

“dental floss reimaged”  
easy, effective, energized

# PITCH DECK

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## "Shifts in the market open up new possibilities."

Interdental cleaning is an important element of daily oral hygiene and preventative healthcare.

Clinically proven and recommended by dentists and cardiologists.

The market for interdental products is growing steadily, but still has enormous potential compared to classic categories such as toothbrushes and toothpastes.

The difficult handling of existing interdental products severely limits their use and effectiveness.

The market is waiting for a product that makes daily interdental care more hygienic, easier and more effective than current offerings.



# „Complicated and ineffective“

## **Too complicated to use.**

Using dental floss manually requires practice, skill and time. Many people find it fiddly or uncomfortable.

## **Low usage frequency**

Although dentists recommend flossing, it is rarely or only occasionally used in everyday life. → The health benefits are not realised.

## **Ineffective cleaning**

Without consistent movement and correct pressure, the spaces between teeth are often not completely cleaned.



**The problem isn't the dental floss – it's how it's used.**

# "From thread to system"

The first energized dental floss for easy and effective use



- fits most electric toothbrushes
- sustainable as no extra equipment is needed
- easy to use
- hygienic through medium change
- very good accessibility of the interdental spaces
- optimal cleaning effect
- recyclable
- Patent and design applications (DE/PTC/WO)
- designed in Germany



**"Finally simple. Finally effective."**



## "A smart solution for every user"

- The attachment transfers the electric drive directly to the fork
- The dental floss tightens when the fork is inserted.
- The fork is set into a high-frequency 3D movement.
- The forks are simply replaced after use.



# "Revenue and market size"

Region	Market size	(Basic year) Forecast	CAGR
<b>Dental Floss units</b>			
Global	USD 600-750 Mio. (2023-25)	USD 0,9 - 1.36 Mrd. (2030-35)	4-6+ %
Germany	EUR 82,6 Mio. (2023)	moderate growth	2-3+ %
Europe	>350 Mio. units		
<b>Dental Floss-Picks</b>			
Global	USD 688 Mio. (2024)	USD 954 Mio. (2033)	3,7+ %

Key growth drivers include: increasing awareness of oral hygiene, prevention of dental problems, access to dental care, and demand for sustainable/biodegradable products.

Regional trends: North America is often the largest market in terms of revenue, whilst the Asia-Pacific region is frequently the fastest-growing.

**A huge "plug & play" target market in Germany alone.**

*Over 35 million people in Germany already use an electric toothbrush.*

***Ready to use immediately: The target group already owns the basic device – no additional electronic waste, maximum sustainability.***

***Enormous potential: A gigantic, immediately addressable market for our essay.***

All figures are based on aggregated market reports; discrepancies arise from differing market definitions and forecast periods. Sources: Marketreportsworld, Global Growth Insights, Marketresearch, Future Market Report, Researchnester

# “Pricing strategy”

Our pricing strategy is based on a scalable accessory model, similar to existing electric toothbrush systems.

Customers initially purchase a starter product with the flossing attachment and then regularly buy replacement modules.

The pricing model allows for a low entry price for end customers while simultaneously generating recurring revenue through consumable components. Bundles and multipacks are also offered to increase the average order value.

The final pricing structure will be validated during the pilot phase with initial users and sales partners.

## Potential selling prices:

- Basic product at a low price
- Consumable parts are regularly replaced.

## Example price:

- Starter kit (attachment + first dental floss forks): €14.99-19.99
- Dental floss forks / refill pack: €6.99-9.99

## Advantages:

- recurring revenue
- high customer loyalty
- Easy entry for customers



# THE BUSINESS MODEL & MARKET POTENTIAL



Our concept transforms daily oral hygiene by seamlessly integrating flossing into existing habits. It is designed as a highly profitable razor-and-blade model, ideally suited for global rollout.

**The product ecosystem:** The foundation is an innovative dental floss attachment for motorized toothbrushes (one-time hardware sale). Long-term profitability is ensured through recurring revenue from interchangeable attachment modules and refill subscriptions.

**Omnichannel distribution:** The distribution structure is set up on three tracks for maximum scalability: Direct end-customer sales (D2C online), strategic placement in food retail/drugstores and referral marketing via dental retailers.

**Current status (Ready for Scale):** The invention has successfully completed the prototype phase. The technology is comprehensively protected by granted German patents and a pending PCT application (already with initial positive examination results). The project is ready for pilot series production.



Sale

Sale

Sale

Sale

Sale



# “Strategic Partnership & Next Steps”



To fully exploit the potential of this innovation with maximum efficiency, we are open to three strategic options:

## 1. IP & Patent-Asset-Deal

- The approach: Complete sale of the entire IP portfolio.
- The offer includes the transfer of all national and international applications for intellectual property rights, complete technical documentation, and all prototype and development data.
- Your advantage: Immediate and exclusive integration of a highly innovative, protected technology into your existing product portfolio.

## 2. Technology Licensing

- The approach: Granting exclusive or market-based licenses.
- The offer: You acquire the right to industrial manufacturing and distribution our patented dental floss technology under your own strong brand.
- Your advantage: Fast time-to-market and technological edge on the shelf, while IP responsibility remains flexibly regulated.

## 3. Co-Development & Investment

- The approach: Strategic partnership / Pre-seed investment.
- The offer: We will use your capital and industry expertise to finance the pilot series and our team continues to drive product and brand development.
- Your advantage: Long-term participation in a disruptive dental brand with high margin potential and recurring revenues (subscription model).

Let's revolutionize the oral hygiene market together. Which path suits your strategy?

**WE LOOK FORWARD TO YOUR FEEDBACK**

Circle GmbH engineering solutions

Andreas Legner

Buderusstr.12

35789 Weilmünster

[a.legner@circle-gmbh.de](mailto:a.legner@circle-gmbh.de)

Tel.: +491772874210