

# FULLER VISION®



Autofocusing Glasses

# WHAT'S THE PROBLEM?

We start losing our near vision in our 40's.

By age 60, our near and intermediate vision is gone.

This condition affects us all in time, and it's called **presbyopia** ("old eye" in Greek).



See how presbyopic vision really looks like:

[https://www.youtube.com/watch?v=qPcxmGI5KbE&ab\\_channel=Focure](https://www.youtube.com/watch?v=qPcxmGI5KbE&ab_channel=Focure)

# WHO DOES THIS MATTER TO?

People who do visually demanding work need to focus quickly on objects at at least three different distances: near, intermediate and far.

SCIENTISTS

SURGEONS

JEWELERS

DENTISTS

RESEARCHERS

TEACHERS

ARCHITECTS

ENGINEERS

ARTISTS

DESIGNERS

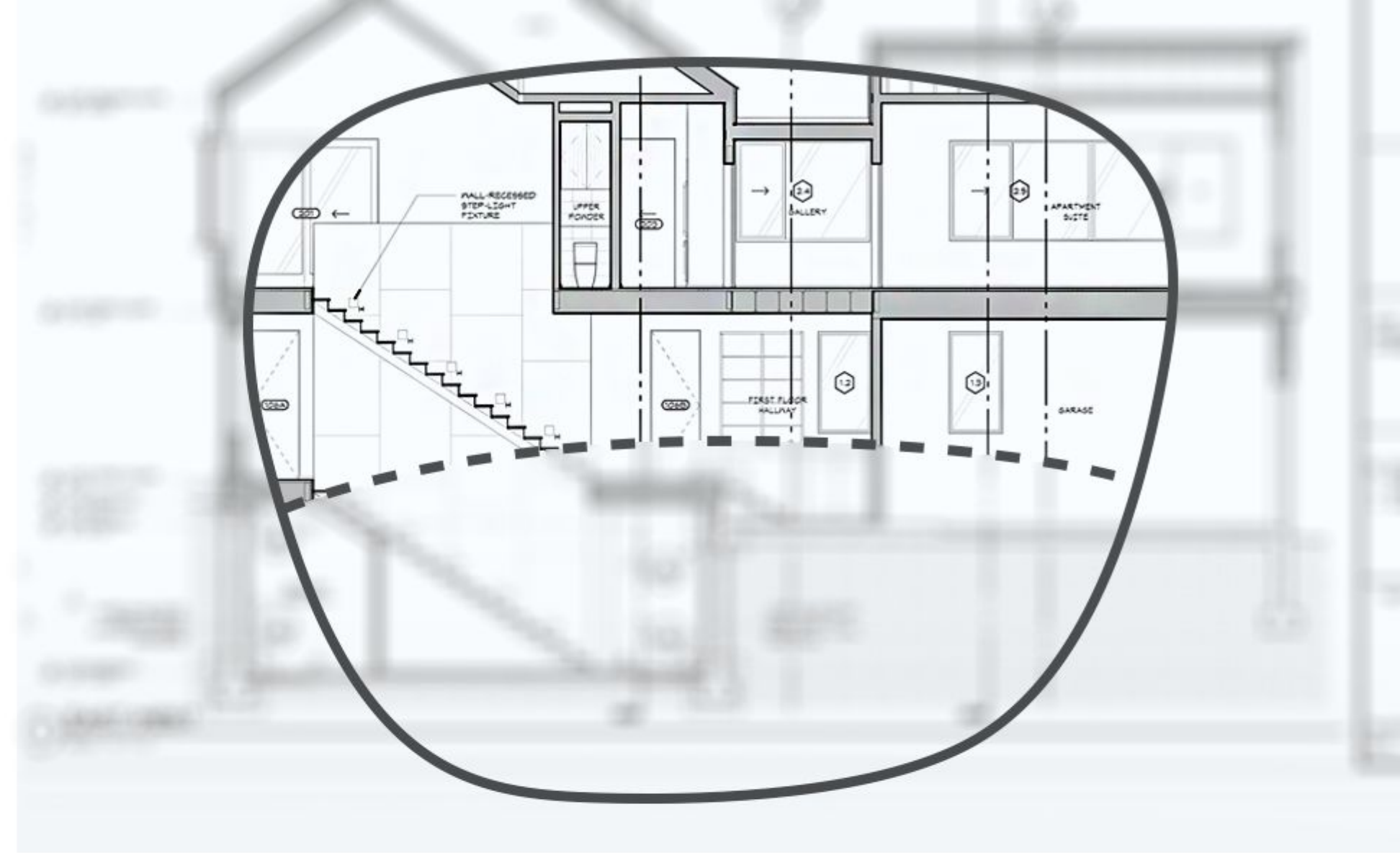
DEVELOPERS

MODELERS



# WORKING WITH MILD TO MODERATE PRESBYOPIA

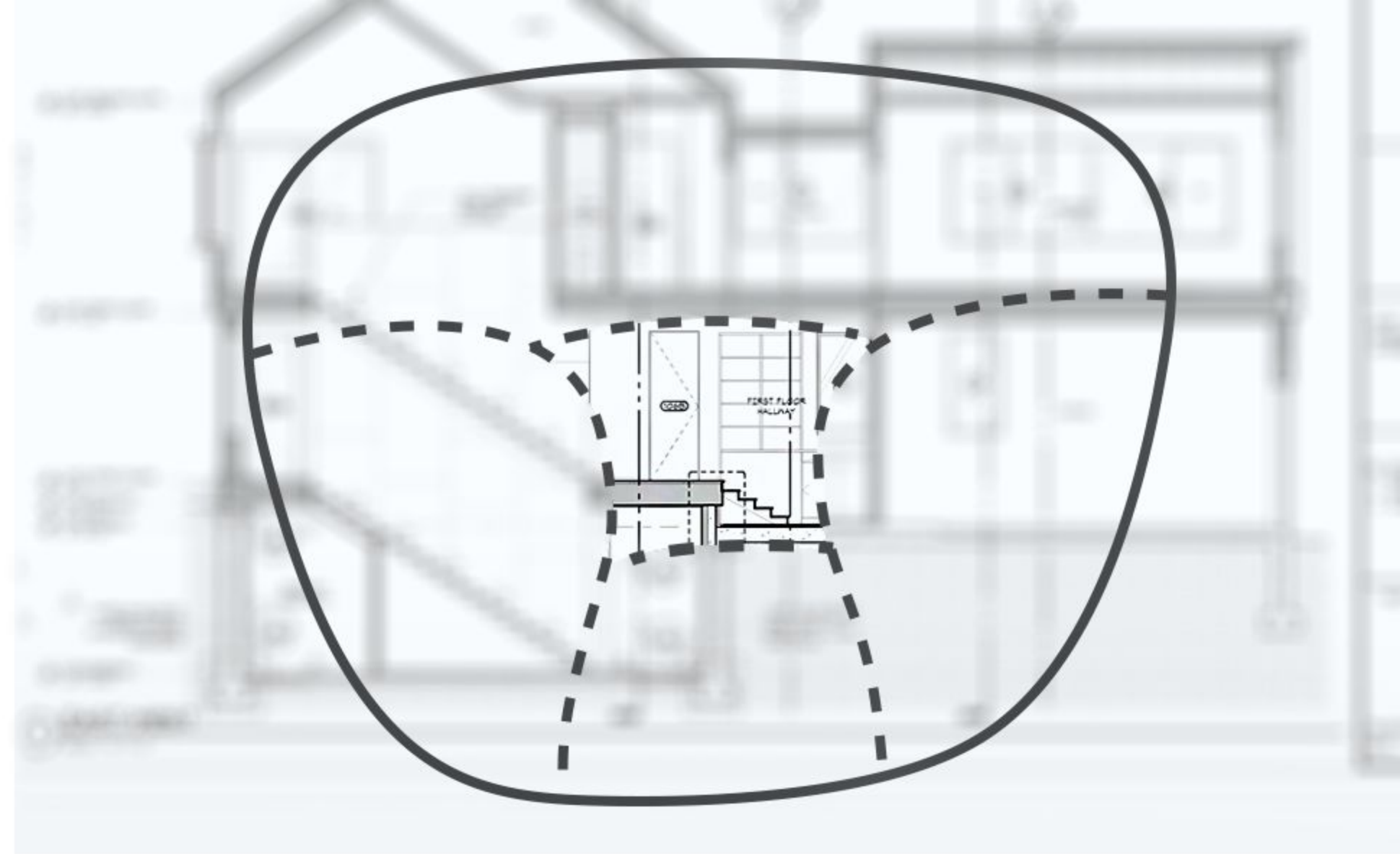
- Age group 40 to 55
- Intermediate distance focus works fine
- Need a little help focusing up close
- Two-distance multifocal glasses serve them pretty well



# WORKING WITH ADVANCED PRESBYOPIA

- Age 60+
- Require help focusing at near and intermediate distances
- Glasses need 3 different prescriptions
- Usable lens surface is very small
- Have to switch between multiple pairs of glasses
- Slow and ineffective

**Visually demanding work becomes impossible**



# THE ANSWER IS AUTOFOCALS®

AI-powered glasses that  
change focus automatically  
based on where you look.



