

FOUNDING MEMBER PROGRAM

What you're applying to.

We're Kali Stewart, DMD (pediatric dentist on the South Shore of Boston) and her husband Sean Leary (tech + product). For the last year we've been building AveoDent — a modern dental practice management system designed from the dentist side of the chair.

The product is built, deployed, and live at aveodent.com. 8-hour load test passed. Internal HIPAA scan passing (internal scan, not a third-party audit — and we want to be explicit about that). Migration tooling for Dentrix, Eaglesoft, Open Dental, and Curve all wired end-to-end with a field-by-field reconciliation report you review before commit.

Here's what we want to say up front:

AveoDent has not been used in real patient care at any practice yet.

Kali's office is still on the old system. She's been the design partner for the last year, but no real patient chart has ever run on it.

That's the whole point of this program. We're looking for ~5 practices brave enough to be the first to actually run it. This document is what you should read before applying — it's everything we'd tell you on the discovery call, written down so you can think it through and share it with whoever else you'd bring into the decision.

At a glance

Cohort size	~5 founding practices
Practice fit	Single-location GP, family, or pediatric
Practice size	Solo provider to 6+ providers
Current system	Dentrix / Eaglesoft / Open Dental / Curve / tab32 / other
Founding terms	Discounted founder rate, locked for the life of the agreement
Initial commitment	90 days, then month-to-month. No penalty for leaving.
Onboarding	5 business days, kickoff to go-live
Direct line	Kali (dentist) and Sean (tech + product). No support queue.
Application	aveodent.com/founding (form + 30-minute discovery call)

What founding members get

Founder pricing

A discounted rate that grows as we grow. The rate you sign on is the rate you keep, for the life of your agreement. Final program pricing is finalized as the founding cohort closes. We won't quote dollar figures in writing before we've talked to you — pricing is a conversation, not a one-way menu.

Direct access to us

When you sign as a founding practice, you get a real line to Kali and Sean. Phone numbers exchanged. Slack channel shared. 24-hour response window on weekdays, faster during business hours. No support ticket system. No call center. The people who built the software are the people you talk to.

Real influence on the roadmap

You will find things in the first 30 days that we haven't seen on synthetic data. We will fix them, and you decide priority among the things on our backlog. Monthly check-in where your feedback is weighed against the roadmap. Quarterly review of what's shipped, what's coming, what's been deprioritized and why.

White-glove onboarding

Five business days from kickoff to go-live. Kali and Sean personally lead it. Monday: account setup, data import, 10DLC SMS submitted. Tuesday: schedule, fees, insurance, comms. Wednesday: training (front office 60 min, hygienist 45, dentist 45) + smoke test. Thursday: buffer day, go/no-go check. Friday: go live, both of us on Slack with your team all day.

Migration support

Full data import from your current system. Our reconciliation report shows you exactly what came over from your Dentrix or Eaglesoft export, field by field, before any of it goes live. Cascade-loss detection when parents fail. Field coverage disclosure (structured / freeform / not imported). Dry-run preview before commit — review and approve, or fix the CSV.

FIT

Who this is for

You're a fit if you're running a single-location general dental, family, or pediatric practice — somewhere between solo provider and six or so providers, currently on Dentrix / Eaglesoft / Open Dental / Curve / tab32 / paper-based, and actively unhappy enough to do something about it within the next 30 to 90 days.

You're an especially good fit if your front office is unhappy too. The dentist signs the contract. The front office uses the software a thousand clicks a day. Founding practices need both sides to want this. If the dentist is excited but the front office hasn't been brought into the conversation yet, founding isn't the right fit yet — a regular demo at aveodent.com/demo is.

Who this is not for (yet)

We are explicitly not a fit yet for:

- **OMFS practices** doing impacted third molars, full-arch implant planning, or in-house sedation. We don't have a CBCT 3D viewer or sedation monitoring.
- **Orthodontists** running full in-house aligner cases at scale. Aveo's ortho module covers referral and basic tracking; full case management is Dolphin / Cloud 9 / tOrtho territory today.
- **Periodontists** doing implant surgery planning. We don't have the surgical-planning workflows.
- **Large enterprise DSOs** running 20+ locations. Multi-location practice groups are supported; enterprise IT controls (HITRUST, third-party SOC 2 Type II) are on our year-two roadmap.

If your daily-driver workflow is on this list, we'd rather tell you that up front than pretend we cover it. We're trying to build a fair-deal product, not a sale.

MUTUAL COMMITMENT

What we ask in return

Being a founding practice is a real ask. We're being explicit about what it costs you so you can decide with eyes open.

- **Patience with real-data bugs.** No matter how much we've tested in synthetic environments, real practice data will surface things we haven't seen. You're trading risk for influence. We commit to fixing fast — same day for anything that blocks patient care, same week for anything else. But there will be things to fix.
- **Honest feedback.** Monthly 30-minute check-in. Tell us what's working. Tell us what's broken. Tell us when a workflow we think is elegant is actually annoying. We can't fix what we don't hear.
- **Permission to reference your name, with veto.** Once you've been running on AveoDent for 60 days, we'd like to be able to say "we worked with [Practice Name] in [City]" when other prospects ask. You have full veto on what we say and when.

