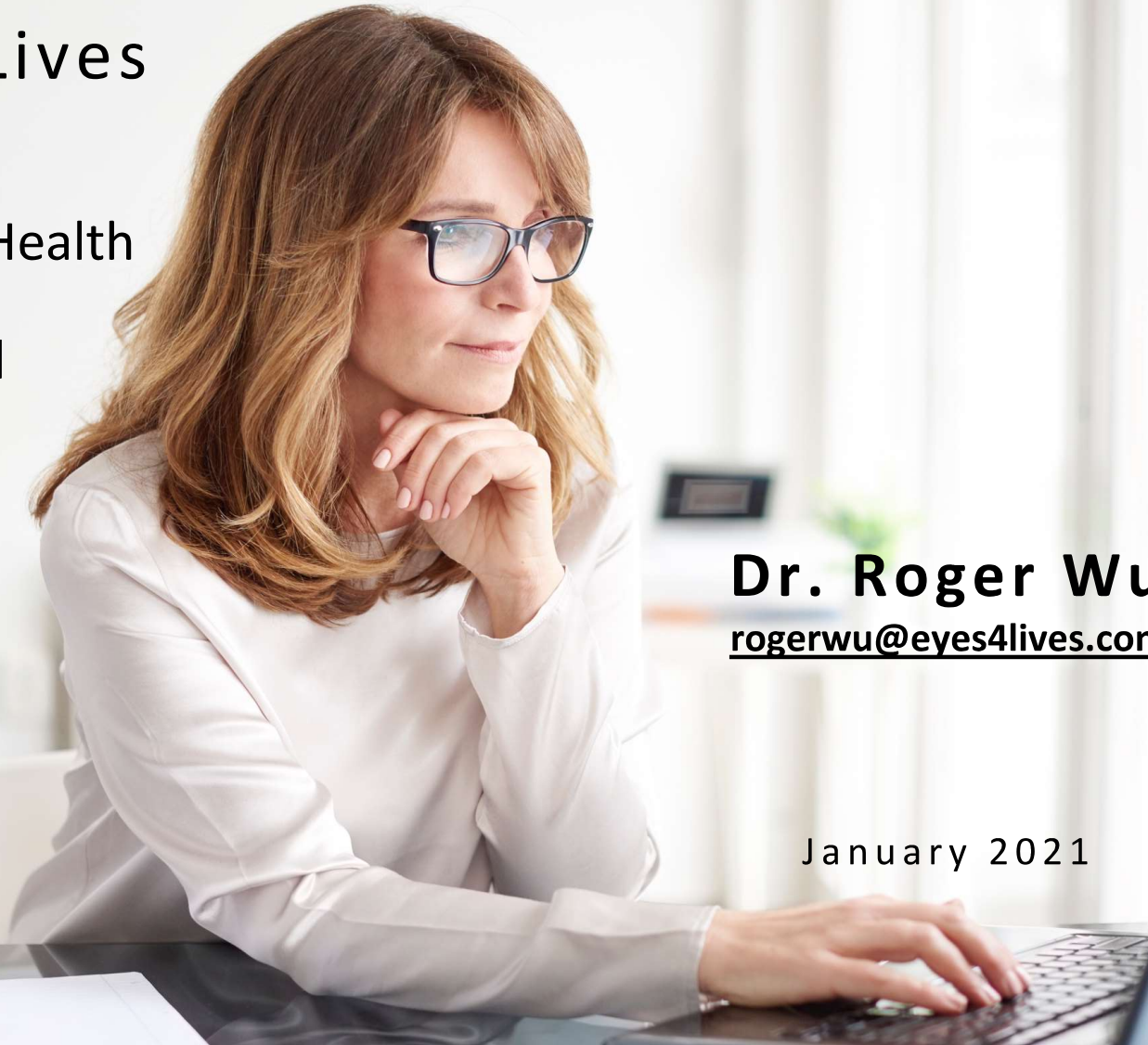# Eyes 4 Lives

Promoting Visual Health
in a
Digital World

Dr. Roger Wu
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January 2021

The Problem

Dry Eyes

Back & Neck Pain

Digital Eye Strain

Myopia

Headaches

2 in 3 adults
1 in 3 children
experience symptoms of
Digital **E**ye **S**train[1]