# AUTOFOCALS® ADVANCE PRESBYOPES BACK UP TO SPEED

- ✓ Both hands free while working
- ✓ No workflow breaks to switch to another pair of glasses
- ✓ Instant focus at any distance
- ✓ Clear lenses with zero distortion
- ✓ 16 hours of battery life
- ✓ Elegant lightweight frame



Actual footage of our Autofocals® simulated POV from user's perspective:

[https://www.youtube.com/watch?v=VnBlzwanLOE&ab\\_channel=Focure](https://www.youtube.com/watch?v=VnBlzwanLOE&ab_channel=Focure)

# AUTOFOCALS® WORK BY TRACKING YOUR GAZE AND REFOCUSING THE LENSES

- + Patented technology
- + AI and ML for biometric scanning
- + Proprietary lens optimization software
- + Ultrasonic linear actuated Alvarez lenses

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= **Mimic the way a young human eye focuses naturally**

Our granted patents:

[US20170123233A1](#), [US20170123234A1](#)





# EARLY ADOPTERS NEED AUTOFOCALS® TO STAY PRODUCTIVE

The only solution for active people who want to keep working productively into their late 50's, 60's and 70's.

*“Autofocals exhibit **better visual acuity** when compared to monovision and progressive lenses while maintaining similar contrast sensitivity. On the refocusing task, autofocals are **faster** and, compared to progressives, also **significantly more accurate.**”*

*Stanford Computational Imaging Lab*



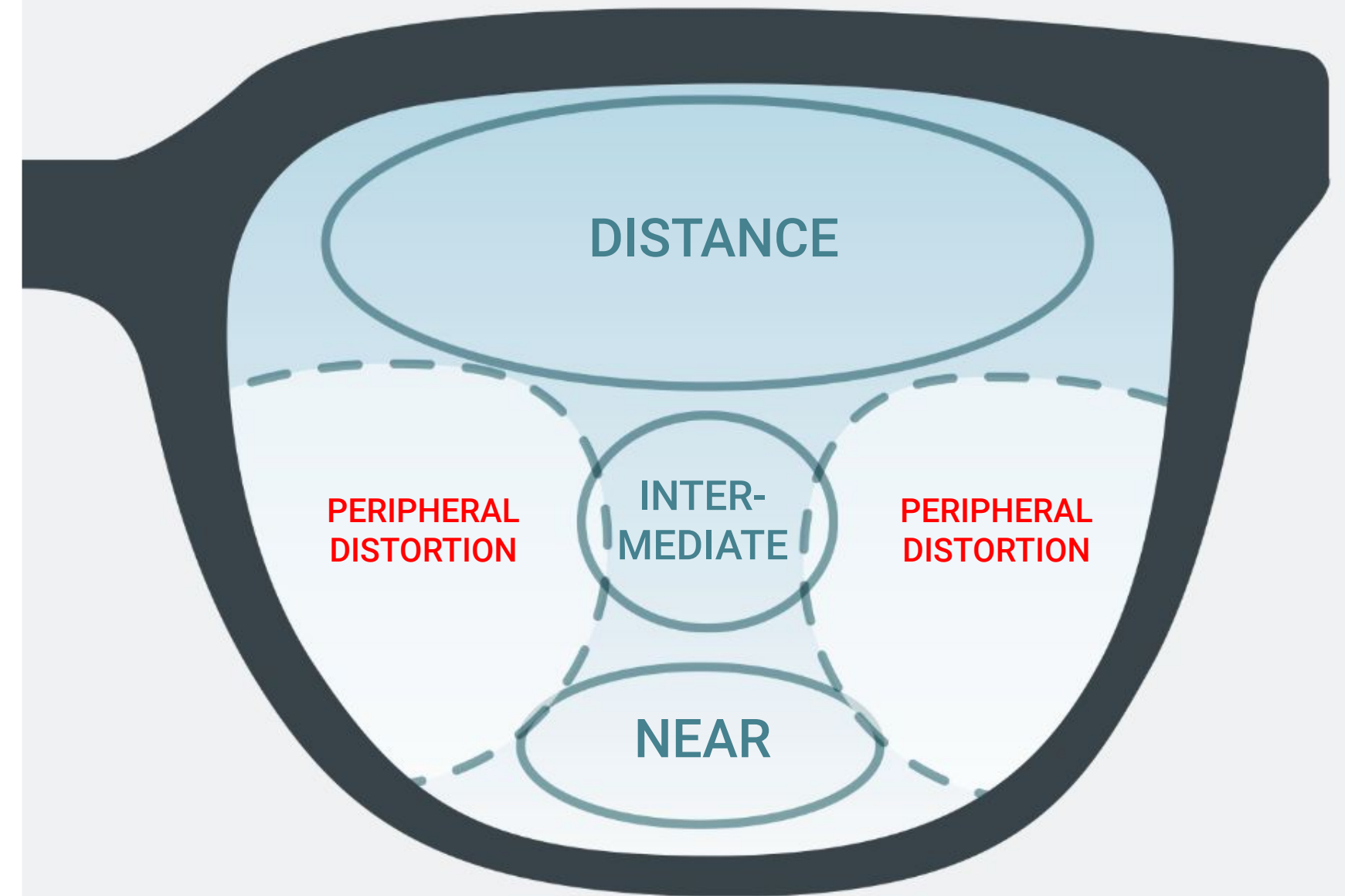
# THE MAJORITY OF ADVANCED PRESBYOPES NEED AUTOFOCALS<sup>®</sup> TO STAY SAFE

