

InBrace

Disrupting Braces

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Correcting your smile today requires tradeoffs

Standard Braces



Clear Aligners (Invisalign)

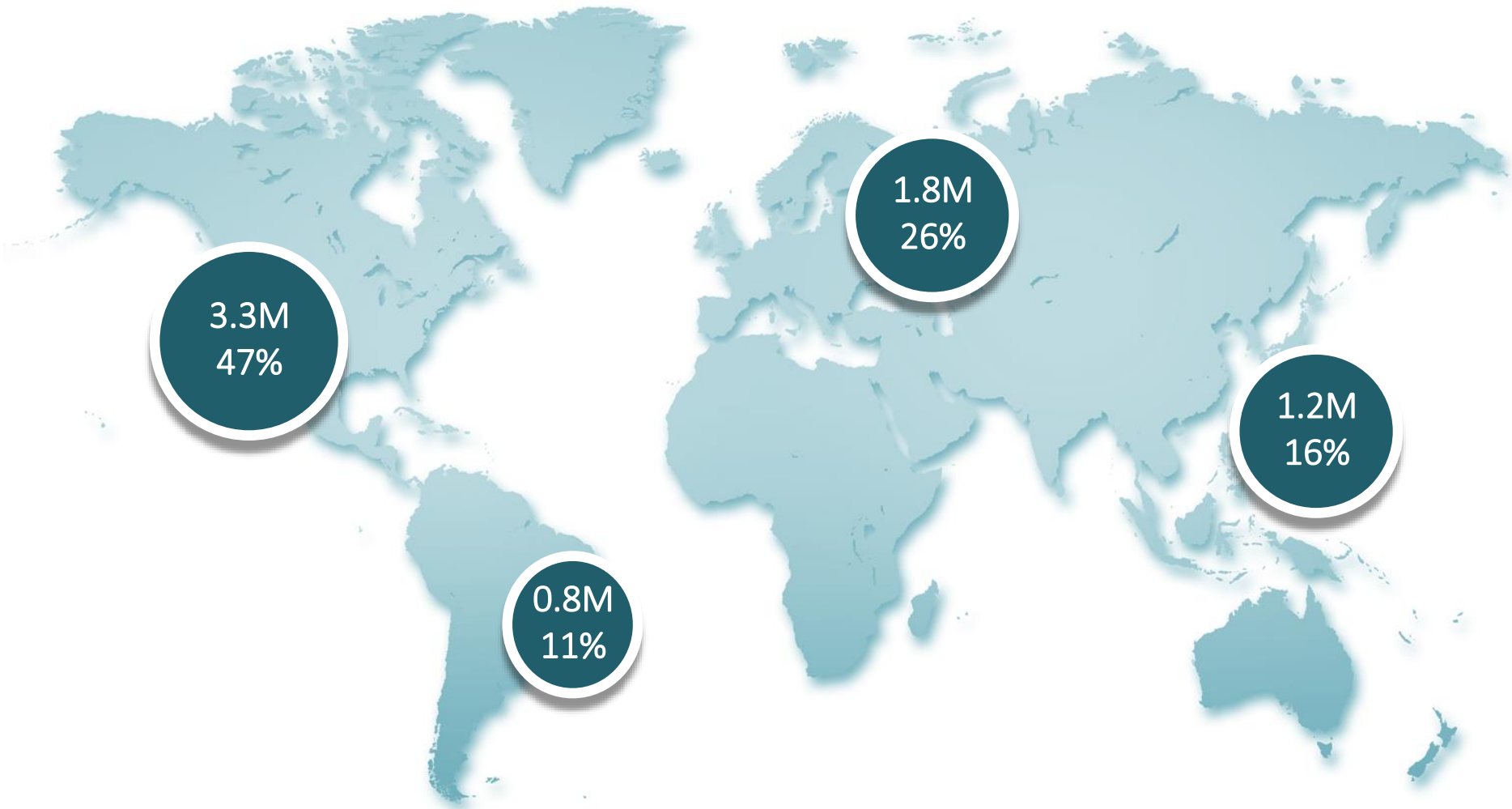


