



SmarTeeth

Keep Track of Your Oral
Health Intelligently

March 2022
IRAN



Our Team

Where academic-level knowledge meets experience



Zahra Sadredini

Founder, Lead applicant
M.Sc. Polymer Eng.
Tehran University, IRAN
Software Developer
AI dev



Homeira Saeb Nouri

Co-Founder
M.D. Dentistry
Shahid Beheshti University, IRAN
Oral and Maxillofacial Pathologist
15+ years served as a dentist

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Where academic-level knowledge meets experience



Afshin Parvin

Engineer

B.Sc. Electrical Engineering
Azad University of Tehran, IRAN
20+ years of experience in
Robotics and Programming



Marjan Ghafourian

Oral Health Advisor

M.D. Dentistry
Tehran University of Medical
Sciences, IRAN



Shahin Khosravani

Advisor-Researcher

Doctor of Pharmacy (PharmD)
Mashhad University of Medical
Sciences, IRAN
20+ years of experience in
pharmacy

Issues with the Current System of Oral Health Care



Financing Challenges

Let's be honest dental care is very expensive! At the same time, insurance coverage is limited.



Accessibility

The distance between the patient's location and the nearest clinic may not be optimal for regular visits.



Limited Time

Some dentists have very limited time for face-to-face appointments. Patient might find it difficult to maintain their schedule.



Diagnostic Accuracy

Accessibility and availability issues can lead to patients have difficulties in finding an experienced dentist.



How Can Our Product Help?

1. AI Powered

- Self-supervised Deep Learning algorithm
- Tooth decay detection
- Expanding library
- Powerful computing server

2. Regular Checkups

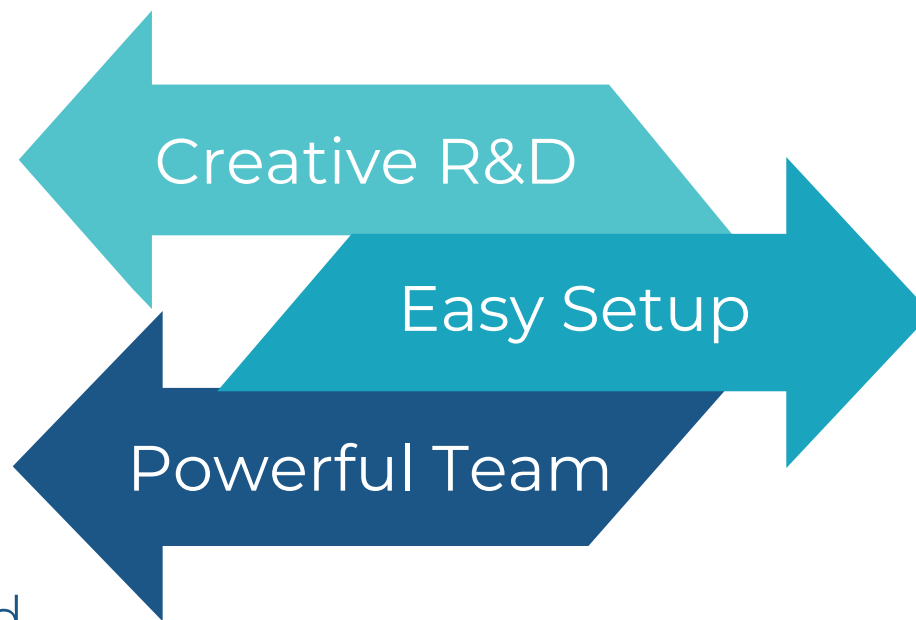
3. Dental Care Articles

4. Experienced Dentists

- In-app chat features
- Customers can seek advise whenever they need
- Experienced dentists are welcome to join

Our Strengths

- Adding blockchain to the equation
- Cryptocurrency payments
- Smart contracts
- Members with diverse specialties
- Powered by experience and knowledge
- Empowered female team members



- We have dentists to service
- Our app is almost developed
- Providing long lasting free trials in the beginning

