



Inspired by nature, built to protect

JOSÉ ANTONIO GONZÁLEZ | MBA and Civil Industrial Engineer
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Borines, N. (n.d.). 'Sea of Plastic' found in the Caribbean stretches 5 miles and is choking wildlife.

<https://www.elitereaders.com/sea-of-plastic-found-in-the-caribbean-stretches-5-miles-and-is-choking-wildlife/>



The plastic
pollution **is a**
global crisis.

50,000
microplastic
particles per year

Over the course of their
lifetime, on average, a person
will ingest the equivalent of
millions of microplastic
particles, with unknown health
consequences.



Source: (Greenpeace Chile, 2024)

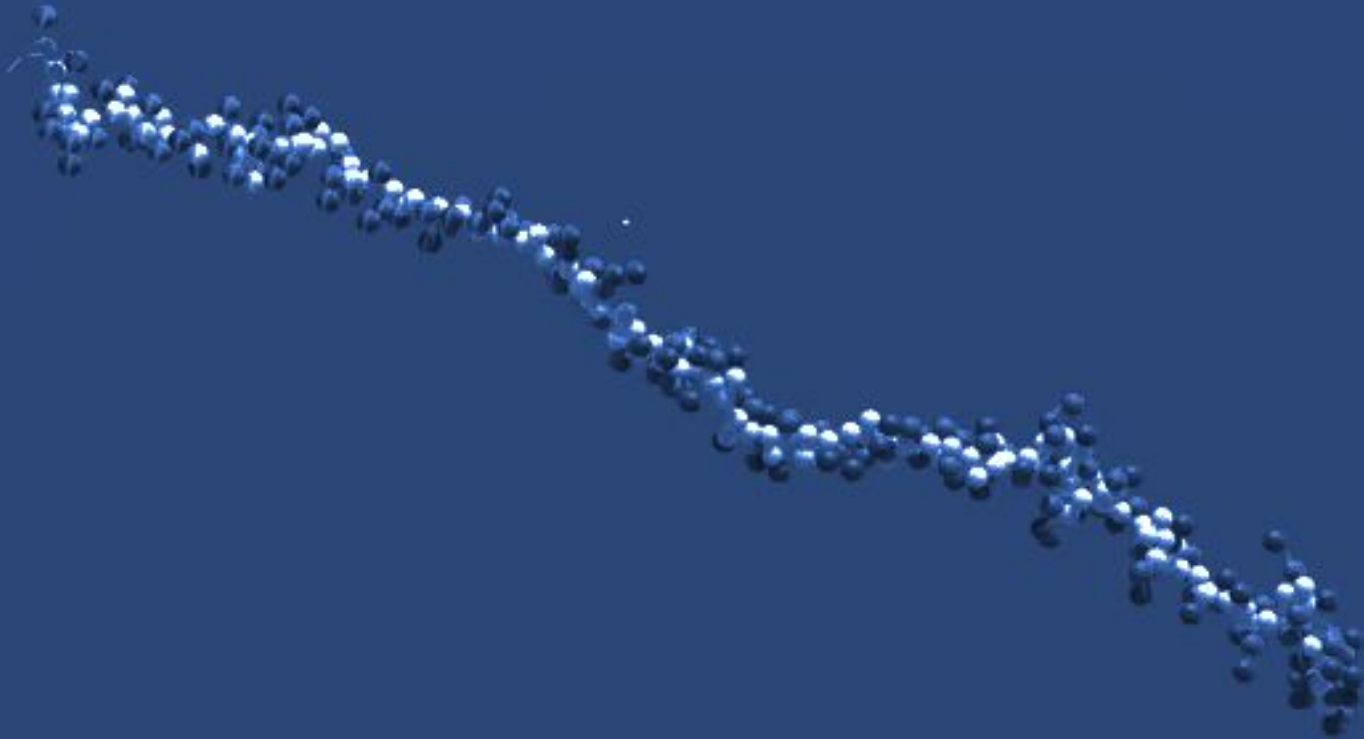


