



Summary



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



Mr. Joachim Lugojan, founder and initiator of the [Apollonia dental IT project](#), is a trained IT specialist & system integration specialist and has been working as a dentist since his successful dental studies in 2012, including 9 years with his own dental practice in Mannheim.

Apollonia is an AI-powered platform that, for the first time, seamlessly integrates the entire digital workflow in dentistry and dental technology. Joachim Lugojan combines profound practical know-how with IT expertise, thereby addressing a fragmented market currently characterized by inefficient, isolated solutions.

The solution eliminates media breaks, connects diagnostics, CAD/CAM, and manufacturing in an interoperable system, and sets new standards for productivity and quality of care. The German dental market, with over 71,000 dentists, serves as a benchmark for rapid scaling across Europe.

The modular business model – ranging from billing services and partner networks to full-service offerings – allows for flexible market entry and supports rapid expansion. The goal is to establish Apollonia as the European market standard for intelligent dental workflows.

[Apollonia – The smart revolution in dental technology and dentistry](#)

Apollonia presents a groundbreaking innovation in the dental and dental technology fields: an intelligent system that, through the clever combination of various existing technologies and algorithms, enables a paradigm shift in the daily work of dental technicians and dentists. The idea behind Apollonia is as simple as it is ingenious – automate processes, ensure quality, and save valuable resources.

Apollonia's strength lies in the intelligent fusion of proven methods and digital workflows. The integration of advanced algorithms largely automates the complex planning and design work that traditionally demands significant time and expertise. Dental technicians no longer need to manually plan and design each individual step, but can instead focus on process monitoring and fine-tuning. This frees up more time for what truly matters: the highest precision and artistic craftsmanship in complex or aesthetically demanding work such as ceramic layering.

Apollonia supports a broad range of applications. From orthodontic aligners and appliances to surgical drilling templates and fixed and removable dentures – all treatment methods can be efficiently implemented. The sophisticated integration of digital technologies not only leads to a significant reduction in time and personnel costs, but also to consistently high-quality results. This is a crucial advantage, especially in times of skilled labor shortages and rising patient expectations.

The digital designs are implemented flexibly and precisely using modern manufacturing technologies such as 3D printing or CNC milling machines. This ensures a seamless connection between digital planning and physical implementation – quickly, accurately, and economically.

Apollonia ushers in a new way of working: efficient, reliable, and future-oriented. This invention marks a milestone on the path to fully digital dental technology and offers enormous relief for both laboratories and dental practices. It creates more flexibility, reduces potential errors, and opens up new perspectives for high-quality, individualized patient care at the highest level.

Apollonia – The digital revolution in dental technology and dentistry -

Apollonia represents a groundbreaking innovation that is revolutionizing the dental and dental technology market. The intelligent combination of established technologies and proprietary algorithms makes Apollonia a highly scalable system with enormous economic potential. It automates complex processes, saves time, reduces personnel costs, and simultaneously delivers consistently high-quality results – a clear competitive advantage in an industry increasingly facing a shortage of skilled workers and growing pressure for efficiency.

What makes Apollonia unique is its ability to combine various digital workflows – from orthodontics, implantology, and prosthetics, for example – within a single system. While conventional software solutions often only cover specific areas, Apollonia offers a comprehensive platform that allows for the digital planning and fabrication of virtually all dental and dental technology services. Dental technicians no longer need to manually plan and design each individual step, but can instead focus on monitoring the process and fine-tuning the results. This leaves more time for what truly matters: The highest precision and artistic craftsmanship in complex or aesthetically demanding work such as ceramic layering.

This increase in efficiency not only significantly reduces manufacturing costs per case, but also increases throughput in dental laboratories and practices – a crucial factor for scaling. Apollonia enables both additive manufacturing via 3D printing and subtractive

machining with milling machines, which further facilitates market access and makes optimal use of existing infrastructure.

The global dental industry is undergoing a digital transformation. The market for dental CAD/CAM solutions is growing continuously, driven by demographic trends, increasing aesthetic demands, and technological advancements. Apollonia is positioning itself as a key technology provider to actively shape this transformation.

