

Promoting Visual Health  
in a  
Digital World

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## The Problem

Dry Eyes



Back & Neck Pain



**Digital  
Eye  
Strain**



Myopia



Headaches

**2 in 3 adults**  
**1 in 3 children**  
experience symptoms of  
**Digital Eye Strain<sup>1</sup>**

Doctors attribute increased DES  
to increased **screen usage<sup>1</sup>**



## The Causes

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



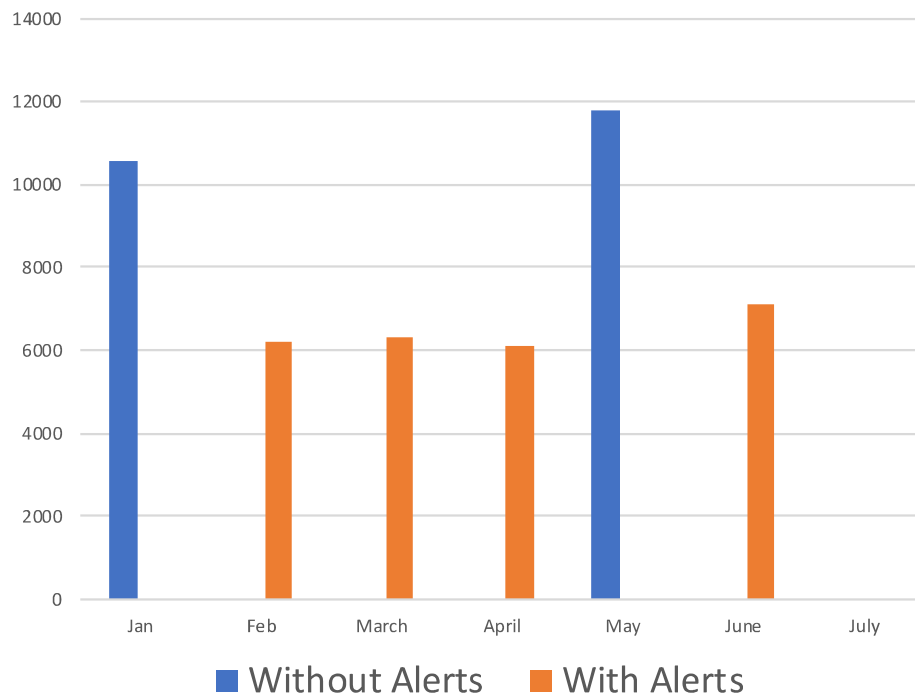
- › **Proprietary scoring system, eyeQscore.**
- › Custom **deep learning AI** algorithms.
- › **Embedded** into laptops, tablets, cell phones and TVs using **built-in cameras.**
- › Optimized **power & CPU consumption.**
- › Using **hyper-efficient** AI chips and **Intel's** next-gen computing platform.
- › Scalable & **secure** cloud infrastructure.



