



TURNING WASTE INTO VALUE

Technology-enabled commercial organic-resource recovery and locally tested soil products for Qatar.

STARTUP QATAR | INITIAL PROGRAMME SCREENING

Proposed venture • Not yet incorporated or operating • October 2026

One business connecting two resource problems

A service-led model: commercial organics recovery paired with quality-controlled soil products.

Recover

An outsourced, accountable service for suitable organic residuals from large food generators.

Verify

Traceable collection, contamination controls, processing records and measurable reporting.

Return

Finished soil products tested and marketed to farms, landscapers and other qualified buyers.

Commercial viability depends first on paid service demand, reliable source separation and compliant processing.

Organic materials remain a resource-management challenge

The opportunity is a targeted commercial service, not a claim that Qatar lacks recycling infrastructure.

57%

Historic organics share

2017 QDB report estimate for the organic share of municipal solid waste; not a current composition audit.

16.38m t

All waste in 2023

QDB figure across waste types; ~76.8% construction-related—not SAMAD ARD feedstock.

1.05bn t

Global food waste in 2022

UNEP consumer-level estimate; global context, not addressable market.

Separate accounting is essential: total waste ≠ municipal waste ≠ contractable commercial food waste.

A direct contribution to Qatar's circular economy

National policy supports resource efficiency, environmental stewardship and private-sector development.

>34,000 t

Municipal compost in 2025

Reported production, not proof of commercial sales; the domestic supply ecosystem is established.

50%

Food-waste reduction goal

NDS3 target; prevention and redistribution come before recovery.

61

Al-Afja projects

Projects reported in October 2026, covering different stages and waste categories.

SAMAD ARD would complement—not replace—public infrastructure through targeted source-separated commercial streams.

Large generators need a practical alternative

Target counterparties include caterers, central kitchens, hotel groups, produce distributors and institutions.

Their problem

Waste-handling complexity; variable sorting quality; cost of onsite technology; limited source-specific reporting.

Our offer

Bins and training; scheduled pickups; accepted-weight records; contamination feedback; accountable destination.

Customer result

A managed outsourced service with measurable material flows and evidence for internal sustainability reporting.

One accountable chain from source to soil

A proposed operational workflow supported by batch and transaction records.

01 SOURCE

Segregation & training

02 COLLECT

Routes & weight

03 VERIFY

Inspect & record

04 PROCESS

Covered aeration & cure

05 TEST

Maturity & contaminants

06 RETURN

Supply & report

Two complementary revenue streams

Customer fees drive contracted service economics; product sales are a separate, validated market.

01 Generator service contracts

Customer-specific monthly service fees, defined collections and tonnage bands; contamination and reporting terms. Effective revenue per tonne is an internal output.

02 Compost and soil products

Finished-product sales to qualified farms, landscaping contractors, nurseries and distributors, subject to product testing, approval and buyer specifications.

Product inventory is not recognized as revenue until sold.

Agriculture is a real end-use sector—with existing competitors

Domestic compost, manure and substrate producers already supply the market. Differentiation must be earned.

13,646 ha

QDB cultivated land, 2020

Historic measure; does not equal land buying third-party compost.

558 t

HS 310100 imports, 2024

Animal/vegetable fertilizers under one HS category; excludes many soil products.

QAR 18

20kg premium compost bag

Agricompost published packaged product; not a delivered bulk price.

No reliable estimate yet proves a national shortage or a SAMAD ARD customer share. We will validate bulk offtake directly.

We compete on execution, data and product consistency

Existing operators and onsite composting are credible alternatives.

| Operational service

Contract reliability, route density, contamination management and practical service integration.

| Verifiable data

A source-to-output chain of custody with measured weights, batches, rejections and qualified claims.

| Quality and buyers

Independent testing, appropriate salt and maturity characteristics, and repeat institutional relationships.

An attainable MVP before claims of proprietary technology

The project proposes an integrated data and operations capability; none is presented as currently deployed.

