



**EXPERT SCIENTIFIC
REVIEWS
OF CONSUMER
HEALTH PRODUCTS**

INVEST IN LABDOOR

Labdoor tests and reviews the purity and accuracy of 1,000+ supplements and CBD

LEAD INVESTOR



Ailsa CARPENTER

I have used Labdoor to compare and contrast multiple products and believe that the opportunity to replace opaque marketing claims with independent and transparent scientific data in the \$350bn global consumer health market is huge and to the benefit of the consumer, the best product providers and Labdoor. The group's plans to develop its own lab facilities should enable faster processing, lower costs over time and provide an additional revenue stream from third party users.

Invested \$5,000 this round

[Learn about Lead Investors](#)

Highlights

1

Change how consumers find and buy the best products.

- 2 1.5M+ active users in 2021.
- 3 13M+ pageviews in 2021.
- 4 Raised \$7M+ in seed and Series A funding.
- 5 Investors include Y Combinator, Mark Cuban, and Floodgate.
- 6 Support independent testing of consumer health products.

Our Team



Neil Thanedar Co-founder & Chairman

Co-founded Avomeen Analytical Services, a product development and testing laboratory acquired in 2016 for \$33M.

Consumers should know the purity and accuracy of their health products before buying them.



Rafael Ferreira Co-founder & CEO

12 years as an Art Director, designing ads, branding, and copy. Planned national ad campaigns for P&G, J&J, Warner, and Phillip Morris.



Helton Souza Co-founder & CTO

10 years as a software engineer, architect, and project manager. Built scalable enterprise systems at Claro Telecom, Spread, Borland, and Infoway.



EXPERT SCIENTIFIC REVIEWS OF CONSUMER HEALTH PRODUCTS

LABDOOR // EXPERT SCIENTIFIC REVIEWS

Labdoor **independently tests and reviews**
the purity and label accuracy of **1,000+**
products like vitamins, supplements, and CBD.

FOUNDERS



NEIL THANEDAR
CHAIRMAN



RAFAEL FERREIRA
CEO



HELTON SOUZA
CTO

KEY INVESTORS



MARK CUBAN
LED SEED ROUND



Y COMBINATOR
W2015



FLOODGATE (AMENITYFUNDING)
LED SERIES A

2022 PROJECTIONS

2M+

ACTIVE USERS
2022

\$5M+

GMV
2022

16M+

PAGEVIEWS
2022

labdoor | 2

PROBLEM // IT'S HARD TO FIND SAFE, EFFECTIVE PRODUCTS

1

USER REVIEWS DON'T WORK

SUBJECTIVE RATINGS

Self-reported reviews are inconsistent.

PAID REVIEWS

Many companies are buying positive reviews.

2

REGULATIONS DON'T WORK

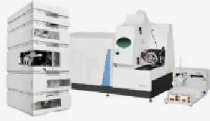
POOR ENFORCEMENT

FDA relies on post-market surveillance.

LOW TRANSPARENCY

Consumers can't access testing data.

SOLUTION // LABDOOR



INDEPENDENT TESTING

Labdoor performs accuracy and purity testing on hundreds of products.



SCIENTIFIC REVIEWS

Consumers use Labdoor's reviews to research and buy the best products.



PRODUCT CERTIFICATIONS

Producers use Labdoor certifications to differentiate on quality.

CERTIFICATIONS // HOW IT WORKS

Labdoor's certifications enable companies to compete on product quality, **not marketing hype**.

1

Independent testing of **1,000+ products** attracts consumers who want the best products.

2

Labdoor's rankings **increase sales** for the best products.

3

Companies with the best products seek Labdoor's certifications to **promote their product quality**.

CERTIFICATIONS // KPIS

KEY METRICS

40+ BRANDS CERTIFIED

150+ PRODUCTS CERTIFIED

1K+ PRODUCTS TESTED

KEY FINANCIALS

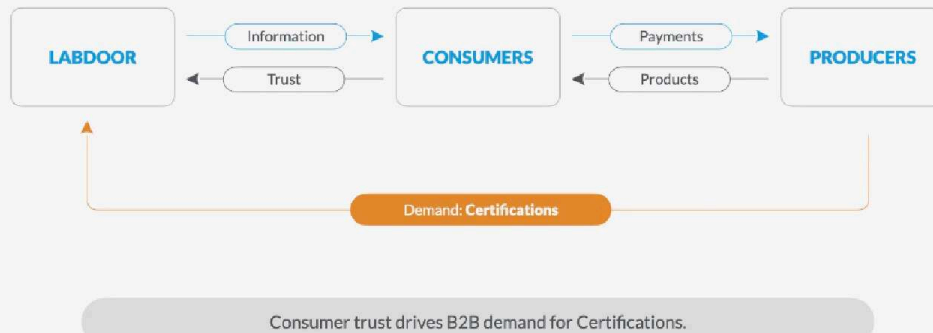
\$15K+ AVG. CUSTOMER VALUE

90%+ GROSS MARGIN

70%+ RETENTION RATE



CERTIFICATIONS // BUSINESS MODEL



OPPORTUNITY // BUY LAB + SCALE TESTING

BRING LAB IN-HOUSE

2022 Build or acquire an independent analytical laboratory.

2023 Expand to a testing capacity of 100+ products per day.



NEW HIRES: Marketplace Manager, Lab Director, Controller, and ISO Consultant.
FTEs: 6-15 IN 2 YEARS.

SCALE TESTING AND CERTIFICATIONS

2022 5K+ products tested | \$20M+ GMV | | \$1M+ ARR | 1M+ MAU

2023 10K+ products tested | \$50M+ GMV | | \$3M+ ARR | 3M+ MAU



NEW EQUIPMENT: PathogenDX, ICP-MS, LCMS QQQ, and HPLC-UV/Vis.

Labdoor has the opportunity to grow its marketplace rapidly by buying a lab and ramping up product testing.

Forward-looking projections are not guaranteed.

MARKETS // TESTING & CERTIFICATIONS

\$3B

US FOOD TESTING LAB INDUSTRY

\$18B

US TESTING LAB INDUSTRY

MARKET LEADERS

\$6.2B Bureau Veritas (£1826)

\$5.2B SGS (£1878)

\$3.3B Intertek (£1880)

\$2.8B Eurofins (£1500)

\$77B

GLOBAL TESTING LAB INDUSTRY

Less than 1% of all testing is currently performed publicly and independently.

\$3.3B	DEKRA (€1922)
\$2.8B	DNV GL (€1864)
\$2.6B	Covance (€1968)
\$2.5B	Eurofins (€1987)
\$2.0B	TUV (€1865)
\$1.9B	Applus (€1996)
\$1.0B	ALS Global (€1863)

TEAM // LEADERSHIP



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Co-founder & CTO

10 years as a software engineer, architect, and project manager. Built scalable enterprise systems at Claro Telecom, Spread, Borland, and Infoway.



ANDERSON SILVA
VP-Engineering

15+ years as a Java Engineer and Scrum Leader at BrightTalk, Kaizen, and Infoway.

labdoor

BECOMING THE WORLD'S LEADER
IN INDEPENDENT TESTING

FOUNDERS

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LABDOOR

labdoor.com