ENAMELPURE

Business Plan Summary

Business Overview: Enamel Pure, (EP), is revolutionizing the preventive dentistry market. Current preventive dentistry technology relies on slow manual techniques, is a long and uncomfortable process for the patient and hygienist, resulting in an incomplete cleaning that leads to thin yellow teeth and gum recession. EP's solution is a combination laser and AI imaging device. The laser modernizes dental cleanings, replaces fluoride with laser hardening, and improves whitening with a mouthguard. The built-in camera produces the first ever AI oral health report and a measurement file that defines orthodontic treatments. The device is twice as fast as existing cleaning techniques, replaces fluoride and whitening care, all while revolutionizing the dental revenue process with an AI health report implementation.

The Company: EP is a seed-stage company having received three FDA clearances. EP has 23 patents filed with 9 issued, and the only competition is the continued use of existing mechanical tools. The pilot manufacturing is complete, and seven dental key opinion leaders have confirmed the device's efficiency and patient benefits. Three national distributors have signed agreements with EP, so the company is setting up for the first production run in Summer '26. Nathan Monty, co-founder and CEO, is a serial entrepreneur having sold a business to Danaher Corporation, and started Convergent Dental in Waltham, MA. Chuck Dresser, co-founder and CTO, is a laser medical device expert and a licensed patent agent. The balance of the team specializes in technology, marketing, and regulatory.

The Market: The preventive dentistry market includes teeth cleaning, fluoride treatments, enamel whitening, and orthodontics with Americans spending $22B yearly, according to the American Dental Association. Worldwide the market segment is about $50B. 150M+ Americans visit their hygienist bi-yearly, with over 220,000 hygienists in the USA, with teeth cleaning being the largest, by volume, medical procedure in the USA. Revenue is generated by selling the medical device, recurring revenue per clinical procedure, and licensing the use of its AI imaging and orthodontic measurement data.

Value Proposition: The device sells for $35K per device, or $850 a month on a 5-year lease. The laser cleaning is twice as fast and quiet, while eliminating pain, bleeding, rinsing and spitting. The laser hardening replaces fluoride treatments, and the whitening is effective while requiring no additional chair time. The built-in camera snaps pictures in between the laser pulses so both cleaning and imaging happen simultaneously. When a patient revisits their hygienist, the previous 3D oral model is compared to the present imaging allowing the AI to diagnose oral health concerns, track clinical results, and predict lifelong health. Lastly, the imaging is converted to a measurement file to define clear aligners and other orthodontic plans. The dental office can reduce cleaning appointment time 30 to 50%, charge for hardening and whitening, and introduce subscription options to aid patients in improving their oral health. Capital equipment, recurring, and data licensing revenue fuel EP's sales projections.

The Ask. EP has raised $2.5M and is seeking an additional $2M. The capital raise is the sale of preferred equity at an $18M-pre valuation. The raise is to finance the inventory for the initial production run and working capital requirements.

	2024	2025	2026	2027	2028
Units	203	409	826	1388	1680
Sales ($M)	$5.8	$15	$35.1	$78.1	$141.6
EBIT ($M)	($2.7)	($2.7)	($1.3)	$7.8	$27.2

Fun Fact. 40% of USA dentists are women, and a third are minorities. By 2032 half the dentists in America will be women. With the demographic change, dental technology adoption is robust and the dental market is expanding.

Contact: Nathan Monty, 17 Briden Street, Worcester, MA 01605, Email: nmonty@enamelpure.com, (508) 335-4824