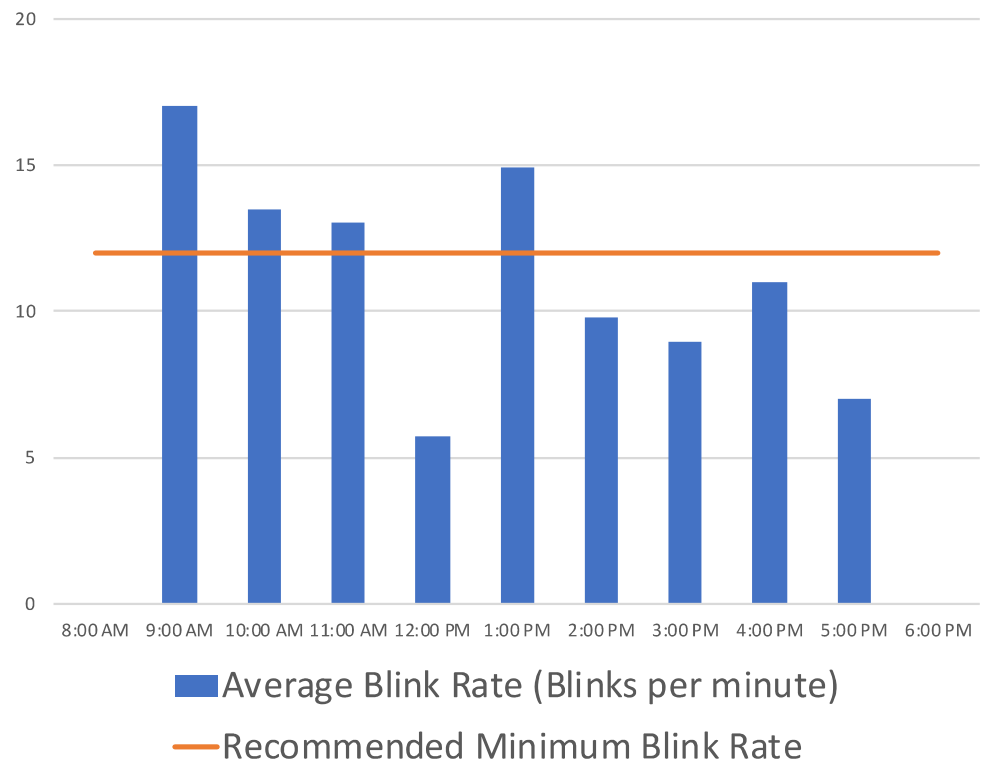
## Clinical Study and Efficacy

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

### Number of Posture Violations



### Average Blink Rate - Work Day



## Beachhead Business Model



### IP Licensing

\$0.20 – \$0.99  
per device

(based on volume)

Embedding software directly into  
firmware of integrated webcams.



### SaaS Subscriptions

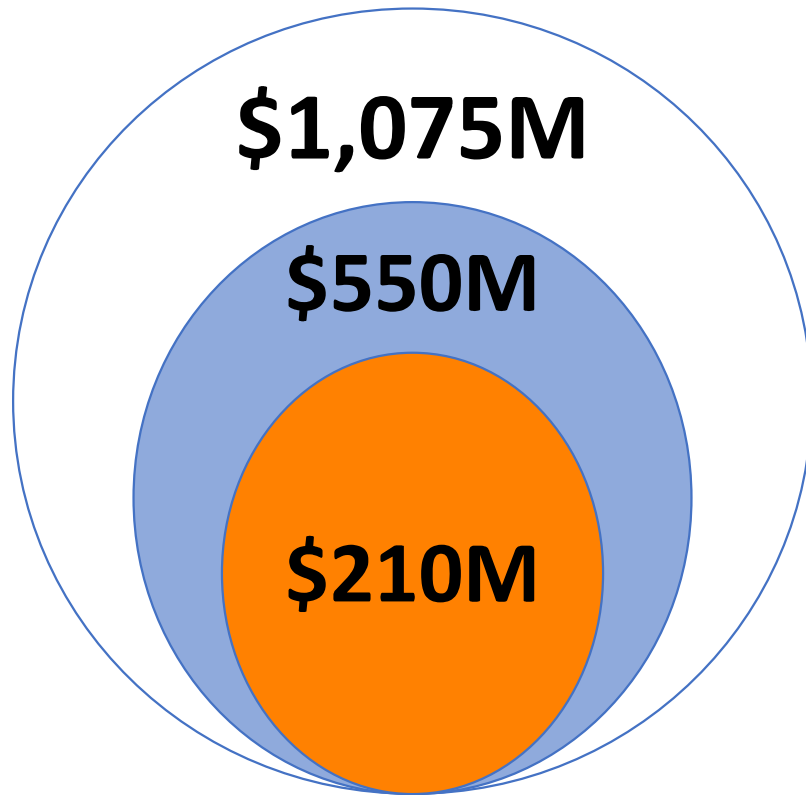
\$0.99 – \$4.99  
per month

(based on features)

Freemium model of premium  
consumer features (free trial).



