

The logo consists of a dark blue circle with the text "PERIO.CO" in a light blue, sans-serif font.

PERIO.CO

# DENTAL TRACKER™ - A MOBILE APP

PERIODONTISTS AND TECHNOLOGY AT ITS BEST

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PERIO.CO



# OUR AGENDA

## **Company profile:**

- Who we are

## **Company goals:**

- What we aim to do

## **Data & statistics:**

- Why we started this

# WHO WE ARE

A startup corporation of Periodontists whose passion is all about the Gums and Public Service.

**Perio.Co** is an entrepreneurial venture which aims to meet dental needs by offering an innovative product, **DENTAL TRACKER™** for patients universally.

SECTION ONE

**IT'S NOT PURELY  
TECHNOLOGY.  
IT'S  
EMPOWERMENT  
OF OUR PATIENTS.**

DR BOEY SK | HEAD HONCHO

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PERIO.CO

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# THE NEED

## 6TH

MOST COMMON  
DISEASE IN THE  
WORLD IS  
PERIODONTITIS

NO PLAQUE  
NO PERIODONTITIS

GOOD ORAL  
HYGIENE IS KEY

# THE BASIC STATISTICS

## >80%

Of the target  
market are  
technology-savvy and  
owns a smart phone

The Trend Progression  
over the past years

1994



2005



2025



# DENTAL DEMAND UNMET

# 100%

Patients who are referred from clinics to Hospitals for specialist care have to wait for at least 2-6+ months

Delay in Dental Treatment will result in:

**POORER TREATMENT OUTCOMES**

Deterioration

**LOSS OF TEETH**

# The Problems



**01**

**Long Dental  
Waitlists  
Demand > Supply**

**02**

**Failure to recognise  
the importance of  
the Oral Hygiene  
Phase prior to  
Treatment**

**03**

**Untapped  
Technology and the  
Usage of Artificial  
Intelligence in  
Dentistry**



# WHY DO WE DO IT

@ **PERIO.CO** we want to REVOLUTIONISE dentistry and empower every one of our patients even before they set foot in the Hospital.

We will be giving them the ability to monitor their own ORAL HEALTH and REMOVE PLAQUE EFFECTIVELY by using a FREE mobile app, **DENTAL TRACKER™** on their smartphones by taking Smile Selfies or upgrade to **DENTAL TRACKER PRO™** for a series of scans of their teeth with the help of a retractor. It is as SIMPLE as 1-2-3.

