

Affordable clear dental aligners



smylenation.com Houston TX

LEAD INVESTOR



Dr. A. Glover

I am super excited to be part of Smyle Nation. People often want to get in on investments early. This is an opportunity I just couldn't pass up. I am looking forward to a very bright future. The amazing growth in industry makes becoming part of Smyle Nation now... the right choice. Having successfully lead a number of companies, including startups like WIGL Inc, I predict lots of growth in cosmetic dental companies for years to come. Anyone considering expanding their investments portfolio should definitely look into amazing startups like Smyle Nation.

Invested \$2,500 this round

Highlights

- 1 Get in on the ground level of a booming industry
- 2 In 2021 the US consumer spent \$3.23 B on Orthodontic. That number will reach \$9.6B by 2029.

Our Team



Herman Butler Founder/CEO

Dr. Herman Butler sold 3 successful start ups. Also he have more than a decade of treating clear aligner patients.



Jason Jegge Director of Quality Assurance and Compliance

Jason Jegge is an expert in quality assurance and training with more than 20 years of experience.

Pitch





Our Mission:

Smyle Nation is bringing hope to those who need it most.

Dental care is very expensive. Nice looking teeth and smiles are proven to boost confidence, but not everyone can afford them.



What are Clear Aligners and why are they important?

Clear aligners, also called invisible aligners, are a product that helps users to fix misaligned teeth and bites. They are a **virtually invisible and removable alternative to braces** and are designed around convenience and flexibility.

At-Home Aligners (also called direct-to-consumer - **DDC aligners**) allow users to begin the orthodontic treatment process directly from their homes. These treatments are less expensive, more convenient, and easier to access than braces or traditional aligners. Treatment is monitored remotely, and users don't visit a dentist or an orthodontist for a consultation or check-ups.

The complexity of cases that can be treated with clear aligner therapy has increased over time and as a result, many patients who previously would not have opted to seek orthodontic treatment are now undergoing clear aligner therapy. Clear aligners are **quickly becoming the dominant and preferred treatment for malocclusion** (misaligned teeth).

Clear aligner market problems

This \$15+ Billion Dollar Industry Exploded Overnight. But the market has created problems that they aren't addressing.

Smyle Nation will fix more than just crooked teeth. With the help of market research from our partners at Baylor University's Innovation and Research Collaborative, we have identified and addressed key patients' concerns.

Customer service failures

- Most aligner companies don't have 7-days-a-week customer service
- The market leader doesn't list a number to contact customer service on their website
- Consumers fill out a digital form and hope someone returns your call or email

Up-sold on essential items

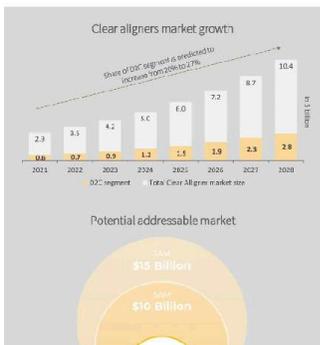
- With most companies, the user is charged extra for different types of alignment
- Charge extra for accessories
- Many over charge for the "retainer" customers need after treatment is completed

It takes too long to get started

- Customers spend thousands of dollars to start and then must wait more than a month to get started
- Wait for their impression kit to scan
- Wait until they send it back
- Wait until the provider creates a treatment plan
- And then wait some more for their aligners.

Big Customer Acquisition Costs

- CPAs are outrageous
- Current competitors take a shotgun approach to marketing, with no focus on service
- Most have yet to find a profitable way to operate



Addressable market

Clear aligners are a relatively new industry which has grown to a USD 2.9 billion industry over the last decade, since being first introduced. This market continues to grow at a rapid pace and looks set to overtake fixed appliances as the most popular orthodontic treatment.

DDC treatment is an especially dynamic sector of the clear aligner market, as it targets a demographic that was previously untapped in orthodontics. Since the cost to the patient is considerably lower than the cost of dental-led treatment, consumers who were previously priced out of the clear aligner market now represent a substantial future revenue source for clear aligner therapy providers.

Even though millions of people purchased clear lines every year, there are many problems that have not been properly addressed by current competitors. Our five-year go-to-market plan is conservatively aimed to capture just **one percent of this market**.

\$10.4B annual market

2.4 million people seek clear

Right in the
\$150 Million
annual revenue

potential to raise with
projected 20% CAGR

aligns yearly

5

Forward-looking projections cannot be guaranteed. Market stats are from Baylor University.