- **Willingness to share your real-world experience.** A short written testimonial after 90 days, video reference if you're up for it, and the option to be one of the first practices we reference in industry meetings or press. You're under no obligation if you'd rather stay private.

PROCESS

How the program actually works

#	Step	What happens	Timing
1	Apply	Fill out the application form at aveodent.com/founding . We read every one.	5 min
2	Discovery call	30-minute video call with Kali and Sean. Both sides decide if it's a fit.	Week 1
3	Decision	If both sides say yes, we send a founding-member agreement.	48h after call
4	Sign + onboard	5-business-day onboarding starts the following Monday.	Week 2-3
5	Go live	Friday of onboarding week. Kali and Sean on Slack all day.	End of week 3
6	First month	High-touch. Daily check-ins week 1, weekly thereafter.	Month 1
7	Founding cadence	Monthly product check-in. Quarterly roadmap review. Direct line stays open.	Ongoing

QUESTIONS

Frequently asked questions

What happens if something breaks during a day of patient care?

You call us. We have a posted phone number for founding practices. Anything that's blocking patient care, Sean is on it within an hour during business hours. Anything that's not patient-blocking, we'll have a fix on the same-week timeline at the latest. You will not be in a queue behind 600 other practices, because we don't have 600 other practices.

What about HIPAA compliance?

BAAs signed with every vendor that touches PHI. Service-layer audit logging means no API route can read PHI without writing an audit row. Encryption at rest, in transit, and field-level for the most sensitive fields. Internal HIPAA scan passing as of the most recent run. We have NOT pursued third-party HIPAA certification yet — that's on the year-two roadmap. We're explicit about that distinction.

How long is the commitment?

90 days initial. After that, month-to-month. No penalty for leaving. The 90-day window exists so we have a fair shot to fix what comes up in the first month — but if at the end of it you decide we're not the right fit, you walk with no exit fee and we'll help you migrate to whatever's next.

Will my staff have to learn entirely new software?

Yes — there's no painless way around that with any PMS replacement. We make it as fast as possible. Front office training is 60 minutes. Hygienist training is 45 minutes. Dentist training is 45 minutes. By Friday go-live, your team has used the system enough to be functional. The first week post-go-live is when the learning really happens — and that's when Kali and Sean are most available.

What does migration from my current PMS look like?

We import 15+ record types from Dentrix, Eaglesoft, Open Dental, and Curve. For systems we don't have explicit mappings for, a generic auto-mapper handles 100+ common column patterns with a drag-and-drop UI for anything that didn't auto-detect. Before commit, you see a reconciliation report — practice-reported counts vs. what got imported vs. what's live in AveoDent, field by field. Migration is included in the program.

What integrations do you support?

Insurance eligibility verification (covers 450+ dental payers). Live clearinghouse claims submission. Stripe Connect for payments. QuickBooks Online daily sync. SMS and pharmacy fax delivery. AI clinical features running on Google Cloud Vertex AI under BAA. Specific vendor names shared in the agreement.

Can I keep my phone system?

Yes. AveoDent is not a VoIP product. Keep whatever phone provider you have (RingCentral, Mango, Ooma, legacy POTS, whatever). AveoDent handles the SMS, missed-call text-back, secure messaging, and patient communication layer.

What's not built yet that I should know about?

Voice-driven perio charting (we have strong keyboard auto-advance; voice is year two). Surescripts EPCS e-prescribing for controlled substances (we have automated pharmacy fax, which covers ~95% of dental scripts; EPCS is year two). Full enterprise compliance certifications (HITRUST, third-party SOC 2 Type II). If any of those is a daily-driver workflow for you, we're not your PMS yet.

FOUNDERS

About us

Kali Stewart, DMD — Co-founder, Practicing Dentist

Kali earned her dental degree from Boston University and has 8+ years of experience as a pediatric dentist across family practices and multi-location groups. She still sees patients full-time. Every clinical workflow in AveoDent — the odontogram, the auto-generated notes, the perio chart, the master procedure ledger — is shaped by what she actually needs at the chair. If a feature doesn't improve efficiency for dentists or front-office teams, it doesn't ship.

Sean Leary — Co-founder, Technology + Product

Sean has 10+ years of software product management experience, from large-scale enterprise platforms at IBM and BNY Mellon to building products from the ground up at LinkSquares and DataRobot. MBA from the University of Massachusetts Dartmouth. At AveoDent, Sean owns product strategy, engineering, and infrastructure — making sure the platform is fast, secure, and built for the way dental offices actually run.

The partnership

Kali and Sean are married. Kali does the dentist work; Sean does the build. Every product decision goes through both of them. No outside investors, no board pressure, no acquisition-day roadmap. Just two people building a

product they both believe in, with a deliberate plan to grow it carefully and serve the customers who sign up early.

Ready to apply?

Apply at aveodent.com/founding — five-minute form, then a 30-minute discovery call with both of us. We read every application personally. Whether you end up signing or not, you'll get a real conversation, not a sales pitch.

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Founding Member Brief · Draft May 2026