

SLATE

ELECTRIC FLOSSER

BRYNN MACLENNAN SNYDER

7 Figure Female Founder

& Mom of 5 transforming health tech



Brynn Snyder transformed a simple idea into SLATE, a 7-figure health tech company, within just two years. A product designer, entrepreneur, and mother of five, Brynn co-founded SLATE with her dentist husband to create an electric flosser aimed at preventing and treating oral health issues linked to serious diseases such as heart disease and dementia. Their mission is to make preventive oral care accessible, effective, and integral to overall health.

MensHealth

goop

allure

ADA Forsyth

well+good

POPSUGAR.

Just INGREDIENTS

HOW BUILT THIS

DRR
DENTAL PRODUCT REPORT

MISSION & IMPACT

Brynn's mission centers on empowering individuals through better oral health education and effective products. SLATE's approach emphasizes education over mere product sales, underscoring the importance of proactive oral care in preventing serious health conditions. This is especially relevant given recent 2024 data reinforcing the deadly link between poor oral hygiene and systemic diseases like heart disease and dementia.

WHY BRYNN?



Offers practical strategies and authentic stories that resonate with audiences

- Oral Health & Systemic Diseases: Discussing the critical link between oral hygiene and serious health issues like dementia, heart disease, and pregnancy complications.
- Educating Over Selling: How prioritizing education builds trust and turns hesitant buyers into loyal advocates.
- Achieving Kickstarter Success: Real strategies for reaching and surpassing funding goals quickly.
- Entrepreneurship & Motherhood: Sharing honest insights into managing a seven-figure business while raising five children.
- Creating Impact Beyond Profit: The importance of building a supportive company culture that includes flexible work for parents and jobs for Ukrainian refugees.
- Sustainable Manufacturing: Advocates eco-friendly production methods, reducing waste, and minimizing environmental impact.
- Toxin-Free Living: Promotes products free from harmful chemicals to support health and wellness.



QUESTIONS & TOPICS

- How did SLATE achieve its 24-hour Kickstarter success, what can other entrepreneurs learn from this?
- What is the connection between oral health and systemic diseases, and why is this often overlooked?
- How can founders shift their focus from selling products to educating buyers for long-term brand growth?
- What practical advice does Brynn have for balancing entrepreneurship and motherhood?
- How does Brynn's approach to building a supportive, inclusive company culture create broader social impact?