



Arfona, LLC
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MANAGEMENT TEAM

Justin Marks – Founder & CEO
Shiann Yamin – Lead Engineer & CTO

INDUSTRY

Category: Medical Devices, Technology
Sub-category: Dental, 3D Printing

INVESTORS

Management Team
Asimov Ventures

FUNDING TO DATE

\$55,000

FINANCING SOUGHT

\$1,000,000

USE OF PROCEEDS

Sales & marketing, new hire salaries, inventory acquisition.

BANK

TD Bank, N.A.

LAW FIRM

Robert Allen Law

ACCOUNTING FIRM

Bachner Lombardi Inc.

Description

Arfona is the innovation behind the latest 3D printing technology for the dental industry. We focus on digitizing aspects of the dental lab in which traditional techniques are still being used. Since the late 90s, digitization has made its way to the dental lab industry but has yet to touch the manufacturing of certain prosthetics, including dentures and partials. Furthermore, all of the 3D printing activity in the dental industry is limited to single-use and short-term devices. Arfona has changed that with the invention of the r.Pod[®] Desktop 3D Printer.

Arfona is raising a \$1,000,000 seed round that will be used for new hire salaries, sales and marketing expenses, and inventory acquisition to bring the product to market following successful traction with beta users and early adopters.

Problem

- 178 Million Americans are missing one or more teeth
- Life expectancy increasing, aging population needs tooth replacement
- [Flexible partial dentures](#) satisfy this need with an affordable alternative to implants and an aesthetic alternative to metal partials
- 50-60% of trained dental technicians are expected to retire in the next five years

Products & Services

Arfona manufactures and sells the r.Pod[®] Desktop 3D Printer to dental laboratories and dental clinics that produce their own prosthetics. It is the first filament based 3D printer for the dental industry, using strong thermoplastics to print dental appliances that are approved for long term use (FDA class II). Through a strategic partnership with industry-leading materials manufacturer Valplast Corporation, Arfona is the first and only company to offer this groundbreaking technology. The business model is to sell our 3D printer (hardware) to dental labs and then sell the materials (consumables) for printing dentures.

Traditionally dentures are made by dental technicians over the course of several days using a variety of plasters, waxes and injection molding equipment. Our method of producing flexible partial dentures with a 3D printer results in up to 40% cost savings over the traditional method. In addition to the savings in production costs, partial dentures produced with this method can be made in as little as two hours.

Market Opportunity

There are approximately 8,100 dental laboratories in the United States. The majority of these labs own equipment and/or software to produce dental crowns, bridges and implants through digital methods, but do not yet produce digital dentures. All of these labs are candidates for purchasing an r.Pod[®] 3D printer which may be used with existing 3D scanners and dental design software. In Europe Arfona distributes through a network of dental supply companies, gaining access to an additional 46,000 dental laboratories. The firm is currently seeking additional representation in Asia, the Middle East and Latin America.

In addition to commercial dental laboratories, the market for practicing dentists with in-house laboratories is growing (dental clinics that do not use a commercial lab and produce their own dental prosthetics). An estimated 20,000 practicing dentists in the U.S. work with intraoral scanners, which interface with the r.Pod[®] printer to produce completely digital partial dentures without the need for traditional plaster casts. Arfona plans to target this growing segment in year 2 of our business plan.

Competition

Our competitive map analyzes competitors across two parameters – 3D printing companies vs. dental companies, and affordable vs. expensive solutions for dental labs. Most 3D printing specific companies provide expensive solutions for 3D printing and do not specialize in partial denture materials or applications. More affordable 3D printing companies also do not offer a partial denture material or application. Outside of 3D printing, dental materials companies do not have additive manufacturing solutions for their materials.

Arfona is perfectly positioned as a 3D printing company that has special knowledge of denture applications and provides an affordable solution for dental labs. Founder and CEO Justin Marks has more than a decade of experience as a dental technician, dental lab owner, educator and innovator. Using a penetration pricing strategy to rapidly build a network of customer dental labs, Arfona aims to move from digital denture pioneer to market leader in 3D printed dental appliances.

There are three significant barriers to entry in this space, all of which have been addressed by Arfona:

- Knowledge of and experience with dental appliances that cannot be bought by 3D printing companies
- Knowledge of and experience with 3D printing technologies that cannot be bought by dental companies
- FDA clearance process for new medical devices

Milestones

- **2/1/2016** - Provisional patent filed by Arfona for method of forming dentures with 3D printing.
- **3/1/2016** - Company formed as an LLC in NY State.
- **4/2016** - Company opens Brooklyn headquarters.
- **9/2016** - Exclusive distribution agreement with Valplast to supply denture resin (with FDA clearance) for the r.Pod 3D printer.
- **11/2016** - Arfona named runner up in the Frontier Tech Showdown startup competition at Inside 3D Printing San Diego.
- **3/2017** – Arfona launches seed round raising \$1,000,000 to build the team, marketing expenses and inventory acquisition.
- **5/2017** – Arfona selected as the winner of the 14th Annual Pace University Business Plan Contest.

Three-Year Financial Projections

	2017	2018	2019
Revenue	\$2,434,492	\$4,868,984	\$9,737,968
EBITDA	\$1,044,821	\$1,862,616	\$4,014,097