



Our new CloudPlus Practice Management System (PMS) utilises a unique concept in small business servers and SaaS capabilities

With true synchronisation between a proprietary local server and our cloud platform the CloudPlus app has all the advantages of 'cloud'...
but none of the compromises

As a development platform the underlying technology can be licensed to other software developers to take advantage of its functionality; this has endless possibilities for additional income outside of dental

The Problem With 'Cloud' Systems... Software as a Service

All SaaS applications have fundamental limitations, namely:

- They rely entirely on broadband speed and availability
- It's difficult to connect local hardware & services to cloud software
- Cloud is subject to growing numbers of virus attacks and Ransomware
- Data is rarely downloadable so should the worst happen you don't even have your own basic data for disaster recovery

Is this really acceptable in today's technologically advanced world? We don't think so... going Cloud should not be a backwards step

So when we set about designing our new PMS we thought we could do better. Little did we know that we would be doing something that has never been done before!

The Solution



Clever Thinking-Inside The Box.®

wysdom[®]
dental technologies

Unrivalled Technology

- Uses 'local first' so users get the very best system speed
- No reliance on broadband speed and availability for continuity of service
- Twin processors – one for the PMS and one for security & direct connectivity to other hardware, like X-Ray equipment and printers
- Uses the very latest NON-Microsoft development and security tools which are far less vulnerable to viruses or malware attacks
- System data is held locally on multiple 'raided' disks for additional backup and synchronised to the cloud for external access by approved devices/users
- All disks are encrypted and hot-swop for easy maintenance; requiring no down time
- The system requires security key access to function and will not work at all if stolen, so data is always safe



The UK Dental Market

- 12,000+ dental practices and total turnover around £5Bn
- The PMS software market alone is valued at around £30m
- Add-ons such as text messaging and backup services take this to £100m
- The majority of practices still use old legacy desktop software which is due for updating over the next few years by most software suppliers
- Dental equipment and consumables is a £1Bn per annum market



Company & Potential

- CloudPlus has the potential to become the UK's leading PMS with unique service levels and capabilities such as icon-driven clinical charting and a staff rota system
- Wysdom is a long established supplier with strong brand awareness
- Renowned for innovative software and high quality services and support
- Supplies and maintains leading brands of capital equipment so has a significantly higher customer value – around 4x - than software-only suppliers
- The CloudPlus tech' could be licensed to other software developers
- The staff shift system – RotaAngel – may also be used by non-dental clinical settings and other sectors



Key People

Wysdom has a team with extensive management, clinical and technical expertise that has enabled the development of the new software and ground-breaking hardware with minimal outside input. It includes:

- Glenn Wynsor – MD - extensive experience in business management gained through his consultancy business of some 25 years
- Viv Stirling - General Manager - Viv has been with Wysdom since 1997, having previously worked as a dental Practice Manager and with the NHS
- Phil Costin - Lead Developer – has been with Wysdom for seven years and delivered numerous complex software projects and designed the unique attributes of CloudPlus hardware and software



The Competition

The two market leaders account for around half of the entire market, they are:

1. Henry Schein Group – their main UK legacy product is Software of Excellence (SOE) with 3,000+ sites. They recently also acquired the cloud system Dentally with 600+ - note that Dentally went from zero to 600+ in around five years
2. Carestream - current legacy product R4, 2,500 sites

Both these main systems are old desktop-based and due to be replaced over the next few years by cloud offerings

This will create a pinch point where customers will look at their options, giving a great opportunity for smaller players such as Wysdom

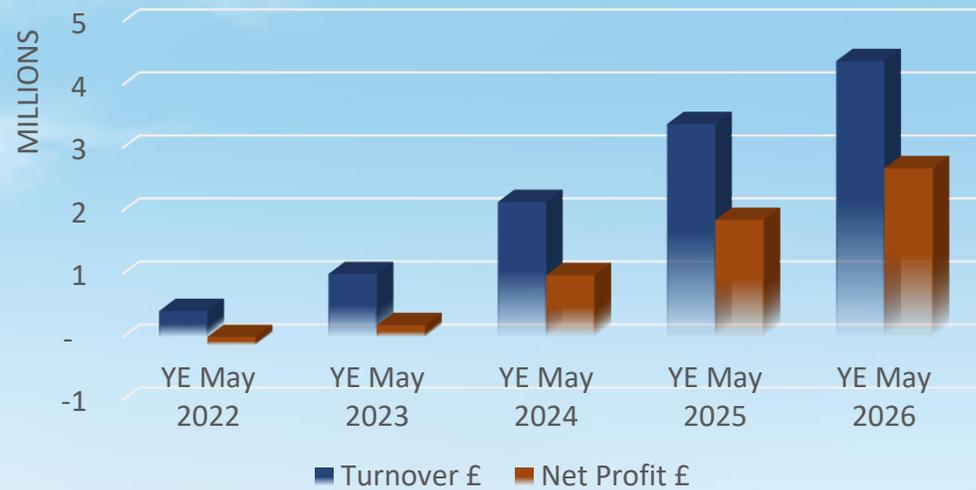
The remainder of the market is then served by a handful of small and medium size players who service one or more UK territories – note Wysdom services all four



Financials

These are conservative estimates which do not include exploitation of the underlying technologies

TURNOVER & PROFIT



CASH £



The Offer

Wysdom is looking to raise between £300 and £500k for a shareholding of up to 20% of the business

Given a net profit forecast of at least £2.5m in the year ending May 2026 we expect to exit at a value between £15 and £20m, giving a multiple of 6-8x investment

When the technology gets used by bigger players that can exploit it's functionality the potential valuation is significantly larger



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