



Nubrix Pty(Ltd) 2016/003702/07

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## Why does Nubrix exist?

### Problem hypothesis?

There is a lack of affordable quality & safe building materials for the low income earner & thus too many people live in unsafe shacks. Furthermore there is about two million tonnes of waste paper available in South Africa annually

### Solution hypothesis?

Nubrix uses the waste paper to create quality, affordable bricks that will be used to build affordable housing.

### Major barriers to entering this industry?

A major barrier to entry is the mind-set of the end user that is loyal to the conventional brick. Changing their affinity from cement bricks to paper bricks will be a challenge

## How did the opportunity materialise

When I was in grade 5, in 2006. I witnessed my Dad on several occasions ripping and burning his old photocopied and outdated textbooks to get rid of them.

I being the black Einstein as I was formally known back in the day wondered is there not a way to recycle the paper to create something beneficial. During the incubation period of my plans, a TV program was reporting about the shortage of RDP housing in South Africa.

This rekindled my thinking about the possible alternative uses of waste paper.

Lo and behold, the idea took tangible form:

why not use the paper to make bricks?

I therefore embarked on a Science Expo Project, with the help of my mom to create paper bricks. I entered the Eskom Expo for young scientists in 2006, and made it through to the national level where I scooped gold for my project and this is how Nubrix was born!

### Key business and/or technology development milestones over the next 12 months?

Acquire funding for the following:

Test bricks for maximum capabilities.

Acquire certification from Agrément.

Purchase large scale machinery.

Finalise business case

## Past Accolades

The Innovation Hubs GAP Green Competition (1st Place)



USAID's TechCon Innovation Market Place Competition at MIT in America (1st Place)

