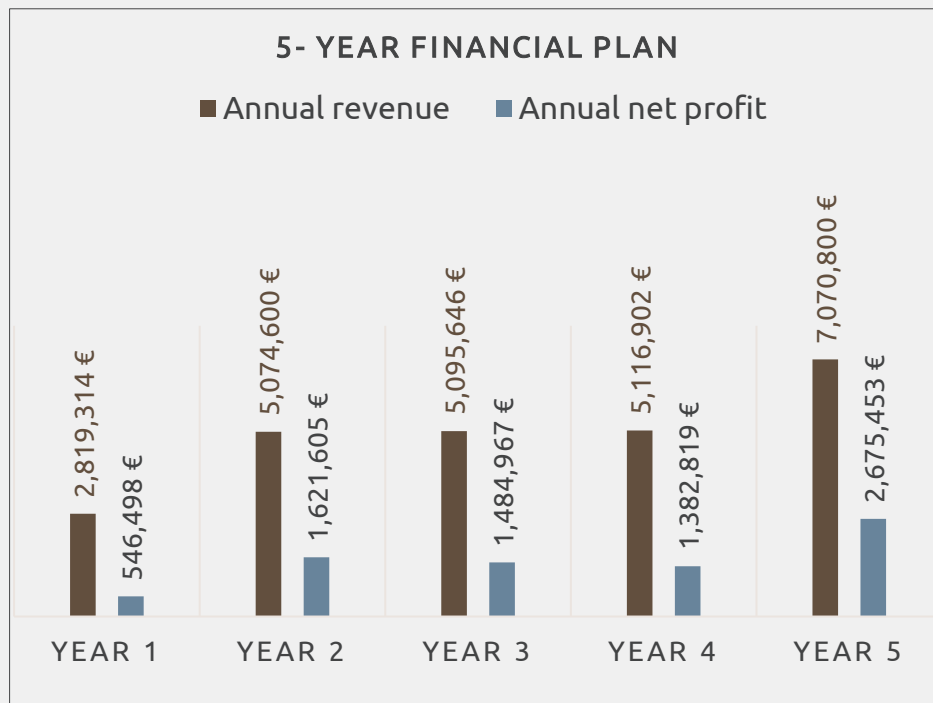
Total revenue = **2,970,000 €**

### Tire crumb sales:

Price for 25x25mm crumbs = 45 €/MT

Price for 0-5mm crumbs = 124 €/MT

Total revenue = **1,870,000 €**

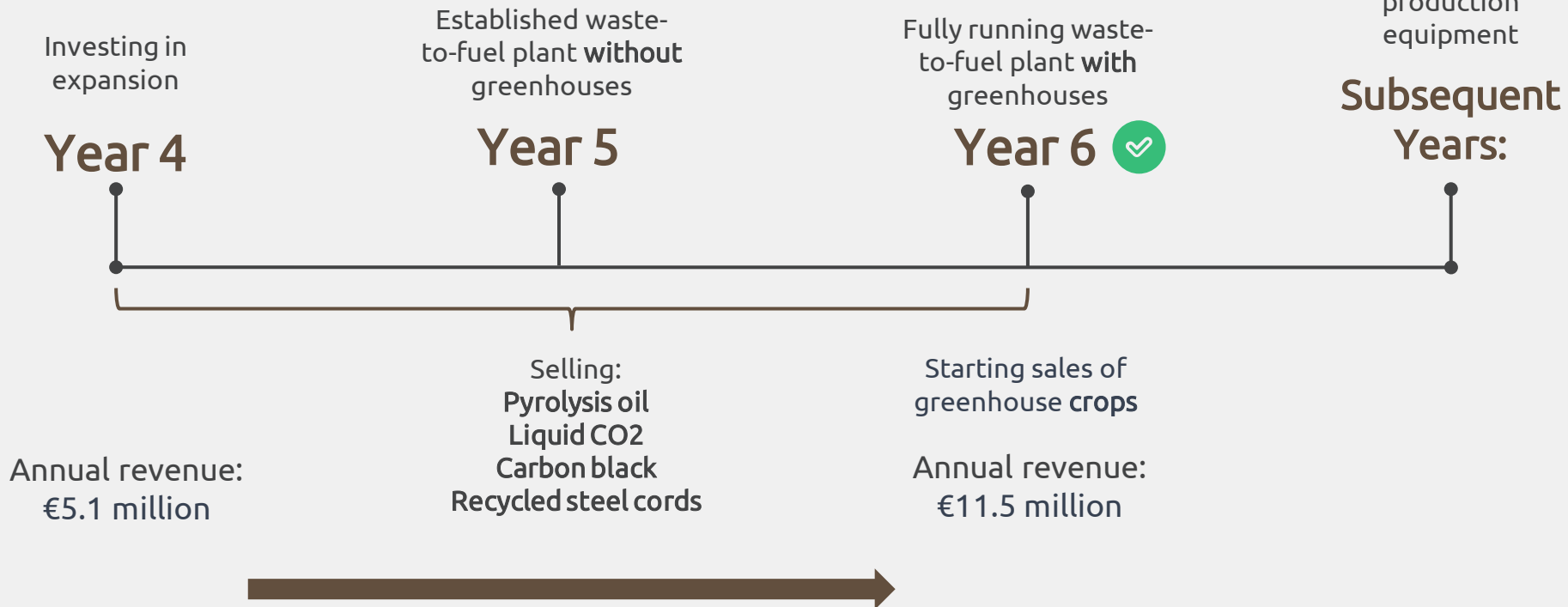






# Timeline

(without loans or fundraising)







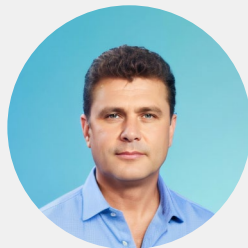
# Team



**Juri**

Founder and CEO

- 30+ years entrepreneurial experience
- Wide knowledge in Waste-to-Fuel industry
- Founder of Goldmaks, JTK and RAVLOS and other
- Experience in coordinating up to 235 employees
- Broad background in multiple industries



**Yuri**

CFO

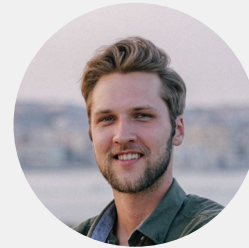
- Over 30 years of cross-sector experience in mining, energy, and waste processing.
- Held leadership roles in major corporations like AMDON (USA), Aton (UKR), and Dalex (USA).
- Law degree from Donetsk State University, showcasing managerial expertise.



**Kaido**

Regulatory Affairs Specialist and Sales Director

- 25+ years of leadership in import and sales
- Expertise in various industries, including agriculture and consumer goods
- CEO/Founder roles at Horsefood Estonia, Aikon Kaubanduse, and Alkon



**Alan**

International Customer Relations Manager and Investor Relations Specialist

- Experience as Quality Control Coordinator, Business Development Advisor and Bilingual Administrative Assistant
- Coordinates foreign communication strategies
- Brings a fresh, adaptive, and critical perspective to team planning



**Ruslan**

Production Director

- Versatile career spanning mechanical engineering, legal consulting, and metalworking.
- Key roles in metalworking sector and co-founder of several Estonian companies, showcasing entrepreneurial and project management abilities.



# Thanks

Do you have any questions?

Feel free to request our business plan for more detailed information.

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[Pyroly.com](https://pyroly.com)



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