



The Digital Dentist

Improvement for patients
Fun for kids
Increased sales for Dentists
Improved public health

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Table of contents

Dentanor 2019

1. Cover
2. Table of Contents /contact
3. Executive summary
4. Project History
- 5-6. Project summary
7. Value proposition
- 8-9. The product
10. The Market
11. Risk Factors
12. Time Line
13. The Team
14. Share Commits
15. Budget Summary
- 16-20. Marketing Plan
21. AppScreens
22. Brand & App Profile
23. Budget
24. Disclaimer

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Investor relations

Founder & CEO: Nor Gradin: +46 761398800

Executive Summary

Dentanor 2019

Dentanor is a platform much like KRY but for dental services. It provides an online link for immediate help, holds dental records, links patients and dentists and improves your and your families health. The online business for health is booming in all areas which are proven by companies like Kry, Nätdoktorn and others. There is a lot of money to be made in the area. We live longer, and health services are needed for extended periods. With downsizing the healthcare and increase of the demand new players and ideas need to get on to the market. The demand to access care where ever you are and when you need is becoming more and more apparent with all services going online. The demand is scalable as dental health is something everybody needs and the service looks the same over the world

Very few likes going to the dentist, so you can ask yourself that if there were a way to pay SEK 300 for a 10 min video call to show that you did not have to go, would you not take it? I would. The benefits for the general health and the reduced costs for better dental care is proven and should be considered in the long run when approaching the governments to be a part. The reductions in costs (health benefits) and service provided to the public is in the state interest and will be a next step for being state and government approved as a partner. The product has the general public in mind, as well as the dentists and taxpayers money. This will save a lot of money for the taxpayers. Development and setting up costs are low, and once up and running the product will be able to scale, and running costs will only be growing with the demand.

Revenue models

Emergency call service.
Six calls an hour per dentist.

Subscription model for dentists and patients. (Saas)
(Keep your dental records and family sharing)

"The Swedish dental market is yearly worth Sek 26 Billion and it's time to go digital."

Linking dentists and patients
Find a dentist, reminders

Government funding for kids and elderly services.
Better access for distant areas

Promotions and partnerships with dental companies

Price comparisons and dentist reviews

Promotion and advertising from dentists

Increase use with gamification for kids and families.

Dentanor is opening for SEK 6 000 0000 for a 20% part of the company to start the production of the platform to take the place of Uber in the world dental sector for dentists and patients. 2'' will take Dentanor through the first to years until we start making money.



Project History Dentanor 2019

The idea for the Dentanor app and platform was founded in 2017 by Nor Gradin who as a dentist saw the gap in the market and the need for people to get access to their dental health where they spend the most time. In their phone in an app form, as has happened with the health apps that are booming. To get all the dentists in one place, to get immediate help from on-call dentists, find a dentist close to you and many other things. With reminders and rewards for you and your family to make it fun and rewarding in the popular app form. Everything was clear and evident to Nor. Dentanor was born. Everybody needs to take care of their dental health, buy toothbrushes, and find a dentist, and the market is vast. She is determined to make the dental business the next in line of healthcare apps to get into the pocket of the users. With a lean setup and expert team, the app is ready to be developed within six months of funding.

Why consider this?:

The product can (and should) be used by everyone, daily

It is scalable around the globe.

No other generic window for companies to consumers

No apparent competition

Family & Kids makes multiple downloads

Possible government interest

Finalizing the product and Salaries Sek 3 000 000

Marketing Sek 3 000 000

The valuation is a start-up valuation. That means that the money needed versus the % of shares given out has to be considered. And this can look strange.

As an investor you should look at the valuation in 3-5 years on your investment.

Our forecast is

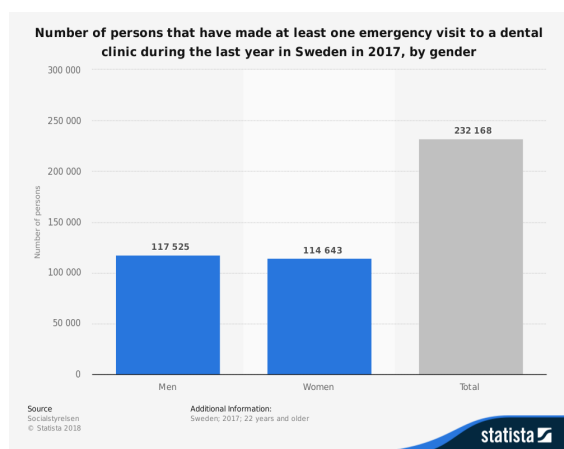
1. One round is enough to go to market and make black numbers in 2 years.
2. Figures turn black in 18 months.
3. Exit will an IPO in 5 years or sell the company to a major player..

The revenues are On-call Dentist, current use 5000 calls /year with an expected minimum doubling yearly in Sweden alone. Add your dentist to the app to sell open hours with a 30% revenue. Affiliates with for example subscription toothbrush and related products. Government-funded kids and teens revenues, by making the app target added dentists.



Project Summary Dentanor 2019

Today the knowledge of the connection between the mouth health and chronic illnesses are well known. Today several studies show on the strong relationship between mouth illnesses and adverse effect on the individual's overall health. One of the latest studies are: Nieminen, Listyarifah, Hagström, Haglund, Grenier, Nordström, Uitto, Hernandez, Yucel-Lindberg, Tervahartiala, Ainola & Sorsa; *Treponema denticola* chymotrypsin-like proteinase may contribute to orodigestive carcinogenesis through immunomodulation., This result also shows the bacteria in chronic infections that adds to periodontitis (Tooth loosening) that can cause cancer in the gastrointestinal region. A Register-based cohort study of 68,273 adults in 10-year follow-up shows an unexpectedly strong connection between periodontitis and pancreas cancer.



