



The Toothpick Manual

People and Culture

Goal and Vision

1- **Toothpick Mission:**

The future bows to those who collectively try. Our mission is to create synergies across thoughts, ideas and actions that bring people together and moves civilization forward.

2- **Toothpick Vision:**

We want to be a drive behind our partners and community to let them reach their aspirations and dreams. In a world where there is a technological gold rush, we want to provide people with ~~the~~ shovels.

3- **Toothpick Values:**

Values are what we value. All-star teams have key players in key roles. And as we strive to be the all-star team in uncharted areas in the world, we set a context and not control. ~~Our context is embodied by these values~~ These values embody our context:

Discipline

- 4- The mind can be a beautiful servant, but a terrible master. Attaining discipline is only possible through self-mastery. You are not what you perceive but how you react to it. Stay aware of your self-discipline.

Judgment

- 5- A person is defined by their actions, ~~and their actions~~ which are decided by their judgment properly in all situations.

Curiosity

- 6- The world is vast and full of knowledge for those who seek it. Each player has a key role, but a player that is aware of other roles can play better. Be curious in-about all that you come across.

Freedom & Responsibility

- 7- Everything we know is based upon a balance. Every person is entitled to their rights, ~~and every person~~ and is accountable for their duties. The responsible person is worthy of freedom.

Story behind TP

- 2017:



- Our story started ~~in~~ this year with a team of four members between dentists and tech specialists ~~as an idea of creating to create~~ a company that facilitates dentist's life.
- 2018:
 - The MVP product was finalized with our in-house tech team in Lebanon.
- 2019:
 - Held its first dental exhibition in October at BIDM (Beirut International Dental Meeting).
 - Collaboration with a local bank for ~~a~~ one million dollars in order to finance dental equipment and suppliers.
 - Toothpick opened its Beirut, Lebanon office.
 - Although Lebanon was going ~~thought~~ through a financial crisis, a team of ten people achieved downloading the application for 500 doctors and ~~on~~ boarded 6 suppliers.
- 2020:
 - A 2.7-million-dollar investment was raised.
 - Toothpick expanded from Lebanon to UAE, Egypt and Qatar.
 - Toothpick UAE was part of area 2071, a Dubai future foundation of his highness 'vision.
 - Toothpick Dubai started with three people.
 - Toothpick participated at the AEDCC exhibition in February, with 6 suppliers on -board and being a speaker at AEDCC Dubai Stars.
 - Toothpick Egypt launched with a team of five people.
 - During corona's lockdown, Toothpick was going through a setup phase.
 - Dr. Majed Naji became a brand ambassador for Toothpick.
 - Toothpick collaborated with Style-Italiano.
 - Toothpick Egypt collaborated with the Egyptian syndicate of dentists for a lecture about Toothpick's advantage in the Dental World.
 - Toothpick Egypt launched at the Egypt dental conference in Cairo.
 - Toothpick opened its Saida Lebanon office.
 - Toothpick Beirut offices closed temporarily after the Beirut port explosion in August.
 - Toothpick UAE collaborated with Aramex.
 - Toothpick Egypt was exhibited at another Egypt conference.
 - Toothpick launched its international webinar with the dental syndicates of Lebanon, Egypt and UAE, Majed Naji and Shadi Ali.
- 2021:
 - Toothpick UAE launched the Dubai digital dental conference, the first online conference with 3D virtual reality.
 - Toothpick Egypt collaborated with the Egyptian dental syndicate.
 - Toothpick UAE celebrated the national day ~~in~~ by giving out gifts to the ~~participated~~ participating dentists.
- 2022:
 - Toothpick UAE was the exclusive online partner of AEDCC, the biggest dental conference in the MENA region.
 - Toothpick Egypt launched the first digital wallet for dentists.



- For 1 billion EGP, Contact company signed a collaboration protocol with Toothpick Egypt to finance dental equipment and supplies.
- Toothpick UAE launched Tooth-Pay “Smile now, Pay later”.
- Toothpick held a signing ceremony for its Kuwait expansion.
- Toothpick held a signing ceremony for its KSA expansion with Suleiman Al Habib and Al Ojeiji group.
- Toothpick Lebanon was the platinum sponsor for BIDM
- Toothpick UAE sponsored Pink October with Sharjah university.

Talent Management

a. Recruitment

1. Toothpick aims to hire character, and to train skill. To cater to our business needs, our choice of our newest team members is based on character and skills.

In Toothpick, we see people ~~in~~ with two eyes and not one. One in technical and one in Behavioral, and based on this approach, we categorize our positions in accordance to the behavioral and technical in two parts:

- ~~Executioner~~ The executioner for all Frontend positions
 - Planner for all Backend positions
2. ~~Following~~ The following are the points ~~regarded~~ regarding ~~to~~ the hiring process as points:
 1. A manpower request form is filled out requesting to open a new vacancy, or to replace a certain position that has become vacant.
 2. The JD is then discussing whether to create a new one, or amend an existing one.
 3. The position is posted through the toothpick jobs portal and shared internally and externally.
 4. After hiring is complete, comes the famous on-boarding process.

b. On-boarding

1. Onboarding is a crucial part of the recruitment vertical. Once you join, you are part of the family. Moving into the house of Toothpick, the People & ~~culture~~ Culture team assign ~~to~~ you a Mentor Buddy to give you a tour of the house for the coming three months. This tour will be phased as

~~following~~ follows:

- Almost Here
- Here
- Family time

Steps as follows:

- An Orientation round is given to the new employee
- A new email is created
- The employee is added to designated WhatsApp Groups, Trello Boards, Slack Channels, and Microsoft Teams channels accordingly



- Work-space is prepared, cleaned, and equipped with the necessary credentials and equipment before their first day

c. Coaching

Coaching is the new path towards psych and persona. Toothpick offers individual private coaching sessions to all its members. Starting from the probation period and throughout the years of tenure based on academic research, personality type MBTI, and international caching protocols. ~~Following~~ The following are the points in regards to the process:

1. Any team member is free to request a coaching session from the P&C team through the designated form. Coaching sessions are part of the on-boarding process.
2. Coaching sessions are also done based on necessity focusing on specific objectives to aid in conflict resolution and action plans after grievance complaints.
3. Toothpick holds monthly cultural activities that emphasize extra-curricular projects to enhance team building, engagement, and cultural diversity on a company level and aligned with the international wellness calendar and created awareness on multiple personal dimensions.

d. Performance Management

The performance of each team member is the performance of Toothpick collectively. Toothpick advocates ~~to go~~ going into depth into performance metrics and where ~~lies the natural talent of each team member~~ each team member's natural talent lies. ~~In accordance to that, Toothpick follows up on monthly Key Performance Indicators reports based on the Job Descriptions presented to the Board to assess~~ and Accordingly, Toothpick follows up on monthly Key Performance Indicators reports based on the Job Descriptions presented to the Board to assess, evaluate and support further Objectives & Key Results.

e. Training

Under the umbrella of Learning & Development, Toothpick follows up on enhancing individuals with their talents and inclinations by offering behavioral and technical training relevant to their career successions and development, investing in its own talent pool.



