

 **IDENT.CARE**
A Holistic DENTAL CARE UNIT





Market Opportunity

TAM

The global dental services market size : USD 302.7 billion in 2020 and is expected to expand at a CAGR of 6.4% from 2021 to 2028

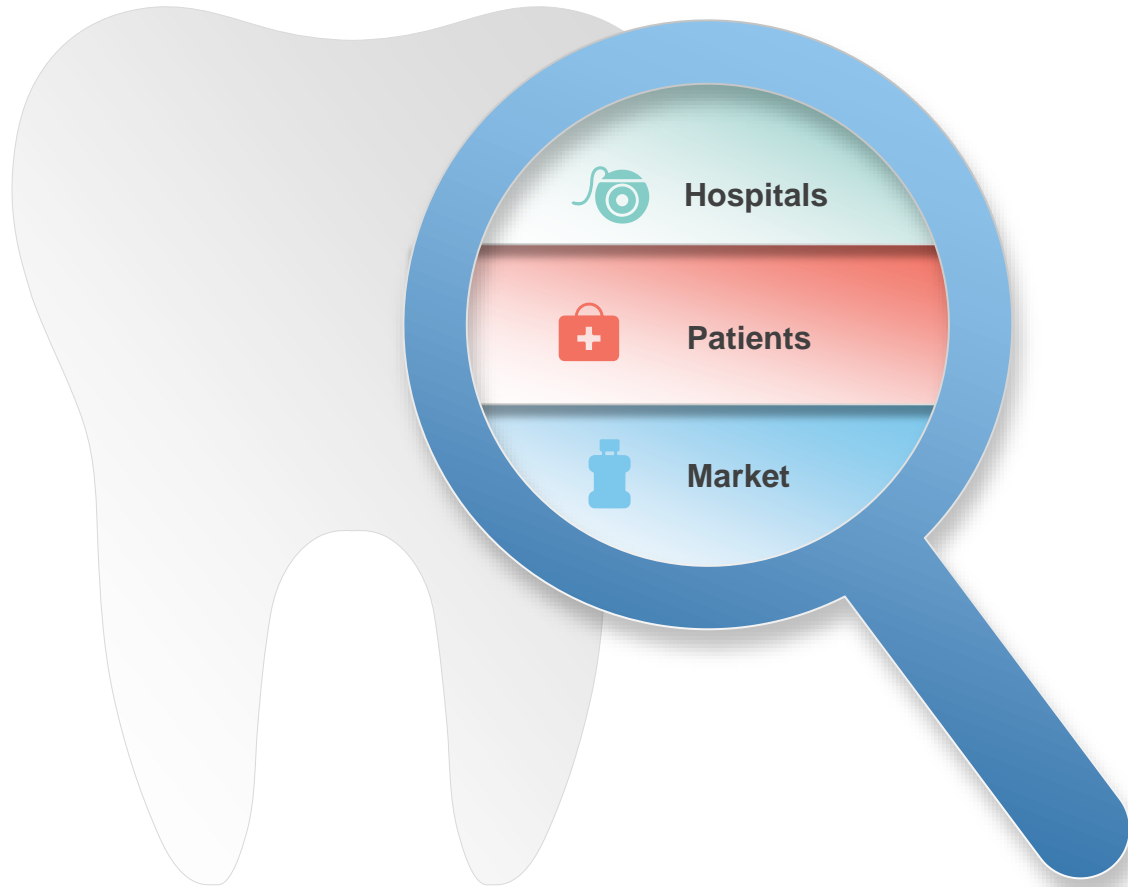
SAM

The Indian Dental Care market is~ a USD 2 billion Industry, with an expected growth rate of 30% YOY

