



COMMUNICATION, NETWORKING & JOB SEARCHING MADE SIMPLE

all on a professional platform dedicated to dentistry.



Problem: Dentistry lacks a trusted online hub

A lack of investment and innovation in dentistry has left everyone with the following unresolved pains: 1) No single communication tool to handle groups, flows of information and connections, 2) no effective place to hire quality staff and find open positions, 3) no efficient platform to discover dental companies or for dental companies to effectively market their services. As a result, dentistry is forced to use ineffective resources to solve these needs. To name a few, facebook groups for communication, craigslist to hire, and dental conferences and other old mediums for marketing. There is no single place that solves these problems.



Solution: The Dental Files

The Dental Files is the integrated solution; a social network dedicated to dentistry to enhance communication, simplify employment processes, and eliminate the problem of irrelevant content found on other social sites. With TDF, dental users can create and manage groups to collaborate on dental topics, create profiles to highlight skills, experiences, and activities, and hire/find jobs. Members will know they have an evolving online resource filled with engaging content to help them fulfill their daily needs.



Marketing and Sales Strategy

Our strategy is to first target dental students. They are the most technologically adept, have the largest influence on the next dental generation, and are desperate for jobs. We will promote our site with online AMA (ask me anything) panels for students with world-renowned Kois Center mentors. The focus will be building valuable features for students to create a viral product that markets itself within dentistry, to then onboard dentists and beyond.



Target Market Size: 1 Million People



Dentists
(All Types)



Dental Employees
(Hygienists, Assistants, &
Front Office Positions)



Dental
Companies
(Not including reps)



Market Opportunity

\$1.6 Billion/yr

\$33.2 M Spent on Dental Hiring Websites

\$237 M Spent on Dental Memberships (ADA)

\$1.3 B Spent by Dental Companies Marketing Services and Products to Dentists

Business Model

Our Business Model relies on building a network for dental students, professionals, and dentists. By employing an agile development strategy, we will have the best chance to ensure satisfaction, while maximizing growth and Daily Active Users. Establishing the network opens up the following revenue streams in order:



Pay per Job Post



Premium Subscriptions



Targeted Ads for Dental Companies

Historically, social sites (e.g. LinkedIn, etc.) have waited until hitting a massive user quantity before turning on revenue. However, because we are dealing with a high-income demographic that already pays for elements of what TDF does, we feel that introducing revenue-generating features early on is acceptable.

Financial Projections

Please note that these are estimations and may not be indicative of actual performance

	2019	2020	2021
Income	\$56,610.00	\$912,045.00	\$6,691,616.00
Expenses	\$963,497.66	\$2,184,551.86	\$4,563,110.72
Profit(Loss)	(\$963,497.66)	(\$1,272,506.86)	\$2,128,505.28



Exit Strategies

The Dental Files has several exit strategies. The first would be to sell to large sized dental companies and organizations. Creating a centralized platform with dental users will be appealing to these entities. The second option would be to sell to companies not related to dentistry who may value the platform itself as a "segmented" version of Facebook or LinkedIn. A company may want to purchase TDF to replicate our processes in other industries. The third and final option for TDF is to replicate the platform on our own. It is likely that other industries have similar problems to dentistry and need their own platform.



Meet the Team



Jared Files, CEO

Pre-dental & business entrepreneurship degree; lifelong member of the dental community; self taught designer; published author. Named the company in honor of his deceased father (a dentist), Dr. Jeff Files.



Kevin Zhao, CPO

Cheif Product Officer, Economics degree, former Costco buyer; junior full stack developer; built a full-stack event search app in 2 weeks.



Neema Nakhayee, COO

Cheif Operating Officer, Finance degree from UW and 2019 UW School of Law J.D. Candidate



Tim Treptow, CTO

Cheif Technology Officer, 13+ year software developer; led previous software company, EdenRock Communications through a successful acquisition by Nokia.



Milestones

Startup Founded

July 2017

TDF V1 released to 400 pre-sign ups and 200 active users.

March 2018

Pivot to new growth model and platform

May 2018

Expanded founding team to 4 by hiring our CTO

July 2018

Partnership with

UW Dental ASDA Group

September 2018

MVP Launch

October 2018

Advisors to TDF



Dr. Don Jayne, DDS

Kois Mentor and leader in cosmetic dentistry



Siavash Shiva

COO and General Counsel for ShareGrid