

EB គម្ពីរភ្នំ ECO-BRICKS



1- Business Summary

We are Eco-bricks who innovates plastic waste to eco-friendly bricks

Eco-bricks was
founded

April-2019



Jan-2021

Start business



SOK THY

Founder

Master of business
Administration



Eco-bricks

2-Problem



10 million plastic bags/day



Ends up in the oceans



Eco-bricks



HOW LONG TRASH STAYS AROUND

Lettuce 25 Years	Factory 100 Years
Glass bottle Unfermentable	Paper 6 Months
Plastic bottle 450 Years	Tin can 50 Years
Nylon rope 40 Years	Cotton clothing 5 Months
Cigarette filter 5 Years	Disposable diaper 450 Years



Effect of plastic waste

Increasing of plastic waste

Tradition bricks are out of date



Dangerous
for workers



Cut tree for
production

CONSTRUCTION

=



EXPENSIVE

CONSTRUCTION

=



TEDIOUS

CONSTRUCTION

=



TIME-CONSUMING

3-Solution

Technical sources



Thailand



India



Malaysia



China



Philippine



Plastic waste



Eco-bricks



Other materials



4-Business model (First version)

1. Plastic shredder



2. Soil crusher



3. Mixer



6. Delivery



5. Eco-bricks



4. Manual brick machine



Business model (Second version)

1. Collect plastic waste



2. Plastic shredder



3. Soil crusher



7. Delivery



6. Eco-bricks



5. Hydraulic machine



4. Material mixer



5-How to collect plastic waste

Collect every weekend
(Community)



Collect every workday
(School)



Kinds of plastic waste

Accept



Don't accept



Eco-bricks drop-off points



***Eco-bricks:**

#231, St.264, Prek Ho village, Prek Ho commune
Takhmao town, Kandal province.

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E-mail: kanikasokthy@gmail.com

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6-Value proposition



No plasterworks



Less cement



Fewer workers



Recycling education



Less time



Build easily







Lower cost



Climate change

7-Competitive advantage

	Eco-bricks 	Traditional brick 	Hollow block 	Light Weight Bricks 
Speed build	✓	✗	✗	✓
Safety workers	✓	✗	✓	✗
Low cost	✓	✗	✗	✓
Less cement	✓	✗	✓	✗
Stronger	✓	✓	✓	✗
Less workers	✓	✗	✗	✗
Easier to build	✓	✓	✗	✓
Eco-friendly	✓	✗	✗	✓

Product comparison

Size 46 square, 2 bedrooms, 2 bathrooms, Water system, Electricity system

Eco-bricks
15days



\$3050

Traditional brick
30 days



\$5500

8-Market opportunity

Population is estimated to increase by more than 50%, to 7.9 million by 2030.

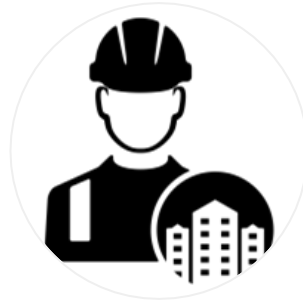


Needs 1 Million More Homes By 2030

9-Target market



**Real estate
developer**



Builders



**Construction tool
distributor stores**



Architect



Lower/medium income

10-Market channels



Like & share

Facebook
Page



Facebook
Group



Create Story



Google My
Business



30,000+



Face to face

11-Product price



Half brick Standard brick



U brick

\$8,5/m²



Pattern brick

\$9,5/m²



12-Recognized from government



13-Interviewed for popular medias



ក្រុមហ៊ុនប៊ីស្តោន
BISTON NEWS



ព័ត៌មានប្រចាំថ្ងៃ



វិទ្យុបារាំង
អង្គរជាតិ



REUTERS



គណៈកម្មាធិការជាតិសម្រាប់សេចក្តីឯករាជ្យ

CCIM
cambodian center for independent media



14-Strategic partners



ក្រសួងបរិស្ថាន
MINISTRY OF ENVIRONMENT



Business Cambodia



Asian Development Bank



Phnom Penh



OXFAM

15-High compression and quality at ITC

Brick type	Average strength (N/mm ²)	Standard deviation	COV (%)	Average x	Range (N/mm ²)
Wall Brick	2.36	0.28	11.99	10.32	1.75 - 3.12
Beam Brick	1.55	0.26	16.67	10.85	1.08 - 2.02
Column Brick	2.00	0.50	25.18	19.79	0.93 - 2.86




(a)



(b)





ITC
Institut de Technologie
de Cambodge
GENIE CIVIL

RUSSIAN FEDERATION Bvd, BP 86
PHNOM PENH
CAMBODIA

REPORT TESTING

Order Name : ECO- Bricks

Page: 1
Date: 9/9/2022

COMPRESSION TESTING : **NFP 18-406** **SAMPLE :** Cube **150x150x150**

Series designation : Interlocking Br
Casting Date : 15/04/2022 / 00:00
Testing Date : 09/09/2022 / 10:38