OUR MISSION

To accelerate the
engineering of
sustainable
bioproducts

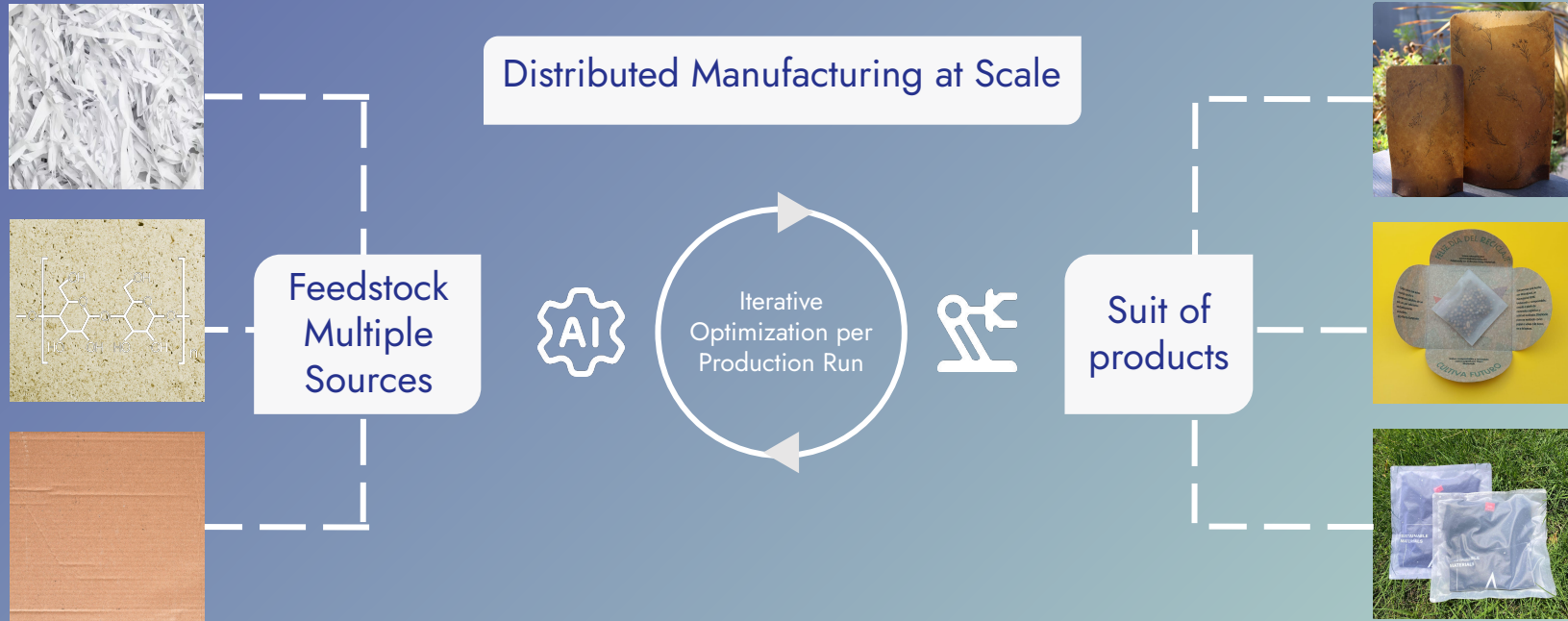


REGENERATIVE MOLECULAR ENGINEERING

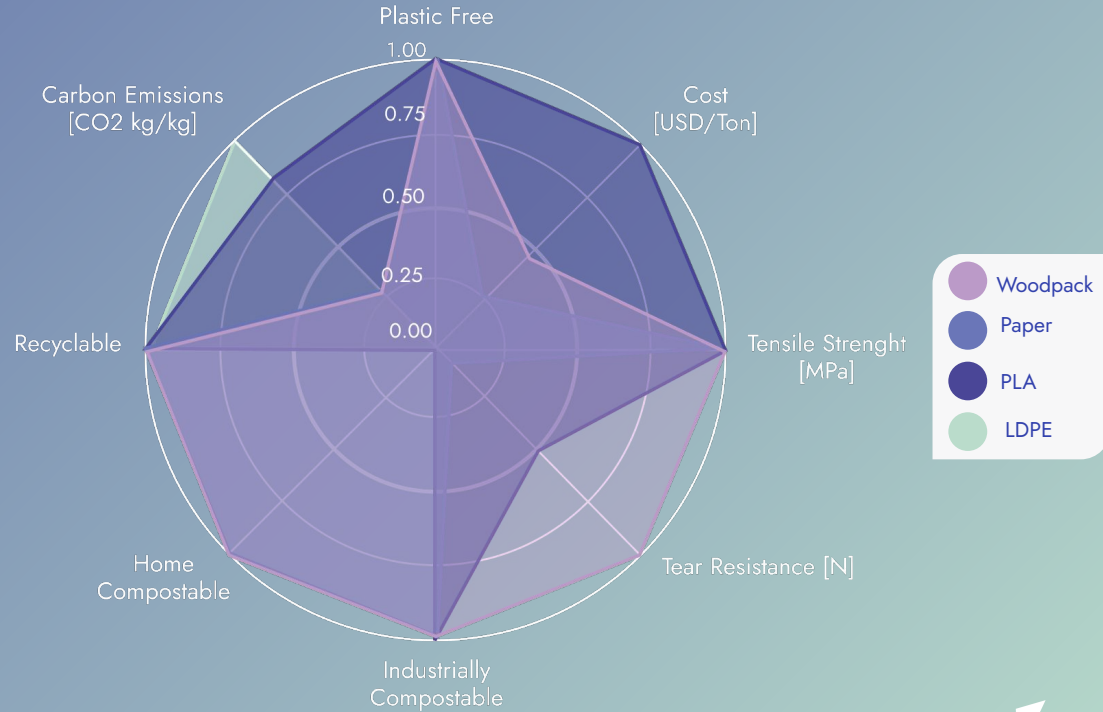


MARIE CURIE

Multiobjective Optimization as Reinforcement Learning Task



WOODPACK: Performance Comparison of Packaging Materials



WOODPACK: 100% Recyclable and Compostable

Certifications: **EN13430, ASTM D6400-23 and ISO 22.000:2018**



GLOBAL MARKETS

**E-commerce
polybags**
\$6.2 billions USD

**Protective
Packaging**
\$8.4 billions USD

Food Industry
\$195 billions USD

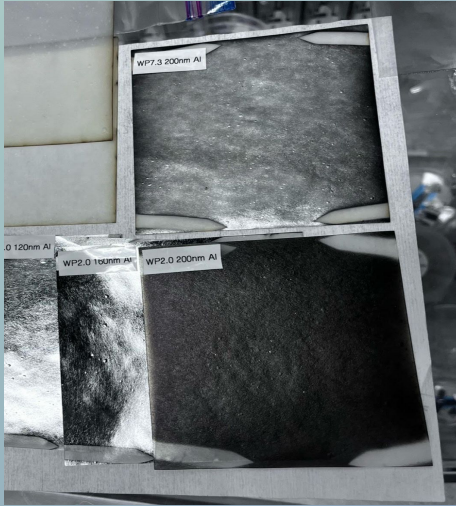
Freight
\$62 billions USD

Industrial
\$13.7 billions USD

