

JA Marathons of  
Hackathons 2021



European  
Commission

Johnson & Johnson

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# INNOVISION

Luxembourg &  
Bahrain

**GEN<sup>2022</sup>E**

Technology Partner



avanade

# J&J PRODUCT OF FUTURE - ADDIS

## Product characteristics

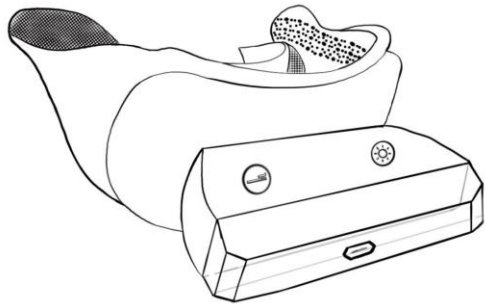


Fig.1 Front view of the device

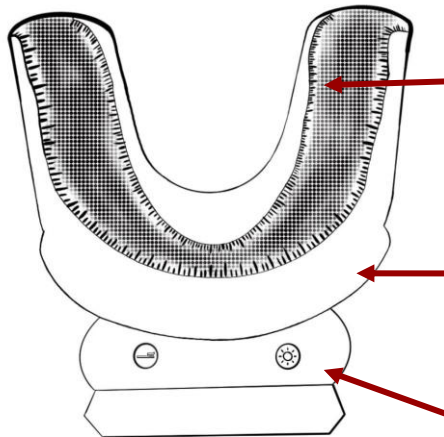


Fig.2 Top view of the device

Removable silicone bristles

Cork body containing recycled e-waste components

toothpaste/gel input with charging dock

1- Device connects via bluetooth

3- Personal recommendation based on the scan results provided by ADDIS.

Personal code shared with your dentist.

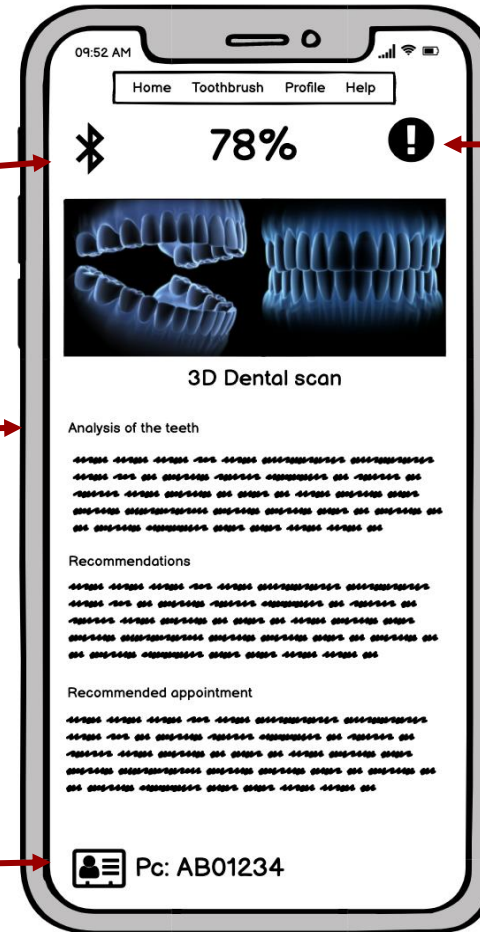


Fig.3 Mobile app

4- Alerts the consumer when a dentist visit is advised

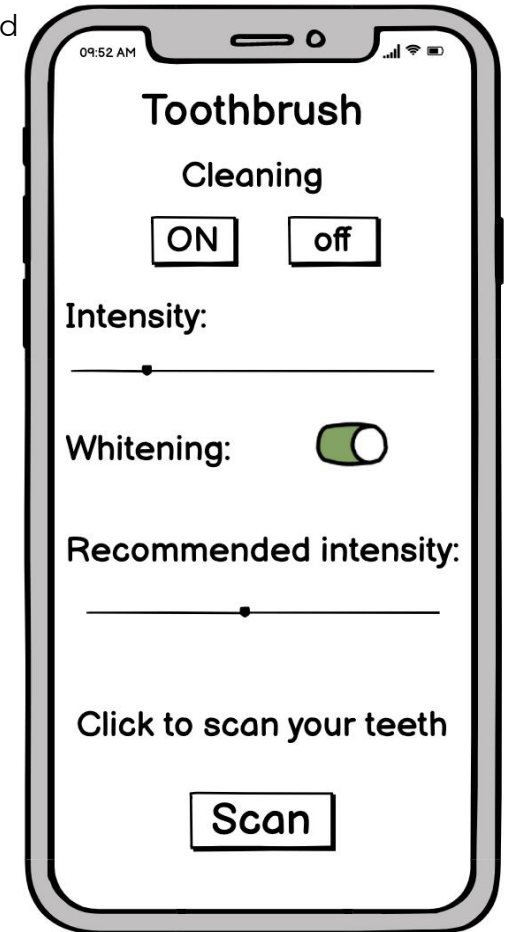


Fig.4 Toothbrush control panel

# J&J PRODUCT OF FUTURE - ADDIS

## Cost and source of revenue

- One time device purchase
- Replaceable bristles purchase
- App subscription (Standard-free, Premium-€5.99)

## Consumer's needs and benefits

- Self-awareness
- Saves time and money
- Maximizes hygiene

## Marketing

- Launch in 2050 in largely populated in the first world countries/continents
- Dentist partnerships/recommendations
- Social Media marketing (influencers)
- recyclable bristles that are replaceable

## Customer experience

- User-friendly product and application

## Target audience

- <16 with prescription & supervision
- >16 accessible for everyone