



Three-pillar business model

Apollonia



**APOLLONIA –
JOACHIM LUGOJAN**
THE SOLUTION FOR A COMPLETE WORKFLOW



Three-pillar business model for Apollonia: Monetizing digital dental prosthesis calculation "using crowns as an example"

Apollonia 's innovative technology , which enables precise digital calculation and design of dental prostheses, offers three promising avenues for monetization:

1. **"Design-as-a-Service"**
2. **Certification & partnership model for dental laboratories**
3. **In-house manufacturing & direct sales of dental prostheses**

The special feature of this model is that all three options can be operated in parallel and complement each other, resulting in a sustainable and scalable source of income.

Pillar 1 : Provision of the calculation software ("Design-as-a-Service") – with usage limitations

In the first pillar, Apollonia provides digital planning for dental prostheses. Customers receive only the CAD/CAM design data for manufacturing the crown. This solution is aimed at two clearly defined target groups:

1. **Dental practices with their own production facilities (e.g., 3D printers or milling machines)**
2. **Dental laboratories not certified by Apollonia**

Scope of services

- ⌋ Apollonia handles the digital calculation and construction of the crown based on the supplied scan data.
- ⌋ The design files (e.g. STL format) are provided to the customer so that manufacturing can take place on site.

Pillar 2 : Certification & partnership model for dental laboratories

Target audience

-)] Dental laboratories that already work with CAD/CAM technology or want to upgrade.
-)] Laboratories that want to strengthen their market position through modern digital processes.
-)] Laboratories that want to cooperate with Apollonia in the long term – for example as regional manufacturing partners.

Services and obligations in the certification model

-)] **Certification:** After successful training and quality testing, the laboratory receives an official Apollonia certificate.
-)] **Training:** Conducting training courses, either online or on-site, to ensure that all processes meet Apollonia standards.
-)] **Quality control:** Regular audits or feedback processes ensure compliance with quality guidelines.
-)] **License for unlimited use:** Certified laboratories may use the Apollonia software without quantity restrictions and produce any number of crowns.

Sources of income for Apollonia

- ✓ **Certification fee (one-time)** : For the registration and testing of the laboratory.
- ✓ **Membership fee (annual or monthly)** : For ongoing partnership and system use.
- ✓ **Paid training courses** : For new employees or new modules/features.
- ✓ **Optional: License fees per crown produced** (e.g., for high production volumes).

Value proposition for certified partners

-)] Use of a modern, validated digital process.
-)] Positioning as **a quality-assured partner laboratory** of Apollonia.
-)] Access to a growing network of Apollonia users (e.g., dentists, clinics).
-)] Opportunity to acquire new customers via the Apollonia system (e.g., through location search functions on the platform).

Strategic importance

This model actively promotes the development of a high-quality, international **partner network** without requiring Apollonia itself to possess large production capacities. It scales through training, standards, and software – not through infrastructure.

Pillar 3 : In-house production & direct sales of dental prostheses

In the third pillar, Apollonia acts as a **producer and supplier of finished dental prostheses** – either through its own production laboratories or via exclusive production partners. The focus is on a high-quality, branded alternative to existing offerings – at a slightly lower price.

Target audience

- ✓ Dentists and clinics that **do not have their own manufacturing facilities** .
- ✓ Patients or practices that value a **certified quality product** .
- ✓ Markets or regions where no certified partner laboratories yet exist.

Scope of services

- 1) **End-to-end service** : From digital planning to the finished crown, everything from one source.
- 2) **Design and manufacturing** according to the Apollonia standard in a certified in-house or partner laboratory.
- 3) Delivery of the finished crown directly to the dental practice for insertion.

Pricing

-)] The selling price is approximately **400 EUR per crown** – deliberately below the usual market price (~500 EUR), but with a clear quality promise.
-)] No further investments or equipment are needed for the dental practice.

Brand positioning

-)] Use of origin labels such as “**Made in Germany**” , “**Made in Switzerland**” or “**Made in USA**” , depending on the manufacturing location.
-)] Communication of high precision, material quality and certified manufacturing processes.

Advantages for Apollonia

- ✓ Higher margin per unit through vertical integration.
- ✓ Greater control over brand image and product quality.
- ✓ Direct access to the end customer (dentist/clinic).

Operational requirements

-)] Establishment of or cooperation with production facilities in strategic regions.
-)] Logistics for shipping finished crowns.
-)] Customer service and complaint management.

Synergy effects and parallel operation

What makes this model special is that the three pillars **do not compete** , but **rather complement** each other. Depending on the customer profile and market region, a flexible choice can be made between the options, or a combination can be used.

) **Example combinations:**

-) A laboratory starts by using the design software (pillar 1), then becomes certified (pillar 2).
-) Regions with weak local laboratory infrastructure can be served directly via in-house production (pillar 3).
-) Technologically advanced practices benefit from rapid integration via Pillar 1.

Conclusion on the overall model

With this modular three-pillar model, Apollonia can react flexibly to market conditions. Different customer groups – from small dental practices to large dental laboratories – can be served precisely. At the same time, the interplay of software, certification, and in-house production allows for **the development of scalable revenue streams** without being dependent on a single business model.

The three-pillar business model was informatively presented by Mr. Joachim Lugojan, founder and initiator of the Apollonia business plan!