Doctors attribute increased DES
to increased **screen usage** [1]

DES is caused by these five risk factors.
We monitor and nudge the user on:

› Blink Rate

› Viewing Distance

› Sitting Height

› Ambient Lighting

› Screen Time

How It Works

eyeQscore™

Excellent!

› **Proprietary scoring system**, eyeQscore.

› Custom **deep learning AI** algorithms.

› **Embedded** into laptops, tablets, cell phones and TVs using **built-in cameras**.

› Optimized **power & CPU consumption.**

› Using **hyper-efficient** AI chips and **Intel**'s next-gen computing platform.
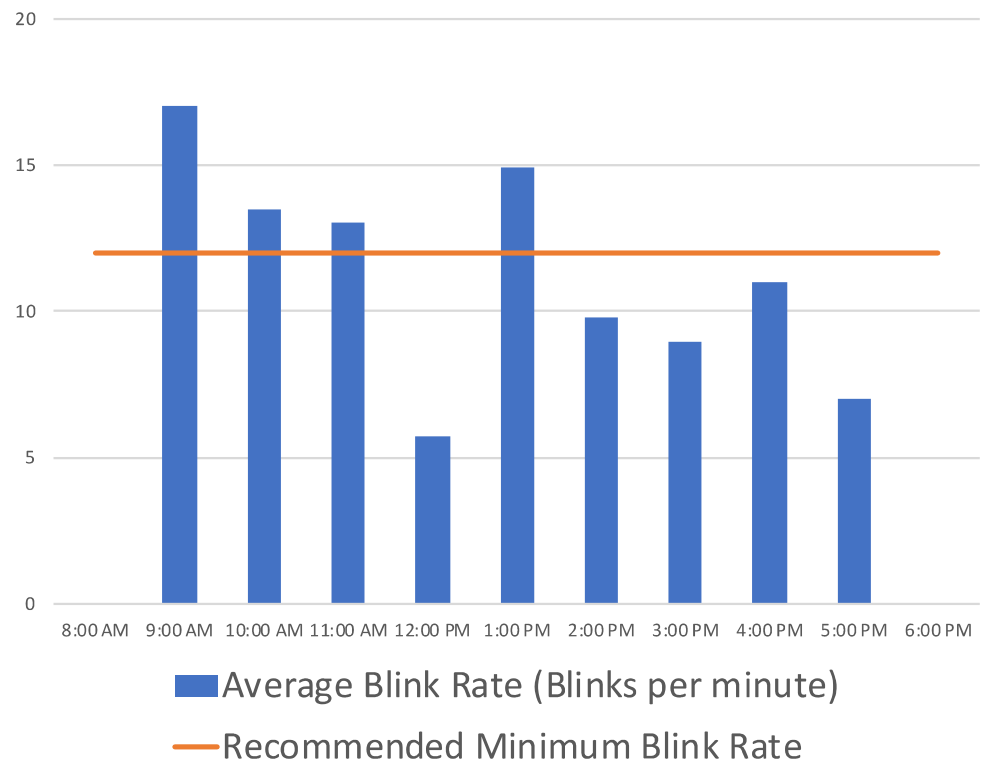
› Scalable & **secure** cloud infrastructure.

