

ODENVO

Building India's Digital Dental Ecosystem

Dr. Asif Iqbal | Founder, Dental Surgeon

Jammu & Kashmir, India | Pre-Seed

Practice-first today → connected dental ecosystem tomorrow

The Problem

- Dental practices often manage patients, appointments, clinical records, imaging, prescriptions and billing through disconnected tools.
- Dental laboratories, suppliers and other services are coordinated through separate channels.
- Independent clinics need practical, secure and easy-to-adopt digital infrastructure.
- ODENVO addresses this fragmentation by starting with the daily practice workflow.

The Solution

- ODENVO Practice brings patient registration, appointments, dental charting, treatment plans, clinical records, imaging, prescriptions, billing and reports into one workflow.
- Future ecosystem layers can connect laboratories, materials/suppliers, education, jobs and other dental services.
- AI is introduced where it can create measurable workflow or clinical-support value, with validation and human oversight.

Product Strategy

- 01 — ODENVO Practice: build and validate a dependable practice-management core.
- 02 — ODENVO Ecosystem: connect labs, materials, education, jobs and related services.
- 03 — AI & Digital Health: develop validated AI/R&D capabilities with privacy, governance and clinical oversight.

Market & Entry Strategy

- Initial market: dental professionals and clinics in Jammu & Kashmir.
- Expansion path: J&K validation → wider India.
- Founder-led clinical relationships provide direct access to real workflows and feedback.
- Validate the practice wedge before expanding the broader ecosystem.
- Core metrics: active clinics, workflow usage, repeat usage, retention and feature adoption.

Business Model

- Accessible entry-level practice-management functionality to reduce adoption barriers.
- Recurring SaaS revenue from premium AI and advanced practice capabilities.
- Future ecosystem revenue from dental suppliers, laboratories and partner services.
- Potential later partnerships: education, professional services, dental insurance and treatment financing.
- Scale without initially owning warehouses or delivery infrastructure.

Technology & Security

- Multi-tenant SaaS architecture with clinic-level data isolation.
- Technology direction: Next.js + TypeScript; Node.js/NestJS or equivalent; PostgreSQL.
- Role-based access for clinic owner/admin, doctors and staff.
- Auditability, controlled access, secure imaging/document storage and backups.
- Architecture can evolve as product usage and requirements are validated.

AI & R&D Roadmap

- Potential areas: structured dental-record intelligence and clinically meaningful imaging-support use cases.
- Research question, dataset strategy, validation methodology and endpoints to be defined with scientific and clinical mentors.
- Privacy, data governance, IP and regulatory considerations are part of the development plan.
- Goal: measurable proof-of-concept capability before clinical claims.

Go-to-Market & Validation

- Founder-led outreach through dental communities, associations, colleges, LinkedIn and WhatsApp.
- Early-access campaign designed to build a qualified dentist pipeline.
- Pilot selected dental practices first; capture structured feedback and usage data.
- Iterate product → document validation → expand nationally.
- Current stage: pre-MVP / early product development and market validation; no revenue or user traction is claimed unless independently documented.

Founder & Founder–Problem Fit

- Dr. Asif Iqbal — BDS, MDS Dental Surgeon.
- Approximately 12 years of clinical experience.
- Former Resident, Department of Oral & Maxillofacial Surgery, Indira Gandhi Government Dental College, Jammu.
- Senior Lecturer, Surendera Dental College, Sri Ganganagar, Rajasthan.
- ODENVO is shaped from firsthand understanding of dental practice operations and clinical workflows.

Current Progress & 6-Month Plan

- MVP scope and product architecture defined; founder-led validation and dental-community outreach underway.
- Technology-development discussions and institutional/incubation engagement are active.
- Months 1–2: requirements, architecture, security model and core build.
- Months 3–4: core practice modules + imaging/document workflows + initial AI-support work.
- Months 5–6: pilot clinics, structured validation, iteration and launch/funding readiness.

Pre-Seed Ask

- Seeking approximately ■50 lakh in pre-seed capital.
- Use of funds: MVP development, technical resources, cloud/security, AI development, pilot validation and initial market development.
- Immediate objective: build → validate → establish repeatable adoption.
- Open to strategic investors, technology mentors and institutional partners who can add value beyond capital.
- Next step: founder/investor discussion → diligence → structure and terms.

ODENVO

- Dr. Asif Iqbal
- Founder, ODENVO | Dental Surgeon
- Jammu & Kashmir, India
- “Build the technology around the way dentists actually work — starting locally, validating carefully, and scaling nationally.”