

# DIRI Safety System

[www.diri.se](http://www.diri.se)

A SYSTEM THAT SAVES LIVES!





# How it all started...

## Melinda Persson

CEO & founder of the company. Developed the idea when she worked in high-risk industrial environments at various locations in Sweden.

"It's a notice in the newspaper – a workplace accident, a life lost at a construction site. We have high safety standards in Sweden, don't we?"

But what happens during the night shift inside a mine or deep within an incineration system violates the law. Yet, we carry on, unaware of the law, blindly following our supervisor... 'He's been here for 30 years, he should know,' we tell ourselves. But something's amiss when lives are lost due to lack of knowledge and adherence to regulations. It's our right as employees to know, to be able to protect ourselves."



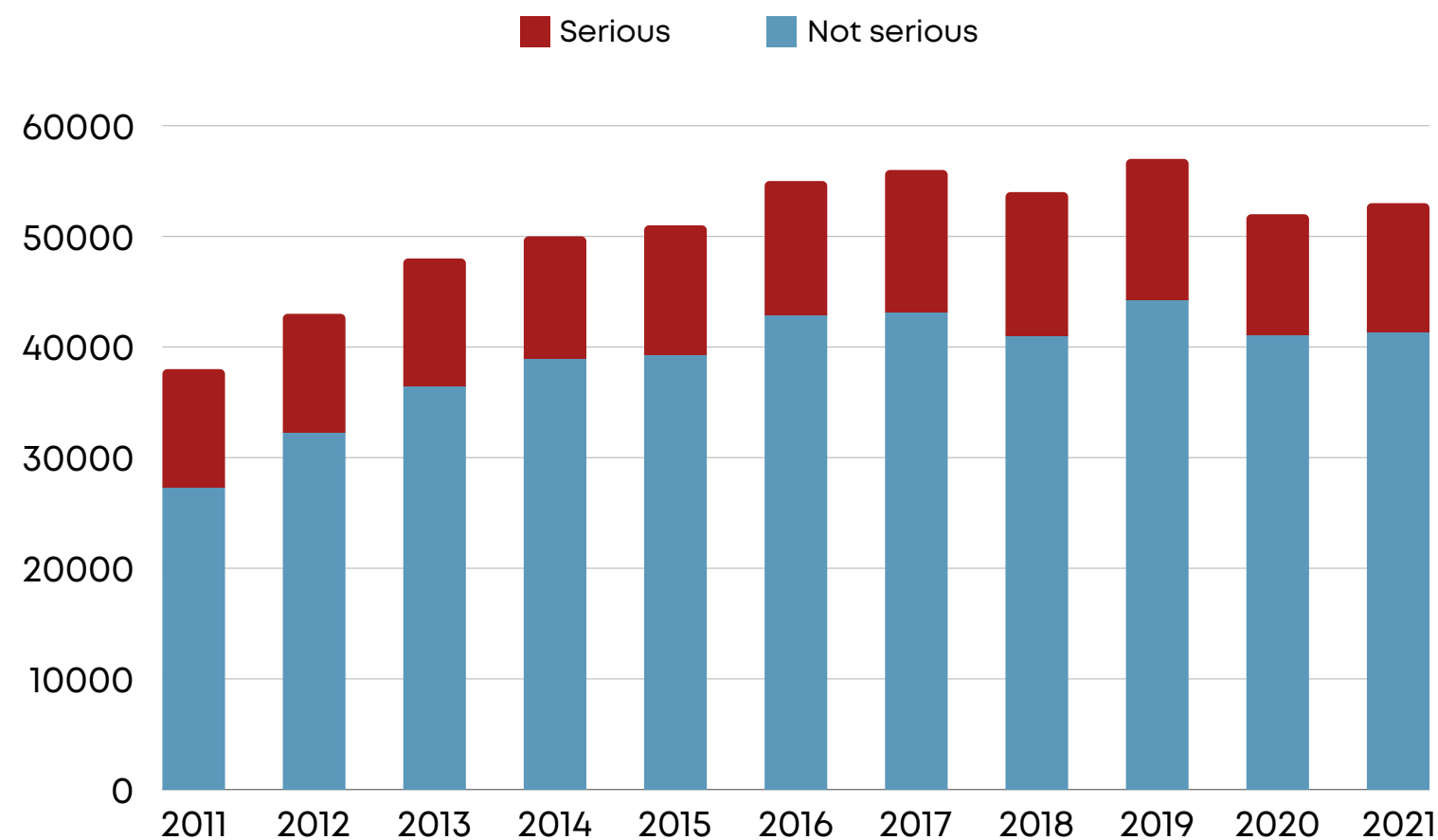
**Founder & CEO**  
*Melinda Persson*



# work-related accidents

How many incidents would be avoided if the existing laws and regulations were followed?

