

# Apollonia

**The operating system for  
digital dentistry**

One platform connects clinical data, treatment planning and dental manufacturing.



# Digital dentistry is still a chain of disconnected tools

Practices and laboratories exchange data across multiple systems, formats and manual handovers.

01

## Fragmented workflow

Practice software, intraoral scanners, imaging, CAD/CAM and production systems rarely operate as one environment.

02

## Lost time and context

Repeated imports, exports and coordination increase effort and can obscure the clinical and technical rationale.

03

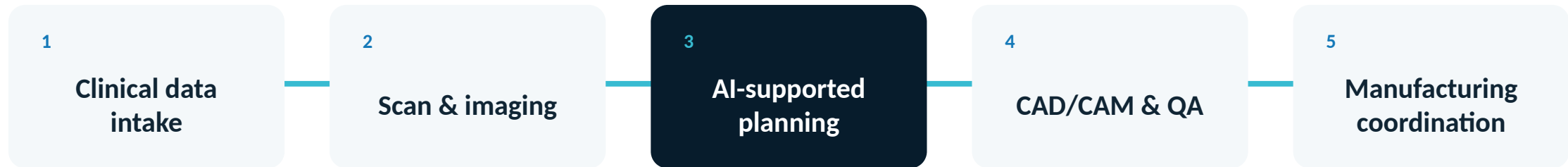
## Inconsistent quality

Quality checks and production decisions depend heavily on individual processes instead of a shared digital standard.

**The opportunity: one interoperable decision and workflow layer.**

# One platform connects the complete digital workflow

Apollonia is designed as an intelligent coordination layer—not another isolated application.



**A continuous data path from patient case to finished dental restoration.**

# The product turns complex data into actionable options

The platform is planned around four capabilities that reinforce each other.

## Integrate

Connect practice data, intraoral scans and 3D imaging through secure interfaces.

## Understand

Analyze case information and present explainable treatment and design options.

## Design & verify

Support digital design, comparison, editing and rule-based quality checks.

## Orchestrate

Transfer approved outputs to laboratories and manufacturing systems without media breaks.



Human professionals remain responsible for clinical decisions.

# Value is created for every participant in the case

## Dental practices

Faster case preparation, clearer patient communication and fewer coordination steps.

## Dental laboratories

Structured incoming data, fewer clarification loops and better production planning.

## Dental centers

Standardized multi-site workflows, quality control and scalable operational oversight.

## Patients

More understandable options and a more transparent treatment journey.

The platform is positioned as shared infrastructure across the dental value chain.

# A scalable software model with multiple revenue paths

Commercial design will be validated with pilot customers before final pricing.

- |    |                           |                                                                                          |
|----|---------------------------|------------------------------------------------------------------------------------------|
| 01 | <b>Core SaaS</b>          | Subscription by practice, laboratory or organizational unit.                             |
| 02 | <b>Usage revenue</b>      | Case-based fees for selected AI, simulation or workflow services.                        |
| 03 | <b>Enterprise modules</b> | Multi-site administration, analytics, integrations and service-level agreements.         |
| 04 | <b>Partner ecosystem</b>  | Certified interfaces and workflow partnerships with scanners, CAD/CAM and manufacturers. |

**Recurring software revenue is the intended economic foundation.**

# Germany provides a controlled launchpad for global scale

Years 1-3

**Build to market readiness**



Architecture, core platform, integrations, validation and pilot preparation.

Years 4-6

**Commercialize in Germany**



Reference customers, channel partnerships and repeatable sales.

From Year 6

**Expand in Europe**



EU markets, Switzerland and Norway; localized regulatory and commercial rollout.

From Year 8

**Enter North America**



Partner-led expansion after European proof and product maturity.

Planning assumption: approximately 20% annual revenue growth from Year 7; to be validated in the detailed financial model.

# Differentiation comes from coordination—not a single feature

| Capability                | Standalone tools    | Apollonia vision     |
|---------------------------|---------------------|----------------------|
| Clinical + technical data | Partial             | Unified case context |
| AI-supported options      | Point solution      | Across the workflow  |
| CAD/CAM connection        | Vendor-specific     | Interoperable layer  |
| Quality assurance         | Manual / fragmented | Embedded checkpoints |
| Manufacturing handoff     | File transfer       | Coordinated workflow |

Interoperability and explainability are intended design principles; technical validation remains part of development.

# A milestone-based build reduces technical and capital risk

0-6 months

## Foundation

Company structure, CTO and core team, system architecture, IP and regulatory strategy.

6-18 months

## Core product

Data model, secure platform, scan/imaging workflows and first AI modules.

18-30 months

## Integration & validation

CAD/CAM interfaces, QA engine, pilot sites and workflow validation.

