

GRAND OPENING

CHICAGO NATIONAL EDUCATION CENTER

SPEAKERS AND AGENDA



Wen Hsieh
*Founding Managing Partner of Matter Venture Partners.
 Board Member: LuxCreo, LightForce, Desktop Metal and 18 other transformational hardtech companies.*



Dr. Eric Schoening
Owner at Dentist On The Park



Bindu Saran
*Executive Director, CareCapital, Board Member.
 Previously Global Head of Orthodontic Technology and Treatment Planning, Straumann*



Dr. Anthony Bordas
Executive Director at Complete Dental Solutions-Doctor Direct Smiles



Dr. Kelvin Chang, DDS, MS
*Chairman of Education Committee, Taiwan Association of Orthodontists.
 Previously Associate Editor - APOS Trends in Orthodontics, Secretary General - WIOA*



Mike Yang
Co-Founder and Chief Executive Officer



Dr. Neil Warshawsky, DDS, MS
*Founder and Owner Get It Straight Orthodontics
 Associate Professor of Orthodontics University of Illinois Health Center*



Michael Strohecker
Co-Founder and Chief Revenue Officer



Dr. Bill Layman, DMD, MBA
*CEO & Founder
 Straighten Up Orthodontics*



Louise Lu
Co-Founder and Chief Strategy Officer

LuxCreo Inc. Chicago
 350 W Ontario St, Chicago, IL 60654

27 SEPT.

AGENDA

FRIDAY

7:30am-8:30am CT

Breakfast & Registration Social Coffee and Pastries

8:30am-9:00am CT

Welcome & Kickoff

Mike Yang *Co-Founder, CEO, LuxCreo*
 Michael Strohecker *Co-Founder, CRO, LuxCreo*

9:00am-9:30am CT

First Keynote

Key Trends: Driving Success in Dental Startups

Unlocking Hypergrowth: Scaling Strategies for Dental Innovators

Wen Hsieh
Founding Managing Partner of Matter Venture Partners. Advisor and previously General Partner at Kleiner Perkins. Board Member: LuxCreo, LightForce, Desktop Metal and 18 other transformational hardtech companies.
 Bindu Saran
Executive Director, CareCapital, Board Member. Previously Global Head of Orthodontic Technology and Treatment Planning, Straumann

9:30am-10:00am CT

Second Keynote

Paradigm Shift in Clear Aligner Treatment: Why Aligners? Why In-House Aligners? Why Direct Printed Aligners?

Dr. Kelvin Chang, DDS, MS
Chairman of Education Committee, Taiwan Association of Orthodontists. Previously Associate Editor - APOS Trends in Orthodontics, Secretary General - WIOA

10:00am-11:00am CT

Panel: Single Visit Dentistry - Trends, Today, and the Future

Dr. Neil Warshawsky DDS, MS, PC
 Dr. Eric M. Schoening, DDS
 Dr. Anthony Bordas DDS
 Moderator:
 Michael Strohecker *Co-Founder, CRO, LuxCreo*

11:00am-11:30am CT

Coffee Break

11:30am-12:00pm CT

Direct Print 4D Aligners™: Disrupting clear aligner therapy.

Dr. Neil Warshawsky DDS, MS, PC

12:30pm-1:00pm CT

Lunch

1:00pm-1:45pm CT

Panel: Materials Partner Ecosystem

Materials Panel
 Eric Shirley, President of Keystone Industries
 Kevin Dillon, LuxCreo - Desktop Health
 Brian Binnie, Pac-Dent
 Nick Moyer, Dreve
 Moderator:
 Ira Rosenau, 2.0 Consulting

1:45pm-2:30pm CT

Panel: Software Partner Ecosystem

Frank Puig Placeres, Titan Dental Design
 Charlie Wen, Ulab Systems
 Aaron Fangman, Dental Monitoring
 Moderator:
 Michael Strohecker, *Co-Founder, LuxCreo*

2:45pm-3:15pm CT

Coffee Break

3:15pm-4:00pm CT

Panel: Customer Success - What incredible Customer Success looks like and why it is critical to me.

Dr. Anthony Bordas, DDS
 Sonnie Bocala, Apex Dental Sleep Lab
 Moderator:
 Phil Verghis, *Chief Customer Experience Officer, LuxCreo*

4:00pm-5:00 CT

Panel: Reseller Partners - Market perspective and trends how LuxCreo is differentiated

James Bonham, Voxel Dental
 Marc Foulk, MCF Solutions
 Mike Gordon, 3DNA
 Great Lakes Dental Technologies
 Moderator: Kevin Dillon, *NA Reseller Manager, LuxCreo*

5:00pm-5:30pm CT

New Product Introductions

Louise Lu *Co-Founder and Chief Strategy Officer*

6:00pm-6:30pm CT

Day 1 Closing

Mike Yang *Co-Founder, CEO, LuxCreo*
 Michael Strohecker *Co-Founder, CRO, LuxCreo*

6:30pm-9:00pm CT

Reception Dinner Drinks at LuxCreo

26 SEPT.

PREP-EVENT AGENDA

Event Promotion

4D Clear Aligner™ System
 Better, More Versatile Clear Aligner System.
 Better Patient Experience.
 Better for Business.

Attendees Receive
 • 2x Free 4D20 Cases(\$3,500 Value)
 • Event Solution Bundle Deal
 [ILPD Solution, LuxDesign & Fastrack AI, LuxShield]

5:00pm-7:00pm CT

Registration at LuxCreo

6:00pm-9:00pm CT

Welcome Reception

Join us for an evening of cocktails, catering, and music. Socialize and get energized for two exciting days ahead!

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28 **AGENDA** SATURDAY
SEPT.

7:30am-8:30am CT Breakfast & Social Mingling		
8:30am-9:30am CT "Revolutionary" Product Reveal	Special Guest Ira Rosenau Michael Strohecker	
9:30am-10:00am CT Break		
10:00am-11:00am CT 4D Direct Print Aligners: How Adoption Will Increase Your Profits and Patient Satisfaction	Dr. Bill Layman, DMD, MBA	
11:00am-12:00pm CT Ensuring Business Success: Workshops for growth. Roadmap to generating additional \$200K in annual recurring revenue (ARR) with LuxCreo.	Dr. Bill Layman, DMD, MBA Dr. Eric Schoening, DDS Dr. Anthony Bordas DDS Moderators: Michael Strohecker, <i>LuxCreo</i> Ethan Thompson, <i>LuxCreo</i>	
12:00pm-1:00pm CT Lunch		
1:00pm-2:00pm CT Cohort 1: Innovation Track		
Laboratory Tour and workflow deep dive	Clinical Innovation Round Table	Customer Success Round Table
2:00pm-3:00pm CT Cohort 2: Automation Track		
Customer Success Round Table	LuxDesgin & FastTrack AI Deep Dive	Laboratory Tour and workflow deep dive
3:00pm-4:00pm CT Closing Remarks		
Raffle: [\$41,500 Value ILPD Solution + 10x Free 4D20 Cases] 1x iLux Pro Dental Solution (ILPD) and 4D Aligner™ System!		Mike Yang Co-Founder, CEO, LuxCreo Michael Strohecker Co-Founder, CRO, LuxCreo
4:00pm-4:45pm Departures		

Take Control with LuxCreo

*Innovation
Simplicity
Community*