With its disruptive approach, digital precision and enormous time and cost savings, Apollonia offers an ideal basis for a scalable, high-growth business model – both through direct sales to laboratories and practices as well as through licensing models or OEM partnerships.

Apollonia is not just an invention – it is a platform for the future of the dental industry.

Apollonia is an innovative software solution in the field of digital dental technology and dentistry, which enables fully automated planning and production of dental work through the intelligent combination of existing technologies and proprietary algorithms. The system reduces manual work processes to a minimum, allowing dental technicians to concentrate on high-quality, aesthetically demanding fine work. At the same time, Apollonia significantly increases efficiency in dental laboratories and practices – while maintaining consistently high quality.

A - Key Advantages

Automation of complex planning and design processes; **Wide range of applications:** orthodontic surgical aids, implants, fixed & removable dentures; **Significant time and cost savings** with a growing number of cases; **Flexible production** via 3D printing or milling technology; **Adaptable & scalable** for laboratories, practices and OEM partners.

B - Market potential

The global market for digital dental technologies is growing rapidly, driven by demographic trends, technological advancements, and a growing shortage of skilled professionals. Apollonia offers a scalable solution to these challenges, addressing a multi-billion-dollar market with clear differentiation.

C - Investment Case

Apollonia is creating a future-proof platform technology that will transform digital processes in the dental industry. Investors will have the opportunity to invest early in a

highly innovative solution with international growth potential – in a market that relies on efficiency, precision, and automation.

Investment teaser – Apollonia

A - Business idea Apollonia

An intelligent software platform for the automated planning and production of dental prostheses. The solution combines existing digital technologies with proprietary algorithms, minimizing manual processes in the dental laboratory. The system increases efficiency, reduces costs, and ensures consistently high quality – even under heavy workloads.

B - Problem

Dental laboratories and dental practices are under immense pressure to improve efficiency and reduce costs. At the same time, a shortage of skilled workers and rising quality demands are exacerbating the situation. Manual planning and design are time-consuming and labor-intensive – and digitalization solutions often only provide limited support.

C - Solution Apollonia

A holistic, modular software solution that: **fully automatically** plans and designs complex dental technical processes, **digitally models orthodontic surgical templates, implants, and fixed & removable dentures**, and **relieves dental technicians** by allowing them to only monitor or perform high-quality fine work (e.g., ceramics). results directly for **3D printers** or **CNC milling machines**.

D - USP & Competitive Advantages

Full automation instead of just digital assistance; **cross-functionality** – one platform for all dental applications; **open system architecture** for maximum compatibility with existing devices and software; **high scalability** for international markets.

E - Market opportunities

Global dental CAD/CAM market: >€10 billion volume with >7% annual growth. High demand for automation solutions in laboratories and practices. Relevance in established markets (EU, USA, Asia) as well as emerging regions.

Business model

A - License-based SaaS solution

Optional: OEM partnerships with dental equipment manufacturers; add-ons and modules as upsell potential; scalable for individual practices, laboratories, hospital networks and training institutions.

Investment needs

A - Seed/early stage investment

Use of funds: Product development, CE certification, go-to-market, team building, sales partners; participation in a digital future model with high margin and international scaling potential.

B - Elevator Pitch - Apollonia

Apollonia is a smart software platform that is revolutionizing dental technology. By combining existing digital technologies with proprietary algorithms, Apollonia automates virtually the entire planning and design process – from orthodontic cases to implant prosthetics. This significantly reduces the workload for dentists and technicians, dramatically increases efficiency, and simultaneously allows for the highest quality in meticulous work.

In doing so, we are addressing a multi-billion-dollar market that is urgently seeking automation and scalability – and delivering the platform that will bring laboratories and practices into the digital future.

The financial plan confirms this growth prospect:

As is typical for software development projects, start-up losses of approximately € 4.5 million in the first year, € 0.4 million in the second, and € 0.8 million in the third are expected in the first three years. However, from the fourth year onward, the company achieves an operational turnaround with a positive operating result of € 1.3 million,

which increases to an impressive € 7.9 million in the fifth year. In the sixth year, a pre-tax profit of € 22.8 million is achieved. This not only secures profitability but also lays the foundation for enormous expansion in the European and international dental market.



