



THE PROPOSITION

ABOUT LERO

LERO is the **first space funeral service in the heart of Europe**, offering an innovative and dignified way to honor loved ones by releasing their ashes into the stratosphere. Our fully customized, premium service blends cutting-edge technology with personal, meaningful experiences, creating a unique memorial that reconnects loved ones with the universe.

1 LERO MISSION STATEMENT

“We reunite loved ones with the celestial space, turning farewells into immersive experiences. We open doors to eternal bonds through shared moments and cutting-edge technology, redefining what a memorial can be.”

2 LERO VISION

LERO strives to lead the evolution of memorial services through innovative and sustainable solutions. Our goal is to transform the way people say goodbye, making every farewell a meaningful, lasting experience that connects loved ones with the universe in a profound and enduring way.

3 LERO SERVICE

LERO’s product and service offerings are designed to meet the unique needs of each customer. These may evolve as we grow, ensuring that LERO consistently delivers an unmatched level of care and service.

3.1 What is LERO?

LERO is a **PREMIUM** service that combines the personalized care of a traditional funeral home with the innovation of space memorials. Our focus is to support clients during sensitive moments and provide full-service assistance in honoring their loved ones – whether they be human or pet.

3.2 The LERO Experience

From initial contact to post-launch support, LERO guides each customer through an emotionally charged journey with care and expertise. Our goal is to make the customer feel secure and professionally supported throughout the entire process.

Fig. 1: Live View of Cremated Remains Mixed with Bioglitter Spread into the Stratosphere



Source: LERO production

Step 1: Initial Contact and Consultation

Customers typically discover LERO through online searches, where they can engage with us via multiple channels such as email, WhatsApp, or phone. The initial interaction is crucial; only trained, empathetic LERO staff handle first customer contacts, ensuring all questions are answered with sensitivity and clarity.

Step 2: Booking the Service

Customers can choose from three booking methods:

- **Pre-Booking Contract:** For individuals planning their own future services, ensuring all details are documented and pre-paid.
- **Direct Booking:** Customers can select pre-defined packages directly from our website.
- **Written Inquiry:** After consultation, a detailed booking form is sent for confirmation.

Once booked, a dedicated account consultant takes over, managing all further communication and coordination.

Step 3: Planning the Launch Event

LERO manages all logistics, including working with cremation partners and securing permits. Clients are consulted on venue preferences (private or public), ensuring legalities are addressed. We ensure transparency, with every step being approved by the client, from venue selection to date coordination, balancing both weather conditions and process timelines.

Step 4: The Launch Day

Launch Day is the culmination of careful planning and preparation, with every aspect designed to ensure a flawless, meaningful experience for our clients. On this day, LERO ensures that everything is set for a truly memorable farewell.

Pre-Launch Preparations:

- **Equipment Check:** In the days leading up to the event, LERO technicians rigorously check all equipment to guarantee that everything works perfectly. The high-altitude balloon, capsule, remote control system, cameras, livestream transmitters, and parachute recovery systems are all thoroughly tested.
- **Ashes and Bioglitter Preparation:** The LERO team carefully transfers the cremated remains into the in-house capsule. If the client has requested bioglitter, it is meticulously mixed with the ashes to create a visually stunning effect upon dispersal.
- **Weather Monitoring:** Weather conditions are continuously monitored in the days and hours before the launch to ensure optimal conditions for visibility and safety. LERO has contingency plans in place, including an alternative date for launch, should weather conditions be unsuitable.

