

MAKING A BIG DENT

At 21, Matt Dorey has changed the way dentists manage information with his web-based system. Next year, the computer prodigy intends to break into the U.S. market

By **Nicole Dunsdon** • Photography by **Colin Way**

Matt Dorey plans to follow in Bill Gates' footsteps by becoming a billionaire, then using his money to help others.

At 18, Dorey founded his second technology company, Curve Technologies Inc. (Curve Dental), and set out to develop a web-based dental management system. He recognized the pain dental practices experience through cumbersome network infrastructure costs and management issues and developed an online solution to combat it. His company has commercialized three unique products, and plans to enter the U.S. market next year. "We plan to perform our first acquisition by 2008, which would increase our customer base by 1,500 [it is currently 40] and represent a significant increase in the value of Curve Dental to between \$25 million and \$30 million," says Dorey.

Curve Dental's main application is CurveDMS, a full dental practice management suite, augmented by CurveData for data management and CurveIndex for performance benchmarking.

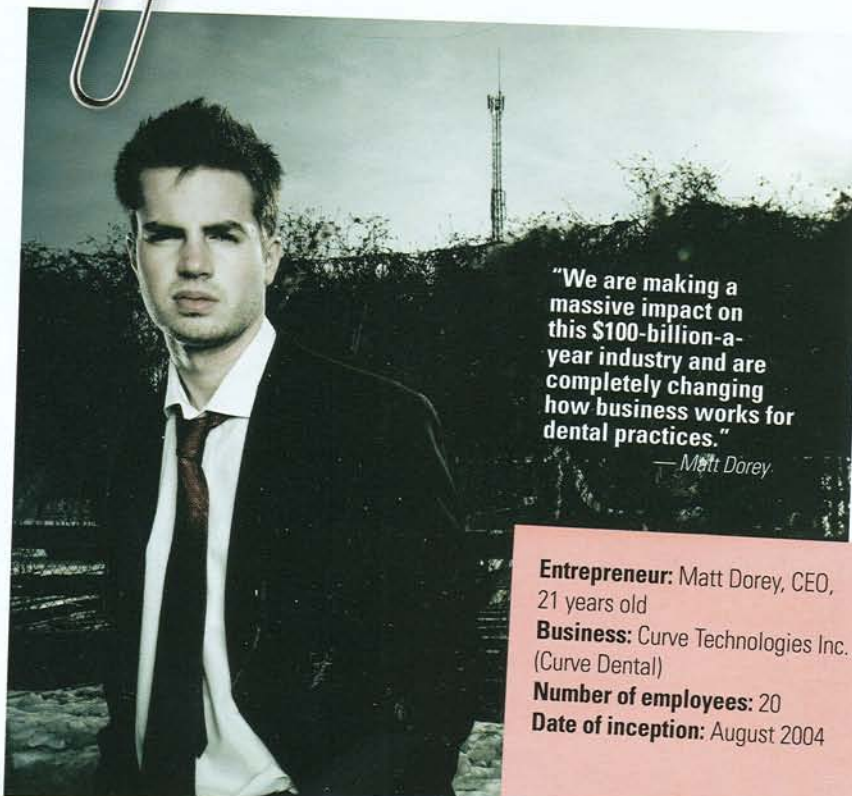
"We're the first company ever to allow the dentist to manage the bulk of their IT needs in an online, centralized fashion," says Dorey, adding that at a time when most major industries were moving to web-based software management, the dental industry was still an untapped niche. "We are making a massive impact on this \$100-billion-a-year industry and are completely changing how business works for dental practices."

His first and longest client, Dr. Sheilesh Davé, who owns a private Calgary-based periodontal practice, says the best software is one that "stays out of the way, doesn't cause any problems and facilitates your business."

Cars are a great motivator for Halifax-born Dorey, who moved to Calgary at the age of 15. He started his first business to fund the purchase of a Honda Prelude and, by 18, his goal was a BMW M3. He now has one, along with a M3 poster behind his desk, signed "Congratulations on the first \$1,000,000" from friends who thought Dorey was nuts to skip university and go into business, although he believes in the importance of education. "The best form of education is learning from people who have been there and done it," he says. ■

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Entrepreneur: Matt Dorey, CEO, 21 years old
Business: Curve Technologies Inc. (Curve Dental)
Number of employees: 20
Date of inception: August 2004

MENTOR MUSINGS

Dorey sought out Martin Langlois, president of Luxe Developments Corporation, as a mentor.

"I met Matt about three years ago, at the earliest days of Curve. What inspired me most about him was his determination to succeed and his clarity. Everything he told me three years ago is exactly what he's done. I was one of Curve's very first investors. His passion and charisma has attracted some very successful business people to invest. Curve is a success story in the making. One, because of the value it brings to the dental industry and, two, because of the people that Matt has working with him. Everyone he has hired has adopted his passion and commitment. Curve is on the brink of making it big."

Monthly Budget

40%: Sales and marketing
40%: Research and development/customer implementation and support
20%: General operating expenses

Nuts & Bolts

40: Number of clients
60 to 80: Number of hours put into a work week
\$2.5 million: Amount raised to fund the business
3: Number of software products commercialized
12: Age when Dorey started taking university classes in advanced computer programming
15: Age when he started his first technology company
4: Number of Curve investors who have built other billion-dollar companies
1: Number of times Dorey worked for someone else