Smyle Nation Solutions

Problem:
Customer service failures



Our solution:
Smyle technicians are ready to serve YOU

- By dialing 1-844-SMYLE 4 U, our patients will be able to reach a live person
- We have operating hours of 7am-7pm (CT), 7 days a week

Problem:
Upsell on essential items



Our solution:
Everything included + more

- We are a full-service option; you get everything you need and more at time of purchase
- We include easy-to-use hard cases, retainers for after treatment, and a teeth whitening kit from our partner D-A-B
- We will be exclusive provider of 4-D aligner technology (in phase 3 roll out)

Problem:
It takes over a month to get started



Our solution:
10-day impression turnaround

- Our exclusive manufacturing partner can turn our patients' at-home impression into digital scan
- From there those digital scans can be used to produce the patient's aligners within 10 days

Problem:
Big Customer Acquisition Costs



Our solution:
Marketing partnerships & strategic go-to-market plans

- Targeted launch regions with massive opportunity
- Controlled growth is imperative to providing a high quality of service and product
- Targeting the underserved markets and communities we are called to help

\$2,299

Average Profit Per Case Sold

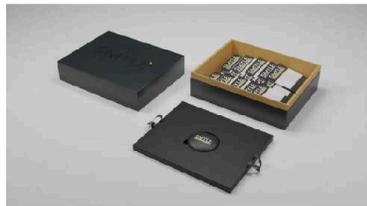
Our Model

- \$2999** **Sale Price**
Priced competitively against bargain brands and 50% lower than the existing in-office solution
- \$350** **Cost to Produce**
Our manufacturing relationship allows us to produce clear liner cases quickly and cost-effectively
- \$300** **Est. Customer Acquisition Costs**
Aim to be 30% of industry average by using partner dental locations and very targeted advertisements
- \$50** **Average Labor Costs**
Average labor cost per case to staff and manage a shipping warehouse

7

Smyle Nation Product

- Smyle Nation Clear Aligners are manufactured with industry-leading standards and with United States Food and Drug Administration clearance.
- Smyle uses the highest quality multi-layered orthodontic material to take our patient's experience from good to great. But we just won't stop there, we are positioned to bring the next generation of clear aligner innovation to the United States market.



Smyle Nation Clear x 4 D Innovation

- With our exclusive manufacturing partnership, we are ready to bring a faster, smarter technology to not only the United States, but to the broader North American market.
- Our exclusive Clear x 4 D aligners will be the industry's first shape-shifting aligners
- Key Benefits:**
 - Teeth movement acceleration is higher due to a lighter but continuous stable force.
 - More patient comfort, motivation, and compliance.
 - Environmentally friendly using less aligners, less plastic

8

Targeted Market Roll-Out

Product quality, customer service, and timeliness are core values of Smyle Nation. To ensure smooth delivery of our promises, we are implementing a phased roll-out approach to target specific opportunity markets on our way to a full nationwide direct-to-consumer 4D aligner technology roll-out.

Phase 1	Phase 2	Phase 3
<p>Estimated timing: Q1 - Q2 2023</p> <p>Focus on regional approach. Using our dental partners in Texas, California and New York our goal is to sell just 250 clear aligner cases in Q1 2023.</p> <p>Preparing for the expansion to 8 other states.</p>	<p>Estimated timing: Q3 2023 - 2025</p> <p>Operations expanded to 6 states. Working in partnership with our manufacturer to develop a new technology in impression foam to get 90% accuracy.</p>	<p>Estimated timing: 2025+</p> <p>We will move into all 50 states and Canada and Mexico.</p> <p>We have an inclusive partnership with King Europe to bring 4D aligner technology in the United States, which will be introduced in this phase.</p>



Presence in Texas, California, and New York.

Expanded presence in TX, TN, CA, NY, FL, IL, CA, PA, AZ.

Nation-wide presence in US, Canada and Mexico.

8

Forward-looking projections cannot be guaranteed.

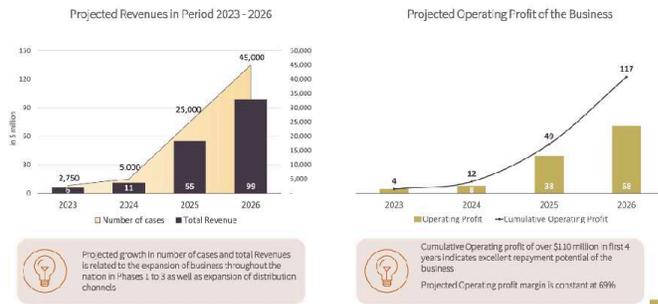


Go-To-Market Strategies

- Partner dental provider catchment
- Digital-first advertising: Targeted search, display, social media
- Direct marketing powered by Salesforce marketing suite
- Social media influencers
- Celebrity testimonials
- First-user customer case studies – “people like me” success stories
- Live events: festivals, fairs, etc.
- Marketing to targeted businesses as a sell-in for new employee benefit.