We also see that caries with the young is increasing which in turn shows lesser knowledge with parents and their young.

The dental care can seem unmodern with the classic visit with the dentist followed by a treatment plan. In a stressful world, the planned visit to the dentist is likely to be prioritized lowered and even ignored which will lead to worse overall health.

“A healthy body requires a healthy mouth! Statistics show that bad dental health severely increases the risk of certain illnesses.”

Many visits to emergency dental care are often based on worry and ignorance with the patient. Very often the appointment was not needed at all and the patient, if appropriately informed, could have been instructed over the phone and performed self-help. Now, this weighs the dental care system and gives long queues and extra cost that is unnecessary as is the case with all maltreatment. This is a critical point with dentistry. Most of us go when it's necessary, we act and go. 232000 people made an emergency visit to a dentist in Sweden alone in 2017.

The customer of today wants to find help by themselves, quickly and get it in person, when they need it, as they are used to with most other services in their lives. There are no services in this field currently on the market. Reports also show that children's dental care is getting worse and the ongoing education and information must be maintained in the current flows of information.

This development of services was acknowledged by the experienced on-call emergency, and practicing dentist Nor Gradin, that saw that there is an opening for the same services in dental care as in health. She states that a large part of the patients connects dental care with fear and unpleasantness and that this contributes to a reduced number of visits to the dentist. In the end, this adds to an increase in both physical and psychological illnesses. The population is living longer than ever.

***“IT’S A MOBILE
FIRST WORLD!
We do everything
in the phone
today.”***

We are spending more and more money on healthcare in all areas. The digital era has spawned many new ways of finding help and online doctors like Nät doktorn and Kry, that emerged in the markets in Sweden a few years ago are incredibly successful.



The app Dentanor is all your dental needs in an app.

The project is ready to go to production. With all background and material made, UI/UX the project is waiting for the dev team to start coding. While they put the code together marketing towards dentists will commence and get them on board the project.

The consumer market will be targeted as soon as the project is launched. The marketing campaign is estimated at 50% of the budget for becoming established on the market.

"The digital era has spawned many new ways of finding help and online doctors like Nätdoktorn and Kry, that emerged in the markets in Sweden a few years ago are incredibly successful. "

The Dentanor app is the first dental app that holds all your dental needs in one place. On-call services from Dentists, hygienists, and pharmacies. Find your local dentist, new customers for dentists. Your daily routine for you and your family members. A reward system for continuous care and reminder system for keeping your tools in order and appointments. Finally, also the now solved problem of your dental records always with you. This app connects dentists and gives them the opportunity to fill their empty calendar spaces and sending clear information on their offers. So except for being part in reducing the total costs for the state in overall better health, we can see the following:

Advantages

Dentists:

- Extra on-call work
- Send service offers
- Get noticed
- Fill your schedule
- Get new clients
- More effective treatments
- Better time management

Patients:

- Direct link to your dentist
- Offers for dental health
- Find a dentist near you
- Read reviews of dentists
- Compare prices
- See available time slots
- Emergency dentist
- Better accessibility (distance)
- Find a dentist in your language
- Daily routine rewards
- Rewards for family routines
- Keep your records
- F-kassan amount levels
- Historical data
- Everything in one place
- Find information
- Get reminded
- Better mouth health

INDIVIDUALS VALUE ONLINE ACCESS TO THEIR HEALTH RECORDS



7 IN 10 individuals **VALUE ONLINE ACCESS** to their health records.¹

81%

of those who accessed their health information online found it useful¹



The Product Dentanor 2019

1.



The Dentanor product consists of an app and web platform for the end consumer and dentists. It's made as a native app for IOS and Android. It will be available in the regular app stores and be free for the user with in-app purchases

The app has three primary services for patients/users:

The on-call dentist service which works as a direct video link between the patient and an on-call dentist. Its a 10 min service for the client to find out if they have to go to the dentist. Emergency help for sudden changes and needs in the mouth. The goal of the app is to give the patient calm. The stress for patients is the primary concern and should be taken seriously. To be able to seek advice and reduce the anxiety for each is very important. The patient logs in via Bank-id from a safe spot like home and can then together with an expert dentist on call make the decisions on what to do.

The comforting help consists in finding a booking of a dentist for the patient or be instructed how to self-help. As an on-call emergency dentist for over 13 years the founder has noticed that most of the emergency visits are about the patients worry and uncertainty on if it is dangerous, hurtful or not. Through direct contact with a dentist through the app, there is an estimated 80% of cases that can be helped over the phone. You have contributed to saving time for the patient and system, and relieved the patient of anxiety and made a plan for the patient that can be handled in regular order. With the right information, the patient can book the correct length for the upcoming dental visit which helps both dentist and patient.