- Progressives are the current state of the art
- Their design directly causes **1/3** of all falls in the elderly<sup>1</sup>

**Autofocals<sup>®</sup>** bring:

- No distortion
- Instantaneous response times
- Superior comfort and safety for the users

1. Multifocal Glasses Impair Edge-Contrast Sensitivity and Depth Perception and Increase the Risk of Falls in Older People, [Stephen R. Lord PhD, Julia Dayhew, B App Sc, Amelia Howland BSc](#)



Typical progressive lens design

# BUSINESS MODEL

## B2C

Distribution channel: **optometrists**

Scaling: health insurance (Kaiser Permanente) + **big global companies for glasses** (EssilorLuxottica)

Validation: **letters of intent** from US optometrists and Kaiser Permanente

Retail **price range: \$5,000-\$8,000** (range obtained from Kaiser and Essilor)

Positioning: **premium** segment

# EARLY ADOPTER IDEAL CUSTOMER PERSONA (ICP)

- Age 60-75
- Top 10% income bracket
- Work or hobby requires precise focus at multiple distances
- Gadget/tech enthusiast



# EARLY MARKET ROLLOUT

- Beachhead market - Silicon Valley, CA
- Channel - optometrists
  - Average optometry office gives us access to ~1000 ICPs
- 10 optos currently onboarded
- Access to 10,000+ ICPs in Bay Area
- Cost of sales \$750 per pair (optometrist fitting fee)



# TRACTION AND TIMING

- Raised \$4M to date from optos, manufacturing partners, angels and small family offices
- Currently **testing our MVP** on friends and family
- **Raising \$1.5M** to sell first 100 V1 units in 2024 and validate product-market fit
- Scaling sales and serial production of V2 units in mid-2024



# A RAPIDLY GROWING OPPORTUNITY

**1B** advanced presbyopes worldwide

- ✓ US 70M
- ✓ EU 140M

**\$30B**/year spent on multifocal glasses in the EU and US, with **7.5% CAGR**

Our current reach

- ✓ 10K ideal customers by end of 2024
- ✓ 100K in 2025

Scaling

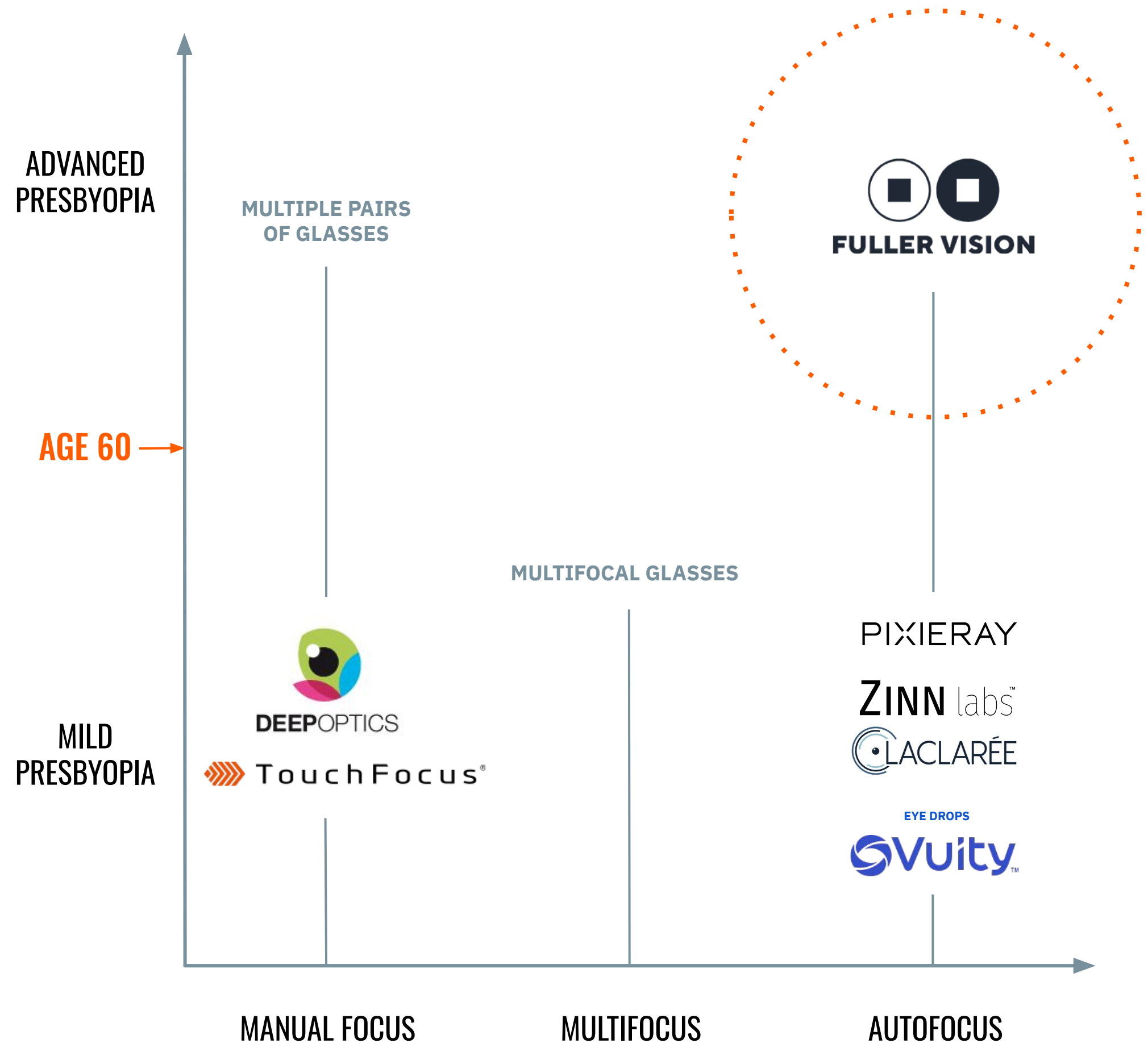
- ✓ Kaiser & Essilor - millions of customers