Business Model

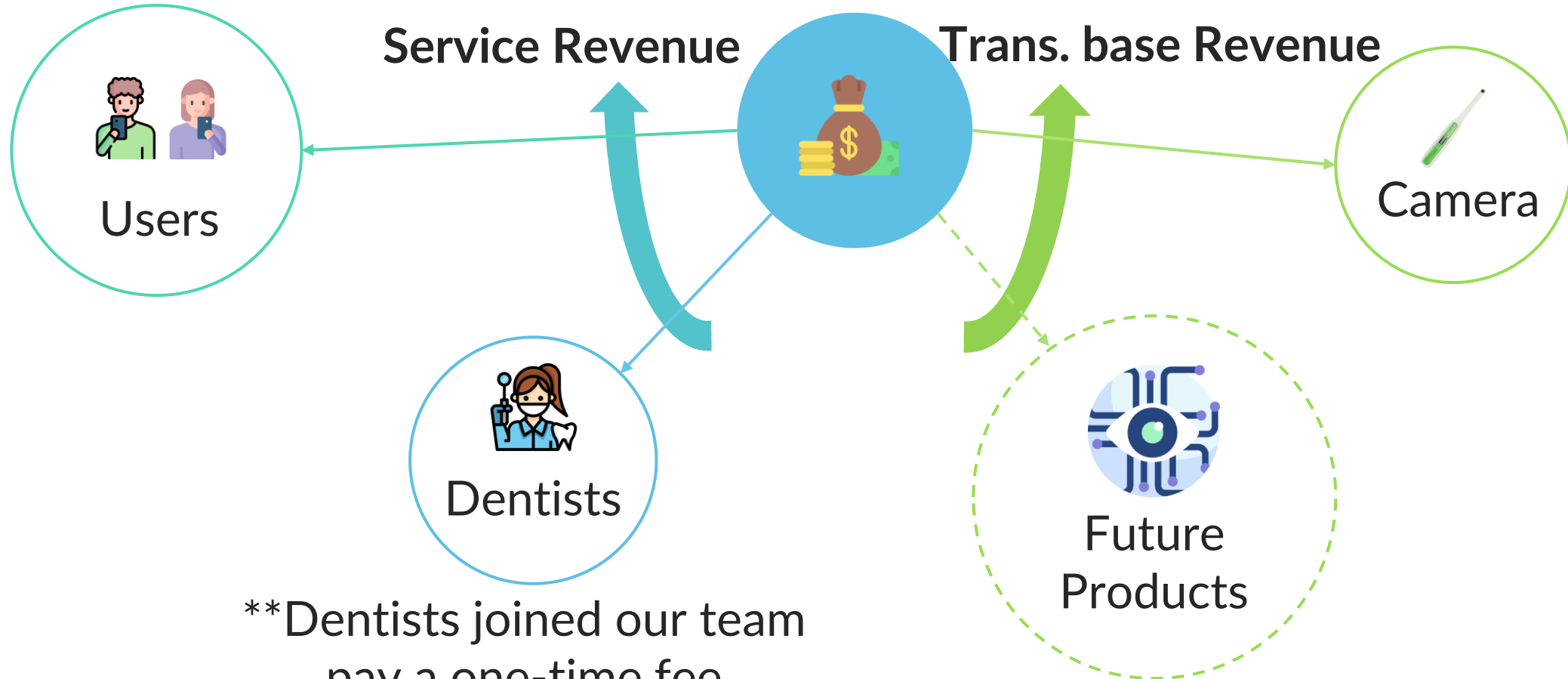


Business Model

- Our Customers are citizens from all age groups
- Users can download our app in Play Store and Apple Store
- Our physical products can be found at dispensatories and supermarkets
- Physical products can offer up to 6 months of free subscription to our app