Clinical Study and Efficacy

Initial 10-participant efficacy study at USC's Department of Ophthalmology

Number of Posture Violations

Legend: Without Alerts (blue), With Alerts (orange)
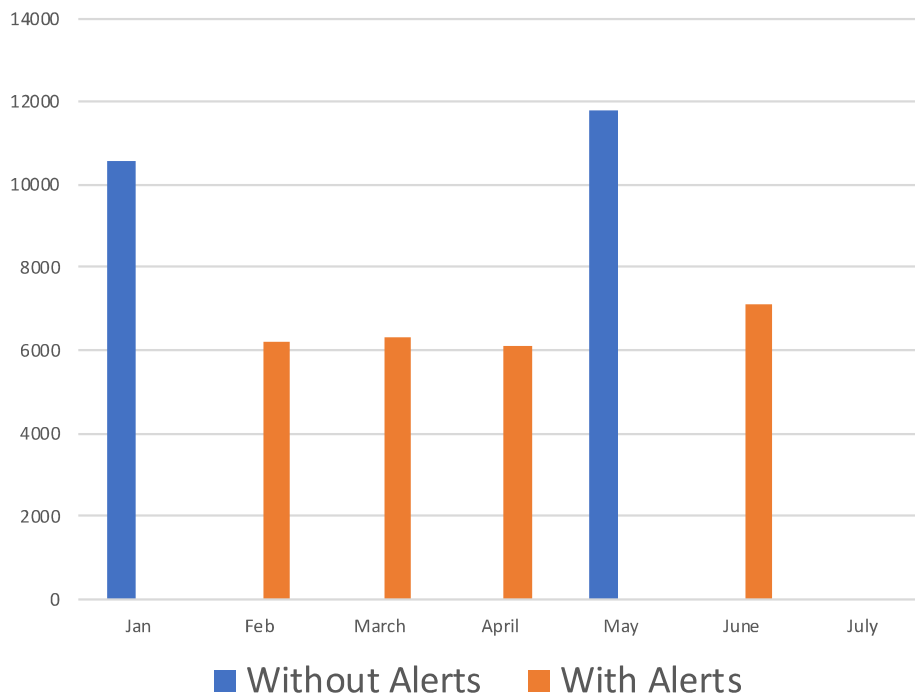
Average Blink Rate - Work Day

Legend: Average Blink Rate (Blinks per minute) (blue), Recommended Minimum Blink Rate (orange)

Beachhead Business Model

IP Licensing

$0.20 – $0.99
per device

(based on volume)

Embedding software directly into firmware of integrated webcams.
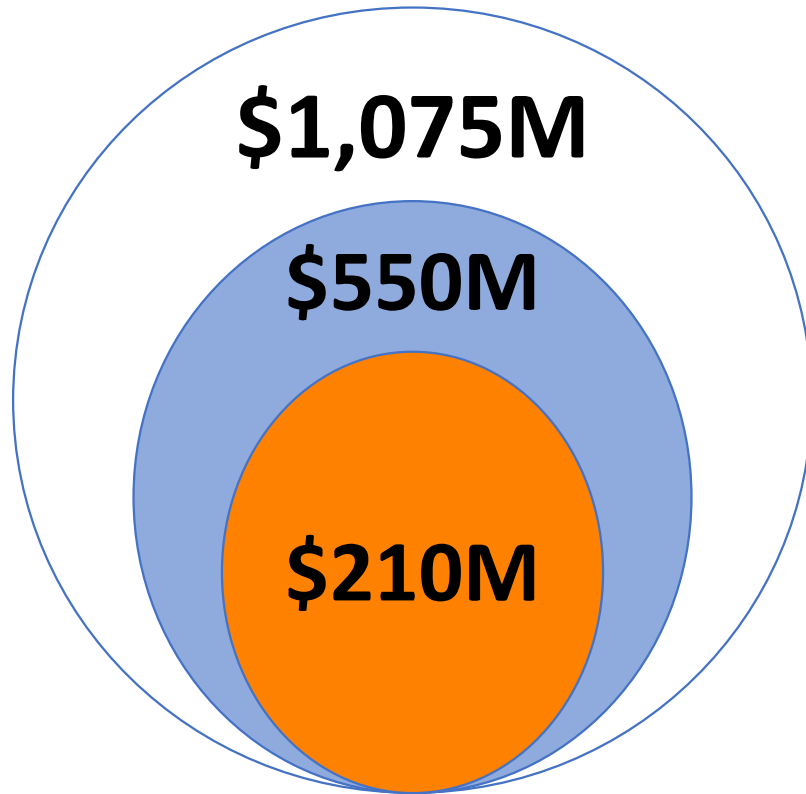
SaaS Subscriptions