Operator : KHEM Ratha
Age : 147 Days
Default sample age : 147 Days

Designation	Dimensions [mm]			Mass [g]	Bulk density [kg/m ³]	Breaking load [kN]	Strength [N/mm ²]
	l	w	h				
1	250.0	125.0	100.0	5407	1730	404.3	12.9
2	250.0	125.0	100.0	5290	1693	368.1	11.8
3	250.0	125.0	100.0	5243	1678	355.7	11.4
Average						1700.3	12.0
Standard Deviation						27.0	0.6

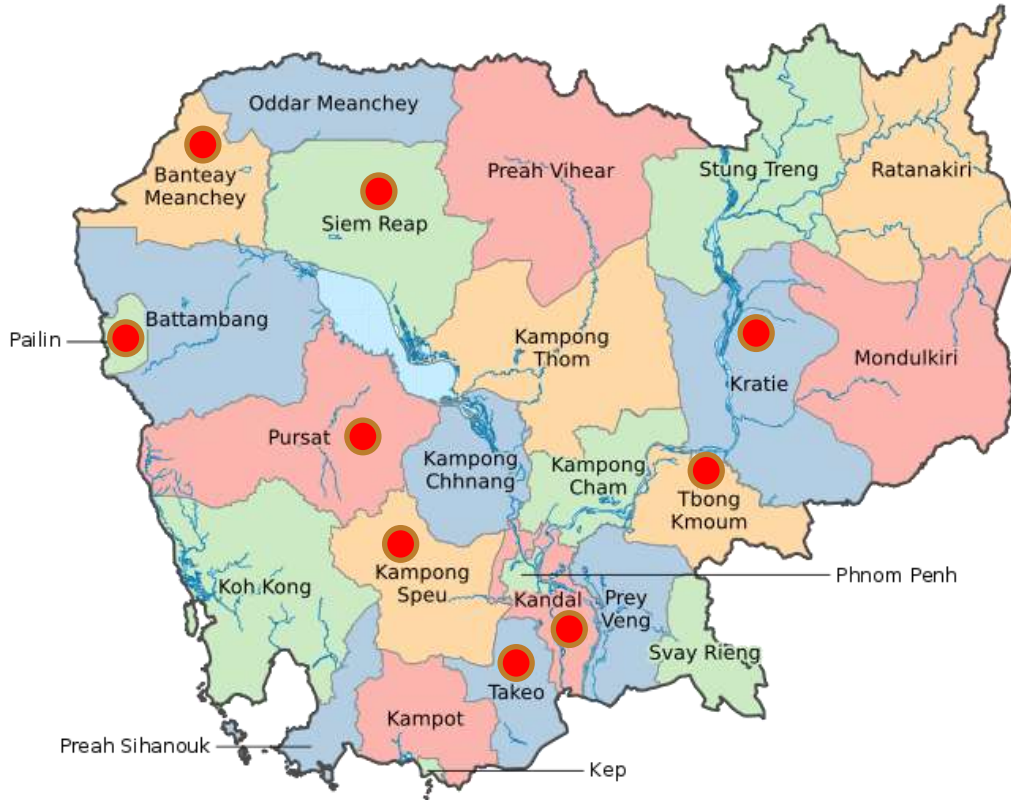
16-Used to be the first winner 4 competitions



Innovative entrepreneur award



17-Scale up franchise model (9 provinces)



- **Kandal 1**
- **Takeo 2**
- **Pusat 1**
- **Thbong Kmoum 1**
- **Kampong Speu 1**
- **Kratie 1**
- **Siem Reap 1**
- **Bunteay Meanchey 1**
- **Pailin 1**

18-Intellectual property



EB **ឥដ្ឋអេកូ**
ECO-BRICKS



19-Recognition of eco-brick registration as a member of 1Village, 1Product From Office of the Council of Ministers



20-Signed partner contract with Business Cambodia



Business Cambodia



Magnetic Entrepreneur in Business Cambodia's book



Business Cambodia



21-Team



SOK THY

Founder

**Master of business
Administration**

7 years working
in government



HONG DANY

PR & Marketing

**Master of Public
Administration**

7 years working
for government



YONG YUN

**School Outreach
Manager**

**Secondary School
Teacher**

12 years working
in Education





Phearom Phy

Technician

**Machinery
Technical**



**SOUS
MONYPANCHAKRITH**

Technician

**Mechanical and
industrial
engineering**



RA CHANPISETH

Marketing

**Economic and
management**



**PHAL
NORAKRATTANAK**

Mechanical Engineer

**Software
Engineering**



22-Challenges



Collaboration



Fund



Technical



Truck crane



Investors



Government Construction



Make you easier



តិដ្ឋអេកូ Eco-bricks



<https://www.youtube.com/@eco-bricks/videos>



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Scan ME for more information

