

PRESERVING THE DENTIST'S SMILE

Smilesmith is an innovative marketplace platform that brings together dentists and dental supply dealers to form a seamless supply chain. By streamlining the processes of procurement of dental supplies, dentists are able to focus on what they do best—taking care of their patients.

The Smilesmith journey started back in 2012, when founder and CEO Mr Sanjay Mehta realised that 99 percent of supplies in the dentistry industry were procured the old-fashioned way—checking for availability from one dealer to the next. Finding the process inefficient, Mr Mehta decided to come up with a better alternative.

Having learnt about NTUitive from a personal contact, Mr Mehta pitched the idea for Smilesmith to NTUitive's Enterprise Development team. Just 15 minutes into the pitch, the NTUitive team was sold on the idea, and later linked Mr Mehta with NTU alumnus Mr Thenmugilan Gandhi (REP/2016), who joined Smilesmith as its first Chief Technical Officer.

"It's rare to find people like Thenmugilan who know exactly what they want to do in life. We are thankful to NTUitive for linking us up," Mr Mehta quips.

Despite initial difficulties in courting early adopters, recruiting new team members and securing investor funding,

the Smilesmith team is staying true to its dream. Mr Mehta intends to expand the company into India, followed by Southeast Asia's larger markets such as Malaysia, the Philippines and Indonesia.

The team is also hard at work creating a one-stop shop for the dentistry community, by providing online educational resources, sharing best practices, creating a digital video library of the latest medical procedures and conducting seminars and exhibitions.

"We are really your integral partner in your business, and we want you to succeed," Mr Mehta says to the dentistry community. "You are first and foremost a doctor and you should focus on what you're really good at. Let Smilesmith help you drive everything else." ●

For more information on NTUitive and its complete suite of incubation services, please contact:

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(From right) Smilesmith founder and CEO Mr Sanjay Mehta with Chief Technical Officer Mr Thenmugilan Gandhi.