

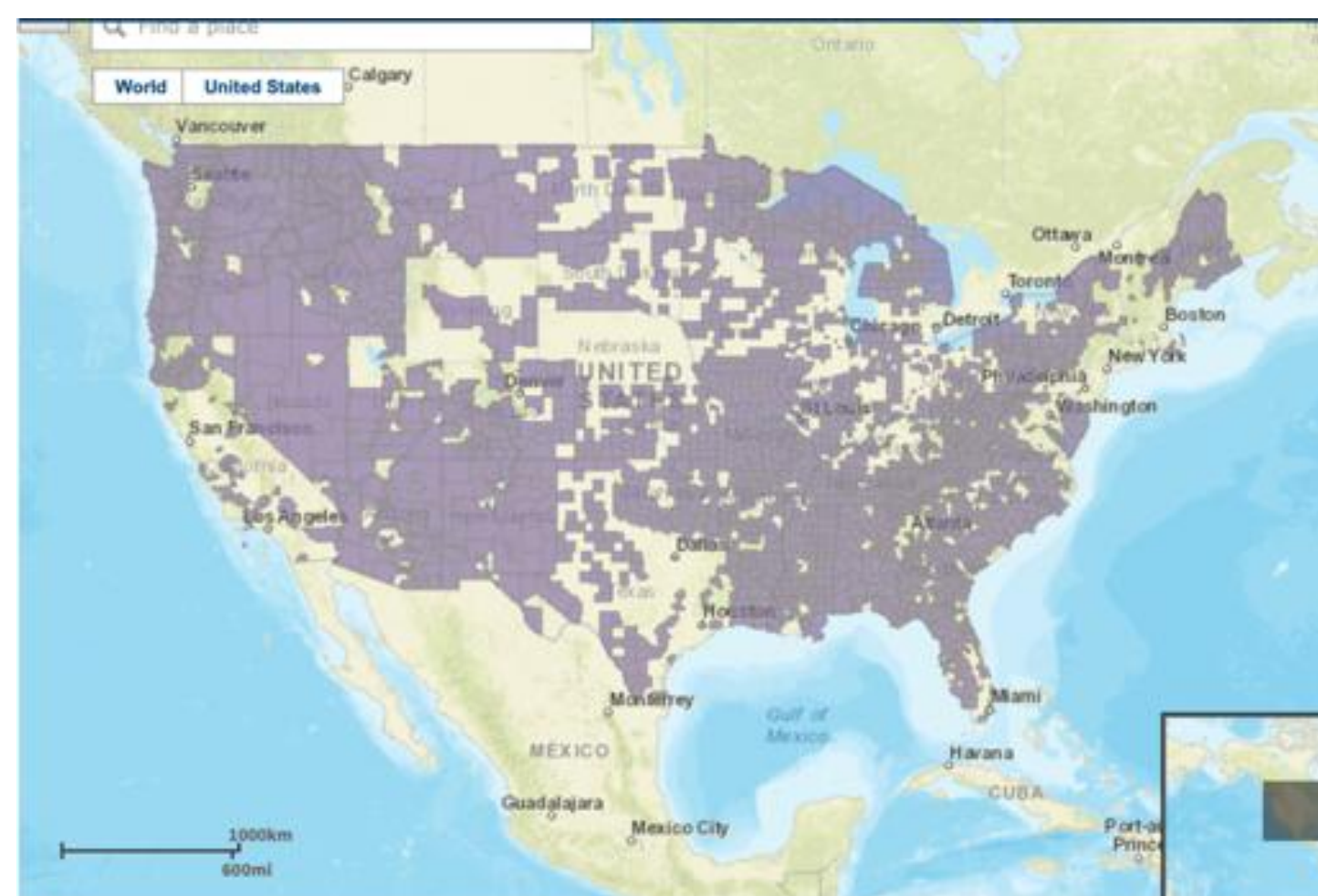
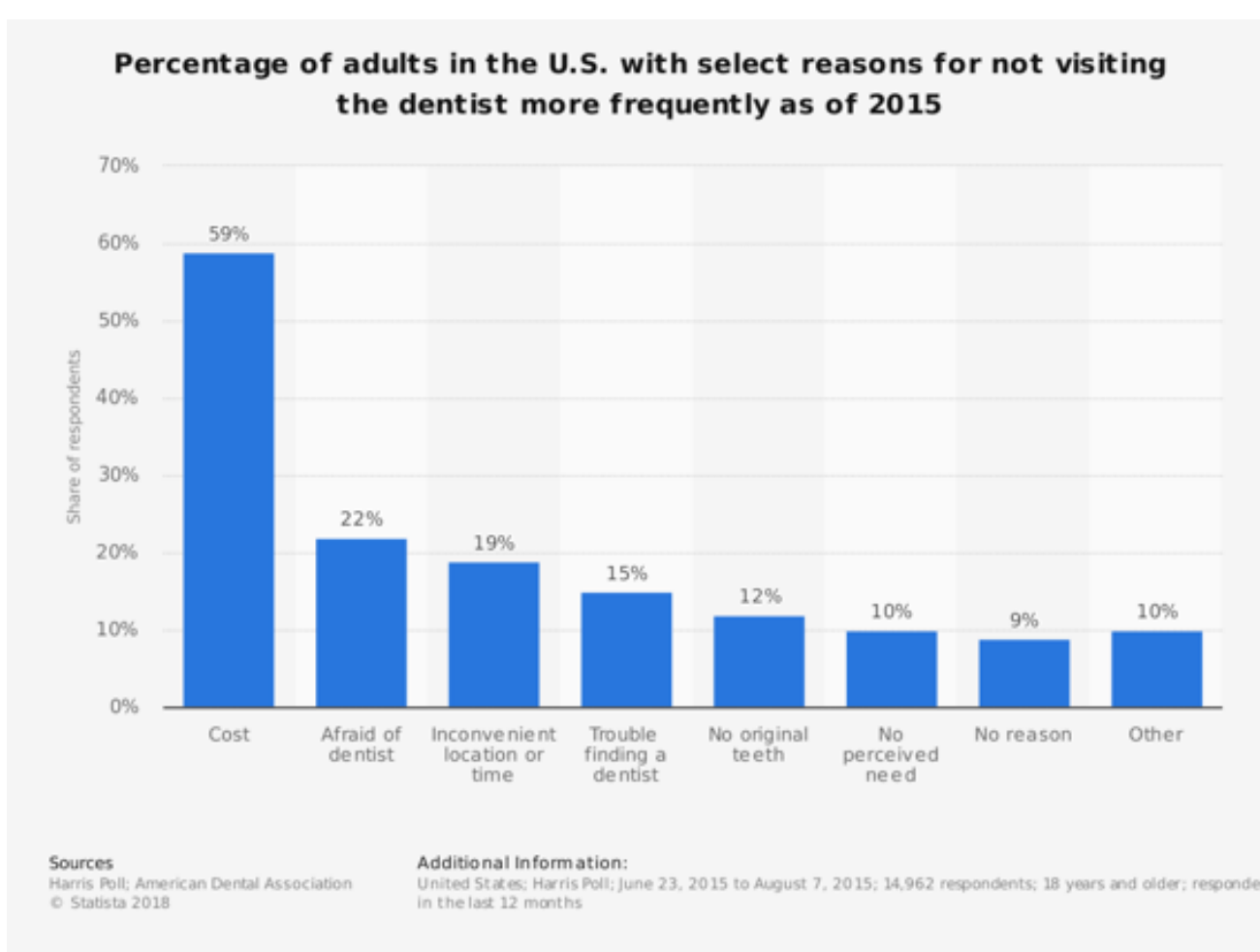
Brain Power (BP) is a small health tech startup.. It's mission is to “empower” children with autism through their high tech Google Glass smart glasses with an augmented-reality system and artificial intelligence apps. The goal of their product is to help autistic people with social interactions, help reduce social anxiety levels when transitioning into a new environment, and help tackle specific skills or challenges that autistic people may face on a day to day basis. **Brain Power now aspires to target a new customer segment: dentists.**

We aim to formulate an understanding of the current dental anxiety market. More specifically, we want to list common problems and solutions that dentists face and explore the market size and competitive landscape in this area. We also seek to understand dentists' willingness to explore alternative methods to help with their patients' dental anxiety. Our research is grounded on primary (interviews) and secondary sources.

