Dentexion

Case Study

Dentexion's Journey from Academic Spin-off to Investment-ready Startup

Background & Problem Statement

Dentexion is a digital dentistry spinoff from the University of Basel, founded by a team of PhDs looking to transition from the academic setting into becoming a successful startup. Like many early-stage companies, Dentexion faced several challenges in terms of validating their development roadmap, obtaining customer feedback and market traction, and building a business case ready for investment.

Analysis and Solution

To address these challenges, Dentexion joined Peak Spirits investment readiness program, a 6–12-month immersion specifically designed for early-stage healthtech ventures. The program provided an initial gap analysis, clear objectives relevant to becoming investable, and access to highly specialized webinars on topics such as regulatory approval, clinical trials, reimbursement, and fundraising.

The accompanying individual implementation coaching along with access to best-in-class templates allowed for a highly targeted approach. Additionally, Dentexion was provided with introductions to potential customers and investors.

Results

With the help of this program, Dentexion was able to successfully incorporate the company and secure several letters of intent from customers and investors. The team developed a clear game plan moving forward and received positive feedback from excited dentists eager to use the final product. Dentexion's investment readiness score, a quantitative score Peak Spirit uses to objectify its investability acceleration program, rose from not investment-ready to investment-ready in only a few months.

Conclusion & Recommendations

Dentexion's journey from spin-off to startup serves as a great example of the challenges and opportunities that early-stage companies face. By seeking specialized support and utilizing best-in-class resources, Dentexion was able to navigate the complex process of transitioning from an academic setting to a startup and achieve success in securing customers and investors. This case study highlights the importance of specialized support and resources for early-stage health technology ventures looking to validate their development roadmap, obtain customer feedback and market traction, and present a business case ready for investment.

Peak Spirit GmbH



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Dennis Madsen
CEO & Co-Founder, Dentexion

"The program was pure gold. We got out a ton of new knowledge, and it really helped us in prioritizing the things we needed to get under control"

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