

Brushfloss

Its clear that you happy

1 Company background:

Brushfloss company was founded in the year 2020, by a group of young students who participated in a new project named Unistream, the project is discovering a new world of entrepreneurship and teaching you how to be an influencer and entrepreneur.

2 The problem:

Most people aren't using dental floss because the lack of accessibility and comfort

Our solution:

The combination of toothbrush and dental floss into one product.

3 The technology:

Our product unites 2 necessary tools to keep a healthy mouth environment,

we created a better toothbrush with dental floss in it, so as you brush your teeth you can also use the dental floss that built in the toothbrush.

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Our ultimate goal is to get in the hygienic tools marketplace and collaborate with the big pharma companies to sell our product to as many people as we possibly can

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Market analysis:

Today, toothbrush is the best selling product in the world with over 6.8 billion users worldwide, even with this insanely large number of users the market is still growing rapidly and an expected raise of 6.9% till 2026.

6 Competitors comparison:

	Extra brush head	Dental floss	User experience
 brushfloss	+	+	+
brushee	+	+	-
Crest scope	-	-	-
Colgate wisp	-	-	-
Regular brush	-	-	-

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Models conclusion:

-The competition we oppose is difficult but manageable.

-We must get our product to a level which beats the competition for our brand to reach its necessary growth.

-We must act smartly and safely to reach as many costumers as possible.

-Our product is popular worldwide which makes it easier to market across the globe.

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Interview results:

After a few interviews online we found out that most of the people will use "brushfloss" because of the brilliant solution it provides and the seamless use of dental floss which built into it.

9 Marketing results (4P'S)

Product: Toothbrush + Dental floss	Price: Pay per product
Place: worldwide	Promotion: Tv + interent ads



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Market findings:

