

Woobie

Decision Intelligence

David Spencer, CEO |  | david.spencer@getwoobie.com | June 2021

Dental Billing is Expensive and Complicated

Dentists Can't See What is Profitable

and lack tools to manage for the bottom line and grow profitability

Billing Process is Complex

non-professional staff navigate 5+ tools and must track subtle details

Insurance Payors Hold All the Cards

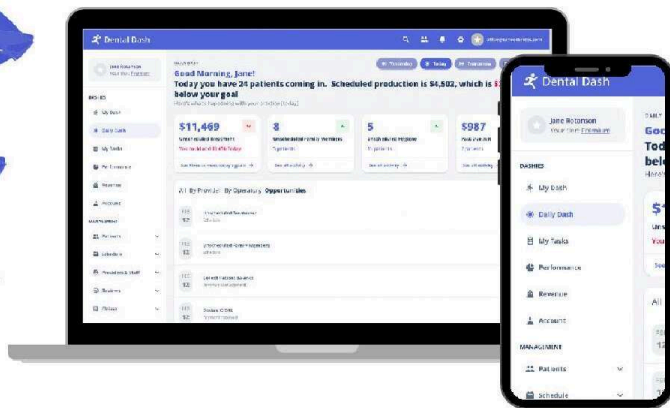
expensive consulting projects are only way to analyze and negotiate contracts

A Single Tool: Visualize costs & Automate Billing Tasks

Measure
Unit-Level Profit

Analyze
A.I. Consultants

Process
Claims & Denials



Adds \$65k in Value


*NO MORE
GUESSING*


Map Costs to Patients & Payors

No other software for Dentist shows patient & appt basic unit economics mapped to marketing & payors

A.I. Tailored Strategies

Augment expensive consultants with business strategies back-tested on hundreds of practices data


*10X CHEAPER
60X FASTER
REAL TIME*


*LEAVE #5 TO
THE ROBOTS*

Billing Automation

Replaces labor-intensive tasks with software
Frees staff to focus on patient experience

Simple changes can produce \$65,000 in additional profit for single dentist practices

Market

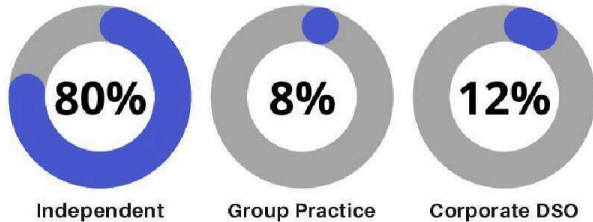
Census

250,000 Dentists

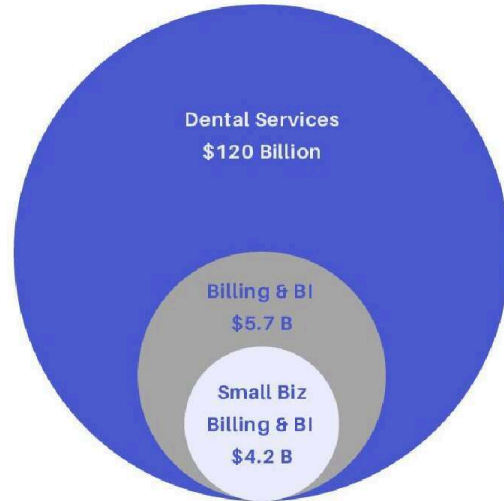
200,000 Practices

\$600K-900K Rev/Dentist

Most are Small Business



Size



Team

Dave

Founder & CEO

- Applied ML
- Systems Integration
- Operations Leadership



DSO Co-Founder



PE Associate



Tech Ops Officer



Special Operator

Sergio

CTO & Cloud Architect

8 Years AWS Cloud Dev Experience



Richard

Machine Learning Engineer

BYU Applied Math | Huntsman Inst.



KEY PARTNERS

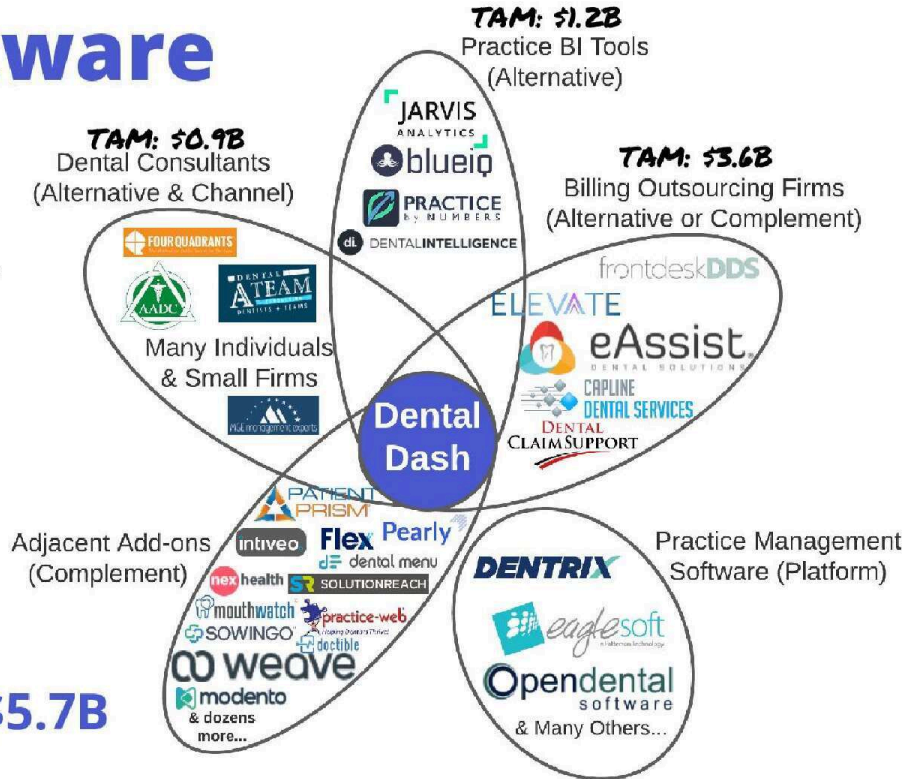


Dental Software Ecosystem

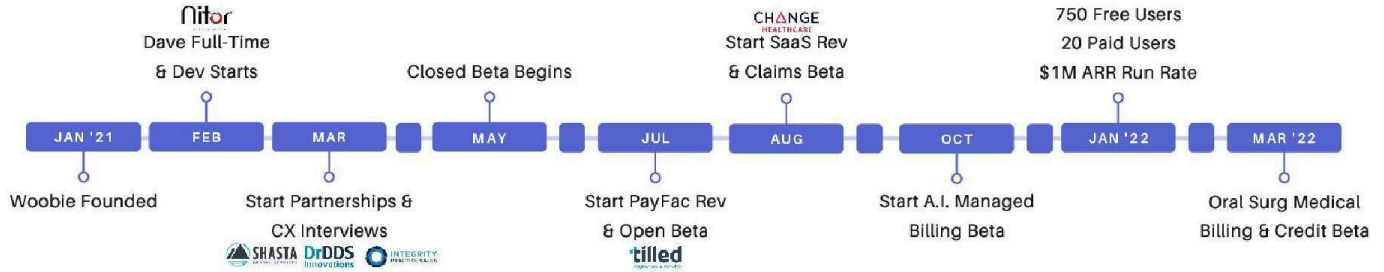
*market crowded w/
partial bandaids*

- expensive
- unitaskers
- no interoperability

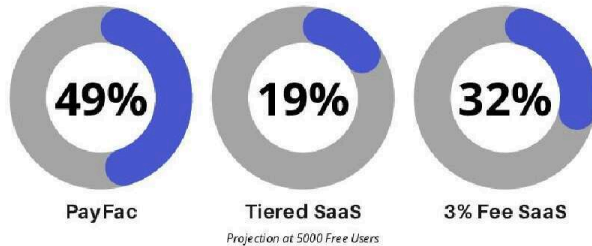
Dental Dash TAM: \$5.7B



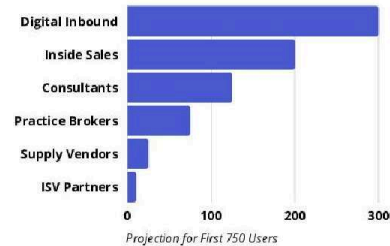
Timeline & GTM



3 Revenue Streams



Multiple Channels



\$250K F&F Raise

Pre-money SAFE

\$5M Cap

20% discount to next priced round

Use of Funds

Build Product and GTM Team

Develop intelligence and automation features

Establish channel relationships w/ service providers

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Quote goes here

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