SOM

SOM is stated to be \$0.63 billion and growing at a CAGR of 10-15%

Problem Statement



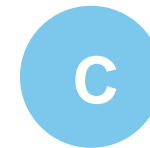
Hospitals

Hospitals lag in revenue generation from dental department



Patients

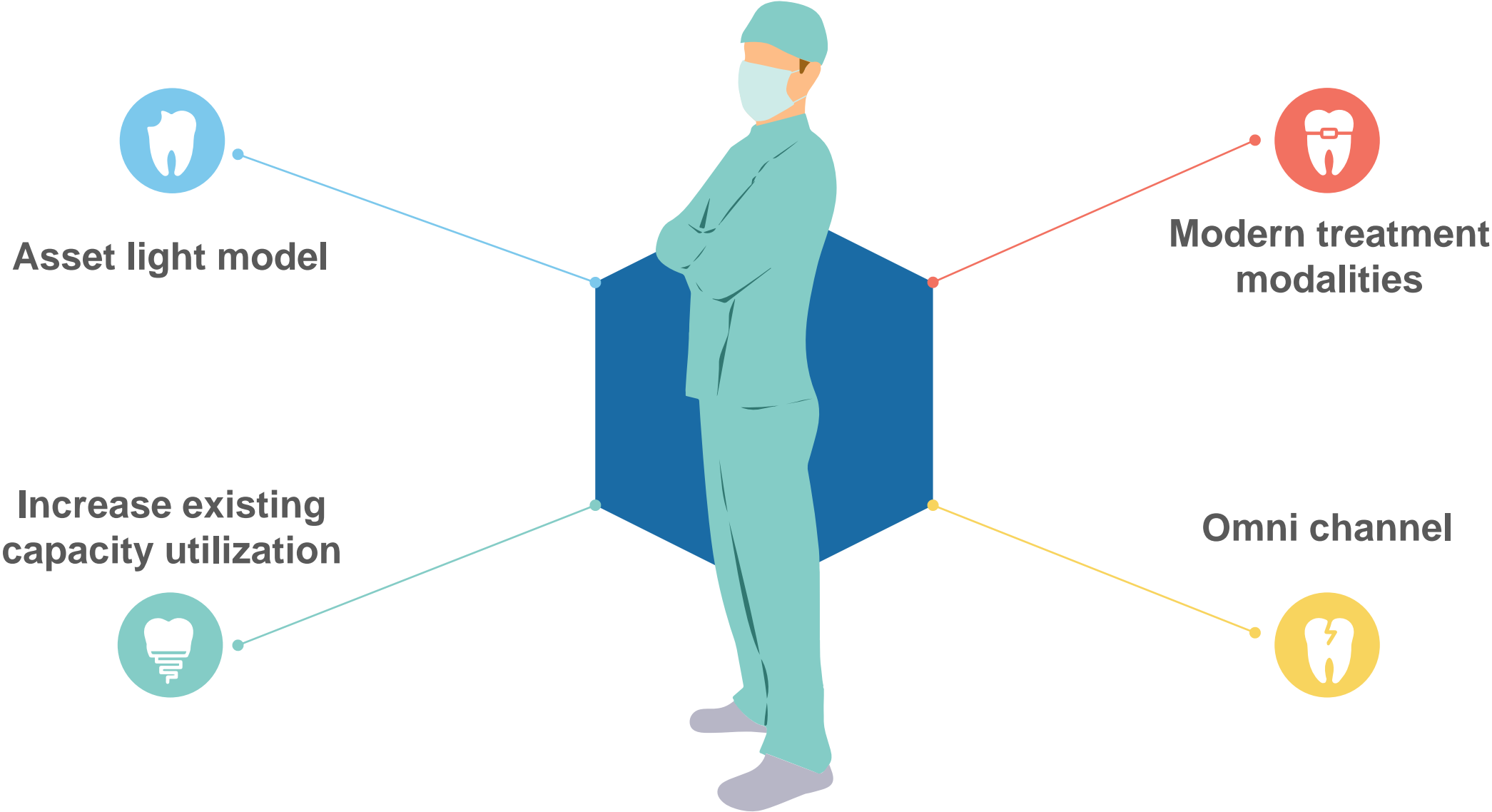
Patients lack empowerment for dental treatment



Market

Highly fragmented market

Introducing iDentCare



Our Team



Dr. Abhishek Ghosh

- Bachelor Of Dental Surgery (WBUHS)
- PGCHM (IIM - Calcutta)
- Cert In Advanced Implantology (AIC Osstem South Korea)



Mr. Satyendranath Hari

- Btech Computer Science (WBUT)
- Ex Cognizant
- Serial Entrepreneur

Revenue Sources



Yearly subscription for corporates – B2B



Walk-in patients – B2C



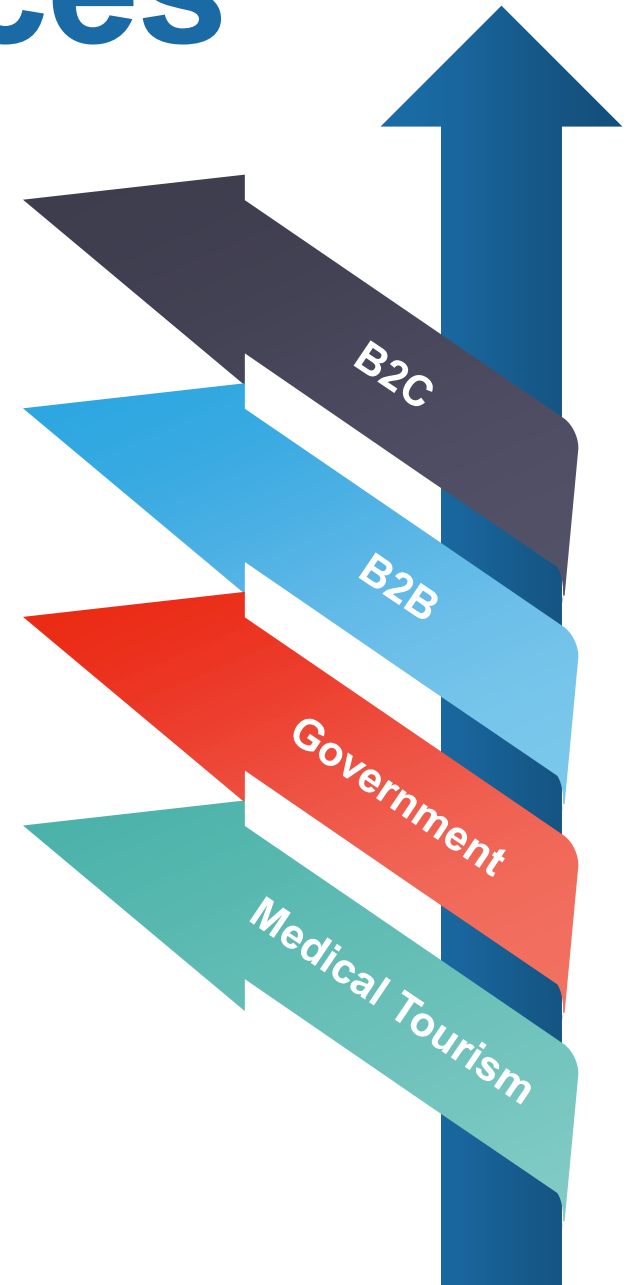
IP patients for all maxillo facial surgery cases