Operations

Operations management oversees the complete operating system of an organization. Operations management is essential for organizations to manage their daily activities seamlessly. It controls all the processes and handles issues, including design, operation, maintenance, and improvement of the systems.

It is the center of the organization, and it oversees various functions of the business, acting as a mechanism for control. Operations management acts as an umbrella, and connects all facets of the business, from HR to project management and supply chain management to finance and facilities.

Organizations are made up of different departments or facets that need to work together, but often struggle to do so. An operations manager has the important duty of ensuring that all of these different cogs work together ~~in achieving to achieve~~ both their individual goals, and the goals of the company as a whole.

Operations managers need to be able to effectively facilitate cooperation between departments, like connecting human resources to project management, marketing and content to sales, and supply chain management to finance and facilities.

Operations structure and flows (refer to [Logistics Flow-Map](#))

The operations cycle starts ~~the moment a customer places an order~~ when a customer orders on our platform.

1. ~~New~~ A new order is placed
 - a. All new orders will appear on the Super admin, Suppliers & logistics *backend system*.
2. Pick up
 - a. ~~Pick~~ Pick-up specialists will monitor all orders placed and coordinate with all the suppliers to ensure that they start to prepare the ordered items.
 - b. ~~Pick~~ Pick-up specialists will send drivers / *3PL* to the respective suppliers to collect the orders
 - c. Once the ~~pick~~ pick-up arrives ~~to at~~ the office, pick up specialist makes sure of the quantity to ensure all items have been sent
 - d. Pick up specialist then will pass the bags to the fulfillment specialist
3. Fulfillment
 - a. Fulfillment ~~specialist~~ Specialist will collect orders from pick-up



- b. Fulfillment specialist will check each item to ensure each one meets the requirements of the order placed:
 - i. Name
 - ii. Description
 - iii. Color/Shade
 - iv. Size
 - v. Unit
 - vi. Expiry Date
 - vii. Status (damaged)
 - c. Fulfillment ~~S~~specialist will collect and pack all the products related to the same order in Toothpick bags (refer to packaging notes)
 - d. Fulfillment ~~specialist~~Specialist will print toothpick summaries and distribute them per respective bag/order in the Toothpick envelopes
 - e. Fulfillment ~~specialist~~Specialist will write the customer details on the Toothpick sticker and then put it on the bag
 - f. The Bags will be passed then to Second Leg
4. Second Leg
- a. Second Leg will make sure of the location written on the stickers (if there is a need, he will contact the customer to take detailed address)
 - b. ~~Second~~The second leg will dispatch orders according to driver and 3PL per zone, and the order will be then in delivery
 - c. Once the order is delivered, the Second leg specialist will collect the money from the respective drivers/3PL, count them and then give them to Operational accounting.
5. Operational Accounting - Operations cycle
- Cash**
- a. ~~Operational~~An operational accountant will collect the money from the operations
 - b. ~~Operational~~An operational accountant will count the money to check that the amount received is the same as the amount billed
 - c. ~~Operational~~An operational accountant will record the transaction on the system
 - d. ~~Operational~~An operational accountant will put the money in the safe
 - e. ~~Operational~~An operational accountant will ~~paid~~pay the money collected to the respective suppliers
- Online payment**
- a. ~~Operational~~An operational accountant will make sure the transaction is completed on the provider platform
6. Operational Accounting - Invoicing
- a. ~~Operational~~An operational accountant will be responsible ~~of for~~ issuing invoices to suppliers and collecting TP Share from the mentioned
 - b. Operational accounting will follow up with suppliers in case of any lateness for any reason
7. Customer Happiness (refer to CS protocol and Canned responses)
- a. CS Specialist will reply to all customer's questions



- b. CS Specialist will collect all customer's complaints and issues and report them to the responsible person/department for resolution
- c. CS Specialist will notify customers in case of any updates regarding orders or services (Lateness, Price Difference, Prod Difference, OOS...)

Whatsapp

1. Cst issue or complaint
2. Reporting to QA
3. Follow up at the of the day - update the customer

Freshchat

1. Cst issue or complaint
2. Reporting to QA
3. Follow up at the of the day - update the customer

Call

1. Cst issue or complaint
2. Reporting to QA
3. Follow up at the of the day - update the customer

QA Issue from Ops

1. Collecting Ops issues to report to customers (OOS, Lateness, Price Difference, Different product...)
2. Notify Customer
3. Update QA - Customer Notified / Updates for ops
4. Resolve the chat

Reporting

1. Pick up reporting
 - a. System - Logistics Section - Pick up a section
 - i. Pick up specialist will mark suppliers as collecting when starting the pick-up process from suppliers
 - ii. Pick up specialist will mark the suppliers as collected when the orders are received and checked
 - iii. In case of any issue during this process the specialist will assign a tag issue to the order/suborder that will be grouped with all the issues in the QA assurance section for the eventual analysis and resolution of the order.
 - b. Daily Report
 - i. Per function - Per Day



1. Record of daily tasks to do
2. Record of daily tasks done
3. Notes if any

2. Fulfillment reporting

a. System - Logistics Section -Fulfillment section

- i. Fulfillment Specialist will mark orders as Fulfilling when starting the process
- ii. Fulfillment specialist will mark the orders as fulfilled when the orders are checked, and bags are closed
- iii. In case of any issue during this process, the specialist will assign a tag issue to the order/suborder that will be grouped with all the issues in the QA section for the eventual analysis and resolution of the order.

b. Daily Report

- i. Per function - Per Day
 1. Record of daily tasks to do
 2. Record of daily tasks done
 3. Notes if any

3. Second Leg reporting

a. System - Logistics Section -Second Leg section

- i. Second Leg specialist will mark orders as Dispatched when distributed per driver or 3PL
- ii. ~~Second~~ The second Leg specialist will mark the orders as Delivered when the orders are delivered to the customers
- iii. In case of any issue during this process, the specialist will assign a tag issue to the order/suborder that will be grouped with all the issues in the QA assurance section for the eventual analysis and resolution of the order.

b. Daily Report

- i. Per function - Per Day
 1. Record of daily tasks to do
 2. Record of daily tasks done
 3. Notes if any

4. Operational Accounting

a. System - Ops accounting section

- i. If there is any difference in price, amend the price in the item details
- ii. Mark the order as collected when the order is delivered, and the money are collected from the customers
- iii. Select a trading type for each order collected, choosing from the following:
 1. Marketplace
 2. Marketplace trading
 3. General trade supplier
 4. Toothpick plus trade
 5. Dentist toothpick plus trade



6. Buying trade
7. Selling trade
8. Direct profit

[refer to Business Central Trading Types Docx](#)