# THE COMPETITIVE LANDSCAPE

To help with productivity, a solution has to focus automatically and have enough focusing power to help with advanced presbyopia.

We have the only technology that can do both.





# KEY CHALLENGES

- Completing beta testing
- Scaling manufacturing and sales and marketing
- Expanding our network of optometrists and international partners



# ABOUT US

We've built a team of experts who share our vision to help people see more.



**Nebojša Šabović**  
Co-Founder and CTO  
Ex Palm, Google, LinkedIn



**Reed Foster**  
Co-Founder and CEO  
Repeat Startup Founder



**Dušan Grujić PhD**  
Electrical Engineering Lead



**Vladimir Vojvodić**  
Director of Operations



**Miroslav Milović**  
Product design lead



**Jason W. Dimmig MD**  
Ophthalmologist, Bend Ophthalmology  
Ophthalmology Partner



**Tamara Panić**  
Product design and user experience



**Steineke Thomas MD PhD**  
Chairman, JFK Neuroscience Institute  
Medical Partner



**Blake Caplan**  
Operations Advisor



**Goran Ignjatić**  
Owner, POL Optics  
Lens Laboratory Partner



**Tijana Apostolović**  
Lens Lead



**Savo Stanković**  
Owner, Hi-Tech PCBA  
Electronics Manufacturing Partner

# FUNDING ASK AND FOLLOWING ROUNDS

Current raise: **\$1.5M** (seed)

Purpose: ship first 100 units to early adopters in SF Bay Area

**\$850K** already secured and paid in:

- Silicon Valley business angel (\$650K)
- European family office (\$100K)
- US angel (\$100K)

Investment type: **SAFE**

No minimum ticket size

Ideal investor: angel/VC/family office in the wearables/hardware/CV/AI space

In discussions with Kaiser Permanente and several big corporate distribution partners for a series A round in H1 2024.

They are also our scale-up distribution channels once the product-market fit is validated.

# AUTOFOCALS<sup>®</sup> HAVE A POSITIVE IMPACT ON HUMANITY

Autofocals will improve quality of life for adults living with advanced presbyopia.<sup>1</sup>

Autofocals do not have distortion so they can help keep our loved ones safe.<sup>2</sup>

Our business model is designed to exploit our early adopters' willingness to pay a premium price for early access to our product. We will reinvest these profits to improve our product and make it available to as many people as possible by reducing costs at scale.

