



# WHITEPAPER



# Introduction

*Denarius is an organization dedicated to improving the world by educating individuals on proper waste disposal practices.*

Waste disposal is a major challenge facing communities worldwide. Improper waste management can result in pollution, health risks, and the destruction of natural ecosystems. However, there are key measures that can be implemented to address these issues and create a healthier planet.

One crucial step is increasing recycling and composting efforts, which begins with the proper collection and disposal of waste. This requires raising public awareness about the significance of these practices. Since government action on this issue has been limited, we took the initiative to establish an organization dedicated to educating people about waste disposal and recycling.



# Introduction

A key approach to improving waste management is to focus on minimizing the amount of waste produced. This can be achieved by encouraging sustainable habits, like using reusable items such as bags and water bottles. Governments can also play a role by introducing measures like taxing single-use products, including plastic bags, to reduce waste generation.

Traditional disposal methods, like incineration and landfilling, come with significant downsides. Incineration can be costly and contribute to air pollution, while landfills may lead to groundwater contamination and other environmental issues. As a result, it's crucial to explore alternative solutions, such as anaerobic digestion, a process that breaks down organic materials using microorganisms and offers a more environmentally friendly option for waste treatment.

In conclusion, effective waste disposal is crucial for safeguarding both public health and the environment. By boosting recycling and composting efforts, reducing waste generation, and embracing innovative technologies, we can make a lasting difference. Our goal is to make waste management engaging, encouraging people to take action rather than overlook waste simply because it's not their responsibility. To achieve this, we will reward individuals for identifying and properly disposing of waste with DENR tokens, which can later be used to purchase items from our marketplace.



## Problem

Despite decades of effort, the global recycling rate has remained stagnant at below **20%**, with little progress in increasing it. Over **90%** of recyclable materials continue to be discarded in landfills, burned in incinerators, or end up polluting our oceans and rivers. This mismanagement contributes directly to climate change and the ongoing destruction of natural ecosystems. While many recycling initiatives have been introduced, they have largely failed to address the core issues for several reasons.



# Solution

At Denarius, we believe that transforming the social mindset around waste disposal can significantly boost recycling efforts. That's why we created D Waste, a blockchain-based app that educates users and rewards them with waste-coin tokens for their recycling efforts. These tokens can be used to purchase items from our marketplace, benefiting both the environment and users by providing a decentralized alternative to combat inflation. Our store will feature a wide range of thoroughly vetted, legal products, ensuring safe onboarding. Additionally, buyers' identities will remain anonymous, as privacy is highly valued in the decentralized world, allowing users to enjoy a more comfortable and secure experience.

## **How does Stellar contribute to our solution?**

Blockchain is the ideal technology to support our long-term vision. Since D Waste operates as a decentralized token application accessible to all, tokenization must be efficient, transparent, and allow for real-time, trackable transactions. Stellar blockchain technology will be integrated to:

- Facilitate the creation and burning of DENR tokens.
- Leverage Stellar's distributed ledger to manage token transactions, reward systems, and redemptions.
- Ensure precise tracking of recycling activities.

# Goals

At D Waste, we firmly believe that transforming societal attitudes towards waste disposal can greatly boost recycling rates. Our ultimate goal is to spark a global recycling movement to enhance environmental sustainability. Recognizing that this ambitious objective requires incremental steps, we have outlined our planned milestones:

## **January 2022: Conceptualization of Denarius (DENR)**

We began by developing the initial ideas for Denarius and its associated token.

## **August 2022: Launch of Initial Website**

The first version of our website went live, providing an introduction to Denarius and its mission.

## **September 2022: Release of Whitepaper**

We published our whitepaper, detailing the project's goals, technology, and tokenomics.

## **October 2022: Commencement of Marketing and Advertising**

Initial marketing efforts were launched to build awareness and generate interest in Denarius.

## **January 2023: Research on Environmental Issues & Ideation of D Waste**

We conducted research on environmental challenges and began conceptualizing the D Waste app.

## **June 2023: Initial Launch of D Waste on Playstore**

The D Waste app was officially launched on the Google Play Store, marking its first public availability.

## **October 2023: Test and Soft Launch of D Waste & Blog Promotion**

We conducted a test and soft launch of D Waste while promoting it through blogs to gather feedback and build buzz.

# Goals

## **January 2024: Update D Waste After Testing & Raise Awareness**

Based on testing feedback, we updated D Waste and intensified efforts to spread awareness.

## **March 2024: Conceptualization of D Waste Sellers**

We started developing the concept for integrating sellers into the D Waste platform.

## **June 2024: Strategic Shift - Focus on Denarius Enrollment**

We shifted our strategy to concentrate on enrolling users into the Denarius ecosystem.

## **July 2024: Revamp of Website, New Roadmap, and Whitepaper**

We revamped our website, updated our roadmap, and released a new whitepaper to reflect recent developments.

## **August 2024: Airdrops for Awareness**

We organized airdrops to further raise awareness about Denarius and attract new users.

## **September 2024: Launch of New Roadmap & Whitepaper**

We officially launched our updated roadmap and whitepaper, outlining future plans and objectives.