Healthcare
\$159 billions USD



INNOVATION: VAPOR BARRIER



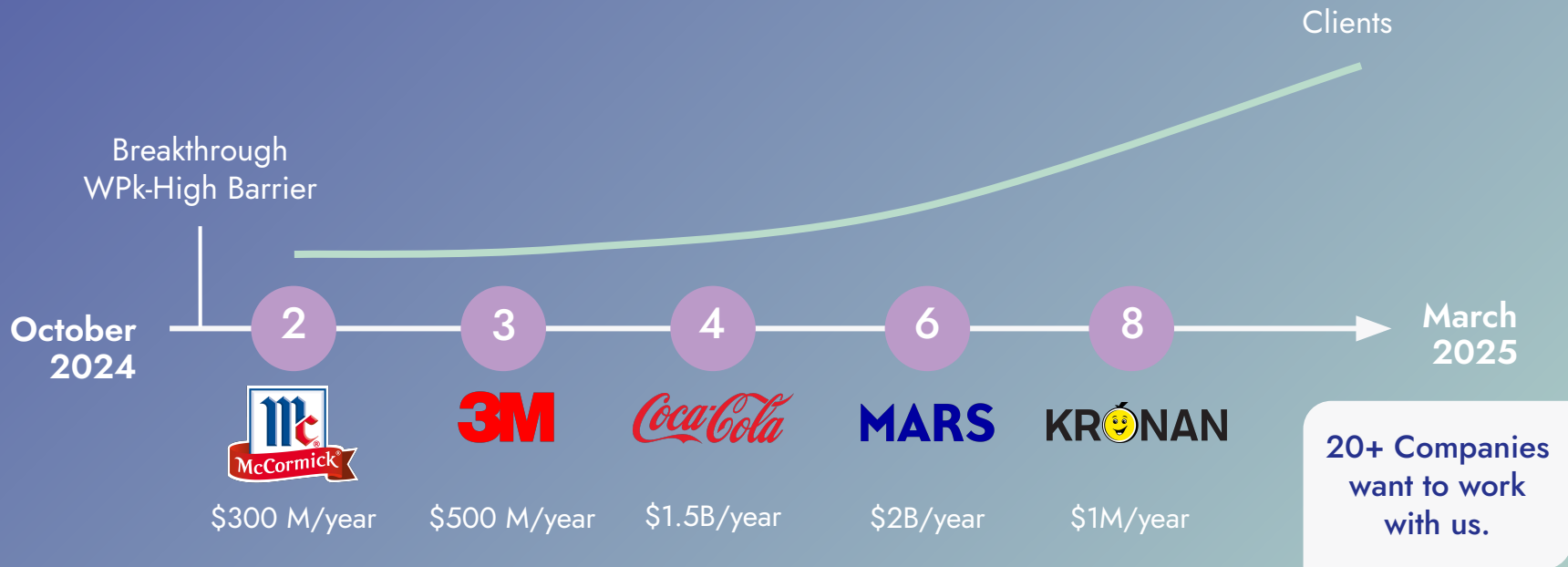
The food industry uses a multilayer film (PET-Al-PP) that provides a WVTR of 0.6 [24h-38C-90% RH] and OTR of 2 [cc/m² day].

Current status: Laboratory validation of WVTR values. Companies with OTR values.

Schedule: 3 months POC. 1-year industrial pilot.



250% Partner Growth Quarterly \$3 Billion in Collective Flexible Film Spend



HERA'S LATEST FLEXIBLE FILM PRODUCTS

McCormick



CocaCola



MARS Pets



HERA'S LATEST FLEXIBLE FILM PRODUCTS

Patagonia



Saoba



FACKMAC



FOUNDERS



PALOMA GONZALEZ-ROJAS
| CEO and Co-founder

*MIT '21 Ph.D. Applied Machine Learning,
MIT '23 Postdoc ChemE*

- 5 Years in Material Science
- 10 Years Machine Learning and Simulation Research at MIT
- 5 Years in Construction Operations Built Chile's 2nd Biggest stadium



JOSE TOMÁS DOMINGUEZ
| CTO and Co-founder

UTFSM '14 Mechanical Engineer

- 7 Years in Robotics at the Atacama
 - Desert
 - 7 Years in Entrepreneurship
- Built Robotics to clean solar panels in Atacama Desert with leading Global Robotics Company



JOSE ANTONIO GONZÁLEZ
| COO and Founding Team

*UTFSM '18 MBA
UTFSM '10 Civil Industrial Engineer*

- 12 years in Entrepreneurship
- 5 years in Operations
- 7 years in Wadhvani Foundation, working with Innovation and Entrepreneurship Worldwide



