

INVESTOR OVERVIEW

A non-invasive sampling breakthrough for mass-market home diagnostics.

Our proprietary liquid concentrator replaces invasive swabs, turning painless liquid samples into lab-grade results to break the final barrier to widespread at-home testing.



Sample-agnostic. Modular. Endlessly applicable.

👤 Human health

🐾 Animal health

🍷 Food safety

THE CHALLENGE

Sample collection is the single biggest barrier in home diagnostics.

Accurate results demand **invasive collection**: a painful swab for STIs, a gag-inducing throat swab for strep. The FDA won't clear at-home tests built on methods this invasive, so the most-needed tests stay **locked in the clinic**.

THE HERO SOLUTION · HOW IT WORKS

One painless sample. Three simple steps to lab-grade results.

▶ Watch the product in action



01 COLLECT

Painless Liquid Sampling

Users provide a simple gargle or urine sample directly into the device. No swabs required.



02 CONCENTRATE

Hand-powered, lab-grade

Twisting the device shut forces the sample through an integrated filter, trapping the diagnostic target and rinsing the waste away. No labs, no machinery.



03 TEST

Ready for any test

The concentrated sample is released directly into any standard rapid or lab test, ready for a fast, accurate result.

The Hero Concentrator™ and EZSTREP™ are trademarks of HeroScientific. Consumer tests referenced are in development and not yet cleared or approved by the FDA.

APPLICATIONS & MARKET SIZE

One platform across high-volume, diverse global industries.

CURRENT FOCUS

Sexual Health (STIs) **\$3.20B**

\$5.90B projected market by 2033 (8.9% CAGR from 2026)

Strep A **\$1.25B**

No FDA-cleared at-home test exists today

NEAR-TERM PIPELINE *

Food Pathogen Testing **\$6.6B****Tuberculosis** **\$2.70B****Bovine Mastitis** **\$2.3B**

An \$11B+ adjacent market for the same platform.

2026 TAM estimates. Sources available in the investor section of our website.

GO TO MARKET

One platform, two parallel routes to market.

Strategic Partnerships & OEM

B2B

Licensing our platform to global leaders to upgrade existing tests and unlock at-home capabilities in adjacent markets (food safety, veterinary, TB), driving high-margin royalties with minimal overhead.

Partner outreach: November

Proprietary Consumer Diagnostics

CONSUMER

Building our own direct-to-consumer brand, starting with our swab-free **Strep A** test as the initial launch, capturing maximum commercial margins on our core health applications.

In development · Not yet FDA-cleared.

[▶ Watch the strep test video](#)

DEFENSIBILITY

A defensible patent moat around the core platform.

12

PATENT FAMILIES

9

U.S. PATENTS ISSUED

7

COUNTRIES PROTECTED

TEAM

Operators with an exit and deep regulatory credibility.**Robert Levitz**
CHIEF EXECUTIVE OFFICER

Kellogg (Northwestern) MBA. Former CEO of **Green Smoke**, acquired by Altria for \$130M.

**Lazar Fruchter, MD**
CHIEF MEDICAL OFFICER

Pediatrician, board-certified in **allergy & clinical immunology**; fellowship at Boston Children's Hospital.

**Susan Alpert, PhD, MD**
SR. REGULATORY ADVISOR

Former Director of the **FDA's Office of Device Evaluation**; ex-VP Global Regulatory at **Medtronic**.

THE ROUND

\$3M raise

● 1/3 ALREADY COMMITTED

WHAT IT FUNDS: NEXT 12 MONTHS

- Production tooling & small-scale manufacturing
- Dual Strep A + STI clinical trials (from December)
- B2B partnerships & adjacent applications
- Appoint investment banking partner at Month 12 to accelerate global market expansion.