Dental tourism from Bangladesh, Sri Lanka, Afghanistan, Nepal



Government health scheme patients



Services



**Rehabilitative
Treatment**



**Smile
Designing**



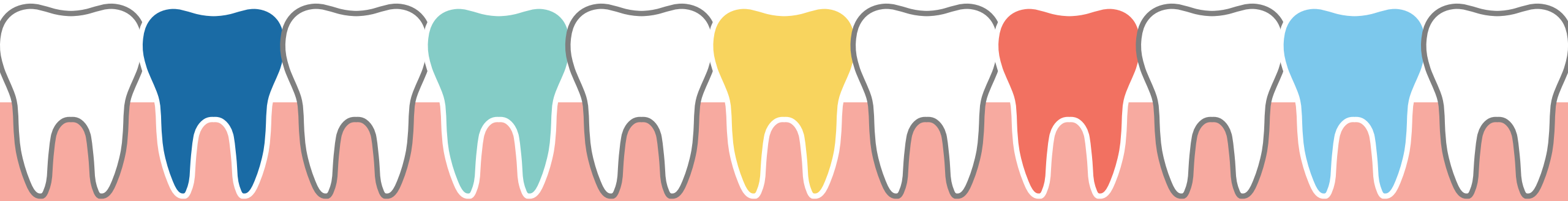
Orthodontia



