

*Sweets*<sup>TM</sup>

TODAY

**1 in 3 Americans  
avoid the dentist**

TODAY

Because of **FEAR**

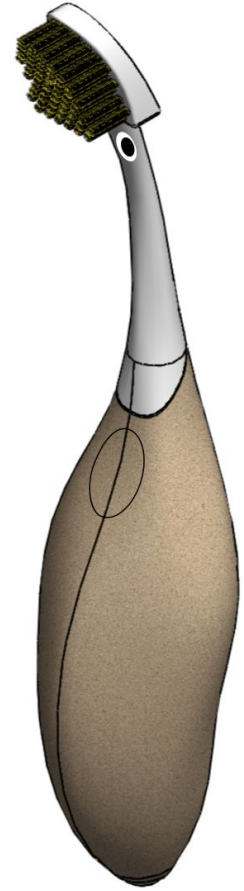
TODAY

# It's a **Global** problem



A NEW POWER

# The first **diagnostic** toothbrush to spot plaque...



A NEW POWER

and diagnose  
organ health  
through teeth



## A NEW POWER

***“I think your idea is excellent and I can see a market for it, especially with the camera integration.”***

- Sharon Owens  
Caregiver for her disabled father

## A NEW POWER



***“I liked the larger handle.  
It seems to fit the hand  
better with less force.”***

***-Dr. Ronnie Caponera  
Caponera Orthodontics, Plantation, FL***



## A NEW POWER

### Why Me?

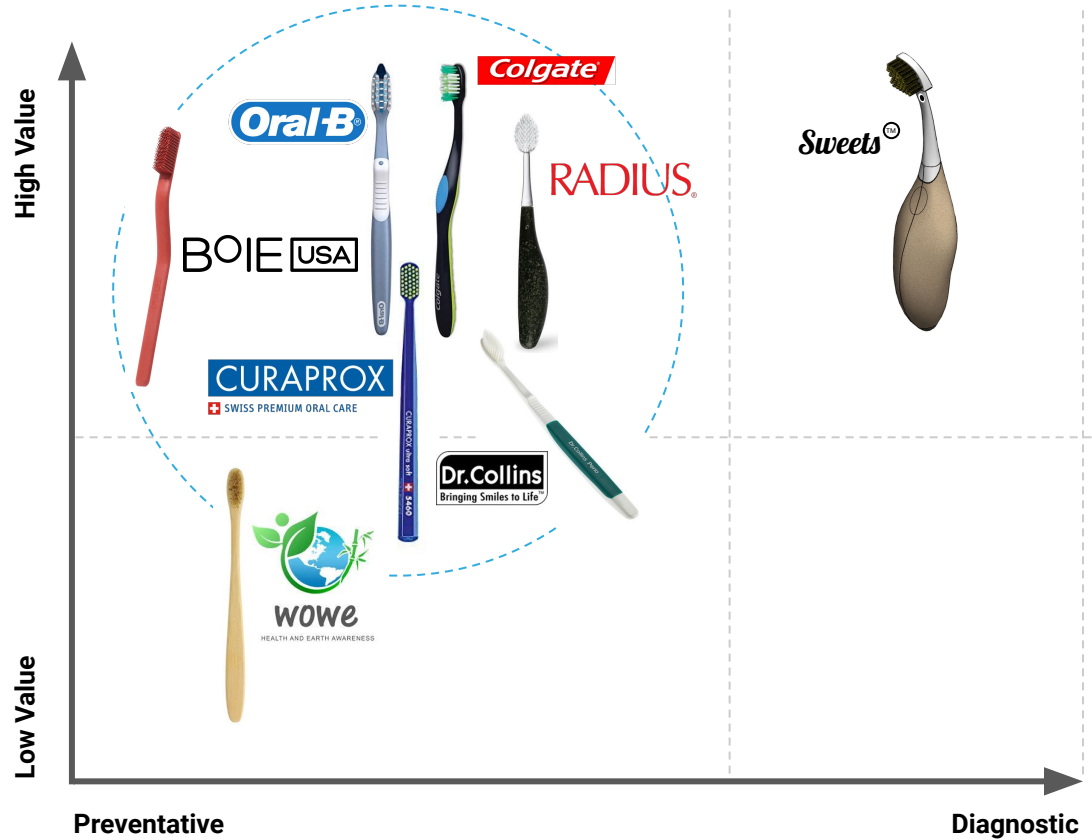
- I'm passionate about health.
- I transform businesses through design.
- I founded 2 company's Pud'n and AS LLC

### Why Now?

- People want more control over their health
- To save more
- To feel good all the time
- To do more things

THE PATH TO GET THERE

*Sweets* will be the first diagnostic toothbrush



THE PATH TO GET THERE

Endorsed by  
a network of  
leadership  
organizations



ADA

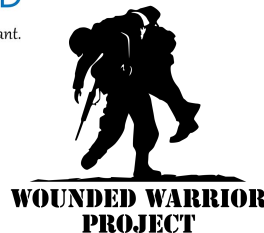
American  
Dental  
Association®



VA



U.S. Department  
of Veterans Affairs



THE PATH TO GET THERE

# US Toothbrush Market

Manual

**\$3.4 bn**

119 mm (\$29 avg.)

Electric

**\$1.3 bn**

268 mm (\$5)

Diagnostic

**\$2.4 bn**

3.9 mm (\$50) 1%

# THE PATH TO GET THERE

	Prototyping	Industrialization	Scaling
Funding Needed	<b>\$100-500k</b>	<b>\$500k - \$10mm</b>	<b>\$10mm +</b>
Funding Use	<i>First design costs</i> Components Company formation Patent Submission	Tooling & Dies Test benches Design & usability studies First employees	Tooling & Dies Test benches Design & usability studies First employees
Spent	<b>\$11,000</b>		

TOMORROW IS TODAY

The *Sweets* Diagnostic toothbrush empowers the disadvantage to take control and improve their oral hygiene for healthier lives.

# CONTACT INFO

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