- b. Business Central
 - i. Use Business Central to issue a Customer Follow Up form in order to pay the suppliers
 1. Choose the Customer Follow-Follow-up form from the search bar
 2. Select supplier name
 3. Select preview to get the amount
 4. Prepare the money
 5. Print out the summary
 6. Put the money and summary in Toothpick envelope
 7. Send the money to the supplier
 - c. System - Ops accounting section
 - i. Mark the sub-order as paid when the amount is paid to the supplier
 - d. Daily Report
 - i. Per function - Per Day
 1. Record of daily tasks to do
 2. Record of daily tasks done
 3. Notes if any
5. Invoicing
- a. Business Central
 - i. You can find the suppliers in the customers' section - sales invoices
 - ii. Select the supplier and double-double-check the data
 - iii. Post the invoice when all the data are reviewed
 - iv. Preview and print - select the data you want to show on the invoice
 - v. Send the invoice to the supplier
 - vi. Collect the money or transfer
 - vii. Record the transaction on the system

Management Reporting

1. Weekly meeting
 - a. Recap of the week
2. Daily Operations Recap
 - a. Report to be sent to management, including the following:
 - i. Total orders
 - ii. Total sales per day
 - iii. Total OOS (if any)
 - iv. Total lateness (if any)
 - v. Total Canceled (if any)
 - vi. Opportunity Cost



- vii. Summary of issues, if any
 - ~~viii.~~ Updates if any
 - viii.
- 3. OOS Report (per week)
 - a. Form to be filled with weekly oos to be shared with BD for [an](#) action plan
- 4. Campaign summary report (per campaign) *[refer to campaign summary protocol](#)
 - a. Summary of [the](#) campaign from [an](#) ops perspective consisting of
 - i. Total sales
 - ii. Total orders
 - iii. Total profit
 - iv. Total sales from offers
 - v. Total orders from offers
 - vi. Frequency of offers orders
 - vii. Total profit from offers
 - viii. Offers sold per supplier
 - ix. Offers sales per suppliers
 - x. Active users per campaign
 - xi. Repeated users per campaign
- 5. Active and repeated users report (per month) *[refer to Active/Repeated Users Protocol](#)
 - a. Users placing an order during a specific date range
 - b. Users placing more than one order during a specific date range
- 6. Overall Sales Report *[Refer to Sales and Order Report](#)
 - a. Summary of sales per week
 - b. Summary of sales per month

To be updated daily

7. Key performance indicators

KPIs provide a focus for strategic and operational improvement, create an analytical basis for decision making and help focus attention on what matters most. To push our teams to achieve these targets, we set Incentive plans.

KPIs are fundamental to an incentive program because they measure the success of the concept, as well as the growth of the company.

The key performance indicators we rely on in operations are

- a. Departmental (Recorded from Toothpick CMS)
 - i. Number of Orders
 - ii. Number of Sales
 - iii. Late Orders
 - iv. Out of Stock



- v. Canceled Orders
- vi. Missing Orders
- b. Individual (Calculated from [Ops Team daily report](#))
 - i. Productivity per Day
 - ii. Reporting
 - iii. ~~On~~-time delivery
 - iv. Daily Reports
 - v. Working hours
 - vi. Management evaluation
 - vii. Correct Orders
 - viii. Resolved Issues
 - ix. Reviewed Orders
 - x. Reporting QA
 - xi. Resolution Time
 - xii. Closed Transactions



Marketing



Our marketing department promotes the business and drives sales of our products and services. We provide the necessary research to identify target customers and other audiences. Our team consists of a marketing team and a designer team. The marketing team includes a marketing coordinator, content creator, and social media executive. On the other hand, our design team consists of our graphic designers.

Together ~~the team takes care of planning and implementing our events, campaigns, our~~ the team plans and implements our events, campaigns. public image and social media presence. The work serves as our communication line with our customers, to build and sustain our brand identity.

Identity

Our identity includes what defines us in the view of our consumers, meaning we have our specific colors, fonts, logos and layout. Accordingly, there are [general guidelines](#) for our presence to preserve our image and identity.

Colors:

- 1- Primary Colors: # 56C0A4, #OD2E41, #6951A2
- 2- Secondary Colors: #497BBE, #6BCFF6, #FCB13A

Fonts:

Our Fonts Are: Product Sans Family & Rubik Family

- Use Product Sans Bold for All H1
- Use Rubik or Product Sans Regular for Sub H2
- Use Italic for H2 in Anything Related to Occasions
- Use Tajawal for Arabic

Layout and Logo:





- PSD & AI files will be shared with the logo placed on them so they would be used to keep all posts consistent

- Use a Big Headline

- Smaller sub-sub-headline

- Object

- Logo



Use them in the right order & alignment as shown in the examples

General Guidelines

- All Visuals should be balanced
- Photos used should be high-high-resolution & Royalty-Royalty-free (Made for commercial use).
- Colors used in all our platforms should be our colors (Primary & Secondary Colors).
- Fonts used in all our platforms should be the ones added in-to our guidelines.
- Consistency is Key, we are multiple designers but should all work on delivering the same look and feel of our visuals.
- When working on a visual, use one of the options that are shown below, using the same logo placement sent in (AI & PSD Files)
- Lower the usage of the circular elements that were used in the past
- Never use shapes to fill white space unless in a good combination
- Stop using blurred image backgrounds and start using Gradients instead
- All Products visuals should be on a platform background to make it look more real
Carousels Don't have to be continuous all the time
- When working on a post, keep in mind to do a design that would work on both posts and stories
- Keep things as simple as possible, the simpler, the better

Workflow/ Team Structure

Marketing Team Structure:

- Marketing Coordinator
- Content Creator
- Lead Designer (Coordinator)
- Designers



Flow:

Accordingly, the flow works along our internal communication and task distribution.

General Marketing Team

- Head, Coordinators, Consultant)

Central Meetings

- KSA Marketing Meeting with central for support and keeping the alignment (TBD if weekly, bimonthly or monthly)
- When requested or needed

Internal Meetings

- BD/ Marketing KSA Meeting for conducting campaigns, events and conferences.
- KSA internal team meetings

Communication Channels:

- Slack
- Trello
- Emails
- Online Meetings - Zoom
- Physical Meetings
- Meeting Minutes
- Any means that the team sees as applicable

Workflows and Task Distribution

- ***KSA Marketing Coordinator***
 - ***Workflow***
 - Communication and meetings are **being** held every day between the department members, and weekly or when needed with a consultant.
 - Strategies put collectively by HODs (**ie.e.g.**, BD, Data, P&C) & KSA Marketing Coordinator.
 - **Coordinator** **The coordinator** and Content Creator are in daily talks and meetings for the strategies and content calendar
 - Meeting minutes are recorded and shared with teams through email
 - Working on a marketing **content calendar** for all the events, campaigns, holiday seasons, and offers that are already set by BD. The calendar should be amended as the year goes on when new campaigns arise and will be split into months.



