



CLEANER[®] - ENDODONTIC INSTRUMENT



CURRENT PROCEDURE

The root canal treatment is performed by instrumentation of the canal using irrigation solutions for cleaning and disinfection.





PROBLEM

ABOUT 40-60% OF ROOT CANAL TREATMENTS FAIL

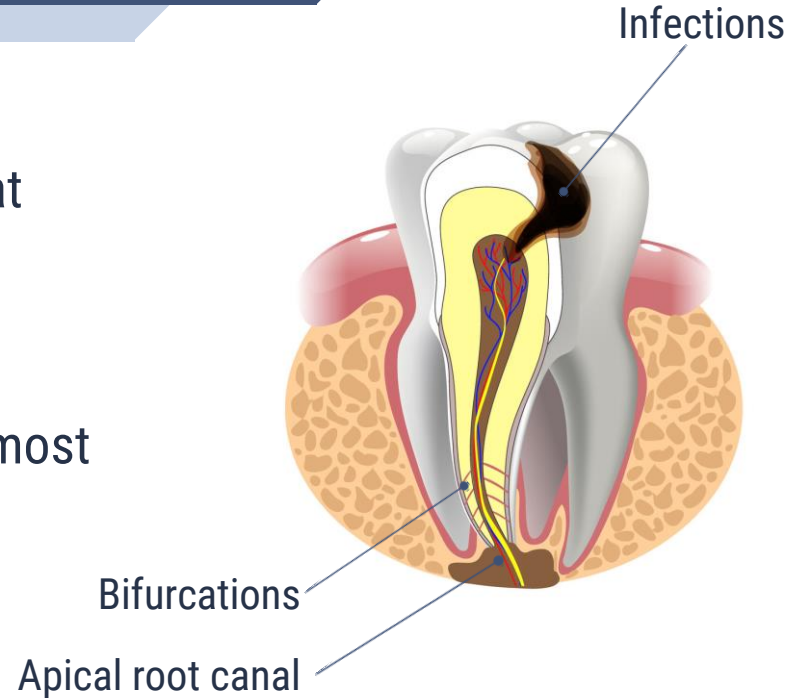




CAUSE OF FAILURE

The main reason for failures are bacteria that remains inside the root canal after the tooth preparation

The apical part (tip) of the root canal is the most difficult area to access, clean and disinfect





SOLUTION

Cleaner[®]

A new endodontic proprietary device that allows clinician effectively and safely clean the canals during an endodontic procedure



BENEFITS





BENEFITS

Improved treatment outcome

- Flexibility
- Resilience
- Safety
- Simplicity in use

Economical Value

- Low price
- Shorter treatment time
- Reduced risk of returning patients
- Reduced risk of malpractice claims



MARKET

15M

Root canal
treatments in
the USA
annually

29M

Root canal
treatments in
the EU & UK
annually

35M

Root canal
treatments
the rest of the
world each
year

79M

Total
Annually



REVENUE MODEL





BUISNESS STRATEGY

Gain Regulatory
Approvals

Product
Launch

Self
Production

Goal: 5% Of All Root Canals Treatments By Year 5



REGULATORY

- ISO 13485 certification
- FDA Dental Hand Instrument
- Under the regulation number 872.4565, and classified as class I
- CE mark class I





STATUS

- Fully Functioning Prototype
- Prototype of automatic production machine
- Patent Pending and PCT