WINNERS OF

SOUTH
SUMMIT

SOUTH
SUMMIT

BRAZIL
PORTO ALEGRE



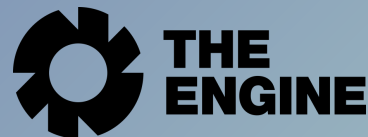
STRATEGIC ALLIES



Massachusetts
Institute of
Technology



Harvard
Business
School



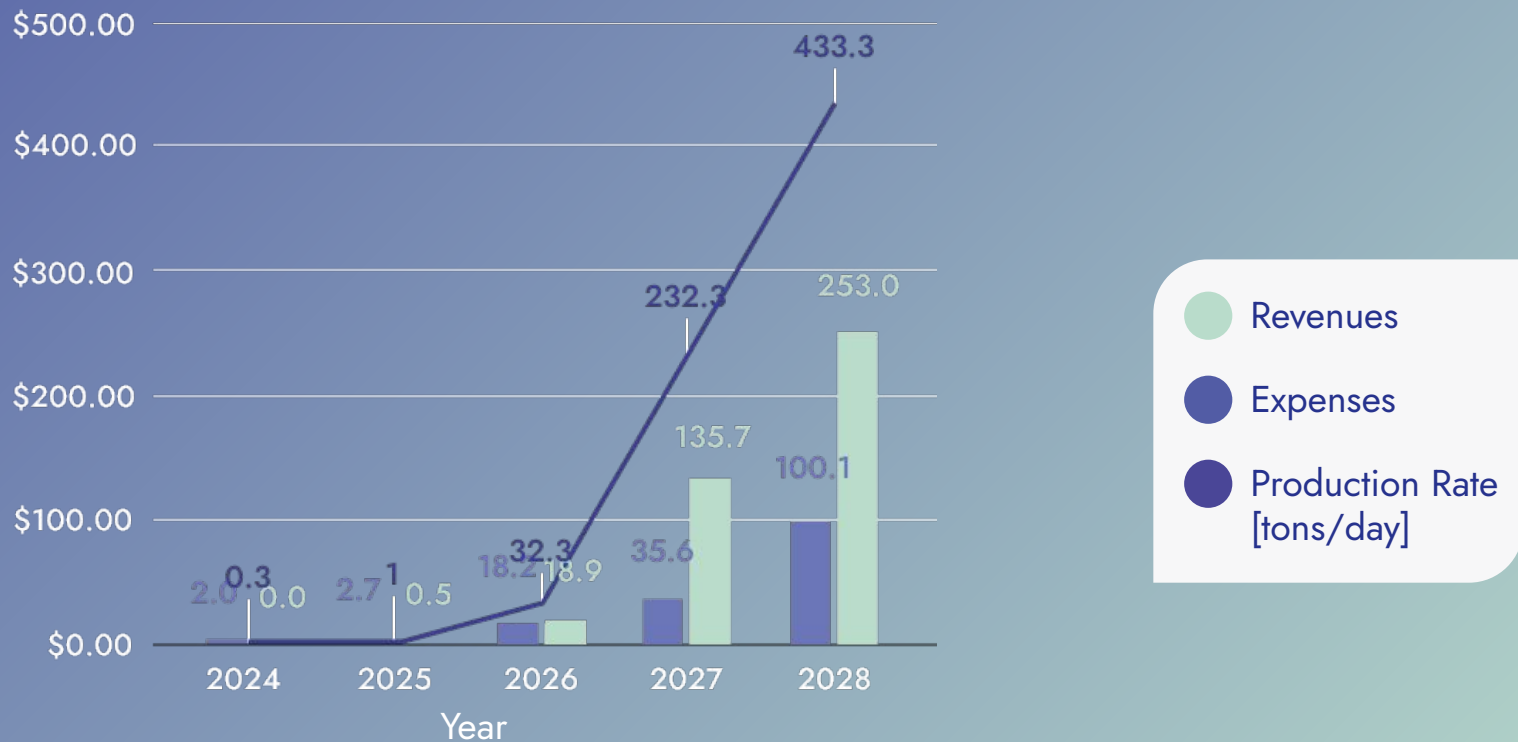
MET
FUND



APOYADOS POR



FORECAST REVENUES AND EXPENSES





As Hera Materials emerges, so does the
path to a sustainable world—
let's walk it together.

Nationalpark Torres del Paine, Chile. 2020

CONTACT US

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