

HERADO is a Primary in Radiation Protection by providing a complete solution. The history of our company in dosimetry, started from space. So, we give a solution of future today. We produce patented innovative real-time active dosimeter with unique features that are certified by NASA, DLR, Jeff Bezos Company Blue Origin, and Spaxe-x and SaaS for data management.

## BUSINESS SUMMARY

-  **SECTOR: Medtech, Health, Space, Defense**
-  **TRL: 9**
-  **TAM: €55 billion (medical sector)**
-  **KEY TECHNOLOGY: Complete Solution**  
Rad. Dosimeter (hardware) /SaaS (software)
-  **NEXT STEP: Scale-up**
-  **NUMBERS OF CUSTOMERS:1000/hospital**
-  **ANNUAL TURNOVER: € 1.100.000 (2022)**  
**Est. € 2.300.000 (2023)**
- INVESTORS: VC and Angels, invest in HERADO**



## NEED ADDRESSED

- The **increased demand** for more coherent systems in radiation protection due to the new recommendations, that mandate a gradual and prudent period for **governments, organizations, hospitals and companies to invest in more innovation radiation dosimeters with specifications that only HERADO dosimeter ALMAR meets** come at a very opportune time.



## BUSINESS MODEL – VALUE PROPOSITION

- **Great Position in Good Industries.**
- **Significant Upside in Growth.**
- **Multiple levers to create value.**
- **High incremental margins and asset-lite business model.**
- **Attractive business model ( Hardware and SaaS) and low cash recurred to generate revenue because of Distributor (experts in the field of radiation protection at hospitals with extended portfolio of customers (23.017 Group hospitals)**



## COMPETITORS AND COMPETITIVE ADVANTAGE

- HERADO **technology** has **validated by top experts** in the field, **prestigious laboratories, Organizations and hospitals.** According to **top market experts**, our active dosimeters, due to **the leading technology** and **desirable cost-effective solution**, have the **potential to replace** all the **existing technology.**

## TRACTION – ACHIEVED MILESTONES

- We have collaboration with **major hospitals** in Europe and the USA.
- We have already established distribution agreements and collaborations with leading companies in the field of radiation protection at hospitals with **extended portfolio of customers** in Belgium, Netherlands, Germany, Switzerland, Luxembourg, Malta, Greece, Portugal, Spain, Italy, Denmark, Brazil, Singapore, Indonesia, Malaysia, Australia, China and the USA.

## COMPANY & TEAM INFORMATION

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### Founders & team

- **Marianthi Fragkopoulou, CEO, Nuclear Physicists**
- **Vasileios Alexiadis, COO, Business Marketing**

### Team expertise

- **Best-in-class management team.** Complementary skills, sharing the same vision.



**[www.herado.eu](http://www.herado.eu)**