★ ON CALL EMERGENCY

★ LOCATE & BOOKING

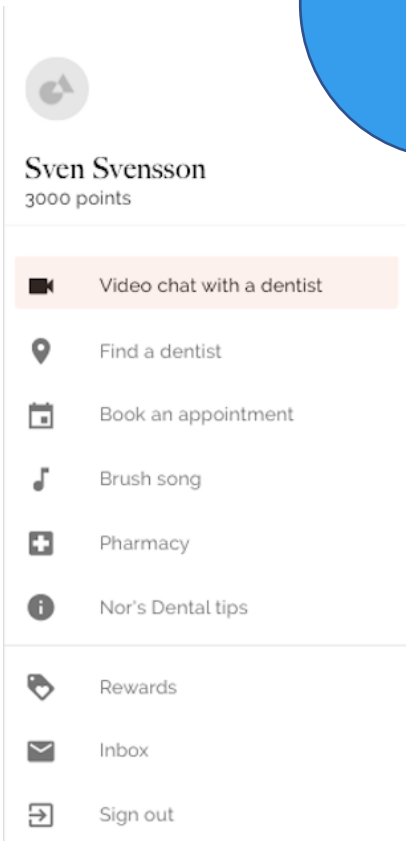
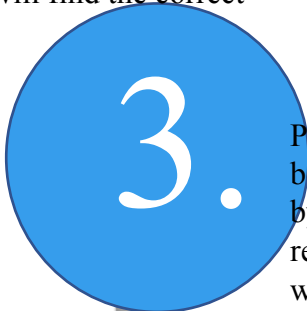
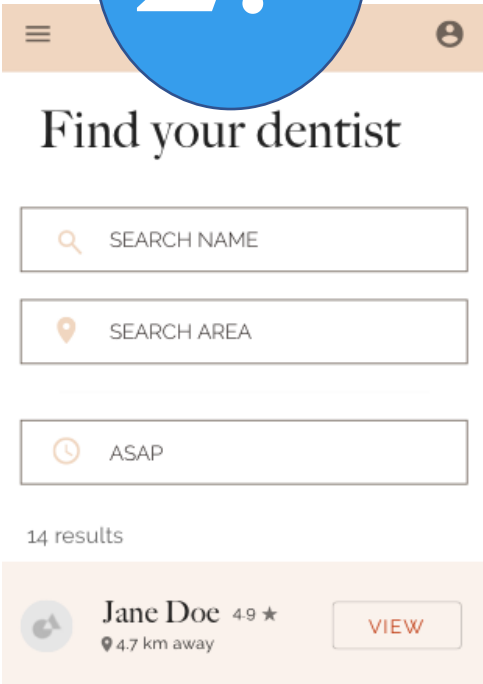
★ SELF HELP & INFO



Project Product

Dentanor 2019

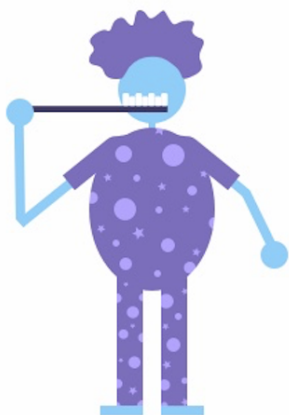
The Dentists on-call /emergency dentists will have a booking system that they sign on with after a thorough evaluation process. That is the second part, an automated booking system integrated with the dentist's systems. We add bookings and charge a fee for it. Each dentist is getting reviews and stars and will be able to reach all customers and app holders with their info for their services and offers. The third part of the app is a self help part and encouraging better mouth health; the patient will be able to seek advice and answers without contacting a dentist. The app is an information bank with instruction videos, images, facts, and treatments — the mouths overall health, diagnoses and what in-depth explanations on procedures. With search words, patients will find the correct updated information.



Partly this is interactive, and the patient will be encouraged to partake in a good routine, by themselves or with their family. There is a rewarding system as well as a routine part where a song or video gives the user a time that it should take to brush your teeth, the reminder on flossing and mouthwash for best mouth health and highest score. Gamification. The data acquired will let the app remind the user on when to buy a new toothbrush and when it's time to go to the dentist. The reward system will be fun for both adults and children to improve mouth health. Patients and Dentists will use Bankid to log in for the highest security when using the on-call services and to handle patient data. For services outside the patient-doctor meeting, a standard login procedure will be sufficient not to overuse the Bankid services.



The Market Dentanor 2019

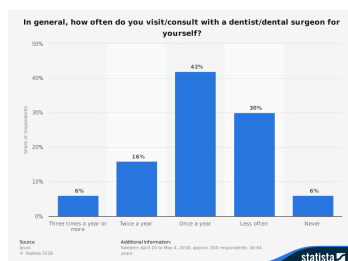


Two out of three adults in Sweden visits a dentist once every three years. During 2015-2017 66% of the men and 73% of the women attended a dentist for a checkup.

Kids are paid for by the government and go every other year. There are rough 10% of the population that makes an emergency visit to the dentist every three years. Or more exact 232 000 in 2017. Most of us visit a dentist in our lives, and we tend to have it close to our work or home.

Starting in Sweden is natural since this is Nor's home country, but the plan is to scale it to other countries, localizing it as soon as we have substantial support in Sweden.

Since the product initially is paid for by the patients themselves, it is just to launch anywhere. With this said, we will work intensely on getting the governments in each country to understand how much we improve overall health and have a constant discussion with each country to get into the state health system.



Kids & Family

With the dental health of children declining we see the advantage of putting the effort in that sector to attract children with rewards, joy and above all do as the grownups do and do it together. The app is a grown up app, but it will give the family a way to have dental health as a thing of the family and together improve dental health. Our mascot Nona and friends will be the focus here.