- This calendar should be checked monthly with BD & central marketing to see what campaigns we have and work on ahead of time and “All country-based” campaigns.
- A [marketing schedule](#) will be sent before each campaign/event after having the meeting with the correspondent team.
- The admin sends visual requests to the designer using the [brief template](#) for clearer communication
- After each campaign, conference, and event, the coordinator will share with the team a [campaign report](#)
- All visuals and reports of campaigns are to be archived in the [central drive](#)
- **Task Distribution:**
 - KSA Coordinator builds the strategy and consults, if needed, with the central marketing department
 - Puts the initial ideas generated
 - Sends it to the content creator/designer for showcasing visuals & designing
 - Designs that have been completed are presented and amended internally (between coordinator and designer)
 - Amended designs are sent to the team/department that requested ~~it~~ [them](#) for approval within two working days. If the marketing team doesn't get a response within the agreed time, the task will be considered approved, to avoid time drops or constraints.
 - Amending & Posting / Printing / Distribution to where it is needed (Social Media Channels, Events, etc..)
- **KSA Designers / Content Creators**
 - **Workflow:**
 - Daily communication and meetings with the coordinators.
 - The designer receives full briefs from the coordinators.
 - Finalizing the first draft of the task within a maximum of 2 working days.
 - The designer's perspective and creative flair should be added
 - Sticking to the guidelines and sizes provided by the central department
 - Creating at least 2 different options for the tasks given
 - Taking constructive feedback into consideration
 - Amending visuals a maximum of twice based on a clear brief within one working day.
 - **Task Distribution**



- Coordinators distribute the tasks to the designers after receiving a brief from BD
- Designs that have been completed are presented and amended internally
- Amended designs are sent to the team/department that requested ~~it~~ them for approval
- Completed and approved visuals are to be posted/printed

Overall Strategy/ Campaigns



a. Dedicated Country Campaigns:

Decentral campaigns are the ones running on the level of each country. The country coordinator and team work together on the campaigns, i.e. (Local country [supplier's campaigns](#), and local holidays, i.e. [UAE National Day](#)).

Working in parallel with the B.D department and operations as well to make the campaigns happen. Supplier campaigns happen when there are offers from the specific supplier for particular products that there is a need to shed light on through our campaigns on social media. The country coordinator receives the information ~~needed surrounding the campaign and in turn, surrounding~~ the campaign and communicates to the designers what is needed from content ideas and adaptations of those ideas.

[We suggest and recommend checking the templates and doing your strategy and mechanism.](#)

i. Online: (Can be specific to a country and/or All countries)

Online events include webinars and online conferences. These events are where we have an online presence either through being an online sponsor or by participating in said events. Under those



events, there are several things to be prepared depending on our involvement in the event. Including videos and other visuals that could be used.

ii. On Ground: (Usually, it is specific to a country)

- Conferences/Booths: (objectives and targets)

The work conferences also depend on the level of involvement. When sponsoring an event, the marketing team will work on giving exposure and marketing the conference. Through event pages and ads, the ads include a variety of social media posts on different channels. Through regular engagement with our audience on social media platforms, and advertising for these events through paid channels. In addition, in conferences, the team prepares a plethora of visuals to be viewed on different screens within our booths or space in the conference.

Our booths usually target different objectives. It can vary between sales capability, raising awareness and showcasing our new services and collaborations, and ~~also interacting with the participants through activities such as~~ interacting with the participants through games and giveaways.

Whereas in ~~the conferences that~~ conferences we're not sponsoring, our participation is limited to booths, and sometimes ushers spreading flyers. In those booths, visuals are prepared to give our products and services more exposure and explain what we offer as a company. I.e. (BIDM, EDSIC, AIDC, etc.....)

- University Events

University events occur on a smaller scale than other events. These events are a platform to be able to engage with dental students and prospects. It aims to reach and target the future audience, establishing a relationship with those coming into the dental industry later on. Standard visuals are prepared as well ahead of time, with marketing those events on social media creating traffic for them. Engaging activities, giveaways, and an informative presentation for those that do not know what Toothpick does. (USJ event in Lebanon, [Sharjah University](#) event in UAE, etc.....)

b. All Countries Campaigns:

Common campaigns are the ones that happen on the level of all countries. These campaigns are themed generally but are implemented according to the mechanism of each country based on its market strengths or focus.

Campaigns such ([End of year clearance/11.11/Black Friday & Cyber Monday](#)) - commercial campaigns- following ~~occasions or trends that are universal~~ universal occasions or trends.

Another type of All countries campaign is the seasonal/monthly based ones ([Spring Sale](#), [May Madness](#), [Ramadan](#), [Septembest](#))



Another kind of campaign that is related directly to Toothpick Services (~~ie~~i.e.: [Toothpay](#)) - if the service is applicable.

Each country's team works separately according to their determined mechanism and is within a general theme applied to maintain a sense of cohesion between the implementation of the campaigns across the countries.



Channels

Toothpick is operating on those Social Media Channels: (Some countries may require additional channels, Team to decide if more channels are needed, and the central team to help and consult)

- **Facebook: Toothpick**

Bio: An online dental App & Website providing services to dentists in UAE, Egypt, Qatar & Lebanon

- **Instagram: @Toothpick.app (Central), @Toothpick.egypt (Egypt account)**

Bio: {Name}

Your Online Dental Ecosystem (Flag of the country)

@toothpick.app {Link Channel}

Shop.toothpick.com (Link in bio)

- **Managing:**

Meta Business suite manager is the platform where we connect all our Meta channels (Facebook & 2 Instagram accounts) and monitor ~~it~~ them accordingly.

These two channels are our strongest presence, ~~we run our paid ad campaigns through them as well~~ also run our paid ad campaigns through them. The campaigns include conversion ones (optimized for sales) ~~+~~ These campaigns are made for sales where we highlight suppliers (Locally according to country) or central campaigns, i.e. (Black Friday/ Cyber Monday).

Traffic campaigns that are optimized to bring traffic to our app/website or raise exposure for our brand or a particular objective, i.e. (Toothpay Services). Finally, lead generation ads that direct the audience onto forms prepared by us mostly to apply for our services, such as Toothpay. The leads are collected by the marketing team and then sent according to the workflow to be dealt with.

Our content on these platforms includes posts, stories, banners, and reels.

- **LinkedIn: @Toothpick:**

Our LinkedIn profile is always going through a transition period to optimize the use of this channel. The importance of our LinkedIn presence lies in that this platform was made for professional communication, which can be through showing the environment in our



company through events or accolades that are either done or earned through the calendar year. In addition, this platform ~~provides us with the ability~~allows us to reach new opportunities and business collaborations with other entities expanding our reach as well.

- **YouTube: @ToothpickApp**

The Youtube channel is almost for conference wrap-ups and media coverage. Tutorials and know-how about Toothpick are uploaded as well, to be attached to the website and application.

- **SMS (Monty Mobile):**

SMSs are used more as a luxury tool to market on a mass scale. It is done through the [Monty Mobile Portal](#), where our databases per country are added. It enables us to send a bulk of sms for a campaign; however, this platform is not to be overused for costs and negative saturation that may lead us to lose audience members.

