



## PROFILE

URL: <http://www.symtray.com/>

Industry: Healthcare

Employees: 3

Founded: 2017

Current Investment: \$115,000

Investment Source: Pre-seed/Seed

## FINANCING

Seeking: \$2-\$3 million

Purpose: Software Development,  
Clinical Trials, 510k

## TARGETS

4Q 21: Start FDA process, IRB  
approval, select patients

2Q 22: Begin clinical trials

2023: Finish clinical trials & obtain  
FDA approval

2024: Go to market

## MANAGEMENT

**CEO:** Dr. Cheryl Shao. Dentist and  
Researcher. DDS.

**COO:** Dr. Shalini Mittal. Dentist. DDS.

**Technical Advisor:** Medina Ali. CEO at  
MedinaTech.

## KEY ADVISORS/CONSULTANTS

Dr. Sam Levine, Orthodontist, Levine  
Orthodontics

Dr. Yuci Ma, Orthodontist, Yuci Ma  
Orthodontic Associates of Lexington

## Sympal, Inc.

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## Summary

Sympal is a novel clear aligner company disrupting the orthodontic industry. Right now, clear aligners take 20% of the orthodontic market, with braces the other 80%. The reason being is that clear aligners can only cover mild to moderate cases, with braces covering all case severities. Our patent pending SymTray system aims to cover all cases by treating the cause of crooked teeth, not just the symptoms. As a result, you get a better-looking face on top of straight teeth. We are "the new braces."

## Product

Unlike the other clear aligners that treat the symptoms of crooked teeth, Sympal treats the cause of crooked teeth with three products integrated together: our patent pending SymTray system, our mobile tooth tracking app SymTrak, and our 3D virtual modeling treatment planning software SymMold.

## Business Strategy

Sympal's business strategy is focused differentiation. Key elements include treatment planning orthodontics differently with SymMold, doing orthodontics unconventionally with SymTray, making the orthodontics process more convenient with SymTrak, and making orthodontics more affordable for the patients and orthodontists.

## Target Market

Our primary target market are middle income consumers aged 6-35 who are compliant and care both about their sleep health and aesthetics of their teeth and face.

## Competition

Sympal has three main classes of competitive offerings. First is the dominant player Invisalign. Our focused differentiation and lower lab costs make us more affordable to the orthodontist. Second, the direct-to-consumer companies like Smile Direct Club and Candid are our competitions. We differentiate by doing orthodontics differently, not just moving the teeth, but also remodeling the bone. Finally, we compete with the traditional braces market. We differentiate from them by offering a clear aligner solution instead, making the process more comfortable for the patient.

## Capital Uses

The capital is allocated for additional patenting costs and software features, running clinical trials, and getting FDA approval.

## Finances/Projections (\$ in Thousands)

Finances / Projections (\$ in Thousands)	Clinical Research				
	2021	2022	2023	2024	2025
# of Patients	3	60	100	500	1000
# of Orthodontists	2	10	25	50	100
# of Dentists	1	5	10	25	50
Revenue	-3000	-300,000	250,000	1,250,000	2,500,000
Gross Margin %	-	-	76%	76%	76%
EBITDA	-3000	-300,000	190,000	950,000	1,900,000