



Executive Summary

The rise of the digital industry known as industry 4.0 creates a phenomenon where surfing online has become the main component in human's daily life. It affects customer's behavior to get their basic needs online including healthcare access. Telemedicine grows and offers solutions to access healthcare whenever and wherever. Dental and oral healthcare is a unique health major and needs special attention. Teledentistry has been utilized in developed countries, however teledentistry in Indonesia has not yet become an integral part of mainstream Dental and oral healthcare.

Infodatin (Pusat Data Informasi dan Kesehatan Indonesia) shows that Dental awareness for Indonesia is still low which is shown by the incidence of tooth decay problems that increases every year. One of reasons for the problem is due to the lack of knowledge regarding the proper way to care for oral hygiene and miscommunication between patient and dentist. Denta is the solution for all of these problems which connect customers and Dental health providers.

Denta is a digital portal website specialized for oral and Dental health integrated with Dental health providers. Denta gives easy access for customers to get relatable and reliable information about Dental and oral health problems. Denta will deliver integrated Dental service with price estimation and customers could prepare for the money needed. Denta also became a forum with open discussion communication between patient and dentist to give Dental health education and give the best solution for patients.

During New Venture Project, Denta has acquired 108 users (sign up in website), 47 dentists join, 82 online consultations and 472 followers on instagram (latest data on 20 August 2020). In Denta development, Denta valuation is Rp 7.232.804.910. The funding will focus on UI UX development on Denta website and dentist acquisition to build an ecosystem which synergically value acquisition and also for the development of talent capabilities and culture within the organisation.

Denta is a business that will have an opportunity to grow due to the current COVID-19 situation Denta will constantly adapt and innovate to follow the market trend alongside technology development.