

Smile

Product Description

Smile is an interactive toothbrush and toothbrush buddy that encourages and teaches proper brushing techniques. The toothbrush and buddy pair together through Bluetooth technology to show users that they are brushing properly via sensory technology in the toothbrush. In the standby mode, the head and arms are compact against the buddy. Once the toothbrush is removed from the dock on the side of the buddy, the brushing session begins.

When in the brushing session, the arms and head of Smile serve as indicators for the user. Each arm represents the respective side the user is brushing, and the head acts as a timer. While brushing, the arms of Smile will raise when the user is brushing the respective side with proper circular motions. A side is adequately brushed when the arm lights up. The head of Smile will move up from the body and glow when the full dentist recommended two minutes of brushing is over.

Attached to the right of Smile is the toothbrush docking station. The product comes with a spinning toothbrush that has sensory and Bluetooth technologies in the handle to detect movement and work with the buddy. This toothbrush has a replaceable head that should be replaced every 2-3 months.

In addition to light indicators, Smile will have an app. This app has calendar tracking of completed tooth brushing and push notifications. It will ensure that users are brushing both morning and night 365 days a year. This will help parents ensure that their children are brushing whether they are home or not.

Target Market

The primary target market for Smile is parents, ages 25-35, of young children, ages 3-10. Income of this market will be at least \$50,000 in the United States, which is around the medium income level within the United States. Parents of young children need help establishing their children's tooth brushing habits early to set their children up for a lifetime of healthy dental habits. As a premium product, the target market must have disposable income to use on health and personal care items. Other possible market regions will include first world nations, such as the United Kingdom or Germany with similar demographics.

The secondary target market is people of ages 18-25 with a combined household income of at least \$50,000. These younger parents most likely have financial support from around them, such as family, and therefore can afford a premium product for their child.

Marketing Strategy

Through a mix of social media, parenting blog sites, and video, Smile will become known to consumers. The new generation of parents are going to be tech savvy and have a social media presence, therefore traditional marketing, such as print and radio, will most likely not appeal to them.

The message of the marketing strategy will create insecurity about children's oral hygiene and health. Then Smile comes in and solves the issue by making tooth brushing fun and efficient for both the parent and child. It will emphasize that tooth brushing no longer has to be a

chore for children, but it will be fun like a game. By doing so, parents save money through fewer trips to the dentist and less dental work through the prevention of cavities and gum disease.

Sustainable Competitive Advantage

Smile will have its sensory technology patented, Since the technology is what supports and makes the visual aid unique, this will keep competitors from copying the product.

Elevator Pitch

Every parent wants their child to have healthy teeth and a great smile. But how are parents supposed to know whether their children are brushing properly? Well with Smile, the interactive tooth brushing buddy, parents can be assured that they are. Using Bluetooth and sensory technology, Smile acts as a fun visual aid that helps children brush their teeth evenly, with the proper motion, and for the full recommended 2 minutes.

Industry Analysis

Electric toothbrush manufacturers are classified under Small Electrical Appliance Manufacturing under NAICS (335210). The major competitors in this industry that manufacture electric toothbrushes are Philips, Procter & Gamble, and Panasonic. Many of the companies classified under this NAICS code are manufacturers of other appliances, such as vacuum cleaners and fans.

Phillips and Procter & Gamble manufacture lines of electronic toothbrushes. Philips has its own line of electric toothbrushes and has a market share of 21.4%. Procter & Gamble is the parent company of Oral-B and Crest, giving them a good hold of the oral care market. All three main competitors manufacture electric toothbrushes marketed towards adults. The electric toothbrushes that they manufacture for children are smaller in size and have colorful designs to appeal to children, but none have an interactivity aspect to them.

Alternatives to electronic toothbrushes are regular toothbrushes, which are cheaper, and still manufactured by the same main competitors. Customers have little to no switching costs. As a premium product, customer demand will fluctuate depending on the economic status.

Financial Analysis

For basic battery operated vibrating toothbrushes, consumers can expect to pay an average of \$15 per toothbrush. For rechargeable electronic spinning toothbrushes, consumers can pay up to \$200. No matter what price point consumers go for, there will be repeat purchases since toothbrushes need to be replaced.

Smile will be able to follow two pricing models, the value model or the razor blade model. With its higher use of technology compared to its competitors, it will be more expensive. Using the value model, Smile can be sold at above a 10% margin and it consumers can justify the price because it will save them money from avoiding dental work due to lack of proper tooth brushing. In a razor and blade model, Smile's body will be sold at a smaller margin close to cost, and the replacement toothbrush heads can be sold at a premium.