About **11,000 SERIOUS** occupational accidents in Sweden each year  
About 50% lead to medical disability\*



Serious occupational accidents by occupational group, injury year 2021  
Most serious accidents at work:



**Men**

Metal and other industrial work, Concrete, construction and construction work



**Women**

Nurses, care assistants, personal assistants, etc.

Highest number of serious occupational accidents per 1,000 employed (risk):  
**Industry and construction.**

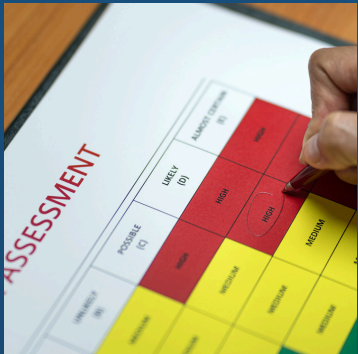


# Problem



## Legal Requirements

The employer is always obliged to ensure that the work can be carried out without risk of ill health or accidents.



## Man. Industry and Construction

A Risk Assessment needs to be completed for each task, which can be several per day, documented on paper



## Protective Equipment

To complete a Risk Assessment **the Individual** need to have the right **knowledge** to choose the right protective equipment and method. If not...



## Consultant

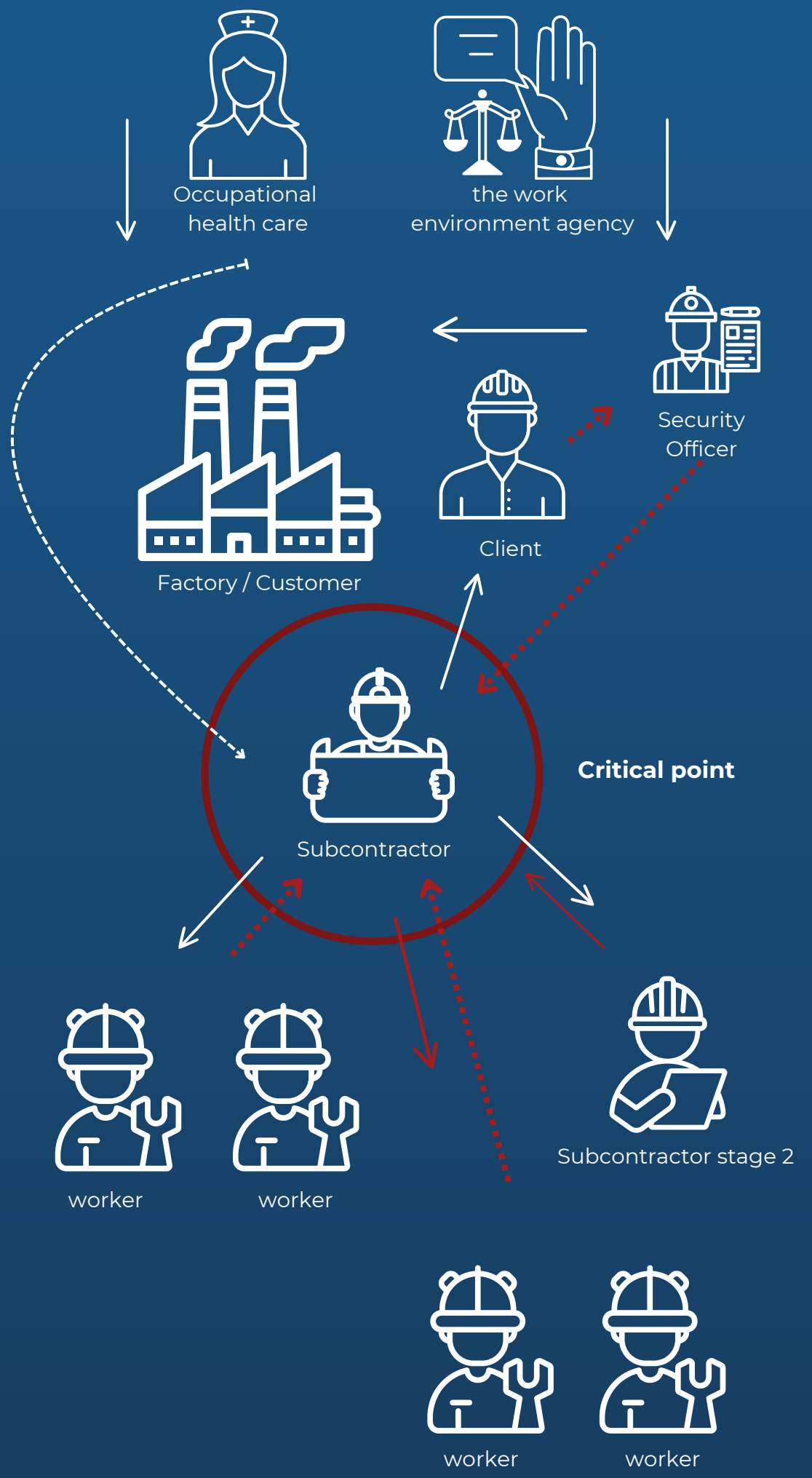
...The individual needs to consult the employer, the customer or an expert, and sometimes all three of them, several times per day.