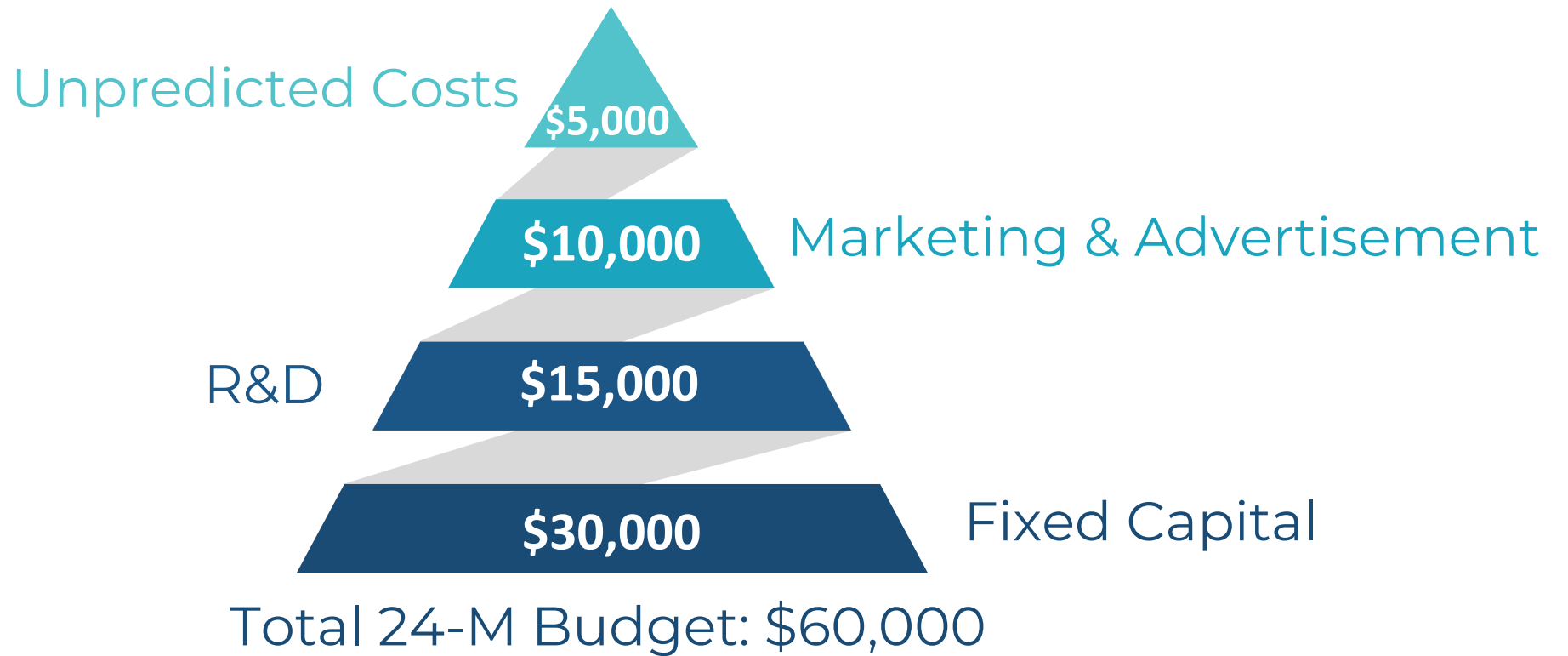


Revenue Streams



**Dentists joined our team
pay a one-time fee

24-Month Budget (CAD)