- **Email Channels (Send Grid):**

Our email marketing happens through the [Sendgrid](#) website tool, similar to the SMS mechanism, to be able to market to a broad target, and this channel is mostly used to market courses and services.

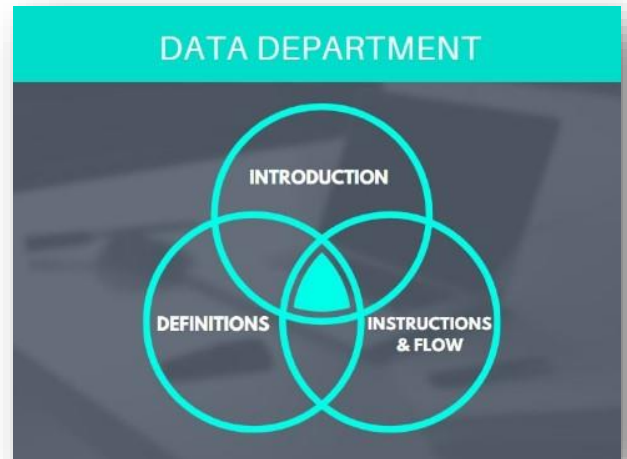
- **Internal Channel (Push Notifications)**

Our platform (Backend system) is supported by a push notification system where it allows us to send internal pushes to all the app users, specified by country or per user, with the ability to attach images, add emojis and schedule your campaign.



Data Entry

The Data Department at Toothpick is responsible for all the items and their information as represented and displayed on the application platform. Our main role is to add products, check them, and edit them before they go live in front of the dentists. To produce a good output, we must receive very clear input in order to add the correct product information without errors; this is also based internally in the department on covering two types of measurements, "qualitative" and "quantitative," plus a specific flow followed between the data team. So let's now talk about the main instructions for data entry and the definitions for each of them.



Definitions:

- **Title:** The name that ~~describes~~ describes the product and is posted on its box.
- **Description:** includes all the info that describes that product: definition, advantages, indications...etc.
- **Supplier:** Name of the supplier that sends the list.
- **Video URL:** URL link for the product if it's available on the YouTube.
- **Tags:** Another short name that's related to the product.
- **Categories/Subcategories:** includes all the dentistry specialities (restorative, endodontics, surgery...) or a specific name for a group of products that have the same role.
- **Reference Number:** The barcode recorded in the company.



- **Stock:** Quantity of the product that found in the supplier's store.
- **Unit:** It's usually number '1', which means one single product.
- **Size:** Describes the product if it's sold as 1 pc or pack, set, kit, bottle, Jar...
- **Group Size:** if it's 1 pc, there is no need to be labeled, if other ~~so you should mention the number of contents in the pack or set that's, you should mention the number of contents in the pack or set that's,~~ is included of the number of grams or ml for the bottle or syringe.
- **Group Unit:** if it's 1 pc, there is no need to be labeled, if other so you should mention the unit of the group size, like gram or ml or the name of the contents inside the item, like syringes, pcs (if there ~~is-are~~ many), tips, blocks...
- **Brand:** The brand of the product.
- **Item Size:** If available (each color of the product is added separately).
- **Item Color:** If available (each color of the product is added separately).
- **Item Width:** If available (each width of the product is added separately).
- **Item Length:** If available (each length of the product is added separately).
- **Item Diameter:** If available (each diameter of the product is added separately).
- **Item Type:** If available (each type of the product is added separately).

Product Info

Additional Info

Stock: 2

Size: 1 Unit: Syringe

Group Size: 4 Group Unit: Gr

Brand: Sincera

Sizes and Colors

Item Size: Enter item size with unit

Item Color: A3

Item Width: Enter item width with unit

Item Length: Enter item length with unit

Item diameter: Enter item diameter

Item type: Enter item type

Product Info

Additional Info

Prices

Images

From: 1 To: 2 Price: 24 Discounted: 20

+ ADD PRICE

- **Price and Discounted price:** Cost of the product and its discount if available.

MAIN INFO

Product Info

Additional Info

Prices

Images

Drop files here or click to upload

+ ADD MEDIA

- **Image:** The picture of the product.

MAIN INFO

Product Info

Additional Info

Images

Drop files here or click to upload

+ ADD MEDIA



Instructions & Flow:

Initially, the product list is received from each supplier based on the template below, which is filled in from their side. Then, the list is posted on a software named "Trello" to be shared with the data team in order to start adding the products. The internal communication could be between the team on another software named "Slack," and we start adding the products according to the instructions listed above. If there is any missing information to complete the product's upload, we make an excel sheet that includes the items and our notes or requests to be sent back to the supplier for the clarifications we need in order to add the rest. The final phase after finishing each list is when a dentist in the data department checks all the products added by the team and approves them to be displayed on the app.

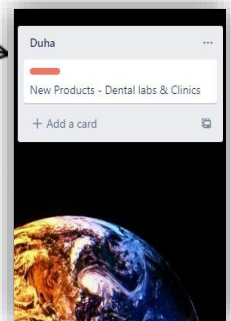
Supplier's Template:

	A	B	C	D	E	F	G	H	I	J	K	L	M
1	Name	Description (if available)	Stock	Price	Discounted Price	Size	Unit	Group size	Group unit	Reference number	Brand	Image (if available)	Video URL (if available)
2													
3													
4													

Data Flow:

The data team consists of six members:

- 4 data entry specialists: Add the products received from the supplier after adding them to Trello.
- 2 data specialists: checking and editing the products after adding them before the approval stage or for the existing products.



After finishing adding products, checking, and approving, the supplier user is ready to publish his items on the app.



Business Development

In the simplest terms, business development can be summarized as the ideas, initiatives, and activities that help Toothpick grow.

This includes increasing revenues, ~~growth in terms of business expansion, increasing business expansion growth, and~~ profitability by building strategic partnerships, and making strategic business decisions.

Business development includes sales, and works to achieve key sales goals such as growing revenues and increasing the number of users/orders.

~~As well, business development must~~ Business development must also be aligned with marketing to achieve common goals such as increasing the number of downloads and prospects, thus the conversion of prospects to leads then sales.

1. Toothpick Services

Toothpick provides the dental industry with the most advanced solution-driven technologies that each industry player needs.

- **Marketplace**

Toothpick allows dentists to find, order, and track all their dental products in 3 easy steps via Toothpick app or website. Toothpick is the digital partner for suppliers. Local suppliers are onboarded to display their products online on Toothpick and ease the purchasing process for dentists.

- **Product Finance**

A finance service ~~allowing allows~~ dentists to buy their dental products and pay in easy installments. Toothpick helps its users pay in installments for their orders either through Toothpick or through our financial institutions' partners.

- **Toothpay – Patient Finance**

A patient finance service ~~allowing allows~~ dentist's patients to pay in up to 6 installments with 0% interest. We are aggregators with BNPL service providers allowing patients to do their treatments and pay for them at a future date.

