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U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES  
National Institutes of Health



National Institutes of Health Commercialization Assistance Program  
(NIH-CAP)

## Company Profile

### Industry Sector:

Dental Education and Social Networking

### Company Overview:

IDEA International, Inc. provides software based training solutions with the use of an inexpensive portable patented haptic technology device connected to a computer. Dental students' and professionals' mandatory training is currently accomplished by practicing on humans or bulky, expensive, archaic "dummy" devices. Guided by its Scientific Advisory Board, a board that includes current and former deans from top schools (e.g. Harvard, Columbia, Penn and USC,) this company designed a revolutionary solution, enabling users to hone their skills in a gaming simulation environment using cutting edge technology.

### Target Market(s):

- Dental professionals worldwide, including: dentists; dental students; dental hygienists; and dental technicians.
- The general population.

## Key Value Drivers

**Technology\*:** The Individual Dental Education Assistant® made by IDEA International, Inc. is the first of its kind. IDEA aims to provide an affordable, educational, top-of-the-line solution to address the needs of dental professionals while creating a unique marketing and social networking opportunity.

### Competitive Advantage:

The Individual Dental Education Assistant® is the first in its market to link high-end dental education, commercial dental companies and high tech. IDEA features an affordable price and cost effectiveness combined in a pleasant and modern gaming environment.

**Plan & Strategy:** seeking a strategic partner and or investment.

\*Technology funded by the NIDCR and being commercialized under the NIH-CAP

## Management

### Leadership:

Shlomo Lehavi, CEO  
Ofer Ronen, CTO  
Scott Langsner, CFO

### Scientific Advisory Board (partial list):

**Bruce Donoff**, D.M.D., M.D.: Dean of the Harvard School of Dental Medicine; Distinguished Professor of Oral and Maxillofacial Surgery and Visiting Oral and Maxillofacial Surgeon at Massachusetts General Hospital.

**Marjorie K. Jeffcoat**, D.M.D.: Former Dean of the University of Pennsylvania School of Dental Medicine, served on the Advisory Council for the NIDCR, served on several A.D.A., and A.A.P. Committees, former President of the IADR.

**Ira B. Lamster**, D.D.S., M.M.Sc.: Dean and Professor of Dentistry at Columbia University School of Dental and Oral Surgery.

**Harold C. Slavkin**, D.D.S.: one of the world's leading authorities on craniofacial development and genetic birth defects, former dean of the University of Southern California School of Dentistry, former director of the NIDCR.

## Product Development

Modules already completed and sold:

Manual Dexterity  
Play-A-Dent™  
PreDenTouch™  
Oral Medicine  
MatchVisual®  
Puzzle

Additional modules under development:

Scaling™  
BrushRight™ (+ patent)  
FlossRight™  
Caries Detection  
Cavity preparation  
Crown preparation  
Pediatric dentistry  
Implant procedures