Lingual Braces



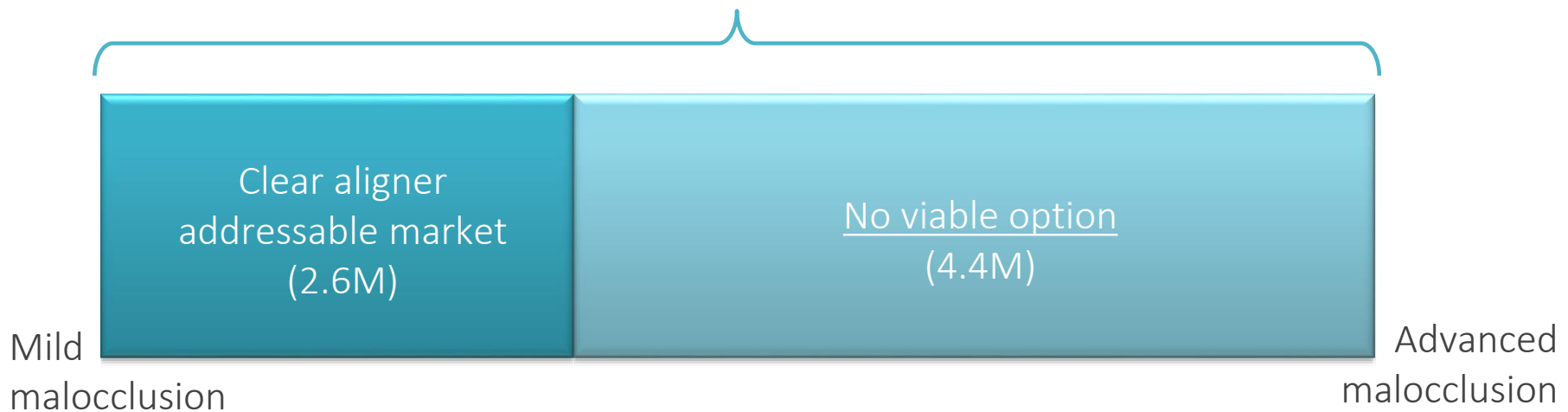
InBrace is an easy to use personalized orthodontic system hidden behind the teeth that automatically guides each tooth to its target position with continuous gentle forces