## Beachhead Market Opportunity

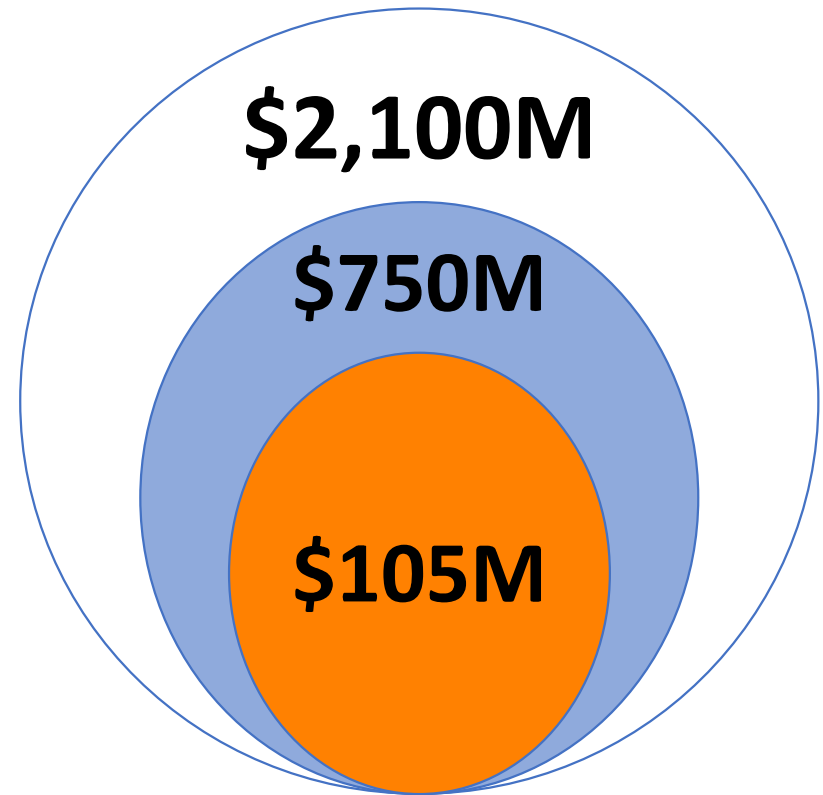


IP Licensing

TAM

SAM

SOM



SaaS Subscription



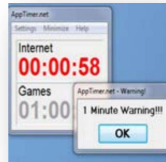


## Competitive Landscape

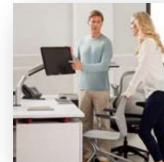
Eyes4Lives



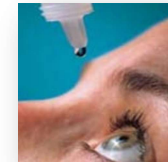
Time Software



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



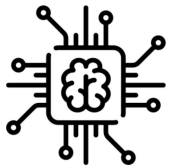
EYES 4 LIVES - Artificial Intelligence for Human Vision