- **Procurement and Consultancy**

The procurement of dental supplies can often be hectic and ~~time-time~~-consuming for the clinic/dentist as it requires communication with many suppliers. To speed up the process, the dentist can refer to Toothpick only. Toothpick will provide consultation to the dentist, then send the order out across its network of suppliers immediately and return with the best quote within a very short period. Once approved, the order will be picked up and delivered to the dentist on the wished date and time.

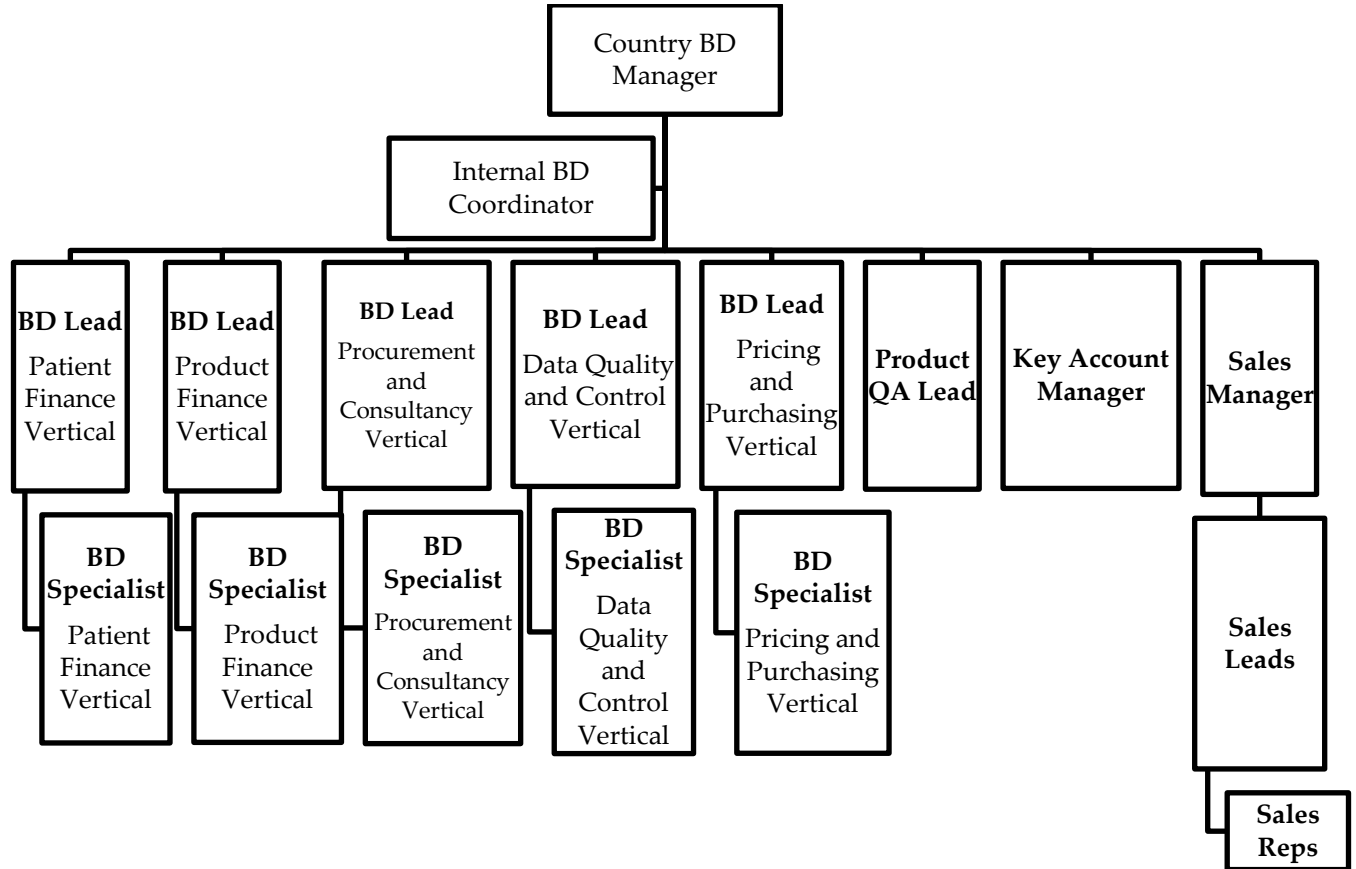
- **Sales App**



Sales App is a mobile app provided by Toothpick for distributors to empower their local sales team with technology that optimizes their daily functions in sales.

2. Business Development Department Structure

Team Structure/Country



3. In-Depth Explanation of BD Key Functions

1) Patient Finance

- Departments involved:

BD - Marketing

- Why we do it:

To increase the dentist's patients' flow and provide his patients with a finance solution: a Buy Now Pay Later solution that allows the patients to pay for their treatments in up to 6 monthly installments with 0% interest.

- How we do it:

Step 1: BDS schedule appointments, visit the clinics, or do a Zoom call for a Toothpay introduction.

Step 2: BDS finalize the T&C signature and receipt of the required documents from the clinic.

Step 3: BDS schedule training for the clinic, then open access on the toothpick backend.

Step 4: BDS follows up and sustains a relationship with the clinic/dentist/receptionist.

Step 5: BDS coordinate with Toothpick marketing team to promote the new onboarded clinic on Toothpick social media channels.

- Key deliverable/mark of completion:



Onboard a large number of clinics to use Toothpay service, thus helping patients do their dental treatments with easy installments plans.

2) Product Finance (Installments and Leasing)

- Departments involved:

BD - Operations

- Why we do it:

To provide dentists with a Buy Now Pay Later solution that allows them to buy their dental products and pay in easy installments.

- How we do it:

Step 1: BDS schedule appointments, visit the clinics, or do a Zoom call for Product Finance introduction and consultation.

Step 2: BDS finalize the receipt of the required documents (if requested from the financial institution).

Step 3: BDS follow up and sustain the relationship with a dentist to support him in his orders.

- Key deliverable/mark of completion:

Dentists get all their clinics needs with easy installments plans instead of cash payments.

3) Procurement and Consultancy

• Procurement

- Departments involved:

BD - Operations

- Why we do it:

To provide dentists with the opportunity to buy all dental products from a one-stop shop, deliver them procurement support and consultation, and receive discounted prices as toothpick can pay the suppliers either cash or by consignment agreement.

- How we do it:

Step 1: According to the request, BDS advise the dentist on the best products, brands, and prices.

Step 2: BDS transfer the requests to the Pricing and Purchasing department to prepare the quotation.

Step 3: Once prices are received, BDS send an official quotation to the dentist.

Step 4: If the ~~quotation is confirmed by the dentist~~ dentist confirms the quotation, BDS will ensure ~~to the~~ delivery of the items on the wished date and time.

- Key deliverable/mark of completion:

Cost-saving and time-saving procurement solutions for clinics.

• Toothpick Plus

- Departments involved:

BD

- Why we do it:

Toothpick receives low prices from suppliers due to the constant bulk ordered by Toothpick.