## **October 2024: Liquidity Bot Launch**

We introduced a liquidity bot to manage and enhance the liquidity of DENR tokens.

## **November 2024: iOS App Launch**

The D Waste app was launched on the iOS platform, expanding its availability to a wider audience.

## **January 2025: Collaboration with Environmental Activists**

We began collaborating with environmental activists to strengthen our impact and credibility.



# Goals

## **March 2025: Introduction of Seller Brochure for Stakeholders**

We created and distributed a brochure to inform potential sellers and stakeholders about joining the platform.

## **April 2025: Launch of D Waste Website**

The newly redesigned D Waste website went live, offering improved features and user experience.

## **August 2025: Seller Onboarding Platform**

We launched a platform specifically for onboarding sellers, facilitating their integration into the D Waste ecosystem.

## **January 2026: Full-Scale Onboarding of Sellers**

We completed the full-scale onboarding of sellers, marking a major milestone in expanding the D Waste marketplace.





# Overview

## Target Market

Our primary audience is Generation Z, who are enthusiastic about blockchain technology and cryptocurrencies. As this generation is poised to become the next wave of parents, targeting them as key clients is strategic. By fostering recycling habits through the use of wastecoin, we aim to instill these practices in the younger generation, promoting a positive global shift towards recycling. Given the current emphasis on sustainability, we believe this approach will drive meaningful change.



# Overview

## Revenue Model

### 1. Partnership Commissions:

Earn **10%** to **25%** from collaborations with organizations, leveraging strategic alliances to generate revenue.

### 2. Vendor Subscription Fees:

Charge monthly fees for market vendors to be listed on the platform and for delivery services, creating a steady income stream.

### 3. Transaction Fees:

Implement small fees on purchases made with DENR tokens within the marketplace, ensuring continuous revenue from user transactions.

### 4. Premium Features:

Offer enhanced services or features within the app for a fee, such as advanced analytics or priority support, providing added value to users.

### 5. Data Analytics Services:

Provide businesses and organizations with valuable insights and analytics on recycling trends and consumer behavior, creating a lucrative **B2B** revenue stream.

### 6. Educational Workshops and Webinars:

Charge for access to specialized workshops and webinars on recycling and sustainability, leveraging your expertise to generate income and further your mission.

# Features

## Sales and Financial Forecast

Initially, we expect minimal revenue during the first two years as we concentrate on building a robust and active recycling community. By the end of **2025**, we aim to reach Milestone II with a user base of **1 million** customers. At this point, we anticipate generating revenue through sales commissions on recyclables. Our forecasted annual sales are projected to be around **\$500,000**. With a **10%** annual growth rate in users, we expect to achieve financial stability, targeting a net profit of **\$750,000** by the end of year five.

## Competition

Companies like Plastic Bank in Canada, which plans to expand into Asia, and WeCycler in Nigeria, take more traditional approaches to recycling. While Plastic Bank offers a mobile app, both services are limited to specific regions. For instance, Ade in Nigeria can't access Plastic Bank due to its absence in the country, and to use WeCycler, Ade must live in Lagos. D Waste, a global platform for recyclers, aims to tackle these challenges by creating worldwide recycling communities, empowering individuals to recycle, and rewarding their efforts.

## Marketing and Sales

Our marketing strategy includes the following:

- Leveraging well-crafted content ads on social media platforms like Facebook, Instagram, Twitter, and TikTok to attract new users.
- Using push notifications and in-app messaging to keep users engaged and active.
- Optimizing our website content with SEO strategies to increase visibility and reach a wider audience.
- Collaborating with vendors, food and beverage companies, recycling organizations, government entities, and other partners to offer users valuable rewards for their coins, enabling them to access marketplace deals.



# Features

## **Real-Time Recycling Tracking:**

Allow users to monitor their recycling activities and track their contributions to environmental sustainability in real-time.

## **Rewards System:**

Implement a rewards system where users earn DENR tokens for proper waste disposal and recycling efforts, which can be redeemed for items or services in the marketplace.



# Features

## **Educational Resources:**

Provide educational content, including articles, videos, and interactive modules, to teach users about recycling best practices and environmental impact.

## **Community Engagement:**

Create forums or social features that enable users to connect, share tips, and support each other in their recycling efforts.

## **Recycling Locator:**

Include a feature that helps users find nearby recycling centers and waste disposal locations based on their geographic location.

## **Personalized Feedback:**

Offer users personalized insights and feedback on their recycling habits, helping them improve and stay motivated.

## **Sustainability Dashboard:**

Present a dashboard that displays users' recycling stats, environmental impact, and progress towards sustainability goals.

## **Vendor Listings:**

Allow vendors to showcase their products and services, with an easy-to-navigate marketplace for users to browse and purchase items using DENR tokens.

## **In-App Notifications:**

Provide timely updates and reminders about recycling events, new features, and special promotions.

## **Integration with IoT Devices:**

Integrate with smart bins or IoT devices to automate waste sorting and provide more accurate recycling data.



**THANK YOU!**