30-36 months

## Market readiness

Production release, security documentation, commercial launch preparation.

Capital can be released in tranches against agreed technical and commercial milestones.

# The founding insight combines dentistry and systems expertise

## Joachim Lugojan

Initiator & Product Lead

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Dentist since 2012; nine years running his own practice; trained IT specialist in systems integration; currently working in a Swiss dental clinic.

## Alexander C. Barth

Business Development • INNO CONSULTING

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Represents the project in investor and financing discussions and supports company development and strategic partnerships.

Planned key hires: CTO • AI/ML engineering • dental CAD/CAM • cybersecurity • regulatory/quality • commercial leadership

# Clear accountability connects clinical, technical and regulatory work

Joachim Lugojan leads the product and clinical assessment. Specialist partners deliver the technical and regulatory work.

01

## Clinical Product Leadership

Joachim Lugojan owns the product vision, intended medical purpose, prioritised requirements, clinical plausibility checks, pilot cases and clinical acceptance.

02

## Technology & Integration

M&M/SEQLY and/or Vayu cover architecture, frontend, backend, cloud, AI, interfaces and technical testing under agreed work packages.

03

## Regulatory & Quality

Prof. Marmitt and MedTech specialists support classification, risk management, technical documentation, CE conformity and suitable development processes.

**Strategic product decisions and ownership of IP, source code and data remain with the Apollonia company.**

Basis: Appendix 6 and the scope defined for the external technology and development partners.

# M&M Software and SEQLY add scalable MedTech delivery capability

SEQLY is the specialist consulting brand of M&M Software GmbH. M&M Software GmbH would be the contracting party.

01

## Capacity & Experience

M&M Software was founded in 1987, employs approximately 360 people and operates from St. Georgen, Hanover, Suzhou and Vadodara.

02

## MedTech & Standards

Capabilities cover MDR, IVDR, the EU AI Act, IEC 62304, ISO 14971, IEC 62366-1, EN 82304-1, IEC 81001-5-1, DICOM and HL7 FHIR.

03

## Secure Product Delivery

Software architecture, web and apps, cloud, data platforms, AI, UX/UI, cybersecurity, verification, validation, operations and lifecycle services.

**Published certifications: ISO 9001, ISO/IEC 27001, IEC 62443-4-1 and ISO 50001.**

Note: ISO 13485 is cited as a consulting and development standard, not as a published corporate certification. Source: Appendix 7.

# Vayu and Prof. Marmitt add development depth and regulatory experience

Together, their capabilities cover software delivery, integration, documented quality and dental MedTech regulation.

01

## Vayu: Software & Integration

A ten-person core team with experience across more than 50 organisations. Web and mobile apps, APIs, cloud, AI workflows, automation and embedded development.

02

## Traceable Software Lifecycle

GitLab, feature branches, independent review, successful CI/CD pipelines, project-level access, backup and archiving. QMS aligned with ISO 9001:2015.

03

## Prof. Dr.-Ing. Gerd Marmitt

Professor of Applied Computer Science. More than 15 years in software, over 10 years in medical technology, plus CE, FDA 510(k), ISO 14971 and IEC 62304/82304 experience.

**Prof. Marmitt combines dental software, medical imaging, quality management and regulatory affairs.**

Vayu's QMS is not certified. Roles and scope remain subject to contracts and milestones. Sources: Appendices 8, 8a, 10 and 11.

# The next team hires follow defined work packages

Clinical leadership and business development are identified. Further roles will be set for each development milestone.

01

## Technical leadership (planned)

A CTO will own architecture, delivery plans, interfaces, security and acceptance of external development work.

02

## Development partners (under discussion)

M&M Software/SEQLY and/or Vayu will deliver contractually defined modules. Staffing, cost and timing require agreement before appointment.