Fig. 2: Visualization of LERO Launch Device – High-Altitude Balloon with Capsule

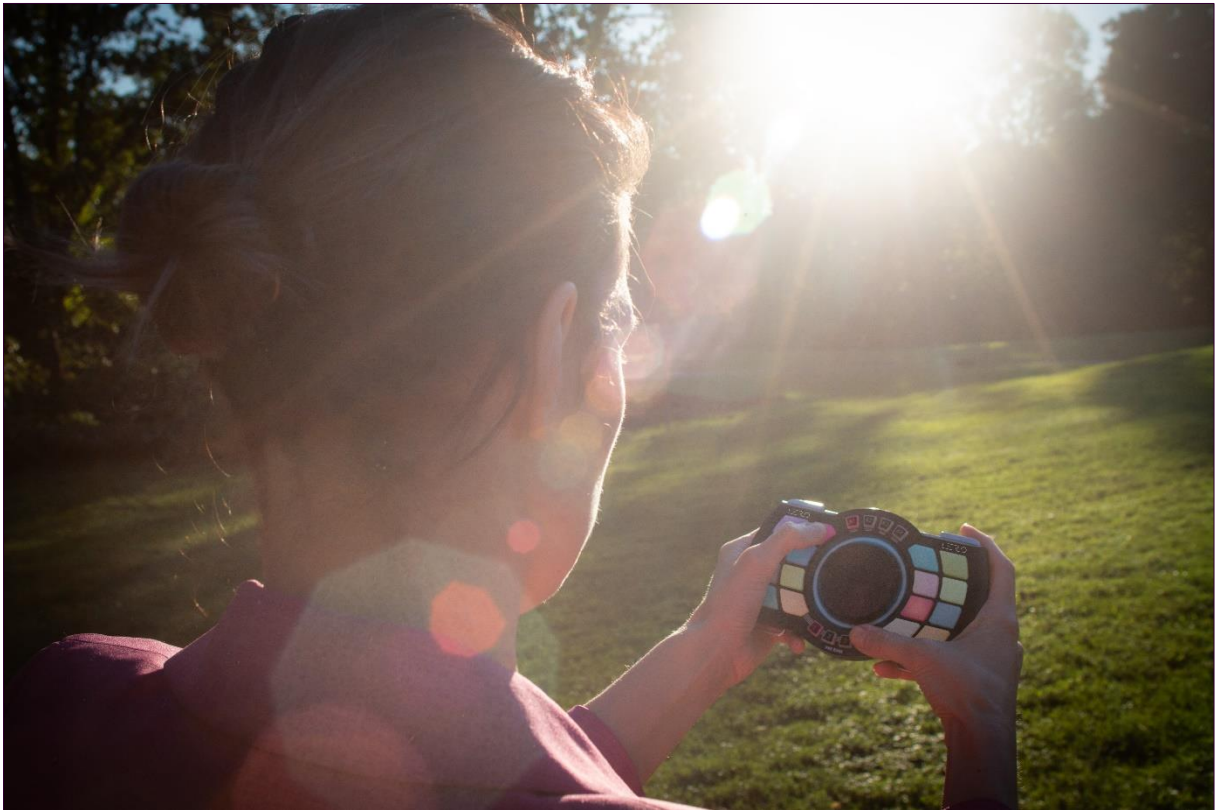


Source: LERO production containing AI-generated elements

Launch Day Event Flow:

- **Warm Welcome:** On the day of the launch, the LERO team greets participants with a warm and respectful welcome. Attendees are guided to the event area, where catering, and music have been tailored to the client's preferences.
- **Farewell Ceremony:** The event begins with speeches, music, or other tributes, depending on the client's wishes. LERO team members provide full support, ensuring that all elements of the ceremony are handled with professionalism and care.
- **Pre-Launch Briefing:** As the time for the launch approaches, participants gather at the launch site. A LERO team member explains the technical aspects of the launch, including how the capsule and balloon work, and the timeline for the event. This includes guidance on when and how the ashes will be released.
- **Binoculars and Livestream Setup:** Binoculars are provided to attendees to help them follow the ascent of the balloon. Livestream screens are set up at the venue to give a close-up view of the balloon's journey, so attendees can watch the event unfold in real time.
- **Remote Control of Ash Release:** A key feature of the LERO service is the personal connection it offers. One participant – usually a close family member or partner – is given a remote control that will trigger the release of ashes from the capsule. LERO staff will guide the participant through this process, ensuring they are comfortable with how and when to activate the dispersal. The exact timing of the ash release is carefully managed based on the balloon's height, weather conditions, and visibility.

Fig. 3: Visualization of LERO Remote Control Device



Source: LERO production

The Moment of Release:

- **Ash Dispersal:** When the participant activates the remote control, the capsule opens, and the ashes are scattered into the stratosphere. The addition of bioglitter transforms the dispersal into a visually spectacular event, with shimmering particles floating against the sky, creating a "stardust" effect that is as beautiful as it is symbolic.
- **Emotional Impact:** This moment is often the emotional climax of the event, providing a profound sense of closure and awe. The combination of the ashes and bioglitter catching the sunlight creates a dazzling display, ensuring that the memory of the event will linger long after the day itself.