**Pediatric
Dentistry**

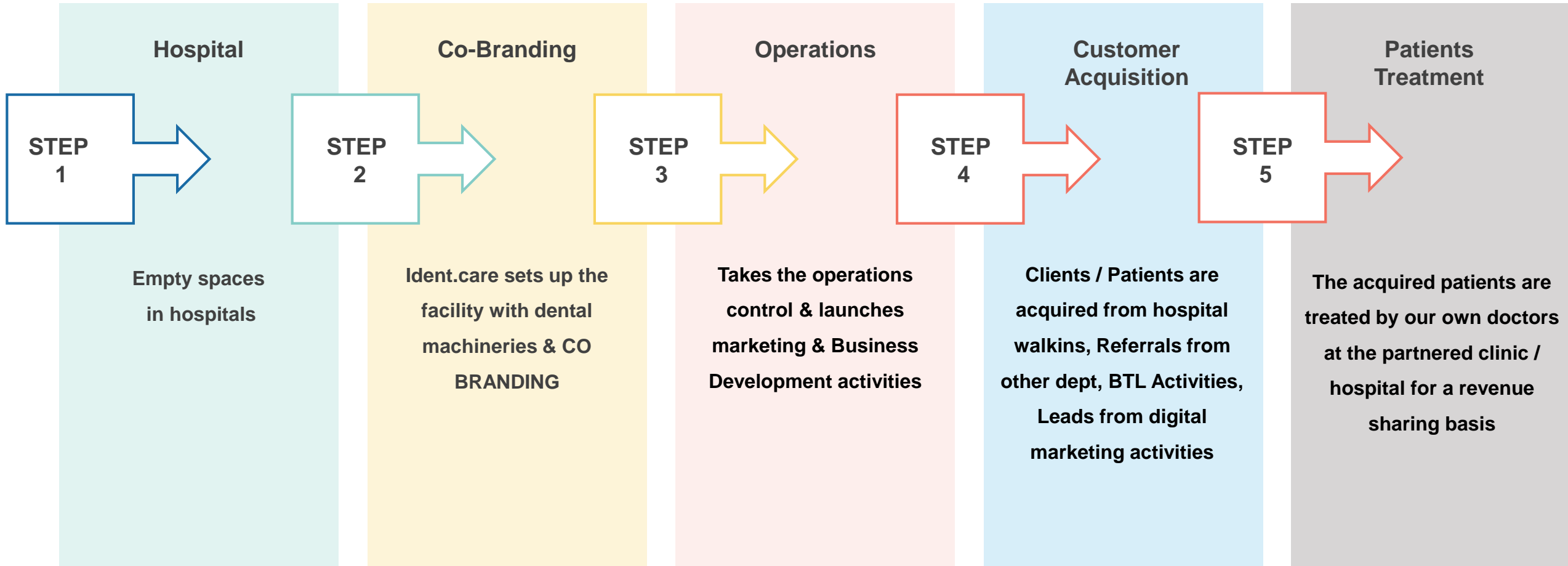


**Dental
Implants**



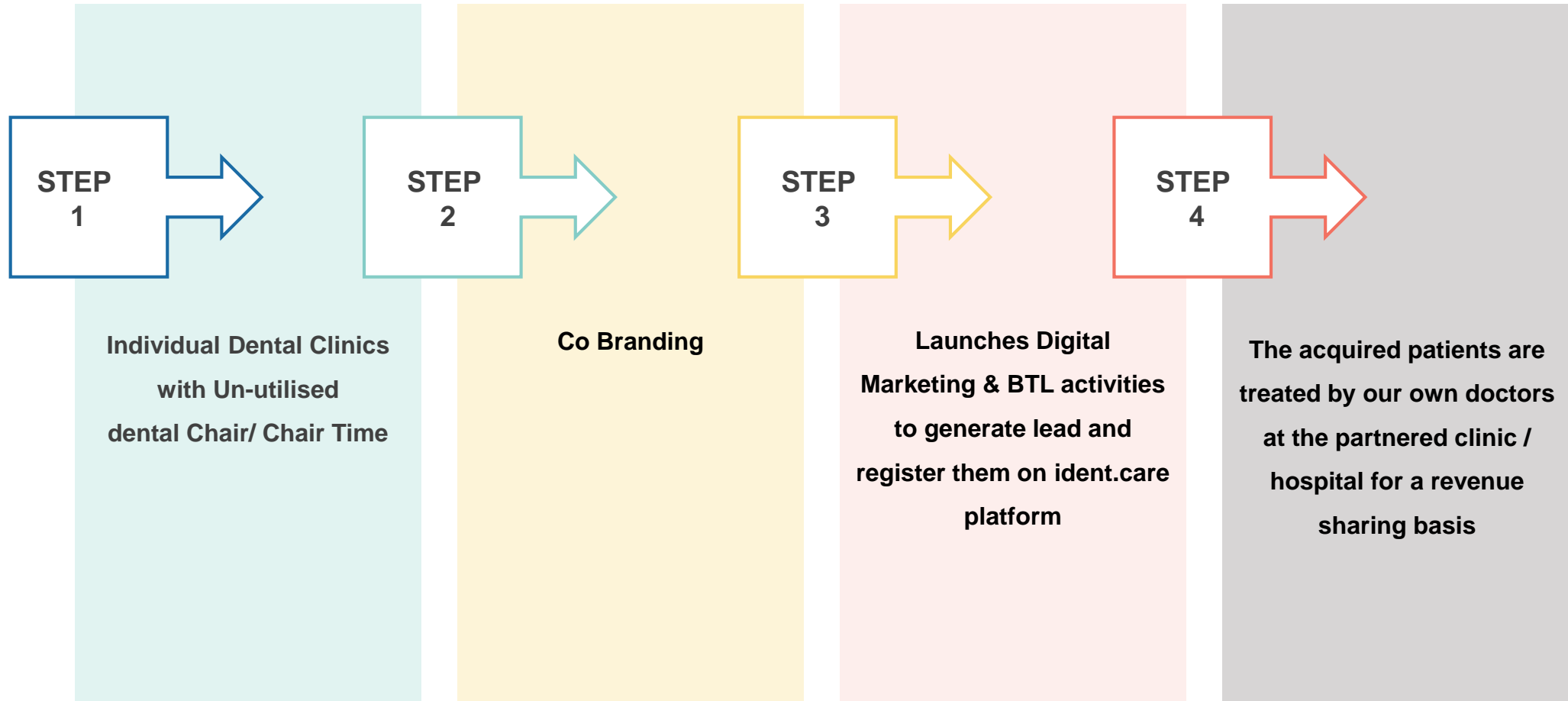
Model

Model - I



Model

Model - II

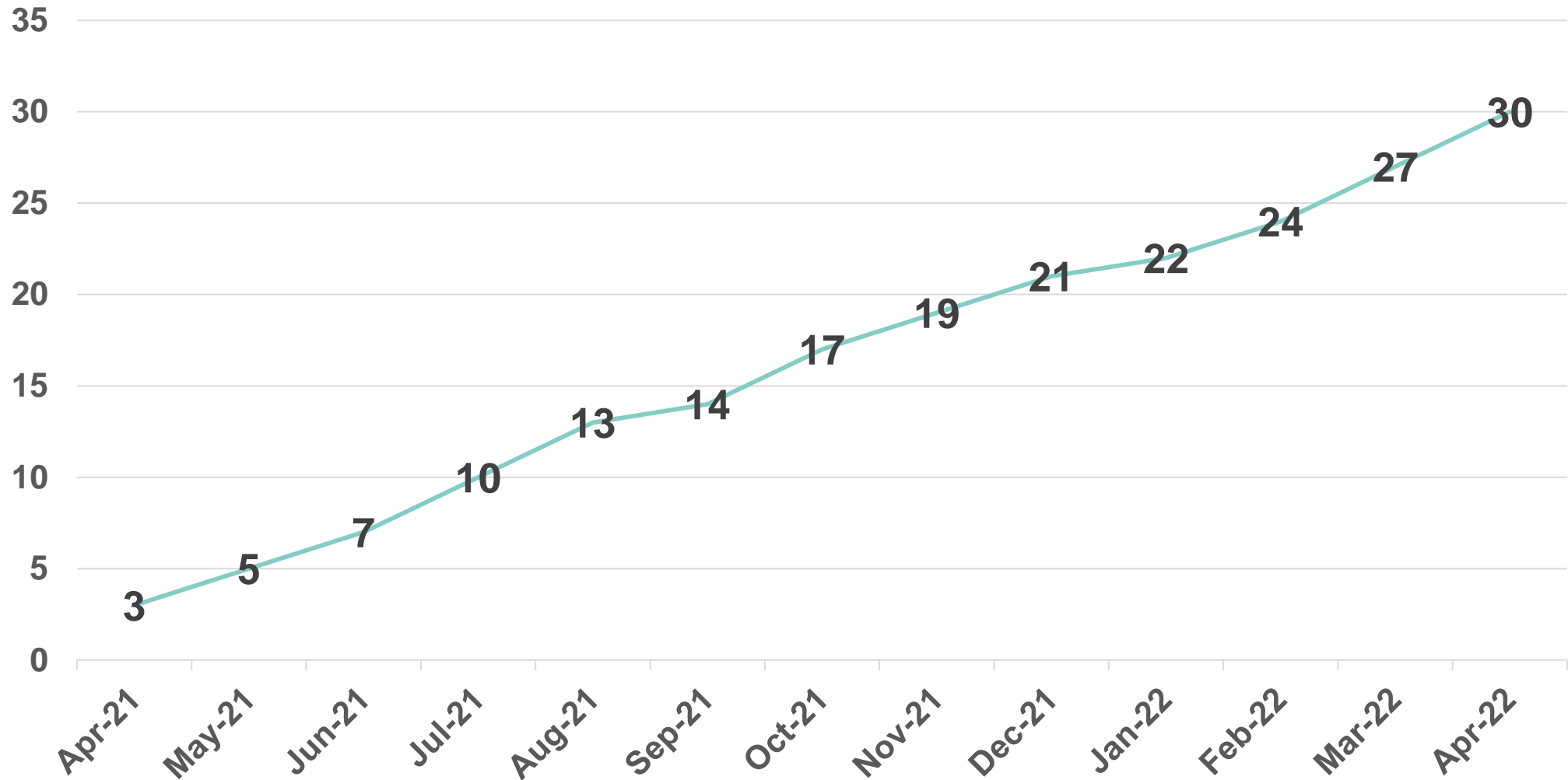


Competition

Features				
Multiple Revenue Streams				
Low Subscription Price				
Cross referrals from doctors				
Low CAC				
Medical support in case of emergency				

Traction

Monthly cumulative sales of one clinic (in INR Lakh)