03

## Regulatory support (under discussion)

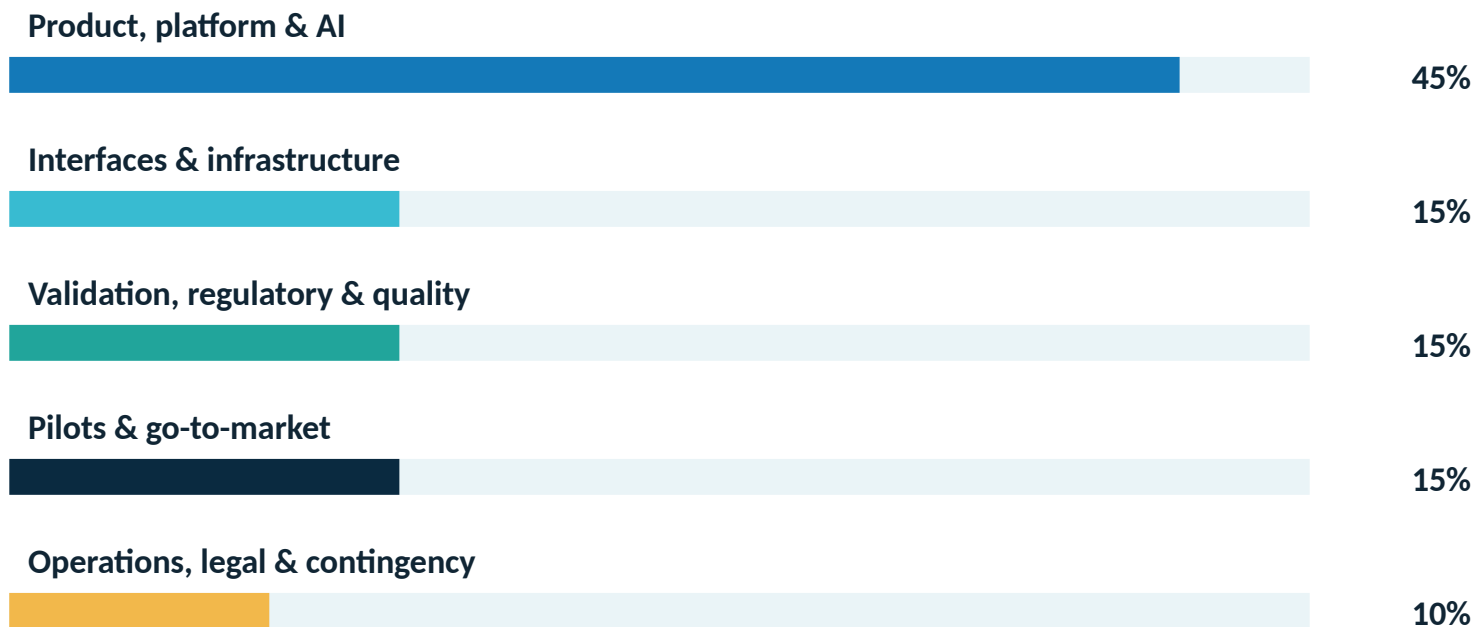
Prof. Marmitt and other specialists will advise on intended purpose, risk management, technical documentation and approval strategy.

Before each funding tranche: name accountable owners, review deliverables and update the cost plan.

# €6,543,004 funds the path to market readiness

## €6,543,004

Total planned funding



**Preferred structure: minority equity investment with staged funding and milestone governance.**

Valuation, ownership, board rights and territorial rights are subject to due diligence and a negotiated term sheet.



APOLLONIA

Dental Software. Intelligent. Complete.

## Profit and Loss Development

Apollonia - Dental Software with AI  
All conventional software solutions integrated.



### The complete solution for your dental practice



AI-supported  
diagnostics & analysis



Cloud &  
data security



Patient management &  
appointment scheduling



Billing &  
administration



Integration of all  
existing systems



Mobile &  
Location Independent

Cumulative Profit After 6 Years

**+€25,834,395**

APOLLONIA

More Efficiency. More Time. More Success.

APOLLONIA

—

The Digital Future of Dentistry

Business plan projections; actual results may differ.

# Why Apollonia may interest investors

1

## A substantial workflow need

The proposed platform connects clinical data, planning, CAD/CAM and manufacturing in a continuous case workflow.

2

## Clinical product leadership

Joachim Lugojan combines experience as a practicing dentist with formal IT training and leads clinical product direction.

3

## Milestone-based capital

The three-year development plan allows tranches, reviewable deliverables and regular decisions on further funding.

Investment terms, partner contracts, regulatory pathway and financial assumptions require due diligence.

# Core Team and Delivery Partners

Clinical expertise, software development and regulatory support



**Joachim Lugojan**

Founder and initiator • Dentist • IT specialist for systems integration

## **M&M Software GmbH**

Development and regulatory engineering for medical device software under the project plan

## **Fabiola Hartung-Linz / Peter Hartung**

MedTech business development and IT expertise within the partner network

## **Marius Treu / Vayu GmbH**

Software architecture and technical delivery within the proposed partner structure

## **Prof. Dr.-Ing. Gerd Marmitt**

Support for classification, quality management, technical documentation and the CE process

*Roles, availability, contracts and verifiable references should be documented in the data room before investor discussions.*

# The next decision is a structured investor dialogue

Apollonia is seeking a lead investor and strategic partner for a three-year path to market readiness.

- 01 Review non-confidential investor package
- 02 Confirm strategic fit and investment scope
- 03 Execute NDA and open technical due diligence
- 04 Negotiate milestones, governance and term sheet

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Let us build the connected operating layer for digital dentistry.

Contact • INNO CONSULTING • [apollonia2025@gmx.de](mailto:apollonia2025@gmx.de)