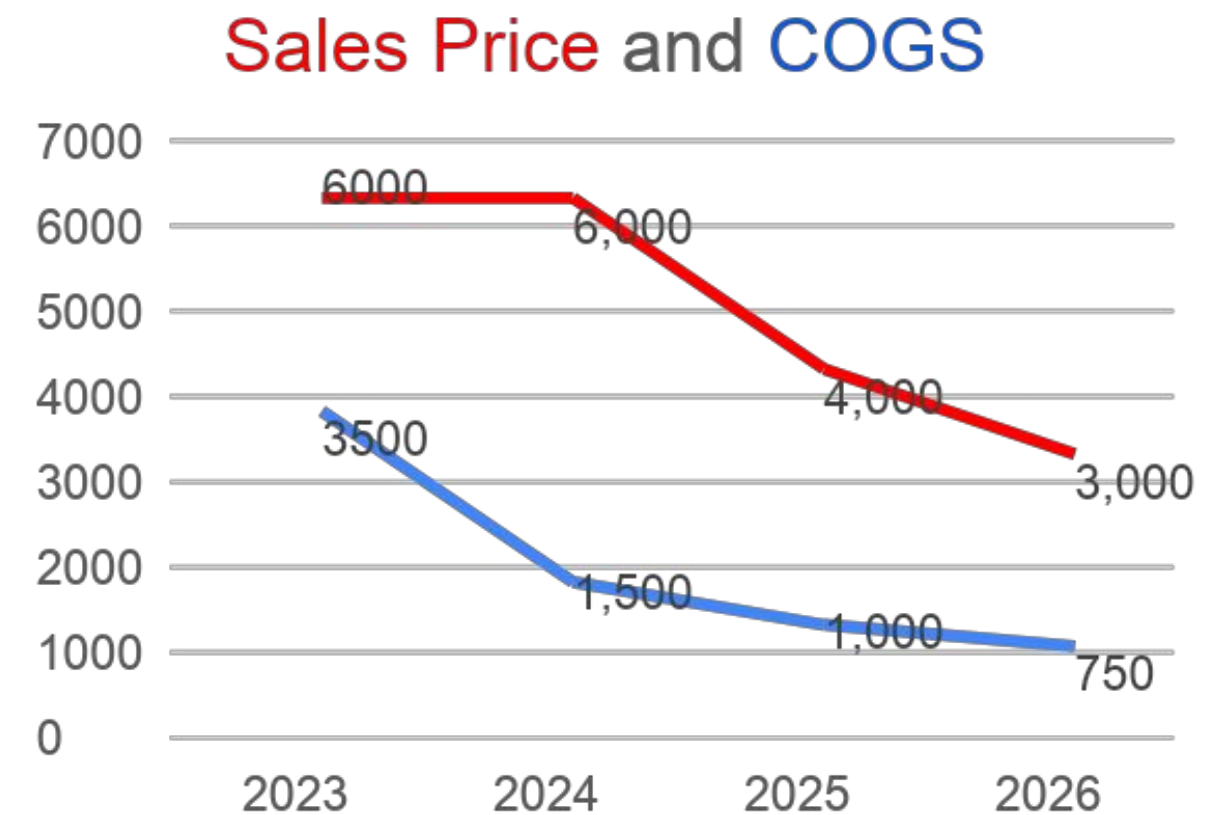
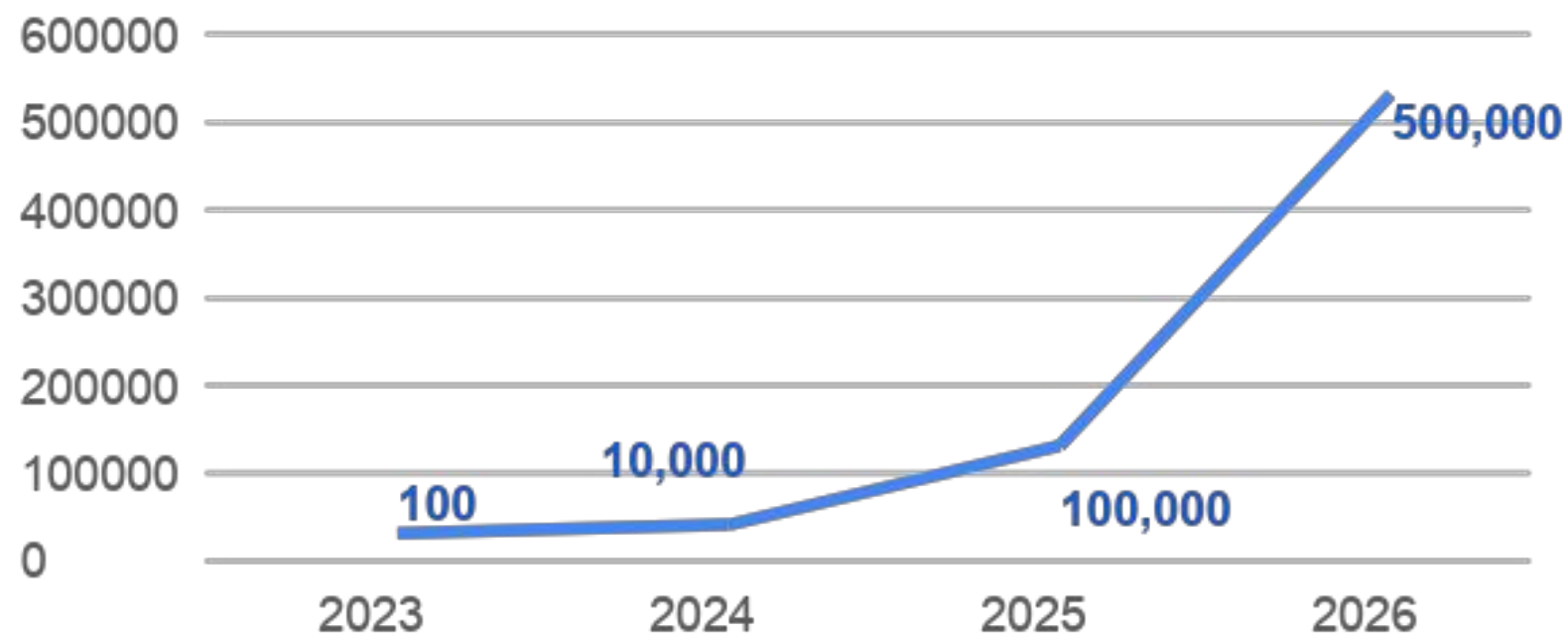
1. People with advanced presbyopia suffer up to a 20% decrease in quality of life (Berdahl et al. 2020). In accordance with the most recent European Commission standard, setting a statistical value for 'one quality life year' at €44K and the commonly used Health Utility Index, rating different types and degrees of diseases and sufferings/conditions in relation to a healthy person, a 20% decrease in QOL for the 100M Europeans over age 65 with advanced presbyopia costs €880B euros in lost quality of life (Shields, 2006).