- How we do it:

Step 1: BDS contact dentists interested in Toothpick Plus (request to join TP Plus will be received on backend) and opens access for them.

Step 2: When the dentist places a bulk order, it will be transferred to the Pricing and Purchasing department to get a lower price for the big quantity requested.

Step 3: Once prices are received, BDS fill ~~them out on backend and transfer the quotation back~~ them out on backend and transfers the quotation to the dentist.



Step 4: If the dentist places the order, BDS will ensure the delivery of the items ensure to deliver the items on the wished date and time.

- Key deliverable/mark of completion:

Allow dentists to get very low prices when ordering in bulk.

- **Online Inquiries (Products Requests/Machine Inquiries)**

-Departments involved:

BD

-Why we do it:

Allow dentists to send us their requests and inquiries online through our app.

-How we do it:

Step 1: BDS contact the dentist to confirm the receipt of the request.

Step 2: BDS transfer ~~the requests to the Pricing and Purchasing department to get lower prices compared to the requests to the Pricing and Purchasing department to get lower prices than~~ the reference prices (if provided).

Step 3: Once prices are received, BDS send an official quotation to the dentist.

Step 4: If the ~~quotation is confirmed by the dentist~~ dentist confirms the quotation, BDS will ensure ~~the~~ delivery of the items on the wished date and time.

- Key deliverable/mark of completion:

Assisting dentists online with their requests and getting them good prices.

4) Data Quality and Control

- **Supplier's Stock and Price Updates**

- Departments involved:

BD - Data

- Why we do it:

Regular ~~update of stock and prices is central to reduce errors and improve the stock and price updates are central to reducing errors and improving the~~ service quality.

- How we do it:

Step 1: BDS contact the assigned suppliers throughout the month (daily, weekly, monthly, etc..)

Step 2: Regardless of the way of communication, BDS should get the following requested data from the supplier:

- Get ~~the~~ updates on the prices and stocks.
- Get the newly added products from the supplier.
- Get offers if available.

Step 3: Regular market analysis to ~~make sure we are receiving~~ ensure we receive the best prices from all suppliers in the market.

Step 4: BDS review the updates received and import them ~~on~~ into the backend system.

- Key deliverable/mark of completion:

Improvement of accuracy in orders and decrease in errors (~~out-of-of~~-stock and price difference)

- **Offers for Campaigns**

-Departments involved:

BD – Data – OPS - Marketing

-Why we do it:

Offers are central ~~for to~~ attracting dentists on Toothpick marketplace and increasing sales and users' retention to the Toothpick marketplace and increasing sales and retention of users.



-How we do it:

Step 1: According to the campaign, BDS contact ~~a certain number of~~ several suppliers to get offers.

Step 2: BDS will collect all the ~~offers received and send them to Product QA to review then~~ received offers and send them to Product QA to review and publish on the app.

- Key deliverable/mark of completion:

Attracting new and repeat customers, boosting ing Toothpick reputation, and meeting ing sales goals.

- **New Supplier/Academy Data**

-Departments involved:

BD – Data

-Why we do it:

Adding new suppliers and brands is central to success and increasing the number of users and orders.

-How we do it:

Step 1: BDS review the supplier's data received from the Account Management department.

Step 2: Once done, BDS transfer the file to the Data department to enter the data on the system.

Step 2: BDS make a final checking when data entry is done, and then the supplier/academy is ready to be published.

- Key deliverable/mark of completion:

Attracting new and repeat customers, boosting ing Toothpick reputation, and meeting ing sales goals.

5) Pricing and Purchasing

- Departments involved:

BD

- Why we do it:

Give ~~the best prices on market for dentists~~ dentists the best prices on the market on ~~for~~ their online and offline purchases. Toothpick has the power to receive the best prices as it purchases bulk quantities from suppliers.

- How we do it:

Step 1: BDS receive leads from the Procurement and Consultancy team.

Step 2: BDS connect with the dental distributors and get the best/low prices.

Step 3: BDS send an official quotation back to the Procurement and Consultancy team for dentist approval

- Key deliverable/mark of completion:

Allow dentists to get the best/low prices in the market.

6) Product QA

- **Review/Editing**

- Departments involved:

BD - Data

-Why we do it:

Constant app review for products names, pictures, prices, description, category, and sub-category is central for a better user experience.

-How we do it:

Step 1: ~~Product~~ The product QA Lead reviews s all the products published on the app throughout the month to fix any errors s that may appear.



~~Step 2: Product~~ The product QA Lead makes all the editing and updates needed and corrects errors in coordination with the Data department.

- Key deliverable/mark of completion:

Improve accuracy in dentists' search and needs.

- **Approval**

- Departments involved:

BD - Data

-Why we do it:

Approval on newly added/received products from the Data department is central for an accurate user experience.

-How we do it:

~~Step 1: Product~~ The product QA Lead review all the products entered by the Data department and fix errors.

~~Step 2: Product~~ QA Lead approves the products entry ~~entry of the products~~ after checking, so they are ready to be published on the app.

- Key deliverable/mark of completion:

Improve accuracy in dentists' search and needs.

- **App and Website Homepage Updates**

-Departments involved:

BD - Marketing

-Why we do it:

~~Homepage~~ The homepage is central for attracting users to shop and informing them of important announcements, campaigns and offers.

-How we do it:

~~Step 1: Product~~ The product QA Lead coordinates with the central BD Coordinator on all updates needed for the homepage.

~~Step 2: Product~~ The product QA Lead receives the banners and visuals that should be uploaded from the Marketing department.

~~Step 2: Product~~ The product QA Lead updates the homepage whenever required.

- Key deliverable/mark of completion:

Improve highlighting of special products, collaborations, and offers.

- **Offers Coordination with Data**

-Departments involved:

BD - Data

-Why we do it:

Reviewing the offers received from ~~Data Quality and Control department and organizing them for the Data department to be able~~ the Data Quality and Control department and organizing them for the Data department to import correctly on the app.

-How we do it:

~~Step 1:~~ Whenever offers are received from the Data Quality and Control team, Product QA Lead will be in charge of checking and reviewing.

~~Step 2: Product~~ The product QA Lead transfers the offers to the Data department through Trello to enter ~~on~~ into the system.

~~Step 5: Product~~ The product QA Lead sends strategic offers for ads to the Marketing department.

~~Step 6:~~ When the campaign starts and offers are ready, Product QA Lead coordinate ~~with central BD Coordinator on publishings with the central BD Coordinator to publish~~ the offers.



Step 7: When the campaign ends, Product QA Lead coordinate ~~with central BD Coordinator on unpublishings~~ with the central BD Coordinator to unpublish the offers.

- Key deliverable/mark of completion:

Decrease errors and improve accuracy in the published offers.

- **SalesApp**

-Departments involved:

BD - Accounting - Tech

-Why we do it:

A mobile app made for suppliers to help them easily track their sales flow and each salesman's performance.