Brush with
Nona!
Game

Gamification Rewards

Share
your
progress
With
mom n
dad

Fun fact
videos

Nona
kids
Brush club

Nona will be for
brushing what Anita
och Televinken was for
traffic



Risk Factors & Competition

Dentanor 2019










As you know as an investor is that there are always risks involved, and this is of course the case with Dentanor. These are the ones we see:

The main concern is that one of the major health parties on the market will open their eyes and see this segment. However they have their hands full and focus is an integral part of any business until you are secure in the market and that is not the case. There is a lot of uncertainty in the government funded part of the market they have focused on due to initial missuse of the system that is now stabilizing.

The on-call emergency dentists might see it as a threat. That their two thirds of their visits might be reluctant.

The technology is not protectable as with most apps. It is first to market, and become the default player that matters.

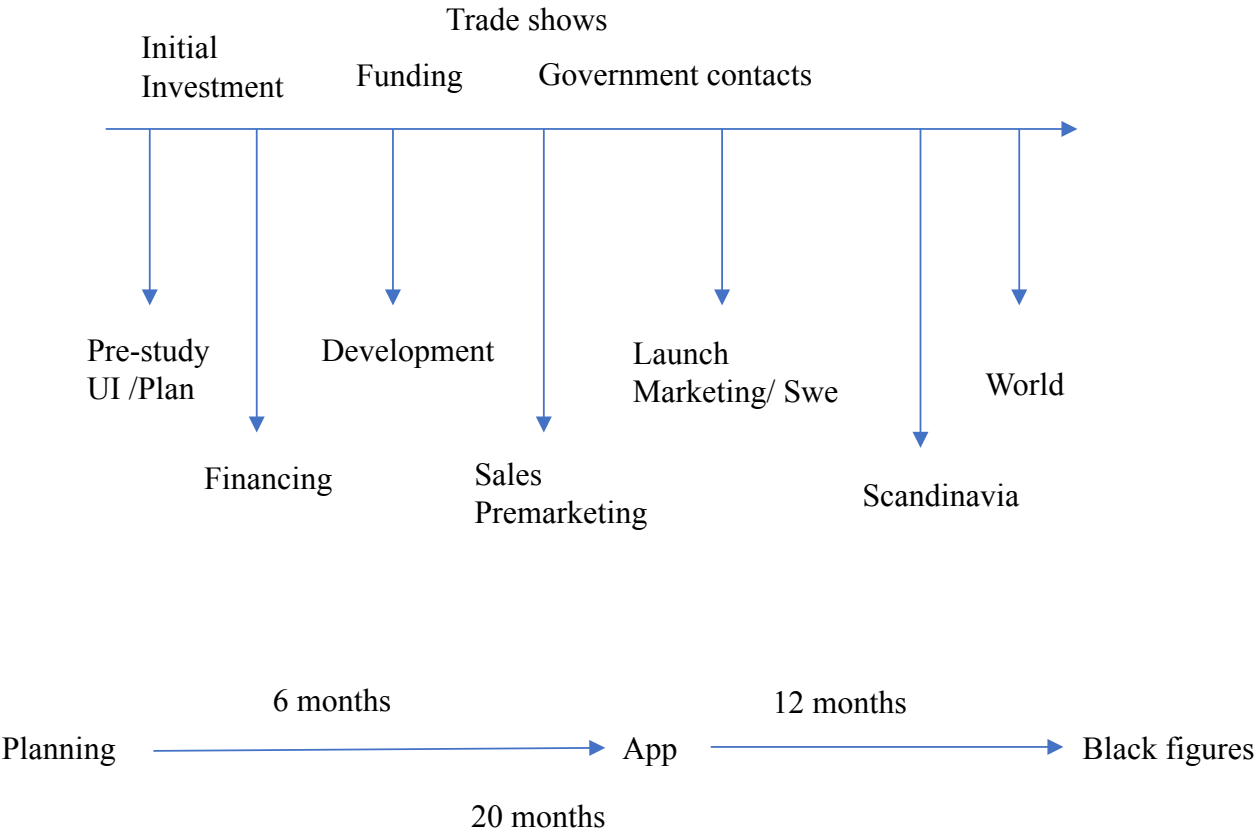
COMPETITION

	Dental dict	Brush DJ	My smile	Mouth monster	Brushing hero	Philips Sonic care	Tooth brushing cal	Oral B	Dentanor
									
App	X	X	X	X	X	X	X	X	X
Find Dentist									X
Kids & Games					X	X	X	X	X
Facts & Help		X	X				X		X
On-call						X		X	X
Multi language									X
My records			X						X
Brush music		X		X					X
Habit reports				X					X
Send tooth selfies						X			X
Visit reminders						X			X
Brush reminders		X	X			X		X	X



Timeline

Dentanor 2019





The Team

Dentanor 2019



Nor Gradin
CEO



Marianne
Stenborg Qul



Projekt
Management



Investments
Finder



Security, Governance
Quality Assurance

BY
KIMA

SoMe
Marketing



Share Commits / Term Sheet

Dentanor 2019

Comitter	Value	Est no Shares	Share value	Total shares	Comp Valuation
Life Dent Clinic AB				100 000	-
Seed 1 2019	1 000 000	10 000	100	110 000	11 000 000
Seed 2 2020	5 000 000	20 000	250	130 000	32 500 000
Issuer: Dentanor Sweden AB			Comission: 10%		

Issuer: Dentanor Sweden AB

Comission: 10%

Nature of offering: Common Shares

Voting rights: 1 share 1 vote

Offering size: SEK 1 000 000

Use of proceeds: Platform development Org setup

Issue Price: SEK 100

Closing conditions: The round will be completed at

Issued shares: 10 000

50% of the capital.