Financial Projection

First Year



Revenue = 0
Expenses = \$60,000
Profit/Loss = \$60,000



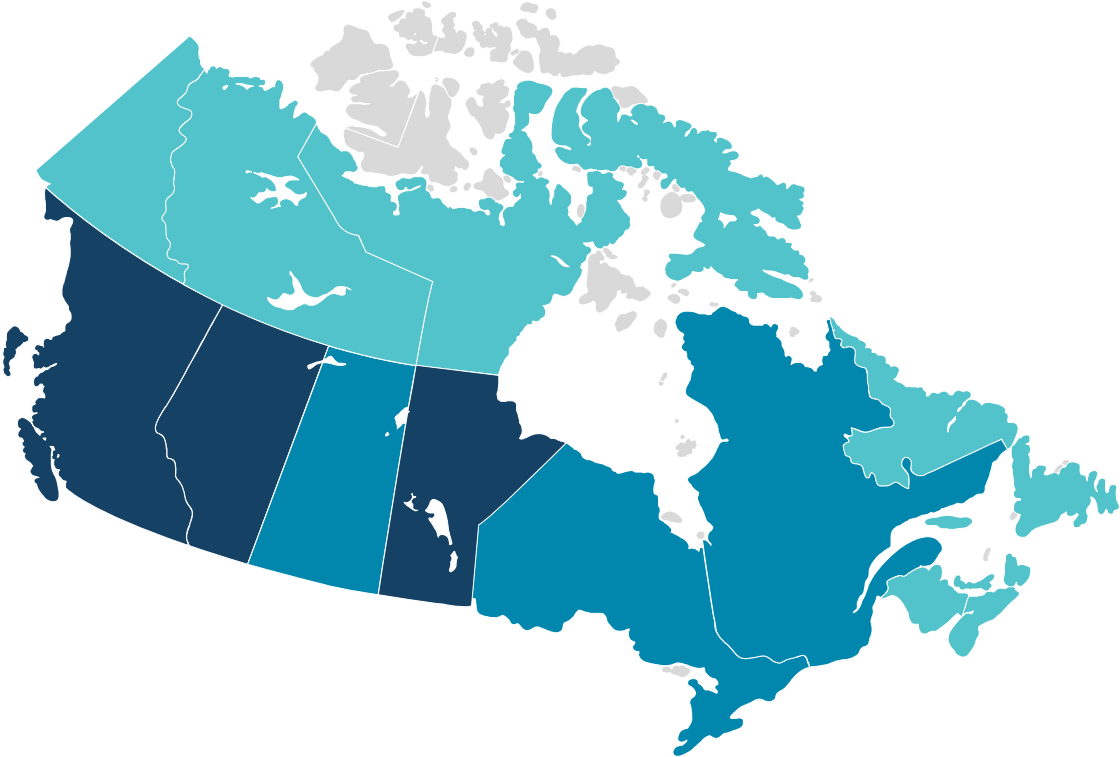
Market Reach

Financial Projection

Second Year



Revenue = \$170,000
Expenses = \$200,000
Profit/Loss = \$30,000



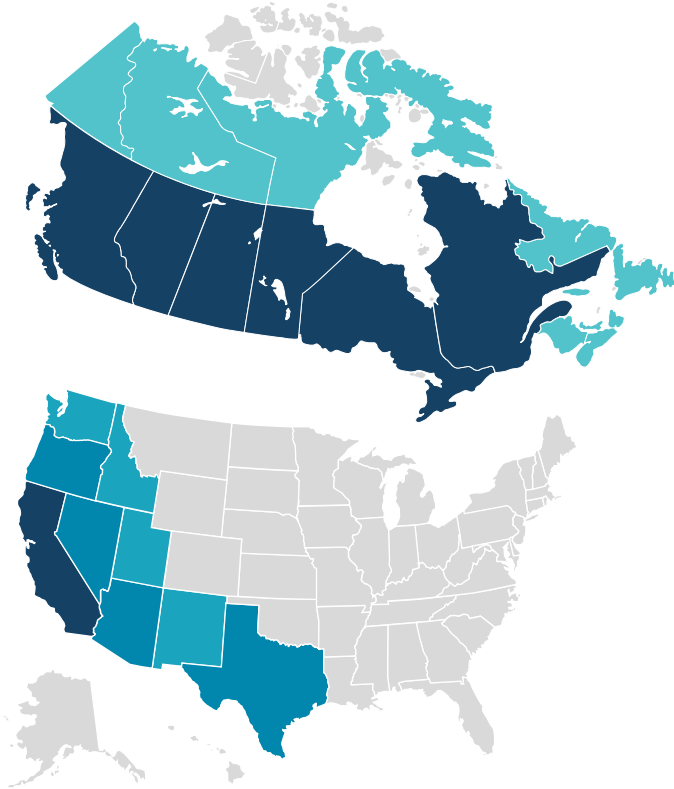
Market Reach

Financial Projection

Third Year



Revenue = \$400,000
Expenses = \$350,000
Profit/Loss = \$50,000



Market Reach

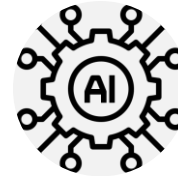
Timeline and Milestones



November 2020

Ideation

Here is where the idea of Smarteeth came to our mind. The idea was investigated by Ms. Sadredini and Dr. Saeb Nouri from two distinct points of view; engineering and dentistry.



June 2021

AI Development

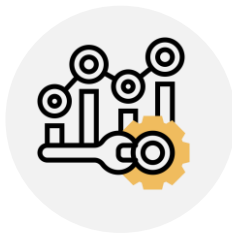
More than 20,000 labeled pictures of teeth in different conditions were gathered at this stage to feed our AI engine developed with more than 1000 lines of code.



February 2022

Camera Endoscope Design

First prototype of our camera endoscope was developed by our electrical engineer.



November 2021

App/Website Development

The first version of our app was developed for both Android and IOS operating systems. Also, our website went online.



May 2022

UI/Device Optimization

Currently, we are designing a modern, user-friendly UI for our application. Additionally, we are optimizing the camera design to minimize its final price.

July 2022

Industrial Design & Test

Our final product will be developed and fully tested in this step.



November 2022

Establish Company in Canada



March 2023

Product Health Approval



June 2023

Marketing Activities

2024
Fundraising



Market Expansion (USA First)

But ... Why Canada?!!

- Dental Care is very Expensive in Canada and the US
- Canada appears to be software developers' heaven
- In our home country, Copyright is **NOT** taken seriously