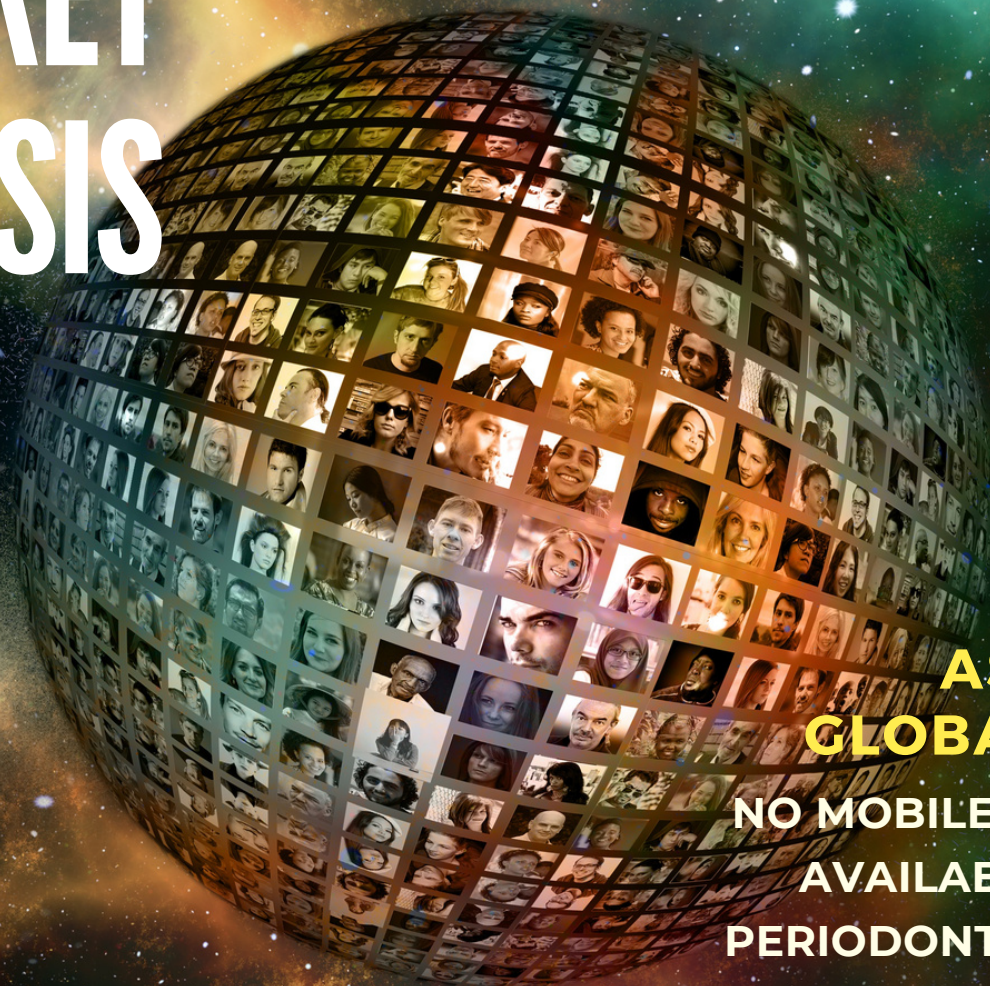
# WHAT WE AIM TO DO



- Self-Track **GUM** Health
- Improve **ORAL HYGIENE**
- Prevent **DETERIORATION**
- Better Treatment **OUTCOMES**
- Fewer Dental **APPOINTMENTS**
- Shorter **CHAIR-SIDE TIME**
- **POSITIVE** Reinforcement
- Long-term **MAINTENANCE**



# MARKET ANALYSIS



## ASSESSING THE GLOBAL LANDSCAPE

NO MOBILE APP IS CURRENTLY  
AVAILABLE WITH A STRONG  
PERIODONTAL FOCUS USING AI



# OUR PRODUCTS

## DENTAL TRACKER™

- A FREE mobile app developed for patients to take SMILE SELFIES
- Oral hygiene instruction tutorials
- Sponsored Advertisements\*

# FREE

# OUR PRODUCTS

## DENTAL TRACKER PRO™

- A Subscription-Based upgrade from **DENTAL TRACKER™**
- Analysed by AI via **Perio.Co**'s Database OR Dentist
- Personalised dental report and ORAL HYGIENE ACTION PLAN
- FREE Retractors with every new sign-up

# ONLY €10/MONTH

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# KEY APP FEATURES

SECTION TWO

REMOTE MONITORING

PRECISE ALGORITHMS

AI TECHNOLOGY

UNIVERSAL

SMARTPHONE COMPATIBLE

CUSTOMISED SETTINGS

MONTHLY SUBSCRIPTIONS

AUTOMATED  
WORKFLOW

VIRTUAL CLINIC

PERIO FOCUS

## SECTION THREE

# PROTOTYPE/SCIENTIFIC BRIEF

## Research article

*Clin Ter* 2020; 171 (3):e260-267. doi: 10.7417/CT.2020.2224

## Dental Monitoring Application: it is a valid innovation in the Orthodontics Practice?

A. Impellizzeri<sup>1\*</sup>, M. Horodinsky<sup>2</sup>, E. Barbato<sup>3</sup>, A. Polimeni<sup>4</sup>, P. Salah<sup>5</sup>, G. Galluccio<sup>6</sup>