9

Business Projections



10

Forward-looking projections cannot be guaranteed.

Key Competitors

Company	Key Metrics
angelalign	IPO 2021 \$3.1 Billion \$380M Total Raise Founded in 2008 137,000 aligners shipped in China in 2020
byte	Acquired 2019 \$1.04 Billion \$600M Total Raise “Crowned in 2021” 45,000 aligners shipped in United States in 2020 Purchased by Dentply-Sirona
smile DIRECT CLUB	IPO 2019 \$9.0 Billion \$1.85B Total Raise Founded in 2017 332,000 aligners shipped in 2021 worldwide
invisalign	IPC 2001 \$4 Billion (annual rev) 25 Years in Business 14V Aligners Sold to date Had patent for 20 years

11

A comparable exit to the above competitors is not guaranteed.

Competitive Advantage

- Personalized care for the users**
 - Users will feel like they have personal care at level of care.
 - Very easy to contact customer support and get advice from our experts.
- Industry-leading delivery time**
 - Once clear aligners are received from the manufacturer, they are quality checked, packaged, and shipped directly to the patient.
 - Our process ensures patients receive their clear aligner within 14-21 days.

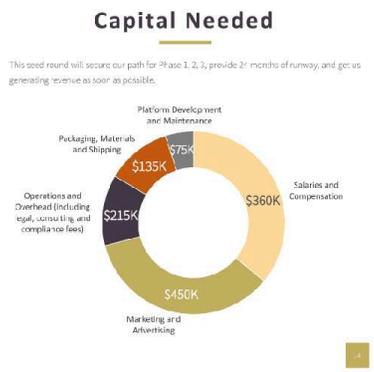
Affordable Pricing

- Our business model and partnership with suppliers and dental practices are key
- Target marketing approach allows us to charge lower prices while keeping quality of product and service at the highest levels

Comprehensive package and Partnership with industry leaders

- Users receive a full-service, including easy-to-hand cases, retainers for after treatment, and a teeth whitening kit from our partner Oral-B.

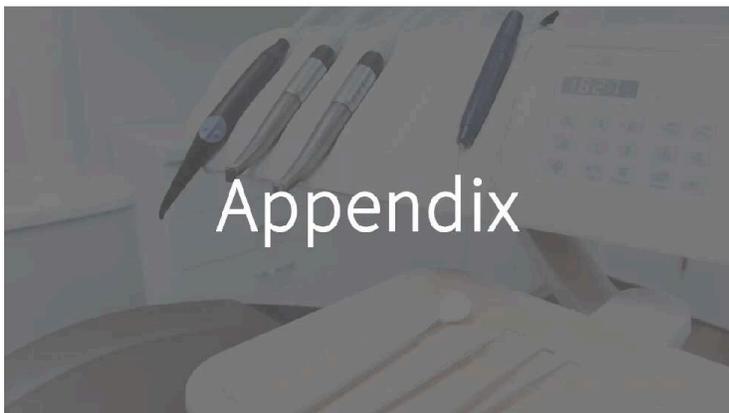
\$1,235,000



Thank You

Work with us to bring smiles of hope, confidence, and community to those that need it most!

Contact:
 email: Dr. Herman Butler – Herman@smylenation.com
 Website: smyleation.com



Smyle Product Step-by-step – Timing is everything

- 1 Patient purchases Smyle impression kit
- 2 Smyle receives, inspects and approves for digital scans
- 3 Treatment plan is created, with number of aligners, to get to where customer wants to be
- 4 R is approved, aligners created, cut, polished, packed and shipped to Smyle
- 5
- 6
- 7
- 8

Consumer uses
impression kit
returns it to
Smyle

Smyle creates
digital scans for
Doctor review

Rx is approved by
Doctor or
rejected/modified

Smyle boxes and
ships to
consumer in 1-2
days



Smyle Nation vs. Main Competitors

	Customer Service Phone Email Text	Patients Aligners Shipped To Their Homes	Offer Additional Products To Promote Overall Oral Health	Offer Post-Treatment Care Including: Final Retainer At No Additional Cost	Patients Receive Their Aligner Within 7-8 Weeks
Smyle Nation	✓	✓	✓	✓	✓
Byte	✓	✓	✗	✗ \$99 for Retainers	✗ 4-5 weeks
Candid	✓	✗ Receive Aligner Only Through Dental Office	✗ Whitener Only	✗ \$99 for Retainers	✗ 4-5 weeks
Smile Direct Club	✓	✓	✗ Whitener Only	✗	✗ 4 weeks
Invisalign	✓	✗ Receive Aligner Only Through Dental Office	✗	✗ \$250 for a set of Retainers	✗ 4-5 weeks