## Complexity creates risks

**Because of complexity and manual process, the Risk Assessment is not always done right.**

**And too often, not at all.**

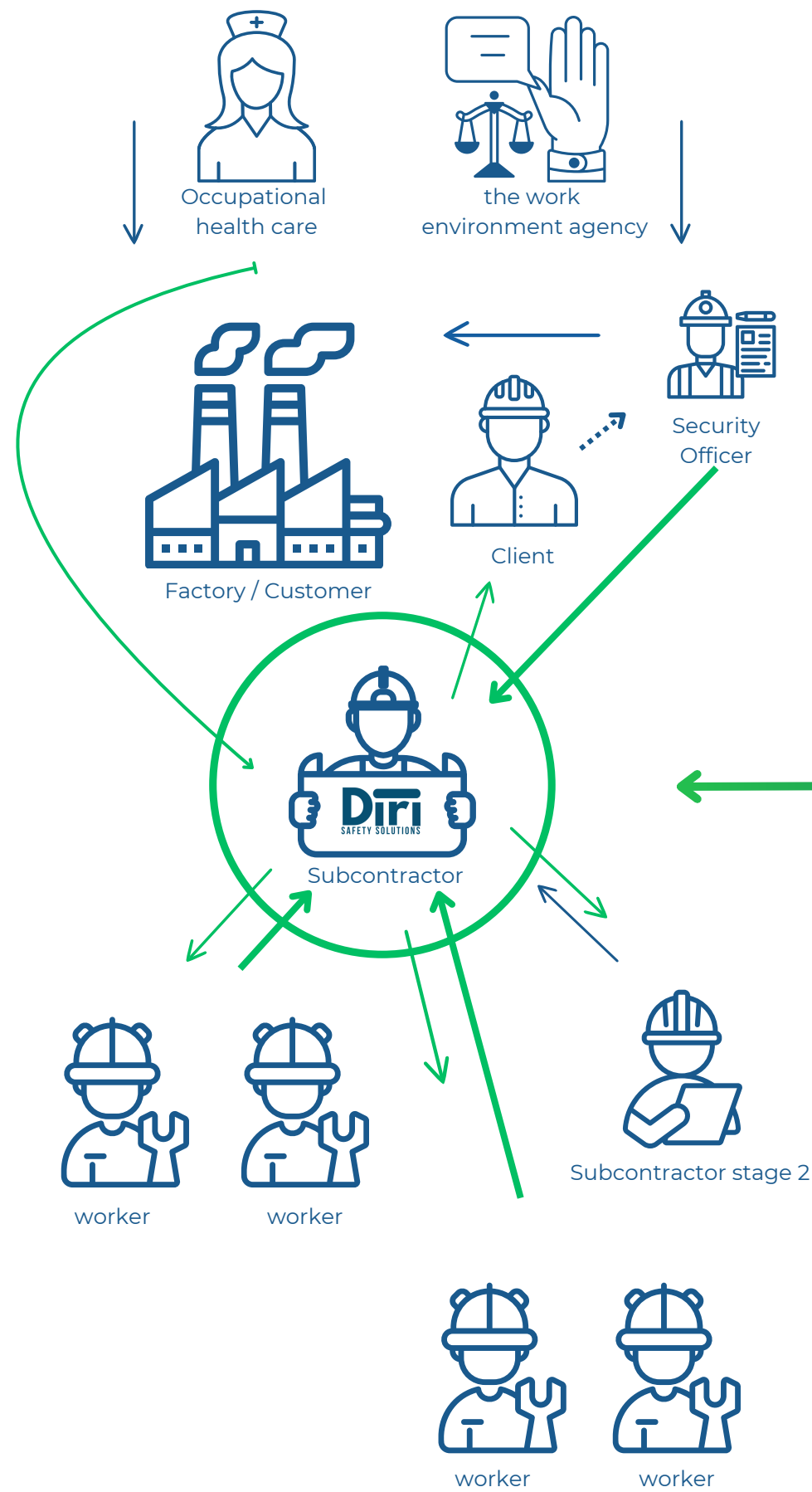
Individuals are put at risk, works related injuries and deaths are happening too often.