$0.99 – $4.99
per month

(based on features)

Freemium model of premium consumer features (free trial).
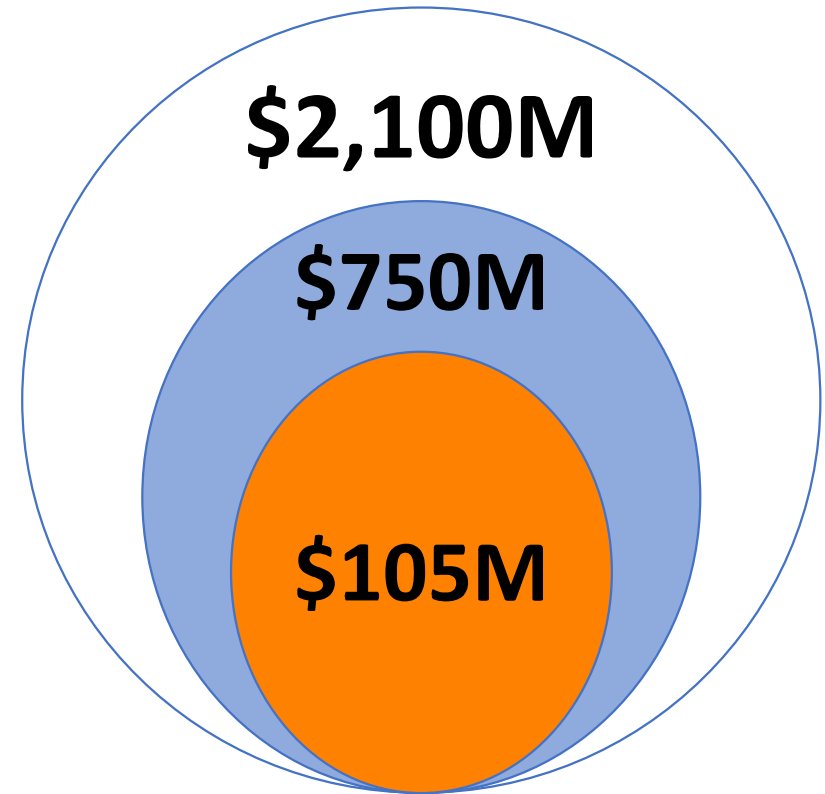
Beachhead Market Opportunity

$1,075M TAM

$550M SAM

$210M SOM

IP Licensing

$2,100M

$750M

$105M

SaaS Subscription

Competitive Landscape

	Eyes4Lives	Time Software	Ergonomic Assessment	Eye Drops	Blue-Light Glasses
Address Root Cause	✓	☐	✗	✗	✗
Blink Rate	✓	✗	✗	☐	✗
Viewing Distance	✓	✗	☐	✗	✗
Sitting Height	✓	✗	☐	✗	✗
Ambient Light	✓	✗	☐	✗	✗
Screen Time	✓	✓	✗	✗	✗
Continuous Coaching	✓	✓	✗	✗	✗
Pre-Loaded	✓	✗	N/A	N/A	N/A
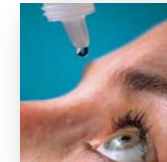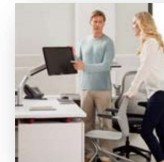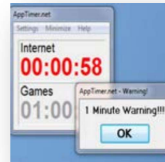
Market Validation: Customers