Fig. 4 and 5: Visualization of LERO Capsule and Ash Dispersal in the Stratosphere



Source: LERO production

Post-Launch and Event Conclusion:

- **Balloon Recovery:** Once the ashes have been released, the balloon continues its journey until it reaches its peak altitude. Afterward, the LERO team activates the balloon's parachute system, guiding it back to Earth, where it is retrieved by staff for future use.
- **Closing Ceremony:** As the balloon is recovered, the LERO team ensures that the event concludes on a positive note. Guests are invited to share any final thoughts, and personalized keepsakes, such as memorial tokens, are distributed to all participants as a lasting reminder of the day.
- **Final Farewell:** The event slowly fades out with music or speeches, as per the client's wishes. The LERO team ensures that the entire process is seamless, and participants leave the venue with a sense of peace and fulfillment, knowing they have honored their loved one in a truly extraordinary way.

Step 5: The Release and Aftermath

Following the event, LERO provides ongoing support, delivering a personalized memorial video and additional keepsakes to participants. Our relationship with clients extends beyond the event itself, ensuring they feel supported throughout the entire journey.

3.3 Key Customer Benefits

LERO offers unique benefits that distinguish our services from traditional memorials and other space funeral providers:

- **Personalized Experience:** Every service is customized to the client's wishes.
- **Full Customer Control:** Clients can choose the date, location, and other details of the event.
- **Sustainability:** Our launch devices are reusable, and the ash dispersal process is eco-friendly with no environmental harm.
- **Interactive Event:** Customers have the option to control the ash release, adding a deeply personal element to the event.
- **Cutting-Edge Technology:** Livestreaming, bioglitter, and remote-controlled ash dispersal offer a unique and memorable experience.
- **Ongoing Support:** LERO provides post-event services like memorial videos and keepsakes to further commemorate the event.

3.4 Overview of LERO Service Portfolio

LERO offers a diverse range of service packages, designed to meet individual needs and budgets. Our portfolio includes the following options:

3.4.1 LEGACY Pre-Planner Package

Advising: LERO works with the client to pre-plan every detail of their own funeral service. This includes documentation of their wishes, signed by LERO, the customer, and a chosen representative.

Guaranteed Fulfillment: This package ensures that all aspects of the customer's final farewell will be carried out exactly as planned, providing peace of mind for the individual and their family.

3.4.2 OLYMPOS Premium Full-Service Package

Comprehensive Care: LERO handles every detail, from the moment of passing, including consulting services, cremation (via a trusted partner), transportation, and the entire launch event.

Highly Personalized Experience: Clients enjoy a fully customized event, with personalized capsule designs, bioglitter, and the option to include spiritual, religious, or psychological support.

Exclusive Features: Livestreaming of the event to family and friends, high-quality video production, and premium memorial items are included.

VIP Treatment: The Olympos package offers the highest level of personalization and attention to detail, ensuring an unforgettable event for the family.

3.4.3 ATLAS Standard Launch Package

Ashes Preparation: Customers provide the ashes, and LERO handles all logistics for the launch event, including the use of customized containers and bioglitter for the dispersal.

Event Organization: The space funeral is organized according to the customer's wishes, including live streaming and remote-controlled ash scattering.

Affordable Elegance: This package delivers a premium experience at a more accessible price point, ensuring quality without compromise.

3.4.4 GAIA Small Launch Package

Minimalist Approach: LERO manages the scattering of ashes without an event. The launch takes place at LERO's location, and no participants are involved.

Recorded Service: Although there is no livestreaming, a professional video of the launch and dispersal is provided to the family.

Cost-Effective: Ideal for those seeking a simple yet meaningful way to commemorate their loved ones, with a recorded video as the key memorial.

3.5 LERO Launch Device

LERO designs and develops its own reusable capsule and high-altitude balloon to ensure that the ash scattering process is both technically advanced and environmentally sustainable. Key features include:

- **Remote-Controlled Ash Scattering:** Customers have the unique ability to release the ashes themselves.
- **Reusable Technology:** The capsule, balloon, and other equipment (parachute, transmitters, cameras, and trackers) are all designed for reuse, minimizing environmental impact.
- **Sustainability Focus:** The in-house development of these devices reflects LERO's commitment to sustainability and innovation.

Partnership with Bioglitter™

LERO collaborates with Bioglitter, a leading provider of eco-friendly glitter, to enhance the beauty of the ash dispersal. Bioglitter's sustainable, biodegradable glitter adds a stunning visual effect to the release, turning the moment into a dazzling display of 'stardust' that honors the loved one in a unique, environmentally conscious way.

