

# Brilliant Healthy Smiles

*Brilliant Healthy Smiles is founded by Dr Fraz Ali and is a social enterprise based in Bradford, West Yorkshire. As the first of its kind, it operates as a dental clinic that follows NHS pricing structures without being part of the NHS. This innovative model will make dental care more accessible for individuals facing financial hardship.*



## CHALLENGE

Brilliant Healthy Smiles is addressing a critical challenge in Bradford where, around 57% of the population are not registered with an NHS dentist.

## SOLUTION

This dentist will operate independently of the NHS but will follow NHS pricing structures. It is located in the heart of Bradford city centre and aims to provide affordable dental services to the unregistered population.

## REVENUE

The revenue model is based on providing dental services to the local community. Additionally, there is a subscription model in place where patients pay a fee to remain registered with the practice, ensuring continuous access to dental care.

## IMPACT

With 57% of Bradford's residents lacking access to an NHS dentist, this initiative will provide essential dental services to approximately 319,314 individuals who are currently underserved.



**10 years**  
Duration



**0%**  
Cost of Capital



**n/a**  
Turnover  
(Start-up)



**£205K**  
Amount  
invested



**Shariah  
Compliant**  
Product  
type

**KICKSTART  
BUSINESS**