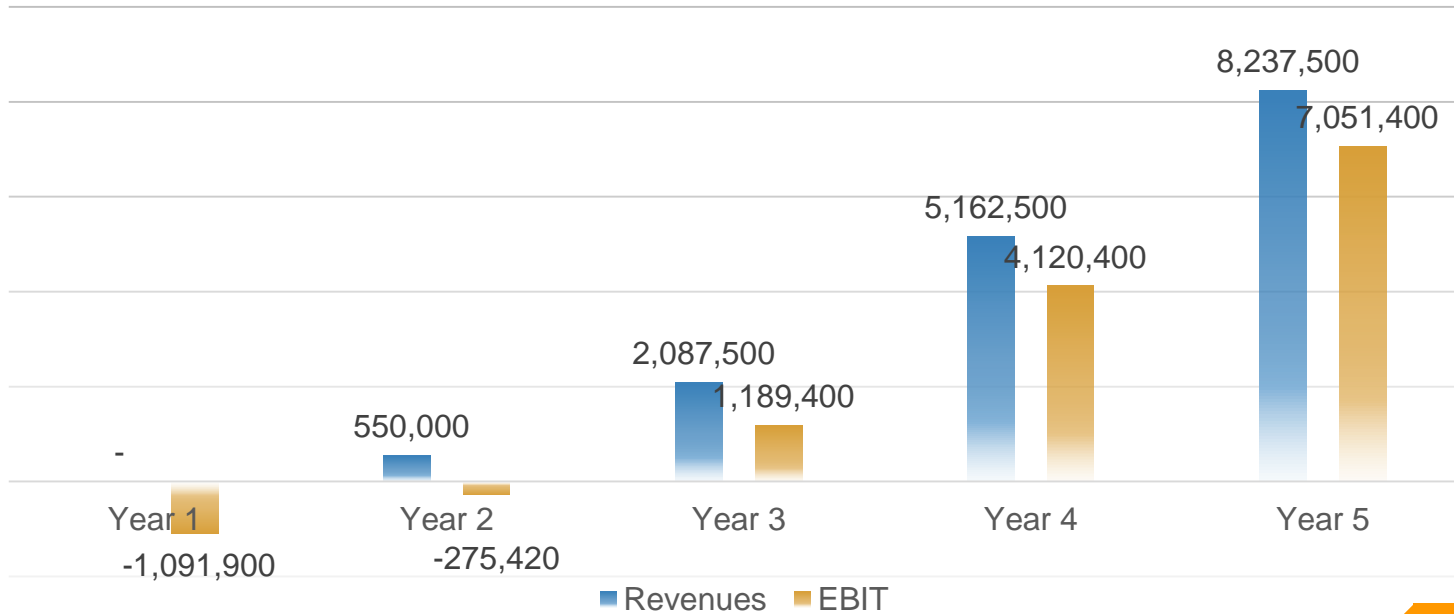


FINANCIAL - UNITS SOLD

	Year 2	Year 3	Year 4	Year 5
US	75K	150K	450K	750K
EU	145K	290K	870K	1.45M
ROW	-	105K	350K	700K
Total Units Sold	220K	835K	2.065M	3.295M
Total Income	\$550,000	\$2,087,500	\$5,162,500	\$8,237,500

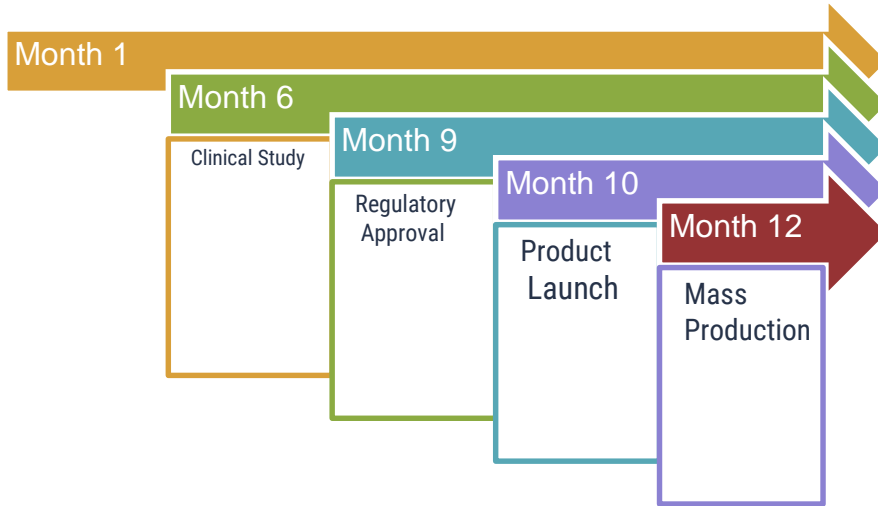


FINANCIAL - YARLY CASH FLOW





PROCESS



R&D and
Regulation

Product
Testing

Distribution

 **TEAM****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

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

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

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.



THANKS!