



COMPANY NAME:

😊 **HOLLYWOOD SMILE** 😊

Aiming to shake up the orthodontics industry with direct-to-consumer invisible aligners. Using 3D tech and telehealth innovations to bring straighter and whiter teeth to more French people at previously unattainable prices. While braces and Invisalign can cost anywhere from 5,000€ - 10,000€, Hollywood Smile costs 2,500€ for the total package. Or could offer HollywoodPay, which would cost €250 up front, and €99 a month for up to 22 months.



INSPIRING EXAMPLE:

After the launch of SmileDirectClub in the United States, in 3 months they completed 300,000 customer assessments (\$250 up-front cost to the customer). That calculates to around 75 million US dollars in 3 months, and that's just for the assessment 🤯



MANAGEMENT

I'm Stephanie Javier and I'm an American-born 32 year old only-child of Filipino parents. I'm living in Paris with a French husband and 2 kids. I have 8 years of successful experience in leading teams while putting importance on a positive atmosphere working in Fortune 500 companies (Abercrombie & Fitch, Tiffany & Co.) I speak French and will be the main handler of business development: hiring and training staff, working with suppliers, negotiating with "influencers", marketing strategies, and navigating French bureaucracy. I have the drive of an immigrant, along with the education and ambition of a Modern-Millennial 🤘

Leadership Strengths: Finding solutions to problems, closing the deal, putting in place the right people, motivating teams, charm, and efficiency 💃

CUSTOMER PROBLEM

Time-consuming orthodontist and dentist visits.

Expensive payments up to 5,000 - 10,000€ for Invisalign. Non-existent French culture of straight white teeth even in 2017 🤔

PRODUCTS & SERVICES

Invisible aligners, whitening product, 100% of the process done from the comfort of the person's home



TARGET MARKET

Anyone in France over 18 years old 👍

BUSINESS MODEL

Lock-in biggest French influencers on yearly contracts to work with the company so that there will be no direct competitor. Become the household name in France for invisible aligners that are

direct to consumer 💻

CUSTOMER SEGMENTS

The service will only be done for people with minor to moderate teeth spacing / crowding / alignment issues. Severe cases will be referred to local dentists for a more adapted program 📝

SALES & MARKETING STRATEGY

Heavy Instagram and YouTube usage - including marketing and partnering with local French influencers with over 1 million followers to gain access to the enormous youth and beauty-trend

following. Quick solution-oriented customer service for all issues. YouTube videos for each step of the process, tips, results, opinions. Credit-card based and automatic monthly payments 

COMPETITORS

Invisalign (but easily knocked-out of the competition based on the Hollywood Smile price and ease). No other e-commerce competitors at the moment, except YourSmileDirect.com which uses a trimestrial payment program (399 euros every 3 months), and are relatively unknown and unpopular



COMPETITIVE ADVANTAGE:

As a born and bred American, I personally would be a character who adds the element of intrigue for the French that want to buy from and trust the American mindset. The French have always had a curiosity and liking towards American culture in general, and this would set us apart from other French companies.

I speak French and I'm "in-the-know" with what Millennials are attracted to and who they are influenced by in France.

I have a vast and diverse network of people that would help me navigate French bureaucracy and all aspects of developing the business.

OBSTACLES:

French bureaucracy A small, light brown icon of a hourglass.

STARTUP MONEY NEEDED FOR:

Business development 

Supplier partnership 

Marketing 

Product launch 

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Approximately 1M Euros, with 25% return to
investor(s) on all future company profit 

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