2. 35% of falls in advanced presbyopes are caused by multifocal glasses because of the distortion inherent to this design.

# REVENUE FORECAST

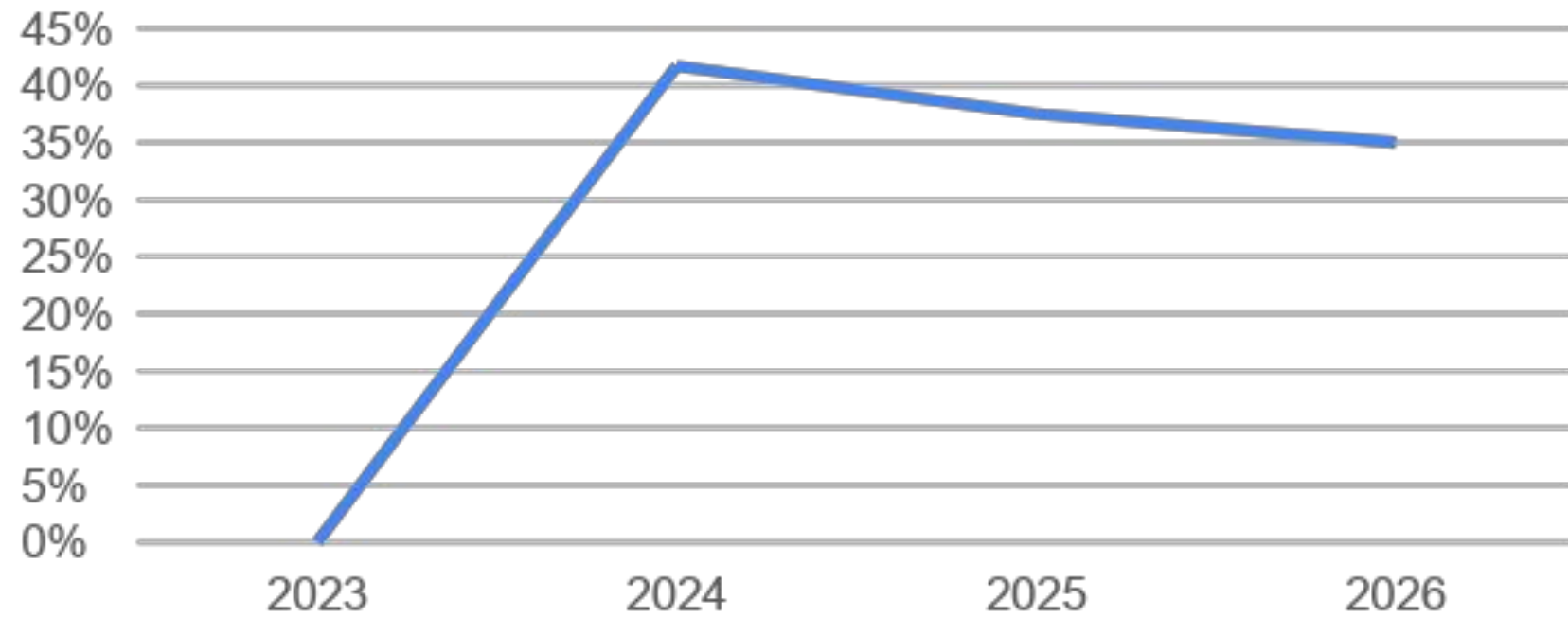
We expect to generate our **first revenue in Q4 2023** from our early adopters in the US.

