

# Presentation Guide

# Simple Steps

- Understand your product
- What problem is being solved?
- Who is the target market?
- Who/What is the competition?
- What is the competitive advantage?
- Understand and build financials



aquasonic   
-dental perfection in the palm of your hand



# Common Bad Dental Behavior

**60%**

of ages 20 and above do not floss or brush daily



**55%**

do not dispose their toothbrush after 3 months of use



**18%**

have oral aesthetics procedure done, such as braces.





# Result to

*“Over **80% of cavities** occur inside pits and fissures on chewing surfaces where **brushing cannot reach**”*

*“Severe **gum disease** causes at least **one-third of adult tooth loss**”*

*“As of today, **tooth decay** is **the most common dental disease**”*

# Customer Segment



Oral Aesthetics



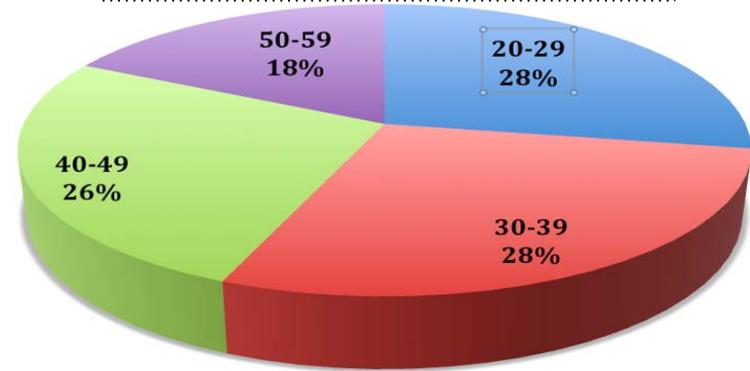
Teeth Sensitivity



Preventive care

## Texas Population by Age

An Average of 27 Million



**58.8%**  
Visit their Dentist  
on a regular basis

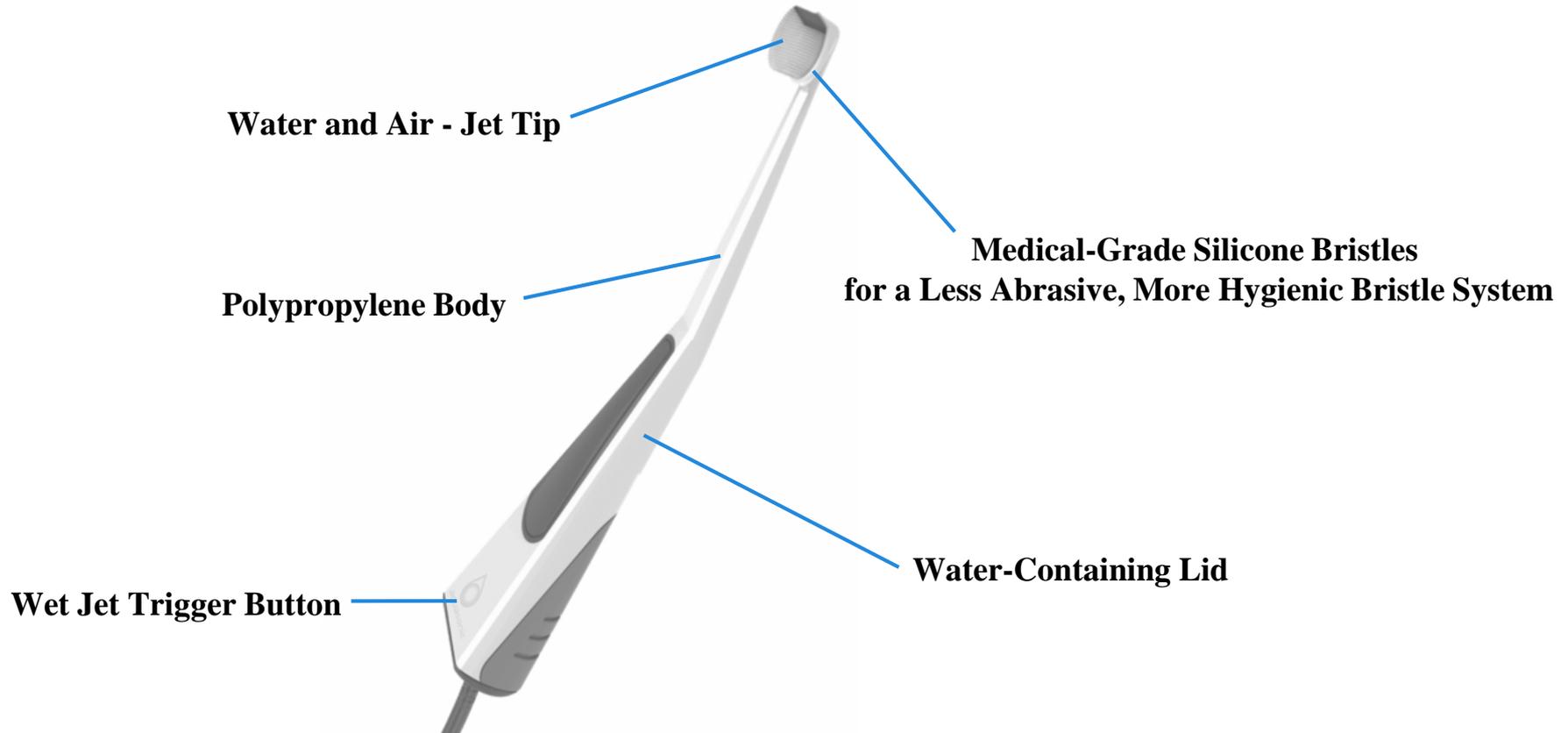


# Competitive Analysis

<b>Product</b>	<b>Brush</b>	<b>Floss</b>	<b>Parts</b>	<b>Durability</b>	<b>Price</b>
Waterpik	Yes	Yes	2	3 years	\$89.99
Philips Sonicare	Yes	No	2	3 months	\$189.99
Oral-B	Yes	No	1	3 months	\$159.99
<b>Aquasonic</b>	<b>Yes</b>	<b>Yes</b>	<b>1</b>	<b>5 years</b>	<b>\$149.99</b>



# The Features



# Procedures



## 1. Fill

Use with water or an antimicrobial mouth rinse, for targeted treatment.



## 2. Point

Hold down for continuous automatic bursts, or press and release for manual burst mode.



## 3. Clean

Micro-droplets of air and liquid remove plaque.



# Market Share in the United States

320M people in the U.S.  
offices



**\$120 billion industry**



Over 150,000 dental





# Unit Economics

<b>Cost</b>	<b>Wholesale</b>	<b>Retail</b>
\$49.99	\$99.99	\$149.99

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