MVP 1 — Traceability prototype

Customer, pickup, weight, batch, lab and destination records; reconciled digital reporting.

MVP 2 — Process learning

Log moisture, aeration, temperature, feedstock quality, resource use and batch outcomes.

R&D 3 — Arid-soil products

Independent quality tests and collaborative soil/salinity/agronomic trials.

No patent, algorithmic novelty or climate-impact reduction is claimed before demonstration.

A modular, controlled process—not an engineered final design

The preferred early configuration is covered aerated static piles plus separate curing, subject to independent review.

~8 t/day

Food waste intake

Indicative first commercial design input before bulking material.

2,496 t/y

At 26 receiving days/mo

Full-rated intake arithmetic; not contracted tonnes or Year 1 production.

624–1,248 t

Indicative product range

25–50% wet food-input yield assumption; no engineering mass balance.

Site compatibility, covered receiving, leachate/water controls, bulking material, environmental approvals and vendor quotations are prerequisites.

Evidence first. Capital deployed in stages.

The initial phase is designed to test the assumptions that control operating economics.

Commercial

Generator audits, service price discussions and non-binding interest; compost trial buyers and specifications.

Technical & regulatory

Adviser; controlled process trial; supplier RFQs; site suitability and regulator engagement.

Technology

Build the traceability prototype, test reporting usefulness and measure pilot material balances.

All items remain planned—not completed milestones.

Circular Partner: a proposed customer recognition programme

A participation mark tied to a verifiable service—not a third-party sustainability certificate.



What recognition would require

Confirmed active contract • Measured collections • Contamination controls • Traceable destination records • Approved reporting language • Renewal and revocation rules.

Seal is a concept only. No site is currently recognized.

Founder-led development; technical leadership added before operation

Commercial management and engineering/biological process competence are distinct requirements.

| Wael Abu Anzeh — Founder

Programme-management and partnerships background; leads strategy, customer development, financing, regulatory coordination and project delivery.

| Required specialists

Independent compost/process adviser; experienced Head of Operations before commissioning; environmental permitting adviser; laboratory and agronomic partners.

Technical hiring, facility permissions and evidence-backed customers precede operations.

Seeking programme fit and stage-one development support

SAMAD ARD is an unregistered, pre-operational venture applying through its founder, who holds a valid Qatar ID.

Initial support requested

Eligibility guidance for Jahiz or suitable industrial incubation; introductions to technical/site partners; and consideration of financing to develop a traceability PoC and verified feasibility.

Subsequent establishment

A separate financing phase for an approved processing site, engineered equipment, commissioning and working capital, following customer, cost and permit validation.

Funding amounts have not been represented as final until development scopes and quotations are established.



SAMAD ARD
سماد أرض

SAMAD ARD

From source-separated food organics to traceable circular value.

Programme eligibility and partnership discussions

Website: samadard.com (publication pending)

Project stage: pre-incorporation / pre-operation

Selected evidence and reading notes

1. QDB, Qatar's Recycling Sector (2024–25), pp. 2, 25–28 — national waste generation; scope excludes organic recovery industry.
2. QDB, Materials Recovery (2017), p. 22 — historical 57% organic share of MSW; not a current national waste audit.
3. QDB, Agriculture Sector in Qatar (2022), p. 4 — 13,646 hectares cultivated in 2020; national food-security background.
4. UNEP, Food Waste Index Report (2024) — 1.05 billion tonnes consumer food waste globally in 2022.
5. Qatar NDS3 2024–2030; official national policy summary — food-waste reduction and environmental resource priorities.
6. QNA / Ministry of Municipality, 6 October 2026 recycling conference — municipal compost production and Al-Afja updates.
7. UN Comtrade / WITS, HS310100 Qatar 2024; Agricompost published 20kg premium compost listing — limited product/pricing scope.
8. Engineering, market-readiness, customer pricing and project financing remain pre-development assumptions.