

EXECUTIVE SUMMARY

Who and What is LERO?

LERO is a **pioneering space funeral service**, offering a new way for people to say goodbye to their loved ones and pets. By combining the traditions of the funeral industry with the possibilities of space, LERO provides a distinctive memorial experience. Using **in-house designed high-altitude balloons** and **launch capsules**, LERO allows families to be involved in the farewell.

With the first interactive space memorial experience, clients can choose the moment to release the ashes, creating a deeply personal and emotional connection.

LERO stands at the **intersection of two worlds** – the funeral and the space industry. This dual-market approach is LERO's USP, appealing to both individuals and funeral businesses.

Target Market

LERO serves a growing demographic of consumers looking for alternative, customized memorials. It also targets funeral homes as strategic partners to expand their offerings into space.

- **Older population:** The 60+ demographic will double by 2050, seeking pre-planned options.
- **Eco-conscious clients:** Appeals to those prioritizing sustainable choices.
- **High-net-worth individuals:** "Silver Economy" clients seeking bespoke experiences.
- **Funeral homes and crematoriums:** Expanding services into the space memorial niche.

Business Model

LERO operates a **premium, experience-driven service business model** focused on individualization, innovation, and sustainability. Flexible pre-planning options like the subscription-based LEGACY Package build long-term loyalty and recurring revenue.

Market Opportunity

The global funeral services market is projected to reach **USD 103.9 billion by 2027**, with cremation rates increasing significantly. LERO's premium services target high-net-worth clients and early adopters of space memorials.

- Targeting the **0.1% - 1%** of the funeral services market.
- **EUR 15- 50 million** potential revenue within the first 5 years.
- Long-term: 10,000 to 20,000 launches annually, reaching **EUR 150-300 million** in revenue.

Growth Strategy

LERO's growth is structured around key milestones to ensure scalability and sustainability. With a lean operational structure, headquartered in Liechtenstein and production based in Italy, LERO is prepared to scale up efficiently.

- Year 1: Complete R&D, establish partnerships, and secure regulatory approvals.
- Year 2: Launch the first service, scale production, and acquire initial clients.
- Year 3: Expand into international markets and scale launch frequency to 50 per year.

Future Market Impact

Looking ahead, LERO aims to collaborate with the **space tourism sector**, pushing the boundaries of memorial services even further. As technology evolves, LERO envisions its balloon launches reaching **Low Earth Orbit**, offering clients a more profound connection to the cosmos.

By exploring new frontiers, LERO continues to innovate and inspire, shaping the future of space memorials and creating lasting memories beyond our terrestrial realm.