# Solution

**Digitalized process, executed by the individual on a mobile device**

Our Riskkort® are unique in providing fast and specific information about workplace risks and protective equipment 24/7, something no other solution on the market offers.

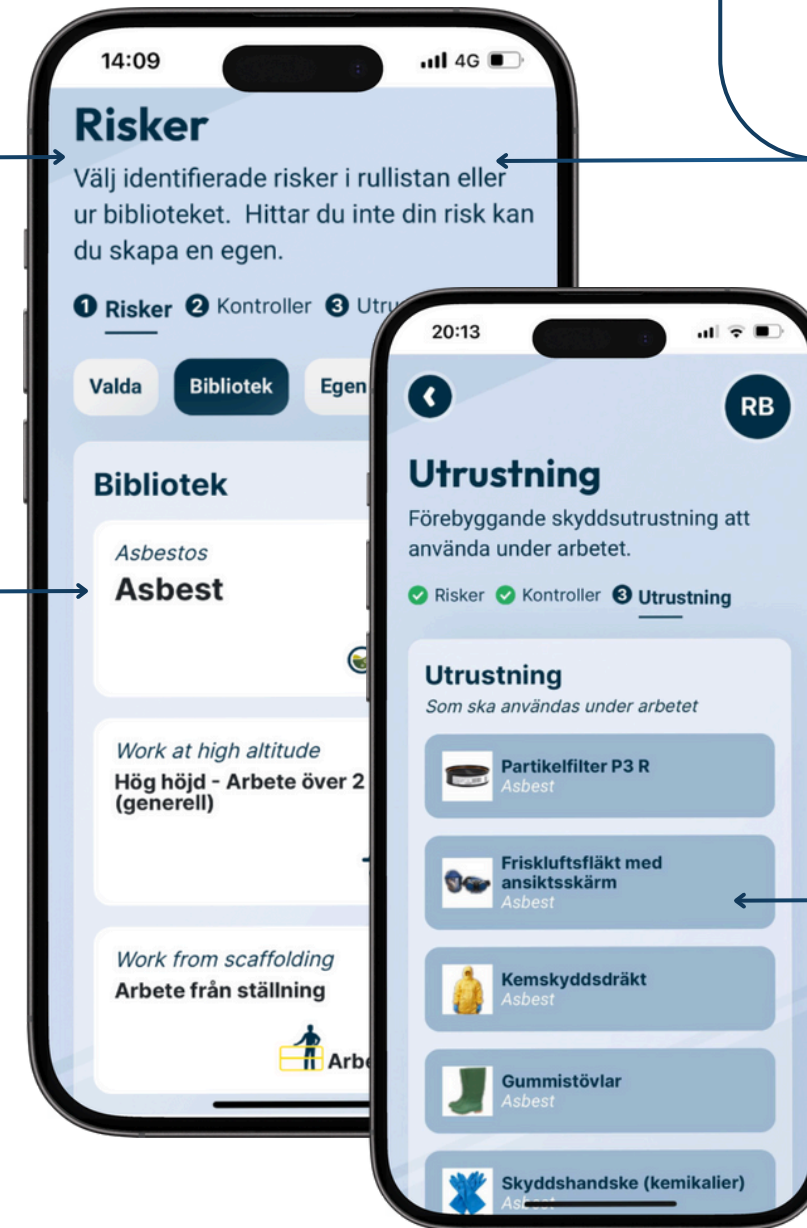