Total shares: 110 000 after issue.

Closing: Jan 19 2020

Full Name	Personal number / Vat number	Number of shares subscribed:
Address	Email:	Total SEK value subscribed:
Postal number: City:	Country	
Place and date	Phone number	
Signature to commit to the transaction.		



Budget Summary

Dentanor 2019

Period	År 1	År 2	År 3	
Admin	2 735 000	5 025 000	7 200 000	
Product	2 004 000	1 344 000	1 344 000	
Marketing	3 000 000	4 500 000	4 800 000	
Tot spend	7 739 000	10 869 000	13 344 000	
Rev call	1 110 000	7 350 000	10 350 000	
Rev share	1 032 000	4 656 000	7248 000	
Partners	550 000	2 250 000	3 000 000	
Tot rev	2 692 000	14 256 000	30 948 000	
	-5 047 000	+3 387 000	+17 604 000	

Period				
Downloads	62000	490000	1380000	
Dentists	180	360	360	
Calls	3700	24 500	69 000	

Marketing plan Dentanor 2019

The Swedish dental market is yearly worth SEK 26 Billion and it's time to go digital. The digitalisation is more than over us and people want digital and instant access and help. Dentanor connects the dentists with the customers with reviews and maps which enables a direct link for a better service level. Dentanor acts as an online emergency on call dentist for a normal patient fee and then Dentanor app serves as the archive for all your dental history, keeping it with you at all times.

Since children's dental health is on the decline Dentanor connects the kids and parents apps through games and a fun way of keeping control over the kids teeth.

Everything benefitting the overall government health cost and opens up a market, the direct link to each individual and family for the dental industry.

Join me, Nor Gradin, founder and dentist.

Sweden figures 2013-2015:
Dentists & technicians: 10000
Hygienists, & nurses: 16000

Active caregivers 2000
Visits state reduced 10,4 M

Market share private adult 60%
Market share children 16%

Tot turnover 25 Mdr
Private turnover 12.1 Mdr

<https://ptl.se/tandvarden-i-siffror-2/>



GOALS

#1

Get 1000 dentists connected to our platform.

#2

Improve the dentist's schedule with 1 hour per week from the Dentanor web by connecting them for free to our platform.

#3

Double the calls to the on call dentist monthly from start reaching 10 000 calls the first year.

#4

Reach 100 000 downloads in 1 year with generic and influencer marketing.

#5

Get 80% of the families to add their kids to their app.

#6

Become the leading dental care app in Scandinavia in 3 years with active 1 000 000 users.



Marketing plan Dentanor 2019

#1

Get 1000 dentists connected to our platform.

For the traditional dentists we create a smooth easy install API for the existing CRMs and booking systems so that an online booking goes automatic to only increase their sales and make them reach new clients. Connecting is free and we take a cut (30%) of the online booking (they get a new client and 70%).

The dentists gets a new window, gets to market themselves through our direct channels and profits without cost and ends up on our designated dentist map to be found.

This will be done by our inhouse sales team, old school calls and doorknocking.

#2

Improve the dentist's schedule with 1 hour per week from the Dentanor web by connecting them for free to our platform.

With 1000 connected dentist's our goal is to get 52 000 hours sold through our platform the first year. This comes from :

- *The yearly check up
- *Whitening and other estethics
- *Increased children's appointments because of accessibility
- *People moving to new areas
- *Advising on stress and pain and directing to the right Dentist
- *Directing to dentists with language skills

Today the customers wants a better service, when they want it. As they are used to from other fields. So the platform is the perfect match for a market valued at SEK 25 mdr

#3

Double the calls to the on call dentist monthly from start reaching 10 000 calls the first year.

The emergency visits to a dentist in 2017 was in Sweden alone 232000. These would very likely call first to get an opinion, if they had the option. What would you do to not have to go to the dentist? The stress about the dentist and dental visit are apparent and as we grow the increase of calls will double monthly.

So the target is to get people to call a dentist. Below a very low forecast

Emergency 5000 calls/yr 1 3 yr 100 000

Stress related 4000 calls/yr 1 3 yr 80 000

All others 1000 calls/yr 2 3 yr 20 000

Customers creditcard is connected to your app and charged from your card, App-store or financial institution.



Marketing plan Dentanor 2019

#4

Reach
100 000
downloads
in 1 year
with generic
and
influencer
marketing

Today people want to get what they want, when they want it. Dentistry is not an exception. Everybody needs a dentist so everybody is a customer. With the kids section and elderly worries we get the whole population to be a target customer.

The platform makes things easy, costs only when you use it, and gives you new information to lower your costs by comparison. A totally new feature.

It also helps your kids to better dental health and you keep all your history, data on your family in your app.

With gamification we get the parents to download the app to the whole family.

#5

Get 80% of
the families
to add their
kids to their
app.

Dental health is decreasing with kids. Government is worried. Since the old saying, kids do what grown ups do and not what they say the connection with the family can easily increase and erase it this decline. With gamifications and game, our invention Dentagotchi, (paraphrase on the old game to keep your pet alive) Now we keep the teeth from falling out.