Traction



700+ patients treated



Conversion rate - 65% |
70% repeat of patients



Teeth treated – 1750+ |
Implanted placed – 15+

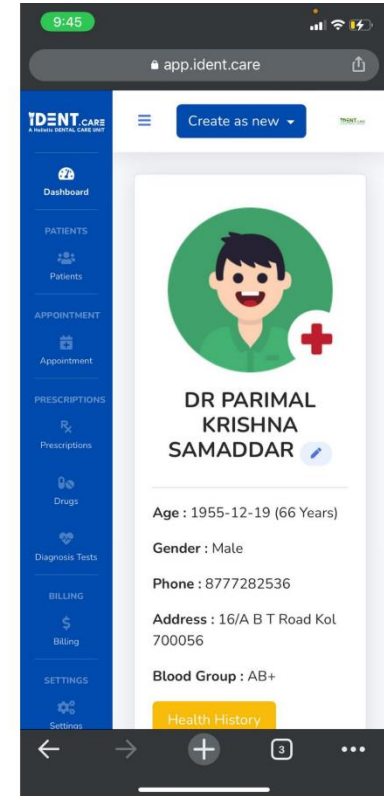
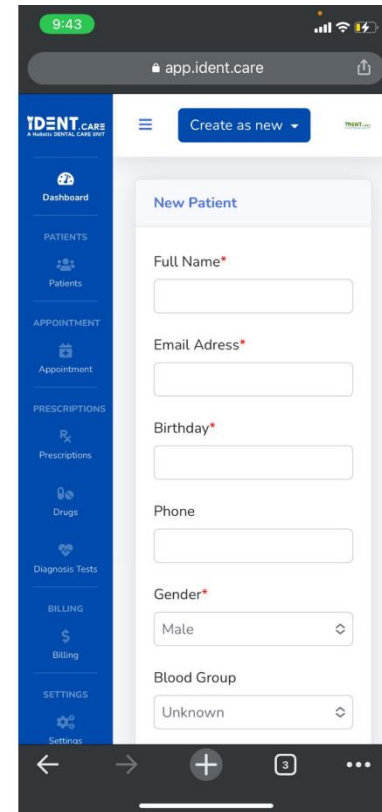
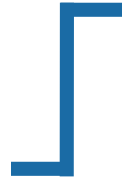
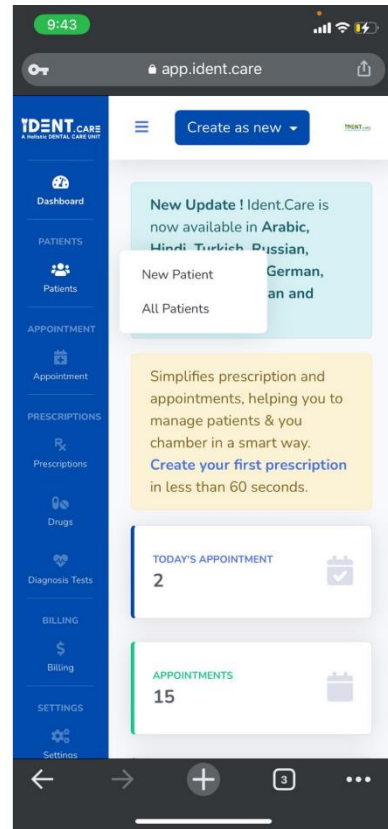
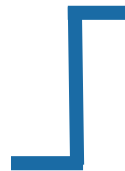
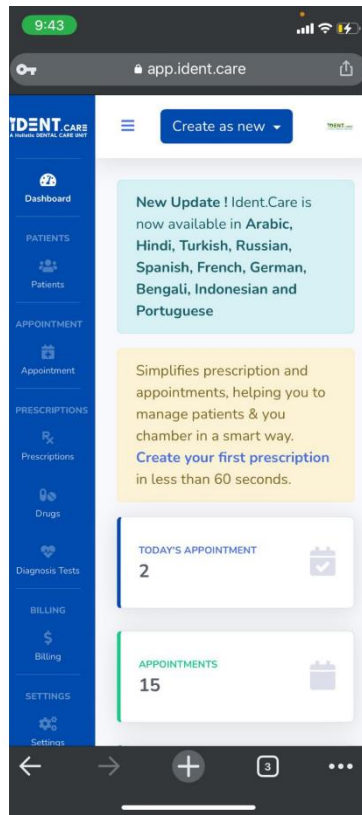


