



OptiOpia, Inc.

Affordable Technology for Eyecare

OptiOpia's mission is to improve detection, correction and prevention of visual loss due to uncorrected refractive error. "Uncorrected refractive error" refers to near-sightedness (myopia), far-sightedness (hyperopia), and astigmatism, including the far-sightedness associated with age (presbyopia). We are developing products to make and sell on a for-profit business basis.

The first product addresses the greatest obstacle, the lack of trained optometrists, ophthalmologists and special-purpose "refractionists" who can perform an exam to figure out whether someone needs corrective lenses and if so to figure out the right prescription (specification of the optical characteristics of corrective lenses). The auto-refractor allows a pretty good estimate of the right lenses to be made, thus speeding the eye exam of the trained practitioner and allowing the less skilled to do a good job, too. The OptiOpia auto-refractor adds to the existing, mature, well-understood product category a device that is a break-through in cost, usability and public health value, a device tailored to the needs of emerging markets.

The second product is an innovative lens molder, to enable on-the-spot custom manufacture of good quality basic plastic spectacle lenses. Together, the OptiOpia auto-refractor and lens molder will make the world's most compact optician's shop – suitable for the back of the motorcycle of a mobile entrepreneur or a kiosk within a larger retail outlet (e.g., a "drugstore" selling health and cosmetics, sunglasses and reading glasses, etc.).

Overview of Business Path

With lower risk, we will achieve break-even by selling to traditional eyecare customers through existing distribution channels; then, greater profits will be achieved by extending the primary eyecare market in countries such as Mexico, Brazil, India, China, etc. that are aptly named "emerging markets," where a billion people need glasses and don't have them.

Auto-refractor

- More affordable: US MSRP < \$2,500 (Cost of Goods Sold < \$200)

- Portable
- “See-through” design for superior accommodative stability & monocular subjective refraction
- Ruggedized (against dust, shock, humidity) & low-maintenance
- Ideal for vision screening of children & everyday refractive service
- Great for mobile clinics, 2nd offices, schools & developing countries

Lens molder

OptiOpia is developing an innovative, patented lens-making system. It produces single-vision prescription plastic (UV-curable & thermoplastic) lenses, from a compact, computer-printer-sized device. The lens molder will eliminate complex distribution systems by producing lenses on site, on demand, in five minutes. The molder will deliver convenience and speed, yet reduce the need for working capital and training (human capital).

Chairman & Founder – Saul Griffith, PhD. Inventor. MacArthur Fellow 2007 (“genius grant”). Founder of several other technology ventures; Ex-CEO, Makani Power.

President & Founder – David Grosof, PhD, MBA. Ophthalmology professor, Washington University Medical School (St. Louis); Founder, Foundation for Vision Science.

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