<sup>1\*</sup> PhD Student, Department of Oral and Maxillofacial Sciences, "Sapienza" University of Rome; <sup>2</sup> DS Student, Department of Oral and Maxillofacial Sciences, "Sapienza" University of Rome; <sup>3</sup> Full Professor, Director of Department of Oral and Maxillofacial Sciences, "Sapienza" University of Rome; <sup>4</sup> Full Professor, Director of Head and Neck Assistance Department, Head of Pediatric Dentistry Unit – Umberto I; <sup>5</sup> Doctor in bioinformatics and PhD in biophysics to Ecole Polytechnique of Paris, Co-Founder and CEO at Dental-Monitoring; <sup>6</sup> Associate Professor, Director of Post-Graduate Course in Functional Orthodontics, Department of Oral and Maxillofacial Sciences, "Sapienza" University of Rome, Rome, Italy

## Patient Preference and Adherence

Dovepress

open access to scientific and medical research

Open Access Full Text Article

ORIGINAL RESEARCH

## Comparison of Effectiveness of Mobile App versus Conventional Educational Lectures on Oral Hygiene Knowledge and Behavior of High School Students in Saudi Arabia



International Journal of  
Environmental Research  
and Public Health



Article

## Acceptability of a Mobile Application in Children's Oral Health Promotion—A Pilot Study

Kirsi Rasmus<sup>1,†</sup>, Antti Toratti<sup>1,†</sup>, Saujanya Karki<sup>1,\*</sup>, Paula Pesonen<sup>2</sup>, Marja-Liisa Laitala<sup>1,3</sup> and Vuokko Anttonen<sup>1</sup>

ClinicalTrials.gov PRS  
Protocol Registration and Results System

Quick Links  
New Record  
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Records ▾ Accounts ▾ Help ▾

Record List

Showing: 4 records

Search:

	Protocol ID	ClinicalTrials.gov ID	Brief Title	Record Status
Open	2021/00520	NCT05073107	The Effect of A Dental Application to Promote Self-Administered Plaque Control: An RCT	Public

Scheerman et al. *BMC Oral Health* (2018) 18:19  
DOI 10.1186/s12903-018-0475-9

BMC Oral Health

## STUDY PROTOCOL

Open Access



## Study protocol of a randomized controlled trial to test the effect of a smartphone application on oral-health behavior and oral hygiene in adolescents with fixed orthodontic appliances

Janneke F. M. Scheerman<sup>1,2,3,11\*</sup>, Berno van Meijel<sup>1,5,6</sup>, Pepijn van Empelen<sup>3</sup>, Gem J. C. Kramer<sup>7</sup>, Gijsbert H. W. Verrips<sup>3</sup>, Amir H. Pakpour<sup>8,9,10</sup>, Matheus C. T. Van den Braak<sup>1,7</sup> and Cor van Loveren<sup>1</sup>

Received: 2 April 2019 | Revised: 20 May 2019 | Accepted: 4 July 2019

DOI: 10.1111/ldh.12415

## ORIGINAL ARTICLE

International Journal of  
Dental Hygiene



WILEY

## The effect of using a mobile application ("WhiteTeeth") on improving oral hygiene: A randomized controlled trial

Janneke F. M. Scheerman<sup>1,2,3</sup> | Berno van Meijel<sup>1,4,5</sup> | Pepijn van Empelen<sup>3</sup> |  
Gijsbert H. W. Verrips<sup>3</sup> | Cor van Loveren<sup>2</sup> | Jos W. R. Twisk<sup>4,5</sup> | Amir H. Pakpour<sup>6,7</sup> |  
Matheus C. T. van den Braak<sup>2</sup> | Gem J. C. Kramer<sup>2</sup>

