

A modern dental office with large windows overlooking a city. The office is clean and bright, with white cabinetry and a large sink. A dental chair is visible in the foreground, and a computer monitor displays dental images. The text 'Asprodental' is overlaid in a large, blue, sans-serif font.

Asprodental

Increase dental office productivity
through vertically integrated SaaS

PROBLEM

Time & money in
dental offices are lost to
inefficiencies



LAYERED
PLATFORMS



ANTIQUATED
INTERFACE



DIFFICULT TO
ACCESS DATA

| Amount | Description |
|--------|-----------------|
| 19.00 | Professional Co |
| 155.00 | Insurance Check |
| | \$14.00 |

| Show In: | History | Chart |
|------------|-------------------------------------|-------------------------------------|
| Initial | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Completed | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Conditions | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |

SOLUTION



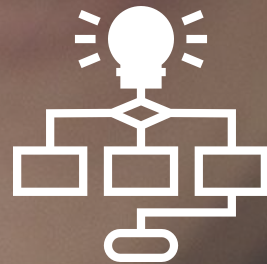
A practice management platform that saves time for the dental office by:



Consolidating
key activities onto
one platform

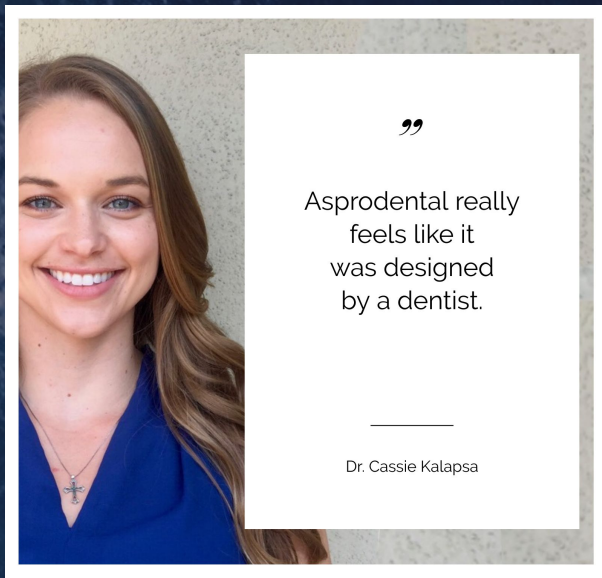


Removing
extraneous steps

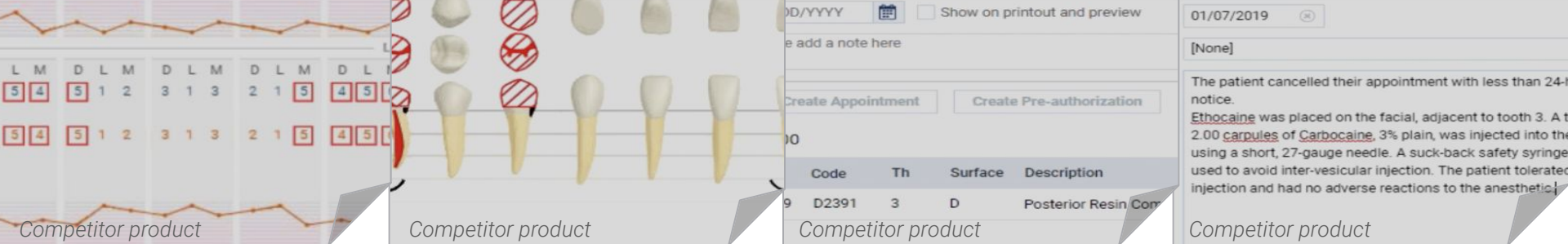


Redesigning
workflow around
modern practices

TESTIMONIALS



“ We used to spend so much time hunting down information, between all the clutter and different programs, but now it's all in one place and so easy to use. ”
Alisa Baker, *office manager*



rad·i·cal im·prove·ment *n.*

/ˈradək(ə)l imˈprōvmənt/

Example: Information that has historically been scattered across 3-4 different pages is consolidated into 1 page with Asprodental.