(Check discoverbioglitter.com and bioglitter.com)

4 WHY LERO IS DIFFERENT

Unlike other companies in the space memorial industry, which often act as intermediaries reliant on external launch providers (see chapter 2.2.3 of The Market section), LERO offers complete control to its customers.

With LERO, the remains of a loved one are not just additional payload.

Here are the key reasons why LERO stands out in the market:

- **Complete Control for Clients:** Customers choose the date, location, and details of the event.
- **Interactive and Personalized Service:** LERO offers a fully personalized and interactive memorial experience.
- **Sustainability:** Unlike competitors that rely on rocket launches, LERO's reusable technology has minimal environmental impact, with no rocket emissions or space debris.
- **Connection to Funeral Industry:** LERO blends space technology with traditional funeral services, ensuring emotional support and at-need assistance, unlike competitors that simply send payloads into space.
- **Innovative Memorials:** Our unique use of bioglitter and personalized capsules offers a visually stunning and emotional experience.
- **European-Based Expertise:** LERO is one of the only companies in Europe offering such a service, with deep expertise in both space and memorial services.

5 FUTURE INNOVATIONS

LERO is continually innovating, with plans to eventually extend its services to low Earth orbit. Collaborations with space tourism companies may also offer opportunities for customers to experience funeral events in space, further expanding LERO's position as a pioneer in space memorial services.

Close-Up: The Behavior and Journey of Ashes in Space

The scattering of cremated remains in space or the stratosphere is gaining interest as part of space memorial services. Understanding how ashes behave in these environments – whether within Earth's atmosphere, in orbit, or beyond – adds depth to the scientific, environmental, and symbolic aspects of space funerals. This chapter explores how human and pet remains behave in these regions and their fate when released into the stratosphere.

Composition of Cremated Remains

Cremated remains, commonly referred to as ashes, are not ash but bone fragments reduced to a fine, granular form after cremation. The main component is **calcium phosphate**, along with trace elements like sodium, potassium, and magnesium. Non-biological residues, such as medical implants, may also be present but are typically removed before delivery to families.

While human and pet remains are largely similar in composition, the mineral content may vary slightly depending on species and bone density.

(Dreese, 2022)

Behavior of Cremated Remains in Different Regions

- **Stratosphere (12-50 km altitude):**

In the stratosphere, ashes experience thin air but still face atmospheric drag, causing a gradual descent to Earth. Larger fragments fall faster, while finer particles remain suspended longer. Winds in this layer can widely distribute ashes before they return to the troposphere, influenced by weather patterns. Ashes may fall as fine dust (dry deposition) or mix with moisture and fall with rain (wet deposition). (Butchart, 2022)

- **Low Earth Orbit (LEO):**

In low Earth orbit, ashes experience microgravity and continue in orbit, moving along the same path as the object or spacecraft they were scattered from. Though small, ashes in LEO can contribute to space debris. Depending on altitude, they may remain in orbit for years or decades before re-entering Earth's atmosphere and burning up. (Williams, 2000)

- **Deep Space (Interplanetary or Beyond)**

In deep space, beyond Earth's orbit, ashes are subject to the vacuum of space and no atmospheric drag. They disperse very slowly and continue traveling indefinitely unless acted upon by other forces, such as gravitational interactions or solar radiation pressure. (ESA, 2018)

Fate of Cremated Remains Scattered in the Stratosphere

Ashes scattered in the stratosphere will eventually return to Earth, a process that can take weeks to months depending on altitude and environmental conditions. Ashes may fall as fine dust or be washed down with rain, carried across great distances by atmospheric circulation. Since they are primarily inorganic, cremated remains pose no significant environmental risks and will eventually integrate into Earth's natural systems. (NOAA, 2023)

KEY VALUE TAKEAWAYS

1. **LERO's mission** is to reunite loved ones with the celestial space, offering an immersive and participatory memorial experience through innovative technology.
2. LERO offers a range of **customized service packages** to suit various preferences, from the luxurious Olympos Premium Package to the more minimal Gaia Small Launch Package.
3. The **LERO Launch Device** is an in-house, reusable system that ensures sustainability while delivering a highly personalized ash-scattering experience.
4. LERO's **use of Bioglitter** enhances the visual beauty of the ash dispersal, reinforcing the symbolic and emotional aspects of the farewell.
5. **What sets LERO apart** is the complete control given to customers over the date, location, and details of the launch, offering a highly interactive and sustainable alternative to traditional memorials.
6. Future innovations include expanding beyond the stratosphere and exploring partnerships with **space tourism companies** to offer funeral events in space.