7 Million case starts WW each year, a \$4B a year market that is growing and expanding



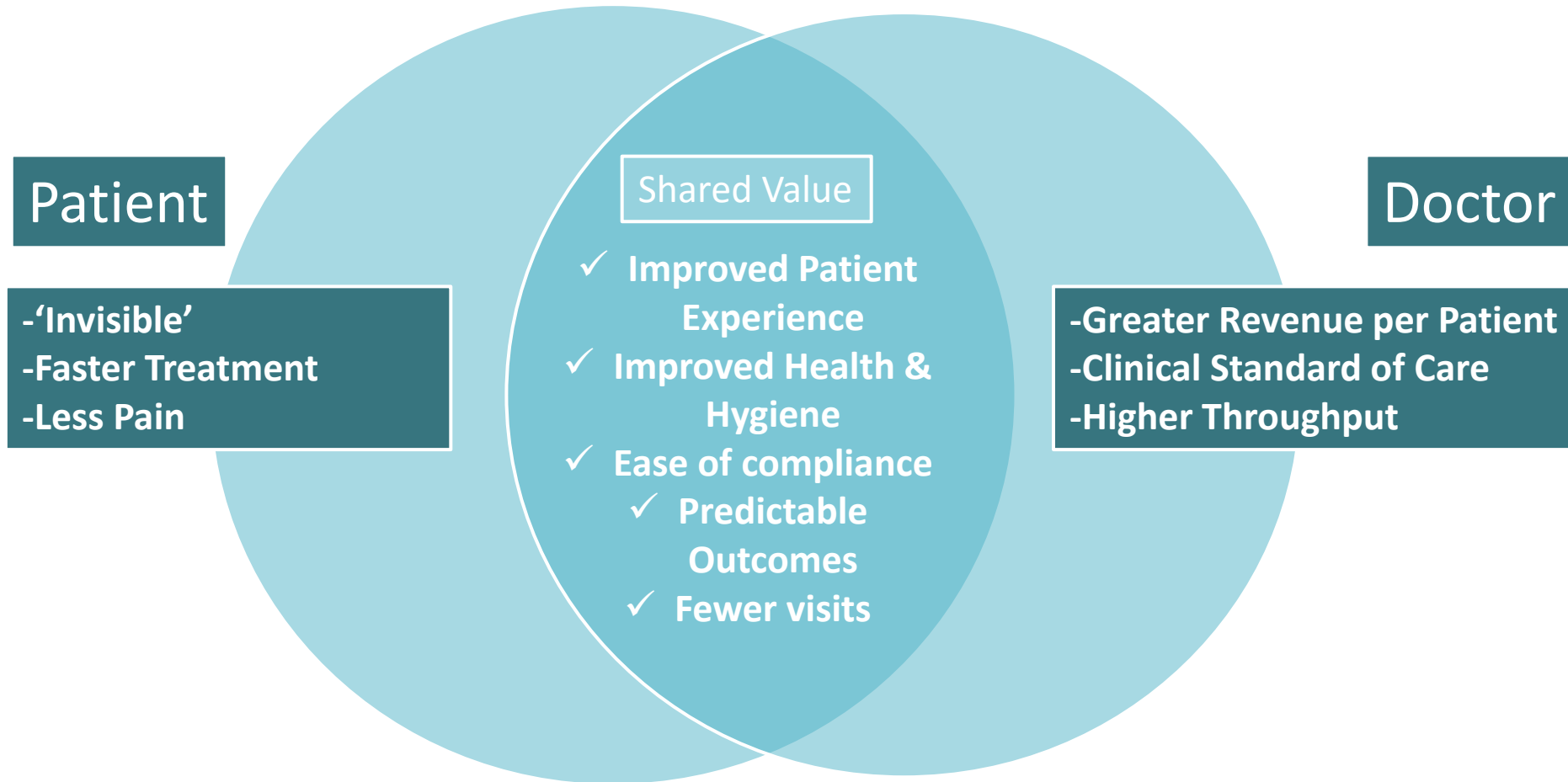
4.4M people don't have viable aesthetic option to correct their teeth

INBRACE



7 Million orthodontic starts annually (WW)

InBrace drives demand and adoption by delivering value to the orthodontist and the patient



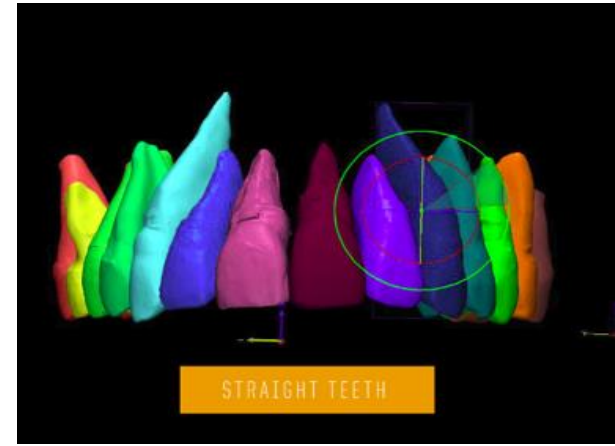
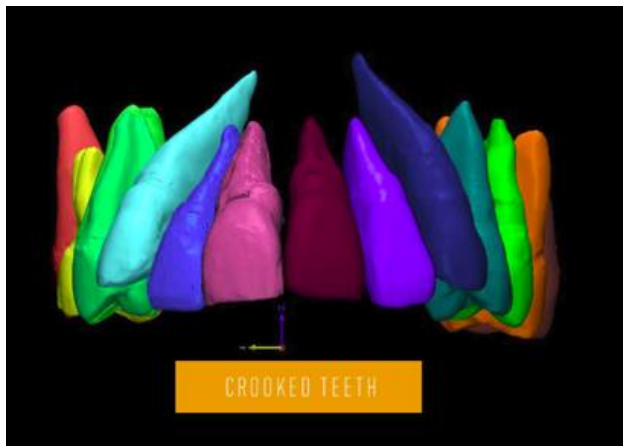
Direct Digital Manufacturing and custom “SMART” wires to reduce visits and treatment time

