



STARTECH INOVATORI 2021.

INOVATIVNI PREPARAT HERBELICO®

Globalno novi proizvod / Farmaceutska industrija

HerbElixia

info@herbelixa.com | www.herbelixa.com

HerbElixia je mlada kompanija koja se bavi razvojem, proizvodnjom i prodajom inovativnih dijetetskih suplemenata na bazi lekovitog bilja. Prvi razvijen proizvod je dijetetski suplement **HerbELICO®**, visoko efikasan (80%) u eliminaciji bakterije *Helicobacter pylori* (*H. pylori*) iz želuca čoveka. Tajna njegovog uspeha je jedinstven sastav – sadrži kombinaciju tri etarska ulja, tačno definisanog hemijskog sastava. **HerbELICO®** je razvijen nakon sedam godina naučnih istraživanja i nalazi se na tržištu Srbije od 2020.

Kroz StarTech projekat, kompanija ima za cilj da pojača proizvodne kapacitete i realizuje izlazak na novo tržište EAEU.

TRŽIŠNI FOKUS I POTENCIJAL

Regioni u fokusu projekta su države Evroazijske ekonomske unije.

TIM

Tim **HerbElixia** čine tri univerzitetska profesora, doktora biohemijskih nauka, koje imaju uspešnu istraživačku karijeru u oblasti biohemije lekovitog bilja a uporedo su aktivno razvijale preduzetničke veštine. U timu su i iskusni menadžeri kontrole kvaliteta i prodaje sa internacionalnim iskustvom.

MOGUĆNOSTI ZA PARTNERSTVO

Glavni cilj kompanije je širenje na strana tržišta i u potrazi je za investitorima/partnerima radi ostvarenja sledećih ciljeva:

Povećanje proizvodnih kapaciteta – dodatno širenje na tržišta SAD i zemlje EU zahtevalo bi kupovinu nove automatizovane opreme za proizvodnju i velikih količina sirovina. Investitor bi učestvovao u deljenju dela profita.

Povećanje uzgoja biljaka od interesa (čubra, divljeg origana, timijana) i proizvodnje njihovih etarskih ulja. Glavne sirovine su etarska ulja aromatičnih biljaka čija proizvodnja je ograničena. Zbog toga je poželjna saradnja sa organizacijama koje bi uticale na povećanu proizvodnju, posebno u Srbiji, a zauzvrat osigurale predugovorenu prodaju svojih proizvoda.

Uvezivanje sa stranim distributerima – Tim je u potrazi za partnerima koji bi osigurali saradnju sa distributerima na stranim tržištima od interesa, u zamenu za novčanu naknadu.





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INNOVATIVE REMEDY HERBELICO®

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HerbElix is a young company engaged in development of innovative dietary supplements based on medicinal herbs. Its first innovative product is HerbELICO® dietary supplement, highly effective (80%) in eliminating *Helicobacter pylori* (*H. pylori*) from the human digestive system. The secret of success is its unique composition – a specific combination of three essential oils. The development of HerbELICO® included seven years of scientific research, and it has been available on the Serbian market since 2020.

Through StarTech project, the company aims to further improve product effectiveness, with a new component degrading the biofilm that protects the bacteria, increase its production capacities and, facilitate entry into the new market of EAEU.

MARKET FOCUS AND POTENTIAL

The regions in the focus of the project are the countries of the Eurasian Economic Union.

TEAM

The HerbElix team consists of three university professors, PhD of biochemical sciences, with successful research careers in biochemistry of medicinal plants. They are actively developing their entrepreneurial skills. The team also includes an experienced quality control and sales managers with international experience.

PARTNERSHIP OPPORTUNITIES

The company aims to expand into foreign markets, and seeks partnerships with investors to achieve the following goals:

Increasing production capacities – potential further expansion to USA and EU countries requires new automated equipment and large amounts of raw materials. Investors can benefit from a share in profits.

Increased cultivation of plants (summer savory, wild oregano and thyme) and production of their essential oils – company's key resources are essential oils from limited-production aromatic plants. Cooperation is sought with entities that could generate increased production, particularly in Serbia, and thus secure sales of their products.

Networking with foreign distributors – The team is seeking for partners that can facilitate access to foreign markets and connection with distributors, for a financial compensation.



Nature
and science
against
*Helicobacter
pylori*

HerbElix



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