So with the platform you can add your kids and have the whole families statistics, calendar, dental records and tips and of course games to get the kids to love the brushing, flossing and gurgling time twice a day!

#6

Become the
leading
dental care
app in
Scandinavia
in 3 years
with active
1 000 000
users.

The dentanor platform is necessary for all parties. Patients, kids, dentists, and government. The digital age is opening up new markets and this is a clear vision for something everybody needs regularly. And even though the markets are different dental needs are a global need and it makes this highly scalable.

The hype for novelty, the connection to kids and government will make this a TV and radio talkie.

The brand is key and each country will be targeted with a TV- Dentists as we already see high profile TV doctors. This will be promoted not only with influences but also youtube videos on history, tips, and games for kids.



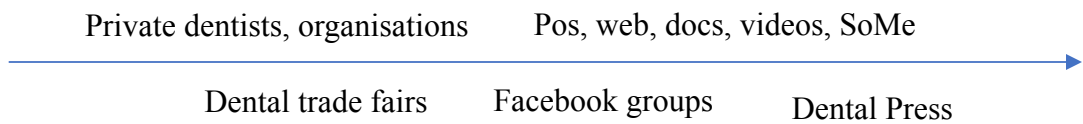
Marketing plan Dentanor 2019

3 Main Targets

Dentists /Btb

Each dentist connected will get customers and we will get rev share.

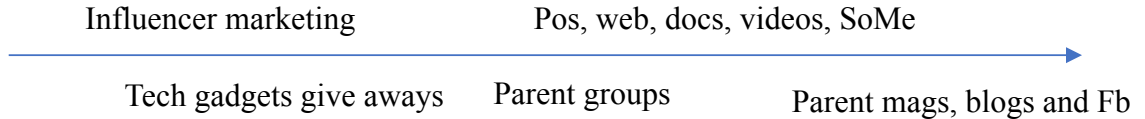
Sales goal 1000 connected dentists



Patients/Endconsumer/Btc

Patients calling will in the long run be the biggest income with over 50% of the revenue.

Focus groups becomes ambassadeurs



The Brand

The Brand Dentganor will be built to be launchable worldwide. Give the brand appeal with fun, interessting useful use and facts targeted to grown ups and kids alike.

Take the place in TV as tv-dentist

Podcast on fear, health dentistry

The app

Youtube channel history, fun facts

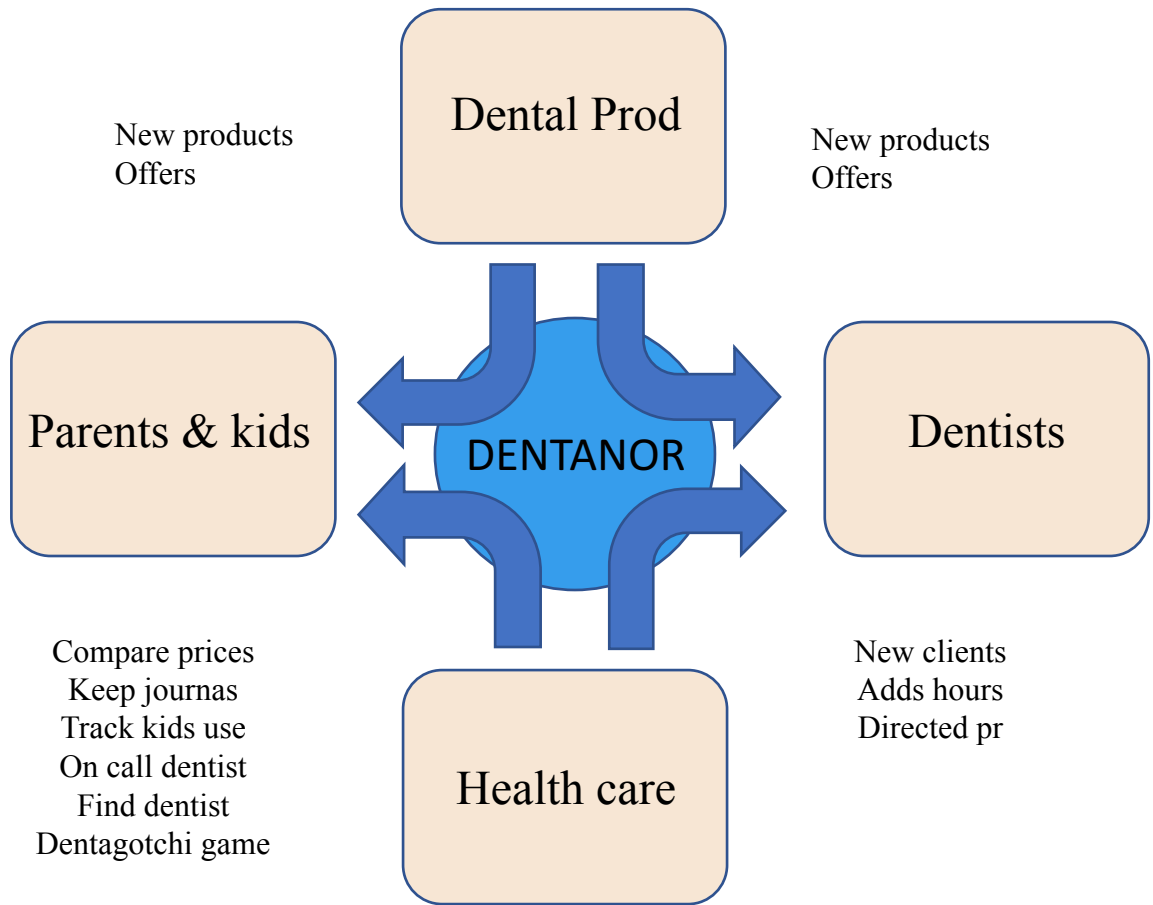
Press releases

Website

Facebook, Instagram



Marketing plan
Dentanor 2019





App Screens

Dentanor 2019



< Back

Talk to a dentist

Dentist

Perfect for:
Breaks, surgery, check ups, fillings, g...