SECTION THREE

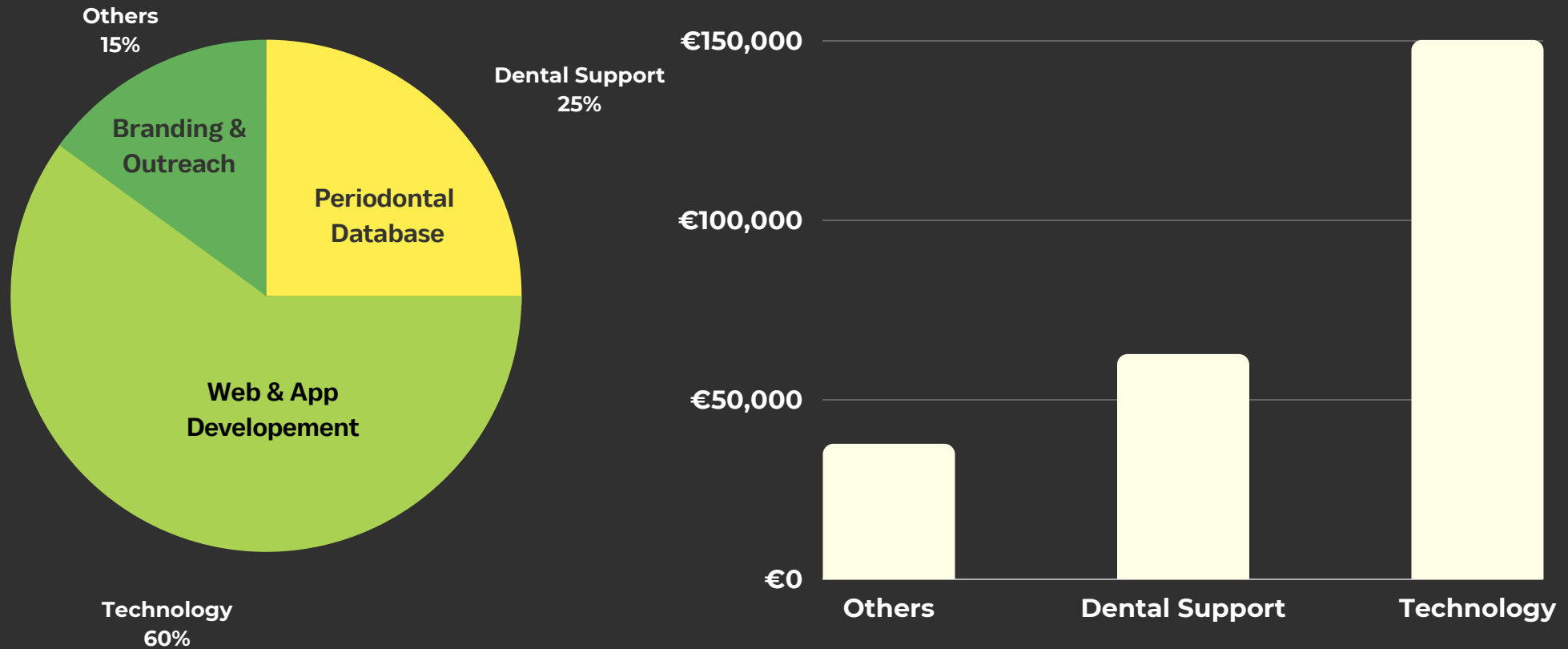
# SEEDING FUND

€ 250,0000

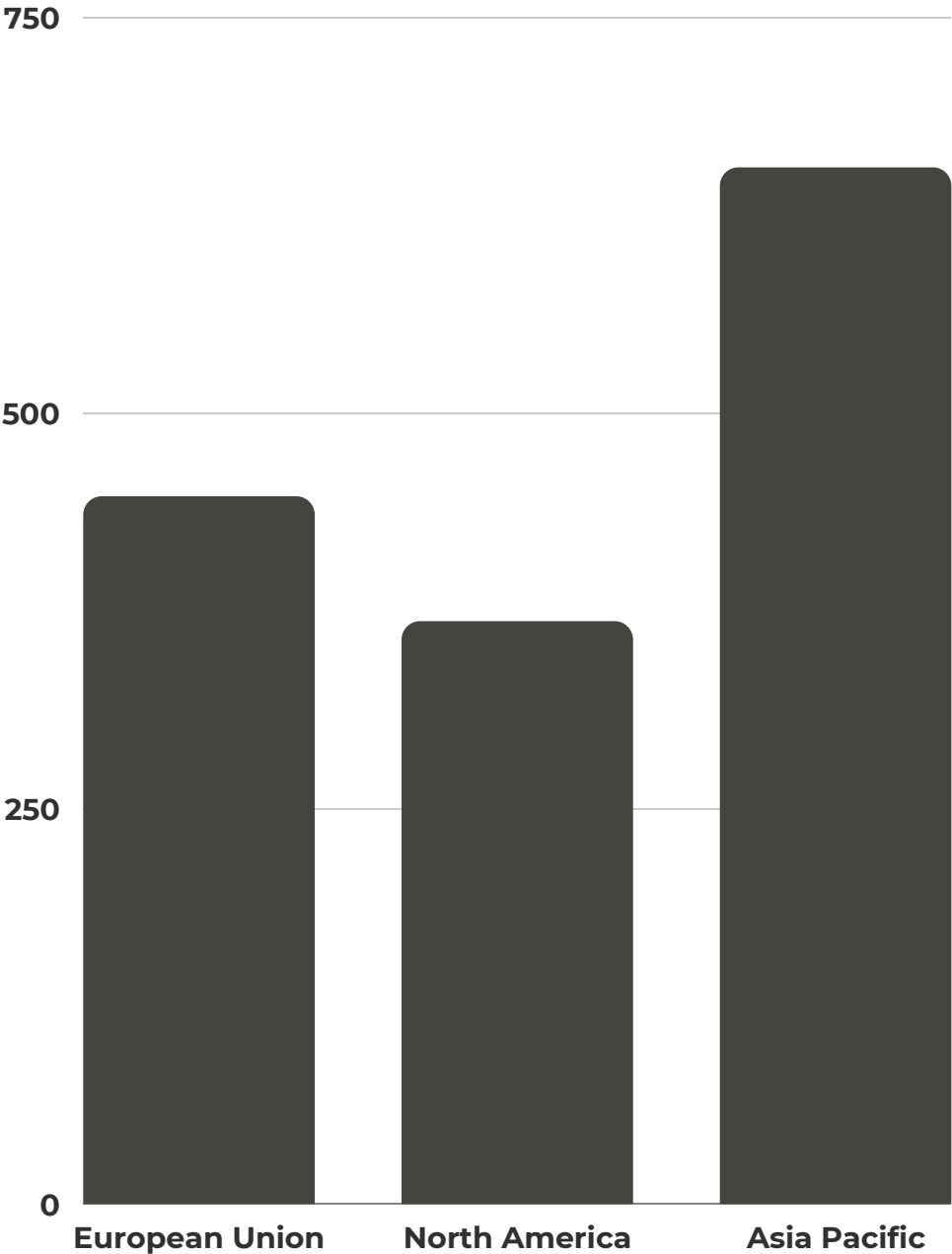


# THE NUMBERS

## FINANCIAL BREAKDOWN



Population (in Millions)



# OUR STATISTICS

TARGET SEGMENTS

**WE AIM TO CAPTURE A MERE  
0.1% OF EACH MARKET SEGMENT  
BY 24 MONTHS AFTER PRODUCT  
LAUNCH**

# TOP & BOTTOM LINES

24 MONTHS  
FORECAST

## EUROPEAN UNION

450,000 PEOPLE @ €10/MONTH\*

= € 4.5 MILLION

\*POTENTIALLY CUMULATIVE

## COST OF SALES

(RETRACTORS/MAIL)

450,000 PEOPLE @ €2/MONTH

= (€ 900,000)

## MONTHLY OPERATION COSTS

= (€ 75,000) X 24

= (€ 1.8 MILLION)

## START-UP LOSSES

= (€ 250,000)

## NET PROFIT

= € 1.55 MILLION

SECTION THREE

**SEEDING FUND**  
PROTOTYPE  
DEVELOPMENT

0-12 MONTHS

**FUND RAISING**  
PARTNERS &  
AD SPONSORS

19-30 MONTHS

**IPO**

5 YEARS

PRODUCT  
LAUNCHES

13-18 MONTHS

ROI

36 - 42 MONTHS

# PROJECT ROADMAP & EXIT STRATEGY



# MEET THE TEAM

FIND OUT MORE

**Perio.Co** is the brainchild of a group of visionary Periodontists who seek to pave the way and change how we manage gum disease using Technology to get a wider reach of Patients through different modes of media.



# LET US KNOW WHAT YOU THINK

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