## Market Validation: Customers



## Market Validation: ODM/OEM



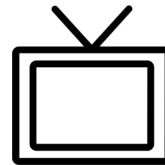
intel

MOU



LOI

Quanta Computer

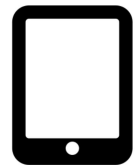


SAMSUNG

Demo



HUAWEI



FOXCONN

altek

LOI



Demo



CES 2021



## 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



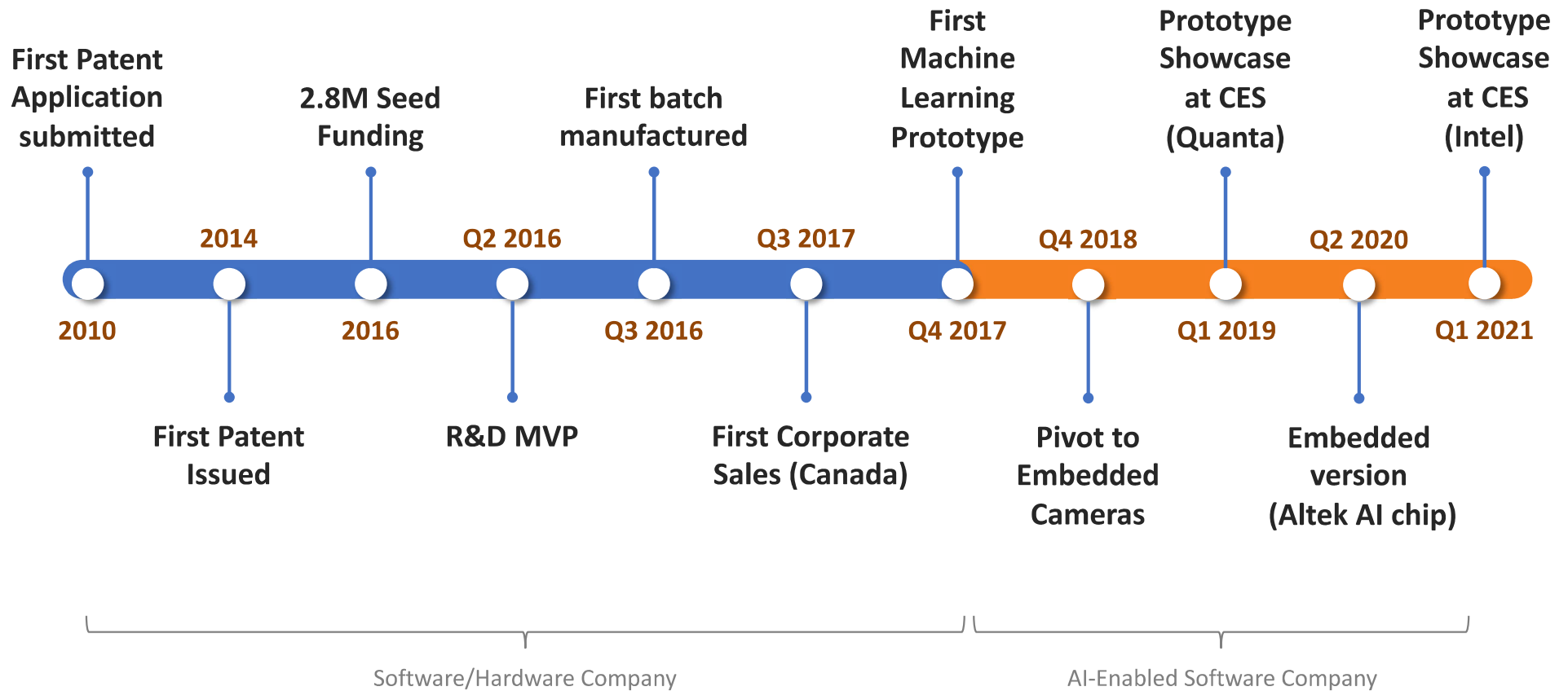
**Jan Biermeyer**

Co-Founder & CTO

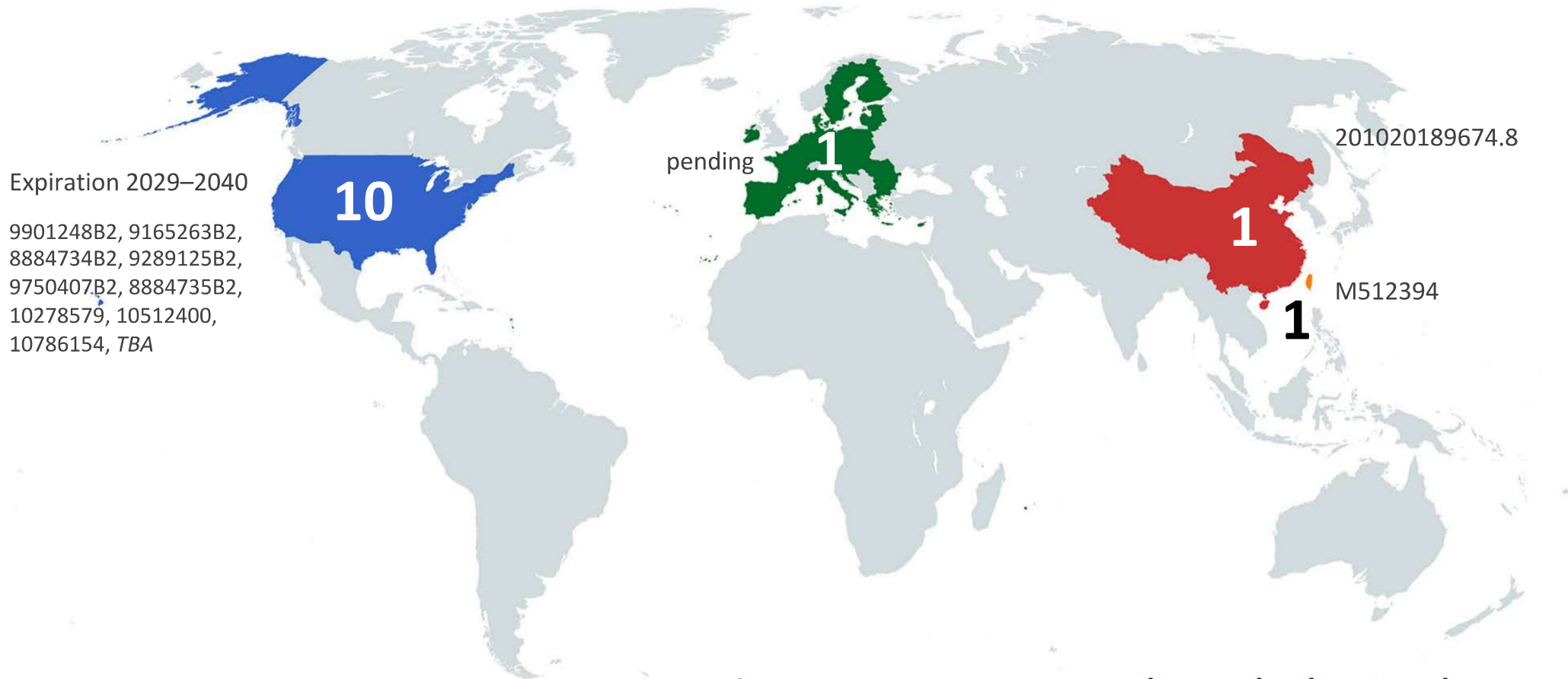
- › Serial Entrepreneur and Intrapreneur
- › Co-Founder and CTO Glimpse (acquired by Apple)
- › 35 years of hands-on coding experience
- › 20 years experience in applied and theoretical machine learning (AI) and computer vision
- › R&D work in Germany, South Korea, and California
- › M.S. Artificial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



## Company Milestones



## Expansive Patent Protection



## Freedom To Operate (FTO) (2018)



## Financial Forecast

P&L (Million)	Year 1	Year 2	Year 3	Year 4	Year 5