Hygeinist

Perfect for:
Breaks, surgery, check ups, fillings, g...



Pharmacist

Perfect for:
Breaks, surgery, check ups, fillings, g...

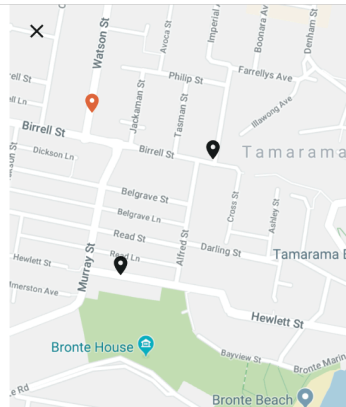


Home

Pharmacy

Info

Profile



Dentists in the area



Jane Doe 4.9 ★
4.7 km away

First available day
25 February 2019

VIEW



Jan 4.7
4.7 km away

First available
25 February 20

< Back

Book a checkup

Search for a dentist or location



PICK DATE



VIEW ON MAP

First available

First available
Nearest
Highest rating

Tuesday 25th February

VIEW



John Doe 4.9 ★
4.7 km away

First available day
Tuesday 25th February

VIEW



Jane Doe 4.9 ★
4.7 km away

First available day
Tuesday 25th February



John Doe 4.9 ★
4.7 km away

First available day
Tuesday 25th February



Home

Pharmacy

Info

Profile



Get Started

Video chat with a dentist

LOGIN WITH BANK ID

Book a checkup

FIND A LOCAL DENTIST

Brushing tools

LEARN MORE



20% off teeth whitening
Get a winning smile for less



Free toothbrush
Visit Jarvakiirini
free brush



Home

Pharmacy

Info

Profile

< Back

Confirm details

Estimated waiting time: **6 minutes**

APPOINTMENT DETAILS

Price
300 SEK

Subject
Tooth pain

CONFIRM AND PAY



Home

Pharmacy

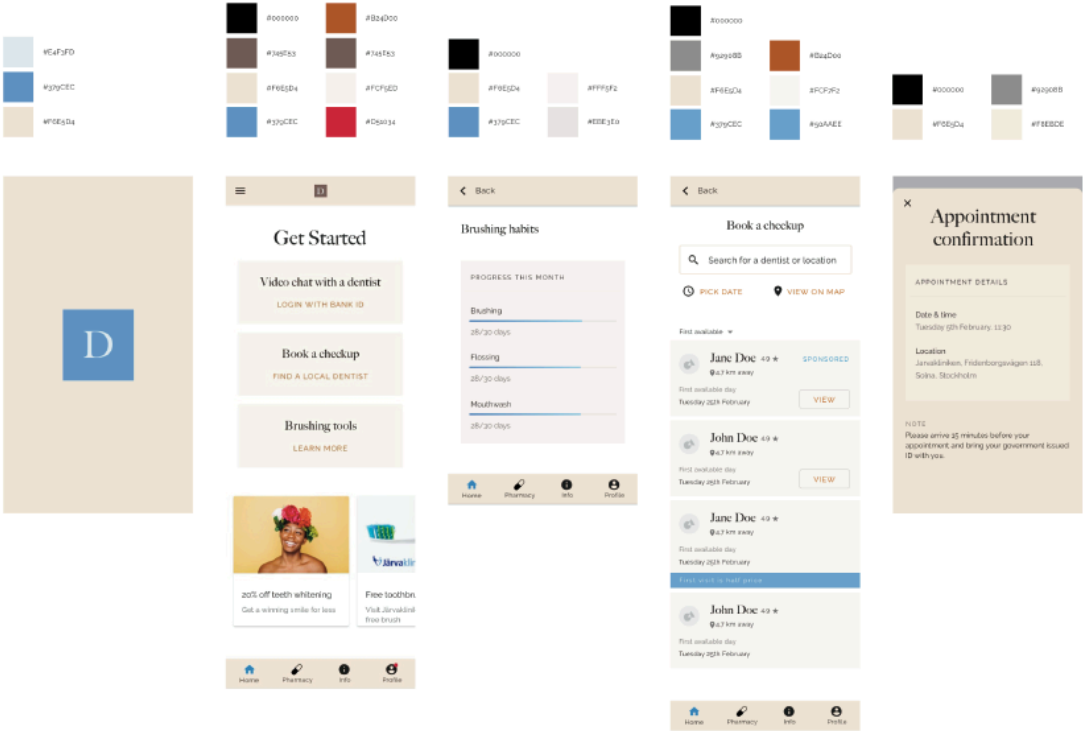
Info

Profile



Brand & App profile

Dentnor 2019





Budget 24 months

Dentanor 2019

Spend	cleared investment										Sum spend		7739000
	Month 1	2	3	4	5	6	7	8	9	10	11	12	
		532000	1139000	1746000	2353000	2960000	3567000	4012000	4373000	4650000	4843000	4972000	
Devs	120000	120000	120000	120000	120000	120000	50000	50000	50000	50000	50000	50000	50000
Art UI	20000	20000	20000	20000	20000	20000	10000	10000	10000	10000	10000	10000	10000
Project lead cons	50000	50000	50000	50000	50000	50000	20000	20000	20000	20000	20000	20000	20000
Tech lead & sec	32000	32000	32000	32000	32000	32000	32000	32000	32000	32000	32000	32000	32000
CEO Nor	50000	50000	50000	50000	50000	50000	50000	50000	50000	50000	50000	50000	50000
Legal	20000	20000	20000	20000	20000	20000	10000	10000	10000	10000	10000	10000	10000
Office	30000	30000	30000	30000	30000	30000	30000	30000	30000	30000	30000	30000	30000
Bookkeeping	10000	10000	10000	10000	10000	10000	10000	10000	10000	10000	10000	10000	10000
Social media	100000	100000	100000	100000	100000	100000	100000	100000	100000	100000	100000	100000	100000
Marketing	100000	100000	100000	100000	100000	100000	200000	200000	200000	200000	200000	200000	200000
Dentist sales team		75000	75000	75000	75000	75000	75000	75000	75000	75000	75000	75000	75000
Dentists on call							50000	100000	100000	100000	150000	150000	
TOT SPEND	532000	1139000	1746000	2353000	2960000	3567000	4204000	4699000	5060000	5337000	5580000	5709000	
MONTH SPEND	532000	607000	607000	607000	607000	607000	637000	687000	687000	687000	737000	737000	
Joining dentists			20	30	30	30	30	30	30	30	30	30	30
calls per month							100	300	500	700	1000	1100	
Intäkter													