Through 2024, we'll scale up in this niche while relying on independent optometrists and then move to mass production and wider distribution from 2025 onwards.

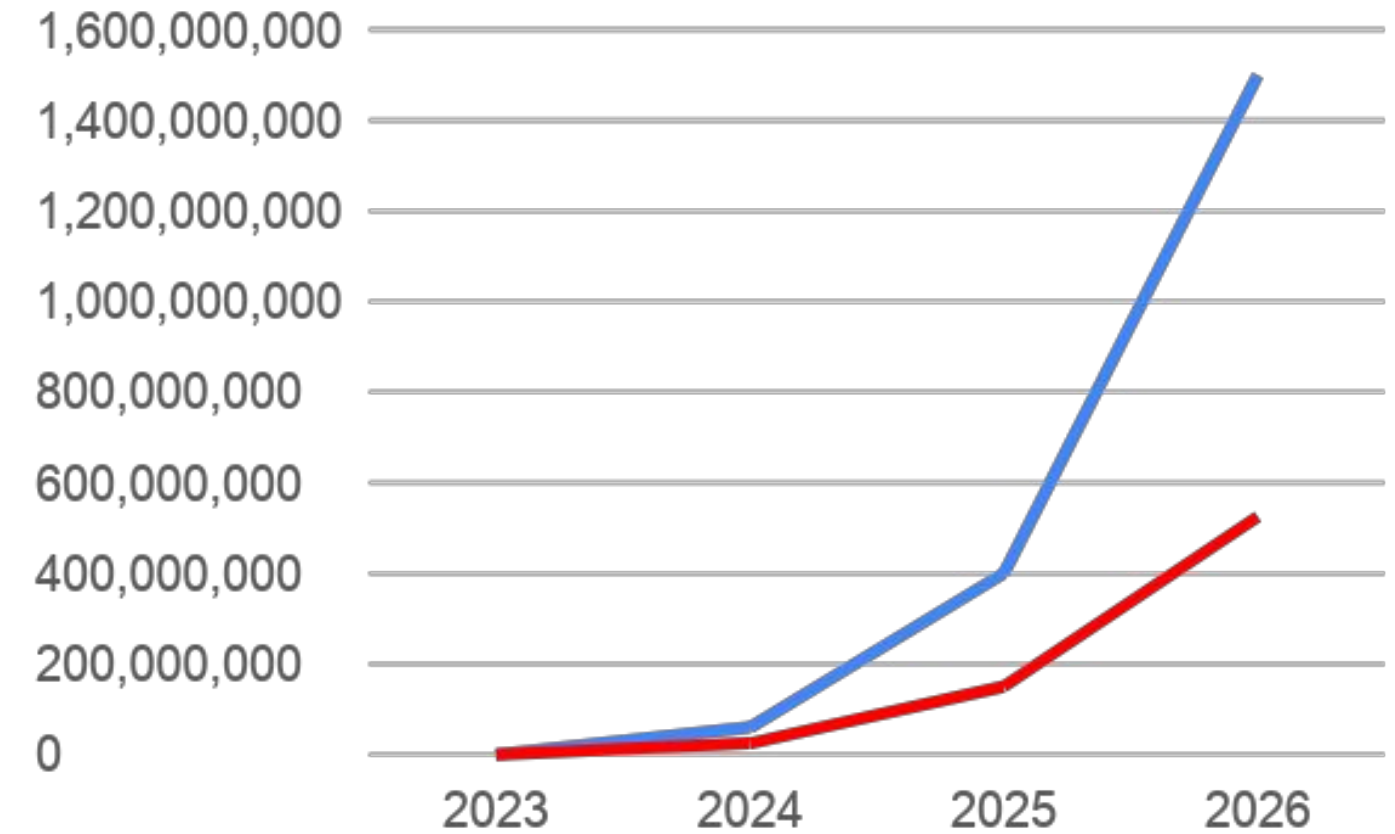


# EFFICIENT SCALING

We retain a very comfortable profit margin by leveraging economy of scale on both the manufacturing end and on the distribution side as we expand into global markets.



Revenue and Gross Profit





## Contact us for more info



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