

**Company:** Share At Door Step Pte. Ltd., Singapore

**Company Description:** Share At Door Step is a tech-enabled circularity platform helping individuals and brands donate preloved goods at their doorstep. Founded by Anushka Jain, it operates in India, Singapore, and London, with over 2.3M users, 300+ brand partners, and 135+ social organizations, reducing waste and enabling responsible consumption.

**Nomination Category:** Company/Organization Awards Categories

**Nomination Sub Category:** Startup of the Year - Consumer Services Industries

**Nomination Title:** Share At Door Step



1. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

**Total 12 words used.**

<https://www.eco-business.com/news/a-door-to-door-solution-for-donating-unwanted-items-to-charity-has-come-to-singapore/>

<https://www.vitalvoices.org/fellow/anushka-jain/>

<https://www.linkedin.com/in/anushka-jain-sustainability/>

2. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the achievements since July 1, 2023 of the nominated organization, OR written answers to the questions? (Choose one):

Written answers to the questions

3. If you are submitting a video of up to five (5) minutes in length, provide the URL of the video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video. If you are submitting written answers to the questions for this category, provide them in the appropriate spaces below:

**Share At Door Step, Singapore** is a tech-enabled sustainability platform launched in January 2024 to make donating pre-loved items easy, traceable, and impactful. With just a few clicks, individuals and companies can book doorstep pickups and donate clothes, toys, books, and household items to verified social organisations without leaving home.

Founded by Anushka Jain, Share At Door Step Singapore is modeled on the success of its India operations but built specifically for the unique needs of Singapore's urban, fast-paced population. Within its first year, it has created a trusted, transparent solution to the city's growing concerns around waste, overconsumption, and convenience-driven decluttering.

What makes the platform stand out is its full-stack offering- from smart matching and tech driven end to end donation pickup solution for preloved items. This profit with purpose model company has already worked with over **200 brands** in Singapore to enable **customer and employee engagement programs**, supporting **20+ social organisations** in the process.

The work has been recognised on **international platforms**, including **Vital Voices** (selected among 20 global social ventures), and covered by **Eco-Business** and other leading media for its innovative, tech-meets-impact approach.

4. Briefly describe the nominated organization: history and past performance (up to 200 words):

**Total 163 words used.**

**Share At Door Step (SADS)** is a tech-enabled sustainability platform that makes donating pre-loved items as easy as shopping online. Originally founded in India by Anushka Jain, the company was born out of a personal experience- Anushka's mother had items to give away but no time to deliver them to charities. The idea grew into a platform where individuals and companies can schedule doorstep pickups, and their items are matched to verified NGOs based on need, location, and category.

Since then, SADS has enabled over 2.3 million+ users across 14 Indian cities. The platform partners with 150+ consumer brands to run take-back programs and employee donation drives, including Amazon, Samsonite, Duroflex, and Nautica, etc.

In **January 2024**, the company expanded to **Singapore**, adapting its model for an urban, digital-savvy audience. In less than a year, it onboarded **10,000+ users**, through a mix of direct sign-ups, corporate partnerships, and B2B2C collaborations—and built strong alliances with **200+ brands** supporting **20+ local social organisations**.

5. Outline the organization's achievements since July 1 2023 that you wish to bring to the judges' attention (up to 250 words):

**Total 205 words used.**

Since January 31st 2024, **Share At Door Step (SADS)** has crossed major milestones while staying **entirely bootstrapped, profitable, and purpose-driven**- proving that a company can scale globally, deliver impact, and sustain itself without external funding.

**Global Expansion:** After establishing a strong foundation in India, SADS launched in **Singapore (Jan 2024)** and **London (Q2 2024)**, customizing its donation model to local needs while operating on a unified tech infrastructure.

**End-to-End Tech-Driven Model:** Every aspect- pickup routing, NGO matching, donor communication, and impact reporting- is powered by an in-house tech stack, ensuring a seamless, scalable, and efficient experience across markets.

**Environmental Impact:** The platform has empowered individuals and corporates to reduce their **carbon, water, and landfill footprints by up to 30%**, making circular giving both accessible and measurable.

**Financial Resilience:** Despite international expansion, SADS has remained **profitable and cash-flow positive**, demonstrating that mission-driven businesses can be commercially viable and self-sustaining.

**Global Recognition:** SADS was selected as one of only **20 ventures worldwide** for the **Vital Voices Fellowship**, and featured by leading platforms like **Eco-Business** for its innovative tech-meets-impact approach.

SADS continues to prove that circularity can be simple, joyful, and scalable- while building a resilient, globally relevant business that puts **people, planet, and purpose** at its core.

6. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words):

**Total 191 words used.**

1) The companies that are into used goods market and claim to solve the problem of piling goods are concentrating more on sale of goods rather than solving the actual problem.

65% of the used goods constitute of books, clothes, toys, and other inexpensive goods that have very low resale value are of limited interest to these companies. These companies focus on the 25-35% goods having moderate to high resale value.

On the contrary, SADS deals with this 65% and helps to solve the problem of piling goods more efficiently.

2) Companies in the space of used goods are concentrating on the demand side more than on the supply side. Their focus is more towards the buyers who are looking for second hand goods rather than sellers who want to get rid of the used goods. Hence the problem of piling goods remains unsolved.

SADS on the other hand, targets the sellers ( people who pile goods) rather than the buyers (people who wants to buy used goods) hence solves the problem of piling goods headon.

SADS on the other hand, targets the sellers hence solves the problem of piling goods headon.

## Attachments/Videos/Links:

[Share At Door Step](#)



[REDACTED FOR PUBLICATION]