on call a 300							30000	90000	150000	210000	300000	330000	
Timmar kostar 850 vi tar 30 tar 30%							112000	136000	160000	184000	208000	232000	
Partner och spons							50000	100000	100000	100000	100000	100000	100000
Sum rev	0	0	0	0	0	0	192000	326000	410000	494000	608000	662000	
	-532000	-1139000	-1746000	-2353000	-2960000	-3567000	-4012000	-4373000	-4650000	-4843000	-4972000	-5047000	
Downloads							2000	6000	10000	14000	20000	22000	
Project month 1											calls dentists Downloads	3700 180 52000	

Spend	sum spend										10869000		
	1	2	3	4	5	6	7	8	9	10	11	12	
	5047000	5118000	5135000	5098000	5107000	5062000	4808000	4520000	4148000	3692000	3152000	2468000	
Devs	50000	50000	50000	50000	50000	50000	50000	50000	50000	50000	50000	50000	50000
Art UI	10000	10000	10000	10000	10000	10000	10000	10000	10000	10000	10000	10000	10000
Project lead cons	20000	20000	20000	20000	20000	20000	20000	20000	20000	20000	20000	20000	20000
Tech lead & sec	32000	32000	32000	32000	32000	32000	32000	32000	32000	32000	32000	32000	32000
CEO Nor	50000	50000	50000	50000	50000	75000	75000	75000	75000	75000	75000	75000	75000
Legal	10000	10000	10000	10000	10000	10000	10000	10000	10000	10000	10000	10000	10000
Office	30000	30000	30000	30000	30000	30000	30000	30000	30000	30000	30000	30000	30000
Bookkeeping	10000	10000	10000	10000	10000	10000	10000	10000	10000	10000	10000	10000	10000
Social media	100000	100000	100000	200000	200000	200000	200000	200000	200000	200000	200000	200000	200000
Marketing	200000	200000	200000	200000	200000	200000	200000	200000	200000	200000	200000	200000	200000
Dentist sales team	75000	75000	75000	75000	75000	75000	75000	75000	75000	75000	75000	75000	75000
Dentists on call	200000	200000	200000	200000	200000	200000	250000	250000	250000	250000	250000	300000	
TOT SPEND	5834000	5905000	5922000	5985000	5994000	5974000	5770000	5482000	5110000	4654000	4114000	3480000	
MONTH SPEND	787000	787000	787000	887000	887000	912000	962000	962000	962000	962000	962000	1012000	
Joining dentists	30	30	30	30	30	30	30	30	30	30	30	30	30
calls per month	1200	1300	1400	1500	1600	1800	2000	2200	2400	2600	3000	3500	
Intäkter													
on call a 300	360000	390000	420000	450000	480000	540000	600000	660000	720000	780000	900000	1050000	
Timmar kostar 850 vi tar 30	256000	280000	304000	328000	352000	376000	400000	424000	448000	472000	496000	520000	
Partner och spons	100000	100000	100000	100000	100000	250000	250000	250000	250000	250000	250000	250000	250000
Sum rev	716000	770000	824000	878000	932000	1166000	1250000	1334000	1418000	1502000	1646000	1820000	
	-5118000	-5135000	-5098000	-5107000	-5062000	-4808000	-4520000	-4148000	-3692000	-3152000	-2468000	-1660000	
Downloads	24000	26000	28000	30000	32000	36000	40000	44000	48000	52000	60000	70000	
Project month 1											calls dentists Downloads	24500 360 490000	

INFORMATION MEMORANDUM DISCLAIMER

DENTANOR

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