Lowest CAC – Rs. 55

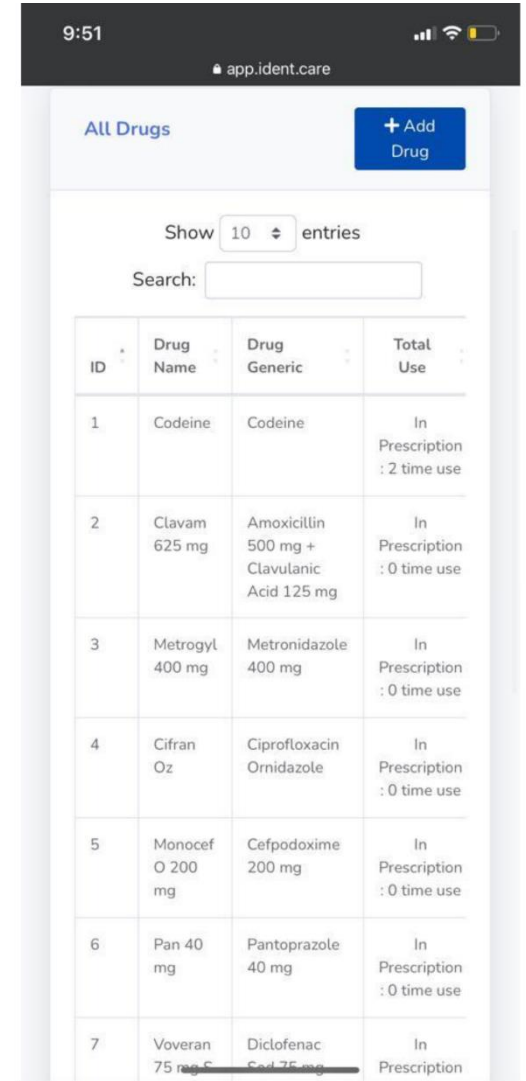
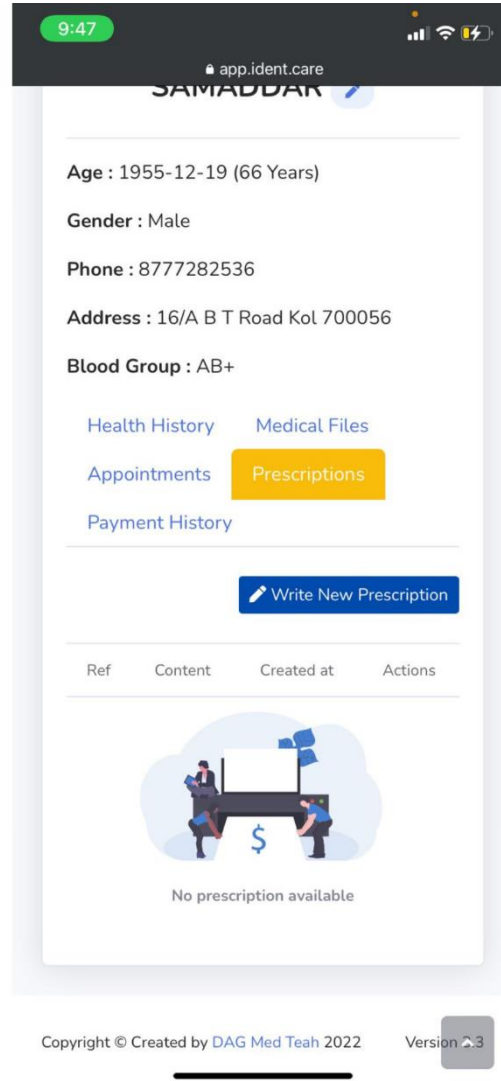
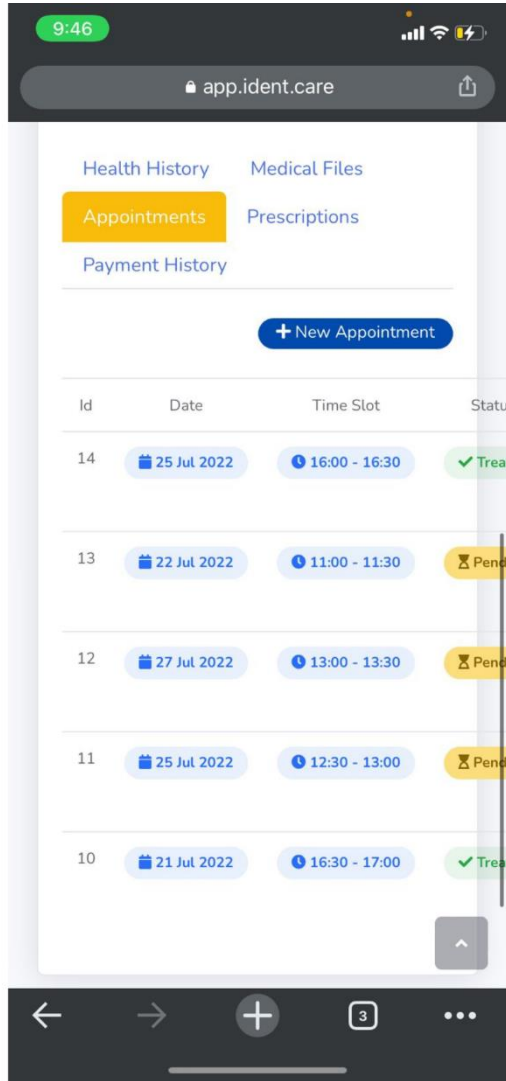


Reviews – 72+ 5 star reviews

Flow of application



Tech Interface



Fund Ask

Raising Rs. 1.25 Cr (\$157 K)

42%
Human Resource

20%
CAPEX



18%
Technology

20%
Marketing

Our Reviews

Tushar Sarkar



Recently I have visited for dental remedy, Dr. Abhishek Ghosh advised me for root canal, and he performed the entire treatment through root canal, and transplant premolar along with teeth capping, with perfection. I thank the Doctor and his co staff for their support and nice gesture.

Joydev Banik



Dr. Abhisekh Ghosh and his assistance are very much caring and sincere about treatment. They always treat patients with smile. He treated me very well and feel comfortable. I wish him success in his profession.

SAIRAM LALAM



Very good experience from Dr Abhishek Ghosh and Dr Soumik. Almost pain less process for my implants.



THANK YOU