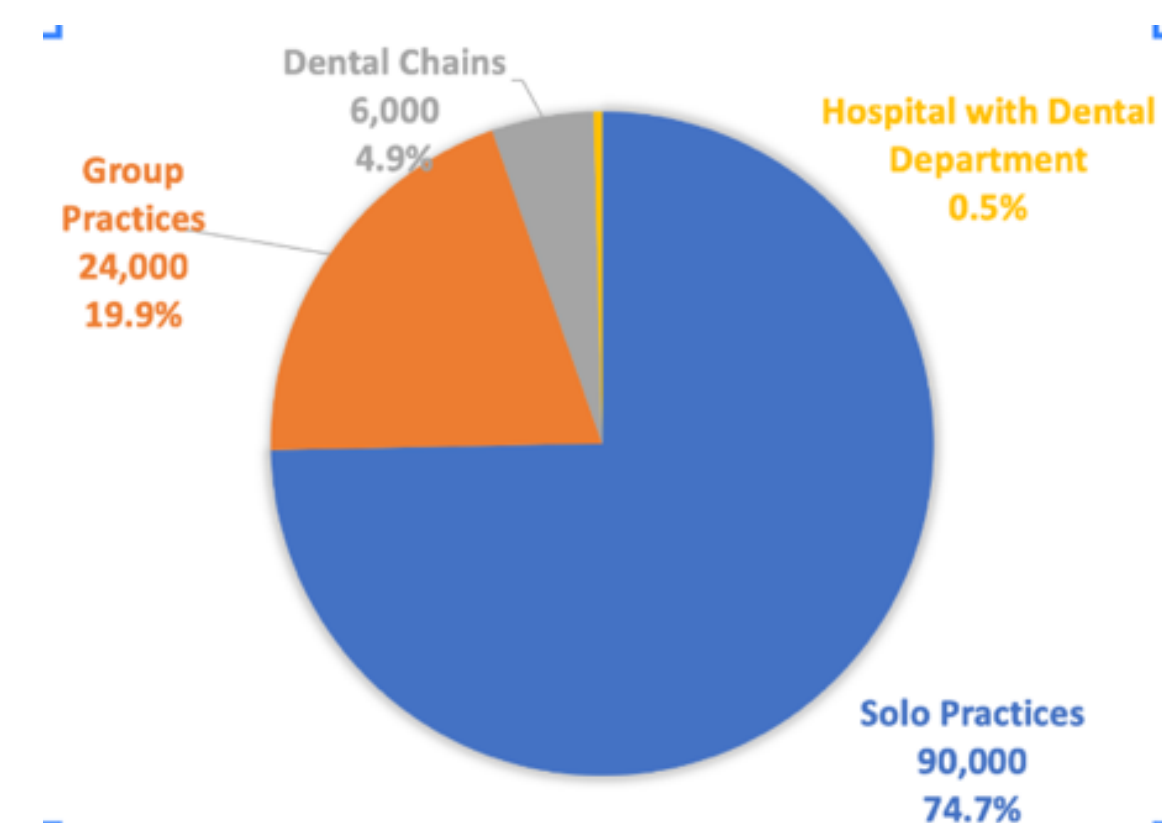
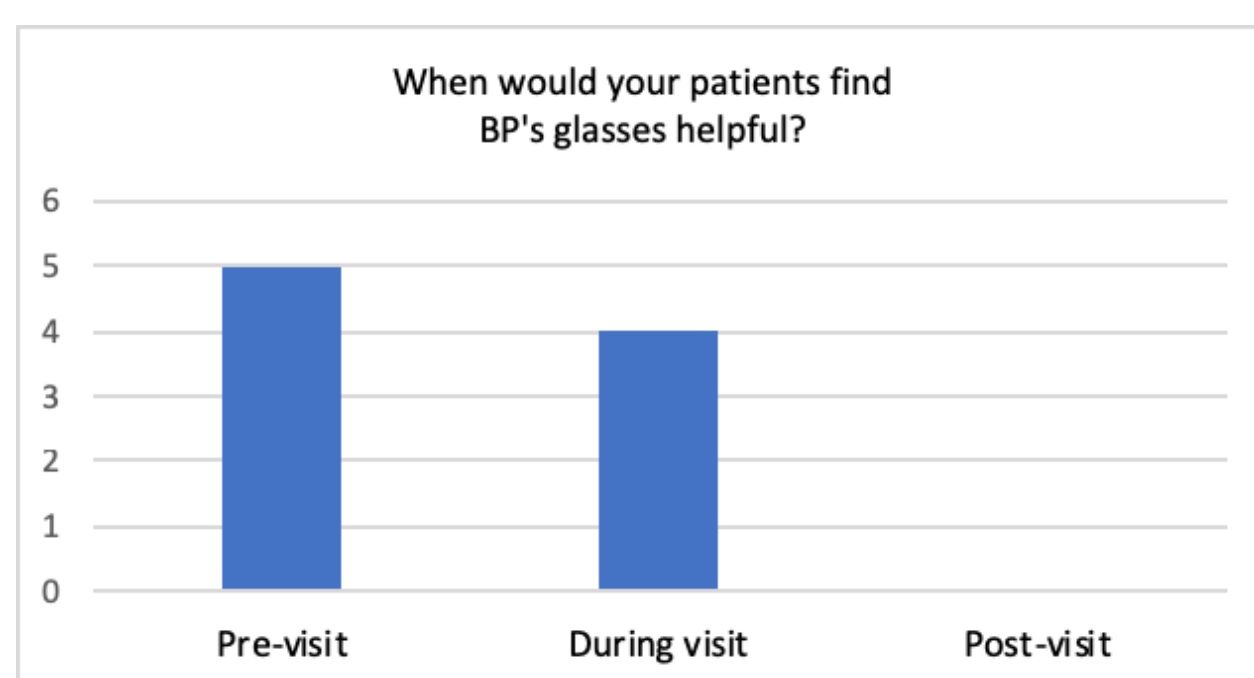
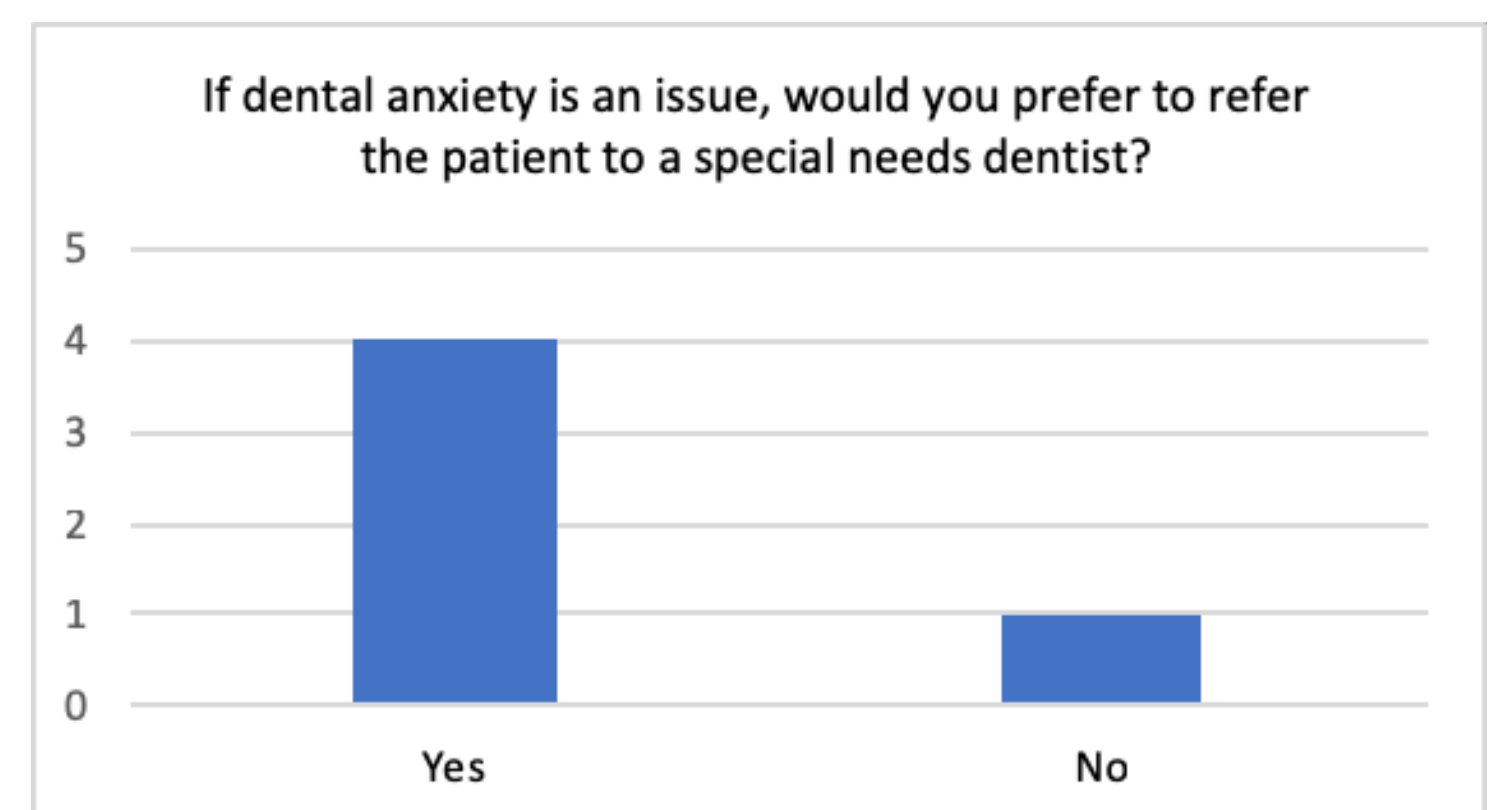


Apps

**Primary and Secondary Research Findings**



Dentists' ratings of the current supply of pediatric dentists in their local area	Northeast Region	Midwest Region	South Region	West Region	Nationwide
There is a shortage	11.9%	16.1%	8.9%	6.1%	10.1%
The current supply is adequate	39.9%	60.9%	44.7%	39.5%	45.2%
There is an oversupply	48.2%	23.0%	46.4%	54.4%	44.7%
<b>Total N</b>	<b>347</b>	<b>299</b>	<b>619</b>	<b>437</b>	<b>1,701</b>



**Final Hypotheses**

- 1) Dental anxiety is an issue among dental patients. This problem allows for an **underexplored market** of non-invasive methods to diminish anxiety. It is a **Go-to-market**.
- 2) Brain Power's google glasses would help reduce dental anxiety in the pre-visit and during-visit aspects of the dental experience.
- 3) Brain Power should enter the dental market by first targeting the young dentists (25-40s) in metropolitan areas who are 1) more “tech savvy” 2) more invested in technology solutions or 3) have the budget to spend on tech products or 4) are patient centric
- 4) Pediatric dentists would benefit the most from Brain Power's glasses, followed by general dentists. Elderly (geriatric) population would not benefit.
- 5) The most effective way to first enter the market is through a B2C model (directly with the customer).