For such ideas, there are usually incubators. Introduced in the late 1950s as physical buildings that housed many small businesses, these programmes have become a significant tool in the business world for assisting early-stage companies. Their main goal is to accelerate the successful development of entrepreneurial companies through support resources and services, such as finding attorneys, funding prototypes and finding distribution channels. Almost 90 per cent of start-up companies stay in business for the long term with the help of incubating programmes, a study by the University of Michigan recently found.

Malament and Tom McGarry, evaluating new ideas on a regular basis, initiated with the directors of acquiring an equity partner and develops and protects the idea, discussions are now held through one of the committees, it undergoes a four-week screening process to evaluate its marketing potential. Special emphasis is placed on the ability to re-design a product for emerging markets like Asia or Latin America. “By testing each submission for its applicability to emerging market countries, we have the opportunity to offer the products and techniques associated with outstanding oral health care to a broader audience than the typical markets of Western Europe, Japan or the United States” a Dentcubator representative told Dental Tribune Asia Pacific in New York.

Dentcubator sees itself as a complement to traditional R&D and as an alternative source for funding, development and access to market resources. “We are under no circumstances in the business of replacing R&D budgets,” the representative said. “We are the nursery which takes the small seed of an idea, grows it and then brings it to market.”

Ideas or proposals can be sent to ideas@dentcubator.com.