Digital Records

Tx Planning

Indirect Bonding

INBRACE Workflow



Team

John Pham, DDS MS BSEE, Co-Founder, CEO

- Engineer (Boeing)
- 3x entrepreneur, Co-founder of digital health startup

Vijay Dhaka, MBA

- 20 years of medical technology & consulting experience (McKinsey)
- Early stage startup experience, concept to clinic, multiple patents

Hongsheng Tong, DDS PhD, Co-Founder

- Faculty at USC's Ostrow School of Dentistry, leading bone biologist
- Experienced clinician, having treated over 10,000 cases

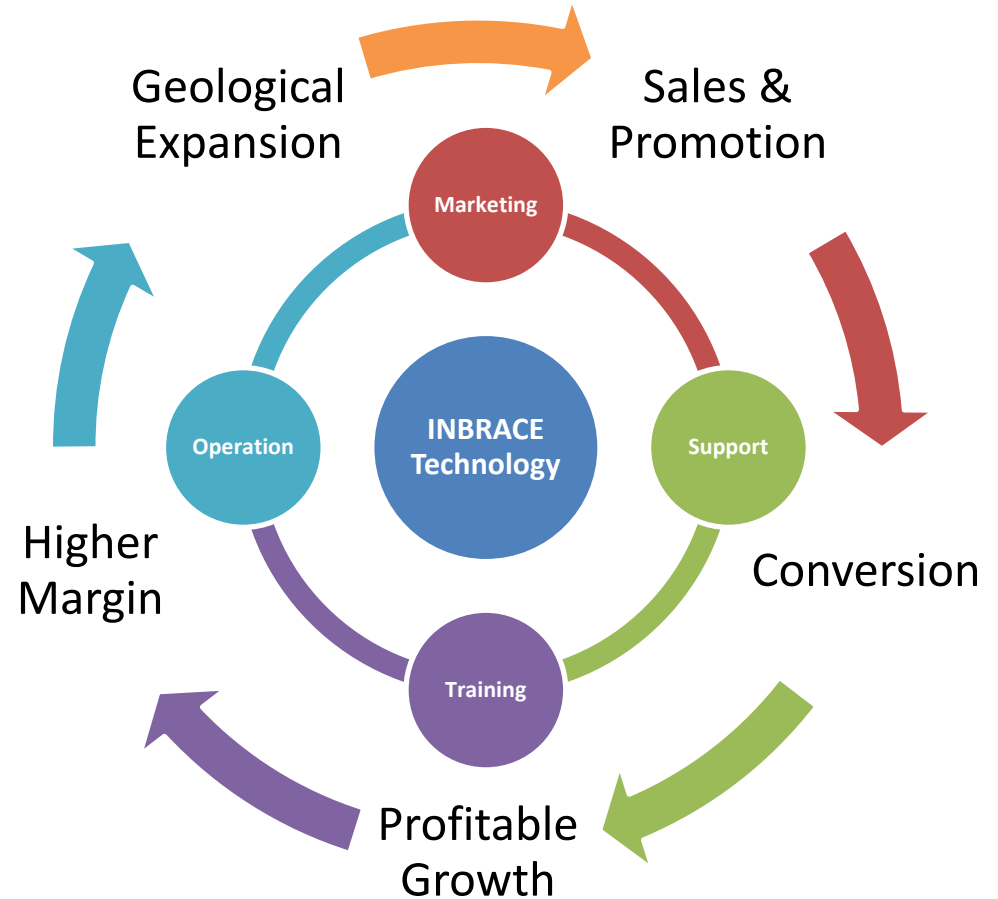
Business Model

Key Revenue Drivers

- # of Orthodontists
- Ortho Conversion Rate
- # of Patients

Key Cost Drivers

- Training
- Feasibility Studies
- Marketing and Sales



Training programs and a large sales force will drive orthodontic adoption

Market Strategy



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