Market Validation: ODM/OEM

Founders

Roger L. Wu, O.D.
Founder & CEO

› Over 23 years of experience as an Optometrist
› 10 years research on Computer Vision Syndrome
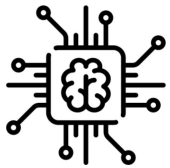› Keynote Speaker at NASA, National Ergonomic Council and ErgoExpo 2018 on Digital Eye Strain
› First optometric intern selected for the 1996 Summer Olympic Games in Atlanta
› Doctor of Optometry, Pennsylvania College of Optometry

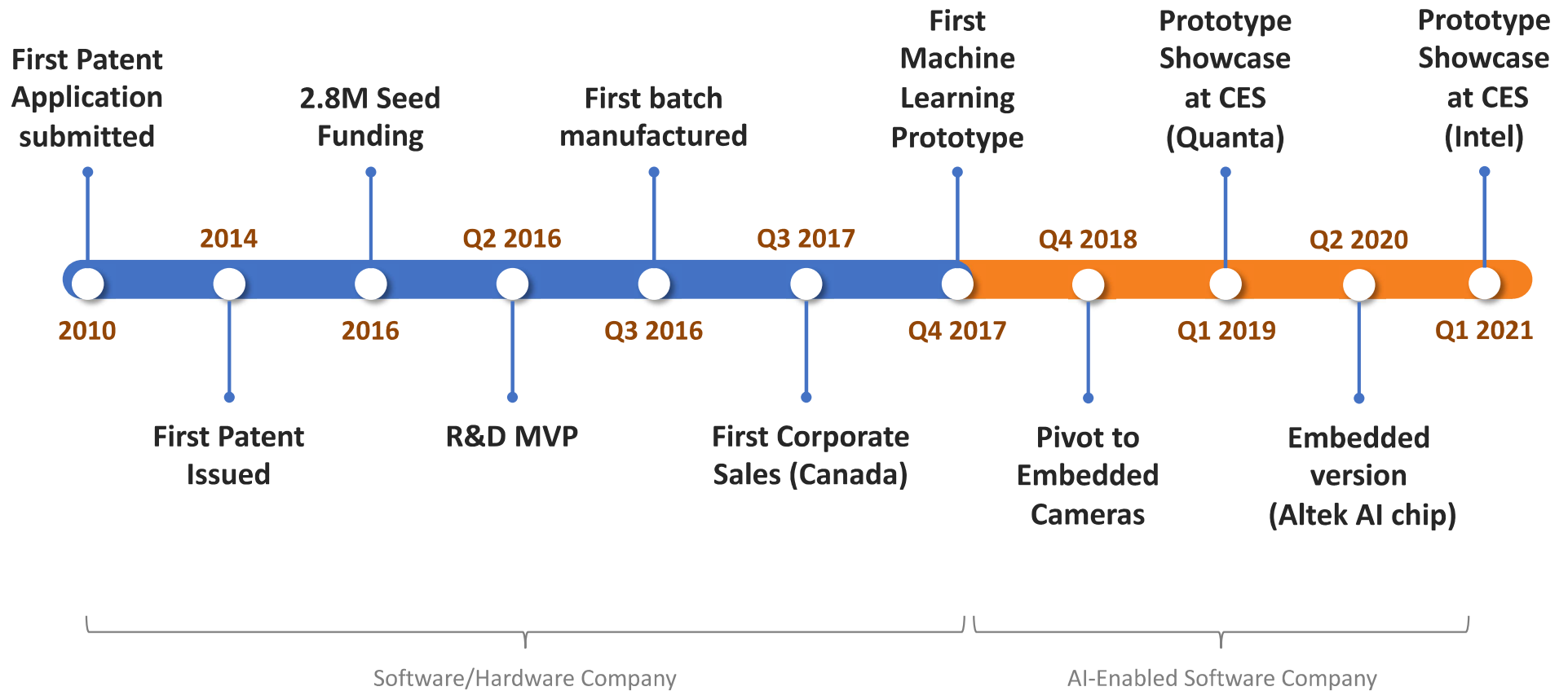**Jan Biermeyer**
Co-Founder & CTO
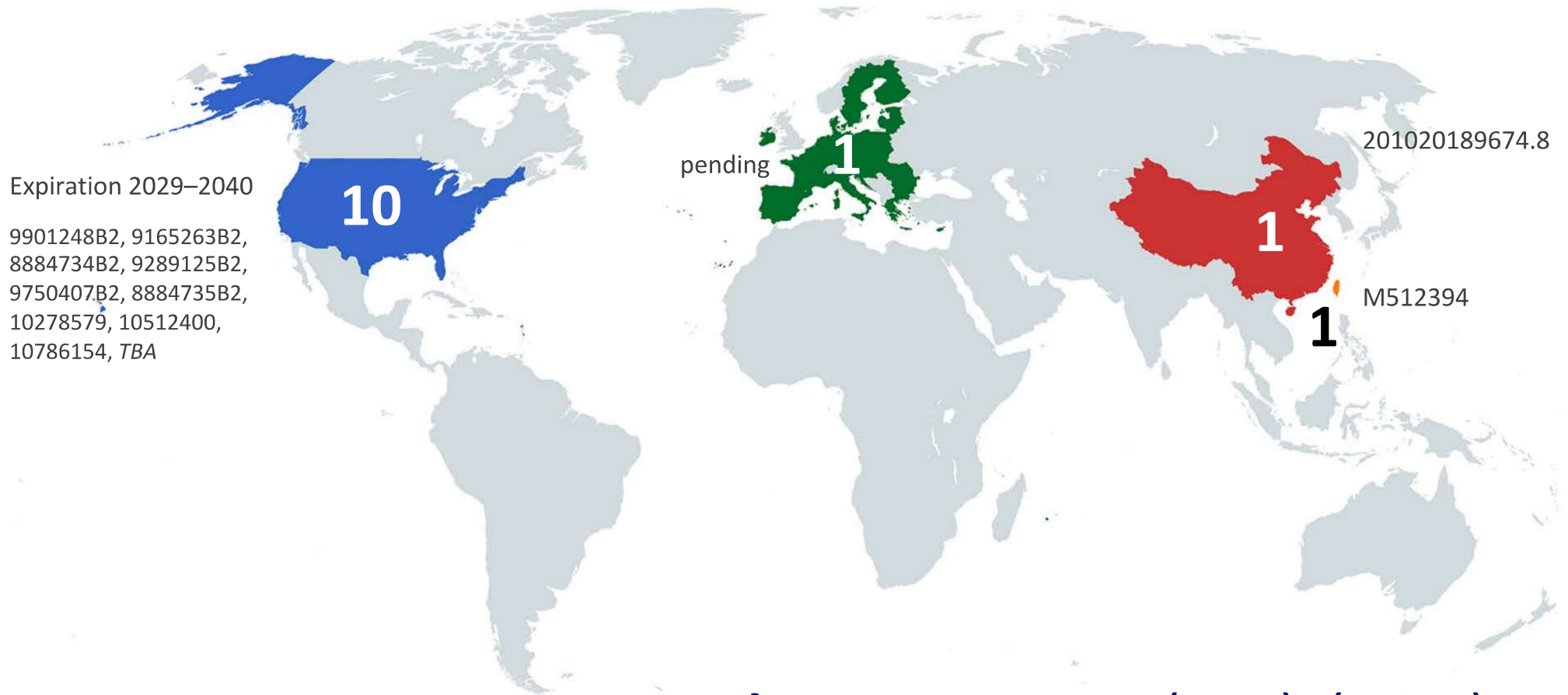
› Serial Entrepreneur and Intrapreneur
› Co-Founder and CTO Gliimpse (acquired by Apple)
› 35 years of hands-on coding experience
› 20 years experience in applied and theoretical machine learning (AI) and computer vision
› R&D work in Germany, South Korea, and California
› M.S. Artificial Intelligence (UC Berkeley) and M.S. Computer Engineering (Paderborn, Germany)