Assessment is stored and available for Audits and compliance checks

Legal requirements tied to specified risks

Accident Management tied to every identified risk

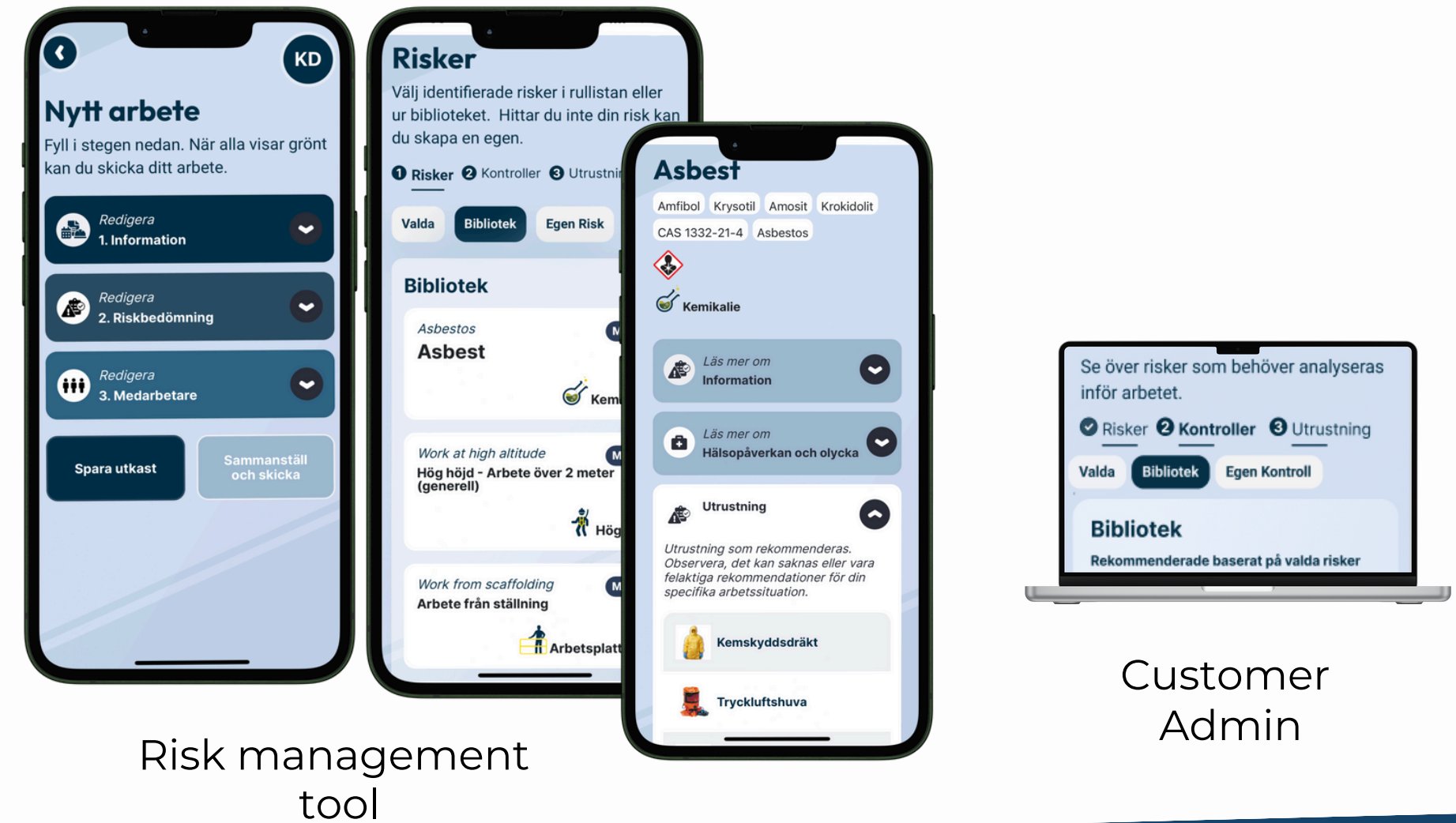
The right protective equipment & the right method