-How we do it:

Step 1: Schedule appointments, and visit the suppliers for SalesApp Introduction.

Step 2: Finalize the SalesApp Agreement signature.

Step 3: Coordinate with the tech team to open SalesApp Access for the supplier and his salesmen.

Step 4: Finalize training and kick-off.

Step 5: Follow up and sustains the relationship with the supplier for any support needed.

- Key deliverable/mark of completion:

Make a large number of suppliers use our SalesApp technology. Therefore, give them the opportunity to get their customized app.

7) Account Management

- **Suppliers Problems-Solutions: External (Contact between Suppliers and BD)**

-Departments involved:

BD

-Why we do it:

To have excellent relationships with all onboarded suppliers on Toothpick.

-How we do it:

Step 1: In charge of contacting with any supplier that has any issues.

Step 2: Negotiate with the supplier in order to reach the appropriate solutions and solve all obstacles.

Step 3: In charge of communicating with any new supplier to finalize the onboarding process and the signing of the contract.

- Key deliverable/mark of completion:

Mitigating problems with suppliers, thus making the relationship with them clear, strong, and satisfying.

- **Suppliers Problems-Solutions: Internal (Contact between Departments and Front-end BD)**

-Departments involved:

BD - OPS - Accounting - Operational Accounting - Data - Legal - Marketing

-Why we do it:

To assist the team internally when dealing with suppliers.

-How we do it:

Step 1: Regular checking the problems solutions board on Trello, where all the above-mentioned departments write any issue they face with the supplier.

Step 2: Fix the issue externally with the supplier after well understanding what's the matter.

Step 3: Update the concerned person/department on any progress.



- Key deliverable/mark of completion:

Mitigating problems with suppliers and thus making the relationship with them clear, strong, and satisfying.

- **Boarding a New Supplier**

-Departments involved:

BD – Data – Operations - Marketing

-Why we do it:

Adding new suppliers and brands is central to success and increasing the number of users and orders.

-How we do it:

Step 1: Contact and ~~set a meeting with the new supplier to introduce Toothpick clearly and emphasize the added value benefits that his business is going to meet with the new supplier to~~ introduce Toothpick clearly and emphasize the added value benefits that his business will have, in addition to the app features. Every supplier has a different ~~way of approach~~ approach, as and we should expect that many still reject technology integration into their businesses.

Step 2: Send the agreement for the supplier to sign and proceed with the next steps.

Step 3: Ask the supplier to send his products list, then transfer them to Data Quality and Control team.

Step 4: Coordinate with the Operations department to train the supplier on the back-end system.

Step 5: Once done, the account manager is responsible ~~of for~~ publishing the supplier.

Step 6: Coordinate with the Marketing department to announce the new collaboration on Toothpick social media channels.

- Key deliverable/mark of completion:

Provide a wider suppliers base for users.

- **Boarding a New Academy**

-Departments involved:

BD – Data – OPS - Marketing

-Why we do it:

Adding new academies and courses is central to ~~for~~ users interested in continuing education.

-How we do it:

Step 1: Contact and set a meeting with the new academy.

Step 2: Send the agreement for the academy to sign and proceed with the next- steps.

Step 3: Ask the academy to send the courses list, then transfer them to Data Quality and Control team.

Step 4: Coordinate with the Operations department to train the supplier on the back-end system.

Step 5: Once done, the account manager is responsible ~~of for~~ publishing the academy.

Step 6: Coordinate with the Marketing department to announce the new collaboration on Toothpick social media channels.

- Key deliverable/mark of completion:

Provide a wider courses base for users.

8) Sales

-Departments involved:

BD

-Why we do it:



Sales play a key role in the building of building loyalty and trust between dentists/suppliers and Toothpick.

-How we do it:

Step 1: Approach new dentists/clinics.

Step 2: Contact and set a meeting with the dentist or make a cold visit.

Step 3: While in-on a visit, inform the dentist of Toothpick main services to know in which he's mostly interested: Procurement, Product Finance, and Toothpay.

Step 4: Get a procurement list from the dentist or make the order on the spot using Toothpick SalesApp.

Step 5: Transfer the dentist request/lead to the relevant department.

- Key deliverable/mark of completion:

Increase sales and raise awareness of Toothpick App and its services.



4. Reporting and Templates

Every BD function has standard reports with a specific template that are developed to store important information ~~to~~ for its users, facilitate the reporting to higher management, support decision making and so on. This ensures that our reports and templates have a consistent look and feel.

5. Campaigns

- **Decentral Campaigns**

Decentral campaigns are the ones running on the level of each country. The central BD coordinator and country BD team work together on the campaigns, i.e. (Local country supplier's campaigns, and local holidays, i.e., UAE ~~national~~ National Day). Working in parallel with the Marketing and Operations departments as well to make the campaigns happen. Supplier campaigns happen when there are offers from a supplier who wants to promote his products through our campaigns on social media. The products' information is sent to the Marketing ~~coordinator~~ Coordinator to proceed.

- **All Countries Campaigns:**

Common campaigns are the ones that happen on the level of all countries. These campaigns are themed generally but are implemented according to the mechanism of each country based on its market strengths or focus.

Campaigns such (End of year clearance/11.11/Black Friday & Cyber Monday) - commercial campaigns - ~~occasions or trends that are universal~~ universal occasions or trends.

Another type of All countries campaign ~~are~~ is the seasonal/monthly based ones (Spring Sale, May Madness, Ramadan, Septembest).

Another kind of campaigns that ~~are~~ is related directly to Toothpick Services (i.e. ~~to~~ to Toothpay) - if the service is active.

Each country's team works separately according to their determined mechanism and is within a general theme applied to maintain a sense of cohesion between the implementation of the campaigns across the countries.

6. Events:

- **Online:** *(can be specific for a country and/or all countries)*

Online events include webinars and online conferences. These events are where we have an online presence either through being an online sponsor or by participating in said events.

We open a new category on Toothpick marketplace shop under those event's names, including the suppliers offers that are present in the event. Dentists who are unable to join the event can shop any offer online through Toothpick.

- **On Ground:** *(usually, it is specific for a country)*

Conferences/Booths:



BD work for conferences depends on the level of involvement. ~~When we are physically present in the conference, our booths usually target different objectives~~ Our booths usually target different objectives when we are physically present in the conference. It can vary between sales capability, raising awareness and showcasing our new services and collaborations, and interacting with the participants through activities such as games and giveaways.

Whereas in ~~the conferences that~~ conferences we're not sponsoring, our participation is limited to booths and sometimes ushers spreading flyers. (BIDM, EDSIC, AIDC, etc.....)

University Events

~~The u~~University events occur at-on a smaller scale than other events. These events are a platform to be able to engage with dental students and prospects. It aims to reach and target the future audience, establishing a relationship with those coming into the dental industry later. Engaging activities, giveaways, and an informative presence-presentation for those that do not know what Toothpick does. (USJ event in Lebanon, Sharjah University event in UAE, etc....)