Company Milestones

First Patent
Application
submitted

2.8M Seed
Funding

First batch
manufactured

First
Machine
Learning
Prototype

Prototype
Showcase
at CES
(Quanta)

Prototype
Showcase
at CES
(Intel)

2014   Q2 2016   Q3 2017   Q4 2018   Q2 2020

2010   2016   Q3 2016   Q4 2017   Q1 2019   Q1 2021

First Patent
Issued

R&D MVP

First Corporate
Sales (Canada)

Pivot to
Embedded
Cameras

Embedded
version
(Altek AI chip)

Software/Hardware Company

AI-Enabled Software Company

Expansive Patent Protection

Expiration 2029–2040

9901248B2, 9165263B2, 8884734B2, 9289125B2, 9750407B2, 8884735B2, 10278579, 10512400, 10786154, *TBA*

10

pending

1

1

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1

Freedom To Operate (FTO) (2018)

Financial Forecast

P&L (Million)	Year 1	Year 2	Year 3	Year 4	Year 5
Total Revenue	$5.5	$97.7	$161.3	$222.2	$283.1
Licensing	$4.5	$66.5	$103.2	$140.9	$178.6
Subscription*	$1.0	$31.2	$58.1	$81.3	$104.5
Gross Profit	$2.4	$40.7	$66.6	$92.8	$117.8
Operating Expense	$4.8	$14.4	$21.9	$31.5	$46.1
Net Income	$-3.6	$26.3	$44.7	$61.3	$71.7
% Net Income	-64.2%	26.9%	27.7%	27.6%	25.3%

*Based on industry standards, we estimate trial conversion rate of 5% and monthly retention rate of 30%

Our Ask - Series A

Friends & Family

**CEO invested $900,000+ of own money, raised add'l $2.8 million**

› R&D, Patents, two gen. software development

› Hardware development and production

› Initial Sales and Marketing Efforts

Bridge Round

1.5M

› Third Generation Software

› On-Die AI Chip & Intel Next-Gen Integration

› Productionalization with OEM partner(s)

› Patent Expansion and Enforcement

› Marketing (CMO) & Efficacy Study

Use of Proceeds
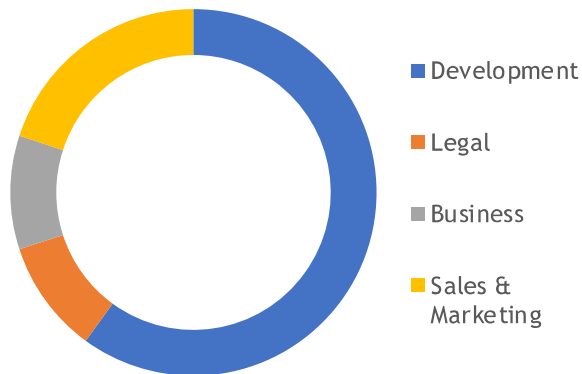
- Development
- Legal
- Business
- Sales & Marketing

THANK YOU

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Recent News

Jan 2021   Showcase with Intel at CES

Sep 2020   Signed MOU with Intel Corporation

Jun 2020   Collaboration with large TV manufacturer

Jan 2020   2nd place at CES Silicon Valley Funding Pitch Summit out of 49 startups.

Dec 2019   Moved to final review stage for clinical study NIH grant (up to $2M).

Apr 2019   Signed LOI with Quanta Computer, the world's largest laptop ODM.

Jan 2019   Pivoted from B2C to new strategic ODM/OEM partnership model.

Jun 2018   4th place at Startup Pitch Tank Las Vegas out of more than 1000 startups.

Jun 2016   Successful small-scale clinical efficacy study at USC (10 participants).