<b>Total Revenue</b>	\$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
<b>Gross Profit</b>	\$2.4	\$40.7	\$66.6	\$92.8	\$117.8
<b>Operating Expense</b>	\$4.8	\$14.4	\$21.9	\$31.5	\$46.1
<b>Net Income</b>	\$-3.6	\$26.3	\$44.7	\$61.3	\$71.7
<b>% Net Income</b>	-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

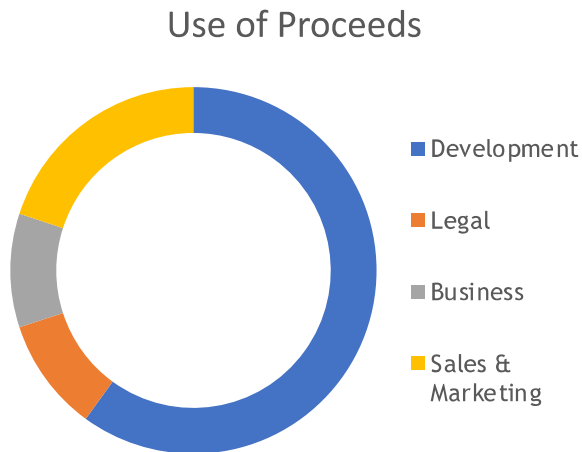
### Friends & Family

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





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THANK YOU



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EYES 4 LIVES - PROMOTING VISUAL HEALTH IN A DIGITAL WORLD

## 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	2 <sup>nd</sup> 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	4 <sup>th</sup> 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).