# DIRI Safety System

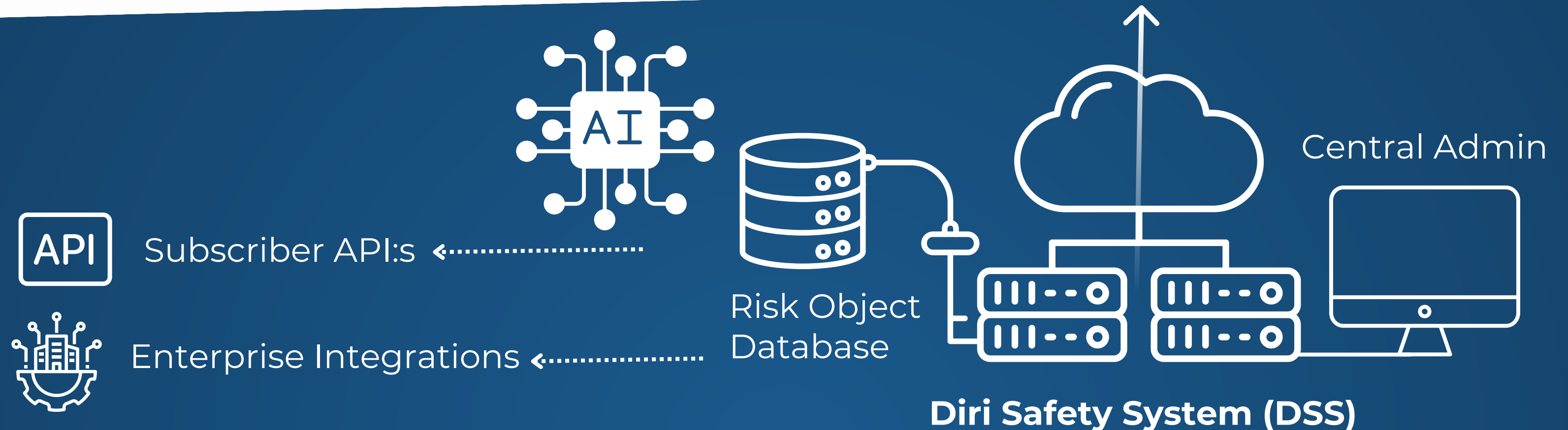
By creating and continuously updating this data, DIRI constantly builds company value. We not only develop a comprehensive database with broad knowledge of risks but also gather user data linked to these risks, which is valuable for businesses, authorities, and research.

This positions DIRI as a company that not only enhances workplace safety but also drives strong revenue growth and commands a high market valuation.



Risk management tool

Customer Admin





# Customers

## INITIAL TARGET GROUPS:

- Service fitters
- Scaffolding
- Industrial sanitation
- Plumbing
- Construction on demand



“

An exciting product that we can really benefit from in the future

**Johan Ahlstrand - Andritz.**

“

The tool is user-friendly and suitable for people with different functional variations. It increases the understanding of what risk analyzes mean for a better working environment.

The feeling is that it fits well for smaller workplaces but also for larger ones that haven't really grasped the importance of risk analysis.

**Thomas Hjalmarsson - IF Metall**



Through collaboration with our pilot customer **SOMAS** (a global leader in crafting high-performance valves for demanding industrial sectors) and the founder's expertise, we've developed a tailored tool that's well-received at all organizational levels.



**ANDRITZ** is a world-leading supplier of facilities, equipment and services for hydropower plants, the pulp and paper industry, the metalworking and steel industries. The listed technology group is headquartered in Graz, Austria, and has a staff of approximately 29,000 employees. ANDRITZ is present in 280 locations in over 40 countries.

**By acquiring Andritz an industry-leading brand, as a customer in Karlstad, Sweden, we have the opportunity to make adjustments and scale with a customer that works extensively with other companies.**

# The Team

## BOARD



Richard  
Morén



Simon  
Markendahl



Melinda  
Persson



ANDERS  
LILING  
saas business development



LINDA  
MORÉN  
COO & Sales



MELINDA  
PERSSON  
CEO & Founder



SANNA  
CALLH  
Risk-card development



ANDERS  
JOHANSSON  
Development





The future of safety →


We all know someone who works in industries or construction.

By investing in DIRI, you can help make a difference not only to the thousands who die of cancer due to work-related diseases, you are also helping to affect change for the next generation work environment.



 Melinda Persson, +46764088892

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