TARGET MARKET

Total software spend
in US dental
\$23B
100k offices

Management software
spend in US dental
\$2.2B
100k offices

Mid-size dental
Offices in CA
\$200M
9k offices



TARGET CONSUMER

Dental offices with
2-10 locations

BUSINESS MODEL

Annual subscription (paid monthly)
w/ onboarding & data conversion fees



\$9,600

Average contract value

\$3,200

CAC

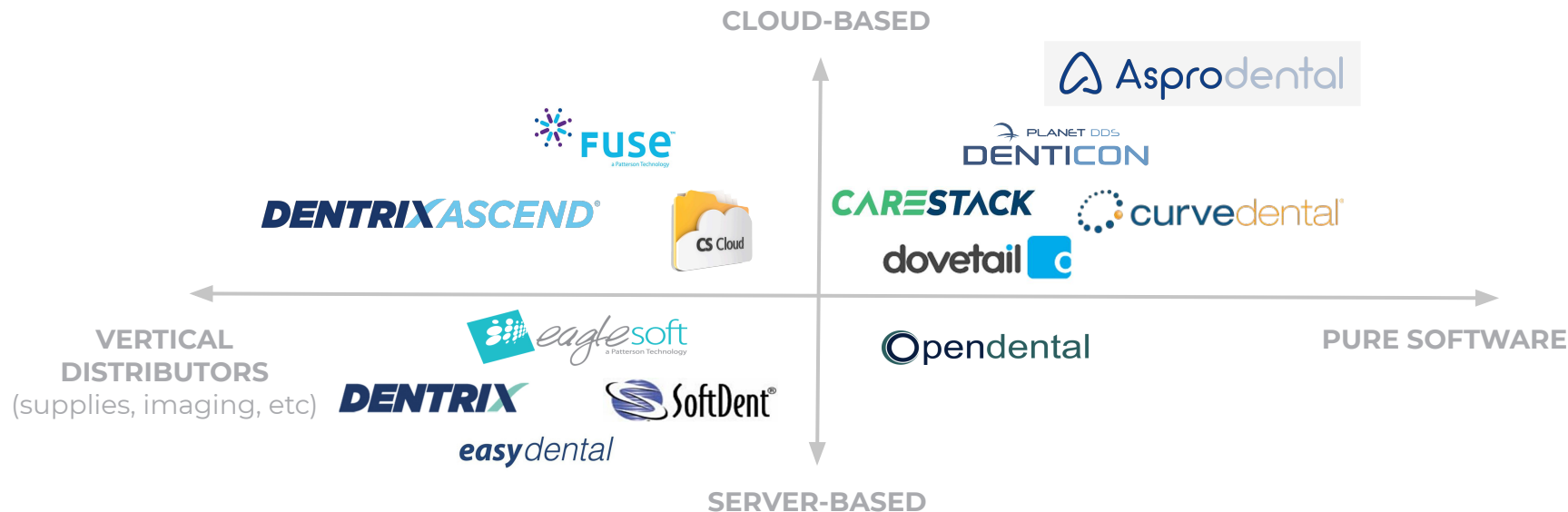
\$50,000

LTV

4 months
Sales cycle

3 weeks
Onboarding

COMPETITION





SALES

Dealer networks to leverage current dental purchasing habits & tap into existing customer relationships.

MARKETING

Targeted trade shows. Demo events for dealers' clients. Exposure through mobile clinics.



TEAM



Tiffany Nguyen
Co-founder, CEO

MBA in Technology
Commercialization. Background
in dental management.



Dr. Kimberly Nguyen
Co-founder
Business Development
Practicing dentist of 20+ years.
Founded 2 dental offices.



Pascal Decoussemaeker
VP of Sales

Background in dental tech sales
for 20+ years. Launched dental tech
products into over 100 countries.



Fred Joyal
Advisor: Marketing
Founder of 1-800-DENTIST and
Futuredontics Dental Marketing



Bill Fitzpatrick
Advisor: Marketing
Former VP of Marketing for
Siemens & Henry Schein



David Tolioupov
Advisor: Technology
Founder of Zensoft (company doing
Asprodental's development)

TRACTION



Raised \$200k
of angel funding to launch
the product



2* live clients
using Asprodental
to operate \$3M
of business



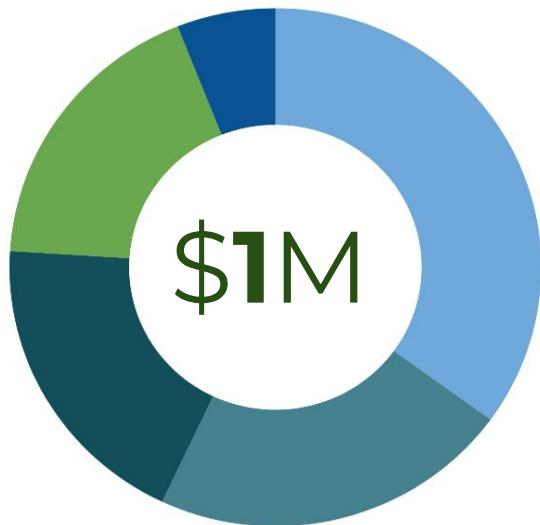
Dealer relationship
established in
SoCal, w/ plans
for expansion



Grant awarded
from USC for
most promising
venture

*3rd client with 3 office
locations scheduled to
onboard June 2019

USE OF FUNDS



● Data conversion maps (35%) ● Marketing (22%)
● Customer support/maintenance (20%) ● Feature enhancements (17%)
● Sales (6%)

35%



Data conversion

Maps from legacy software

22%



Marketing

Tradeshows & distributors

20%



Support/maintenance

Server monitoring and bug fixes

17%



Feature enhancements

Based on feedback & trends

6%



Sales

Supplementary to commission on percentage of revenue