



# QUALITY POLICY

Herolens is a tech company developing a "Software as a Service" platform, that given any source of information, automatically generate dynamic content at scale.

Herolens commits to quality, and to comply with the legal a reglementary requirements, with a strong customer centric culture, and to the continuous improvement of the efficiency of it product, service and processes.

## Vision

Simplify Quality **Content** Creation

## Mission

Generate **winning** teams:

- Are 1st or 2nd in every market they work in
- Have a positive impact on society (business as a source of good)
- Generate more winning teams (pay it forward mentality)

## Core values

**Be Honest and Direct**  
**Leave Ego Behind**  
**Think Radically Bigger**  
**Make Others Successful**



**Be Honest and Direct**

*At Herolens, things are said upfront and directly. Be open, care personally and challenge directly. Be honest in your feedback and advice to help teams grow and work better, both co-workers and clients.*

**Leave Ego Behind**

*Ego is one of the big barriers to successful decision making. In a discussion, it doesn't matter whether one is right or wrong, what matters is finding the optimal solution. The right person should be in the right job, since what matters is collective growth. When the team grows, everybody grows.*

**Think Radically Bigger**

*At Herolens we do not settle for mediocre or easy solutions and we are always looking for the better way of solving a problem. We believe in abundance, long term though, and that our potential is not limited by circumstances.*

**Make Others Successful**

*The best way to be successful is helping other teams to be successful. That includes both coworkers and clients, and society. We are all in the same ship, collective growth, pay it forward mentality and entrepreneurship are essential part of Herolens' mission.*