The chart impressively underlines the rapid development after market entry and the scalability of the business model.

The Apollonia dental IT project requires a total investment of **6,572,754.00 Euro** are planned. The start-up phase comprises the first three years, during which short-term profit realization is deliberately avoided in order to lay the foundation for sustainable growth.

In a German GmbH (limited liability company), the investor(s) receive a corresponding share in the company. In a German GmbH & Co. KG (limited partnership with a limited liability company as general partner), they become limited partners. Should the investor prefer a different legal structure outside of Germany, they will become a shareholder in a Swiss AG (public limited company), a shareholder in a Ltd. (limited company) or a shareholder in other legal forms such as a SA (Société Anonyme).

Apollonia prices vs. conventional lab costs = Apollonia's advantageous prices for dentists



PFM crown, fully veneered

Laboratory price approx.: € 180.00

Apollonia price: € 144.00

Price advantage with Apollonia: € 36.00



3-unit bridge including veneer, non-precious metal alloy

Laboratory price approx.: € 450.00

Apollonia price: € 360.00

Price advantage with Apollonia: € 90.00



3-unit bridge including veneer, zirconium

Laboratory price approx.: € 570.00

Apollonia price: € 456.00

Price advantage with Apollonia: € 114.00



Each additional unit including veneering, zirconium

Laboratory price approx.: € 180.00

Apollonia price: € 144.00

Price advantage with Apollonia: € 36.00



1-4 surface inlay, e.max

Laboratory price approx.: € 135.00

Apollonia price: € 108.00

Price advantage with Apollonia: € 27.00



Cover denture, 2 TK veneered

Laboratory price approx.: € 1,000.00

Apollonia price: € 800.00

Price advantage with Apollonia: € 200.00



Telescopic prosthesis, 3 TK veneered

Laboratory price approx.: € 1,400.00

Apollonia price: € 1,120.00

Price advantage with Apollonia: € 280.00

Important note: The name "Apollonia" is currently merely a working title for the software project. Upon completion of the development and branding phase, the software will be marketed under a **new brand name** and **registered accordingly under trademark law**.



Partial denture with attachments, 4 PFM crowns

Laboratory price approx.: € 1,380.00

Apollonia price: € 1,104.00

Price advantage with Apollonia: € 276.00



Full denture

Laboratory price approx.: € 480.00

Apollonia price: € 384.00

Price advantage with Apollonia: € 96.00

Implant and braces



Dental implant

Laboratory price approx.: € 2,000.00

Apollonia price: € 1,600.00

Price advantage with Apollonia: € 400.00



Removable braces

Laboratory price approx.: € 1,100.00

Apollonia price: € 880.00

Price advantage with Apollonia: € 220.00



Invisible dental aligner

Laboratory price approx.: € 3,000.00

Apollonia price: € 2,400.00

Price advantage with Apollonia: € 600.00



Snoring mouthpiece

Laboratory price approx.: € 395.00

Apollonia price: € 316.00

Price advantage with Apollonia: € 79.00

All prices include 7% VAT.

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Video Clips

There are two video clips in German and English on the P-Cloud, where Mr. Joachim Lugojan, founder and initiator of the [Apollonia dental IT project](#), explains the Apollonia project.

Link German:

<https://e.pcloud.link/publink/show?code=XZ86JNZL4tOGJriMKQ8h4EqTwxDB7wgPXDV>

Link English:

<https://e.pcloud.link/publink/show?code=XZR6JNZPYg8tN9O9NyVvKV0K3FAcLPDIrvy>

QR codes for the video clips. Just scan:



German



English

You can find further information and downloads regarding Apollonia on the INNO CONSULTING website:

<https://innoconsulting.org/projekte/apollonia-dental-software/>

<https://innoconsulting.org/download/>

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The summary of Apollonia was prepared by the management consultancy Oliver Brunn with projected figures and information from the client & initiator Mr. Joachim Lugojan.



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