

Company Name:	Hera Diagnostics Corporation	Registered Country:	USA Delaware Corporation
Headquarters:	Monterrey, Mexico	Launch Year:	July 2021
Seed Round:	Raised \$1.5M (Closes Nov 30, 2024)	Seed Pre Money:	\$9M USD
Conv Note to Series A:	Up to \$2M USD	Interest:	25%
		Discount:	20%
		Cap:	20M USD
Regulatory Timeline:	Jan '24 Started Mexican COFEPRIS process. Nov '24 Obtain GMP Certificate, Dec '24 - Submit Dossier Obtain Mexican COFEPRIS approval - between Mar '25 - July'25,		
Commercial Status:	57 Pre-Orders signed for Mexico, Guatemala, Panama, Venezuela Licensing (India) – Closing License Agreement, Oct '24 Licensing (Mexico Public Health Systems) – Closed License Agreement, Jul '24		

Company Vision and Mission

Hera Diagnostics aims to be the market leader in creating a world where life-saving diagnostics are available to everyone. We accomplish our vision by creating advanced diagnostics using state of the art technologies and design thinking.



First Product: HeraFem

Starting with cervical cancer and moving towards a comprehensive oncology and viral diagnostic platform, Hera combines advanced optical spectroscopy, electrical impedance techniques and proprietary artificial intelligence tools, to *reduce costs, improve accuracy, broaden accessibility, and provide real-time point of care results*. There is tremendous need for cancer and viral diagnostics, especially for the underserved populations in highly rural locations worldwide which serve as the starting point for Hera's market-entry strategy.

Executive Management

Hera is led by a talented and diverse executive team consisting of technologists and proven company builders located in Mexico and the United States, led by CEO *Teo Tijerina*, COO and General Counsel *Delaney Dunn Dichoso*, CTO *Dr. Jesus Seañez* and Chief Marketing Officer *Ms. Toni Villa*. For team and advisor bios go to: <https://www.hera-diagnostics.com/>

Capital Raise, Milestones, Use of Funds

Hera Diagnostics is closing a seed equity round on Nov 30, 2024 with a Pre Money of \$9M and total raise ~\$1.6M. The company is planning for a Series A round, and will be accepting convertible notes as a Bridge to Series A, with 25% interests, a discount of 20%, and a cap of \$20M.

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