



We develop and manufacture unique instruments for dentists.
Our products are of the highest quality that can significantly simplify and shorten the duration of various procedures.

TEAM

Boris Gorodnitsky
Co-Founder & CEO

20 years of experience in management and operation manager in various industrial fields. Founded and managed a company that specializes on technology of abroad projects for civil security, medical equipment and tools.

Shlomo Berkovic
Co-Founder & COO

Inventor and head of project of guided missiles program at Israeli Military Industries. Head of laser based measurement equipment production unit at IISR. Head of innovation at Medic NRG

Igor Tsesis
Medical Advisor

DMD, Specialist in Endodontics, Associate professor Tel Aviv University. Past-president of the Israeli Endodontic Society and a member of the Scientific Council of the Israeli Dental Association, a member of the Scientific Advisory Board of the Journal of Endodontics.

Kiril Gitman
Co-Founder & CDO

Mechanical engineer and industrial designer with 15 years of extensive experience working on multi-disciplinary projects with large companies, start-ups and entrepreneurs.

PRODUCT

Cleaner[®] a new endodontic proprietary device that allows clinician effectively and safely clean the canals during an endodontic procedure.

MARKET (No' of root canal treatments annually)

15M (US) + 29M (EU & UK) + 35M (ROW) = **79M Total**

BUISNESS STRATEGY

- Gain Regulatory Approvals
- Product Launch
- Self Production
- Goal: 5% of all root canals treatment:

FINANCIAL-CASH FLOW

Year-2 = **\$1,975,000**
Year-3 = **\$4,937,500**
Year-4 = **\$6,912,500**
Year-5 = **\$10,862,500**

REQUIRED FUNDING

500K

