

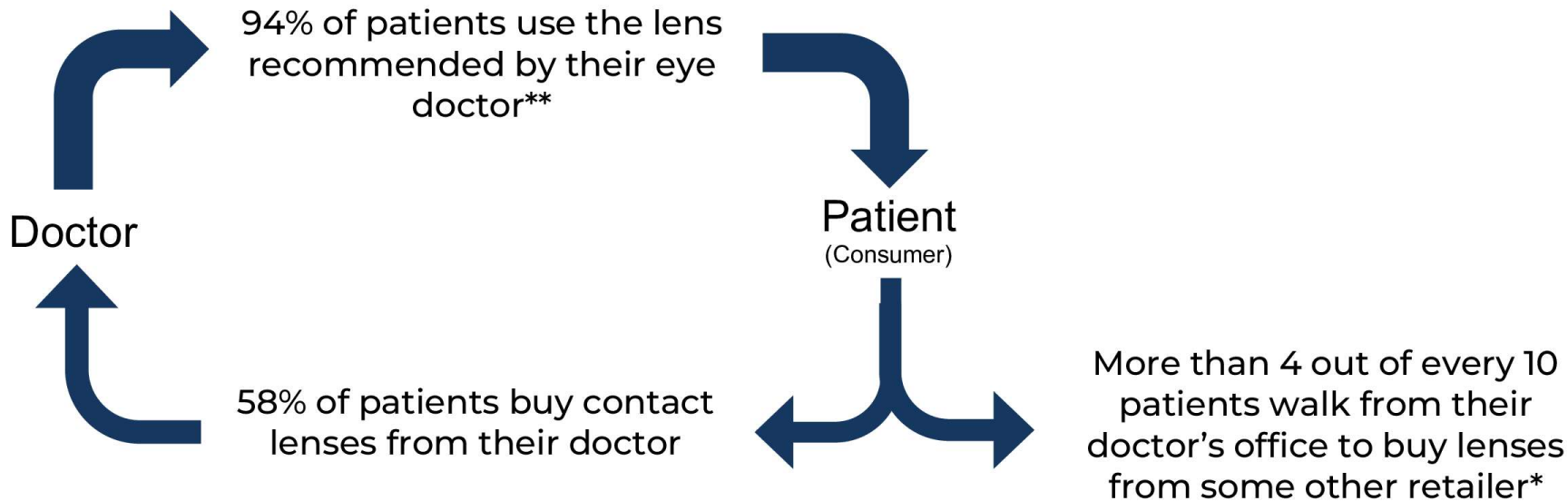


# EVERYDAY CONTACTS

Affordable all day comfort, everyday health



# The Loyalty Problem



Source:

\* The Vision Council; Independent eye doctors write 63% of prescriptions and sell only 37% of product (contact lenses)

\*\*CooperVision Survey November 2015



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# The Opportunity - TAM \$1.8B @ 14% CAGR

Independent Eye Care Professionals (iECP)

Daily disposable contact lenses (DD)

## Exams and Lens revenue by channel

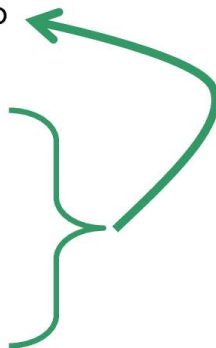
% exams    % revenue

63%      37%      Independent ECP

14%      18%      Eye Care Chains

14%      25%      Retailers / Clubs

0%      18%      Online



## The Loyalty Problem

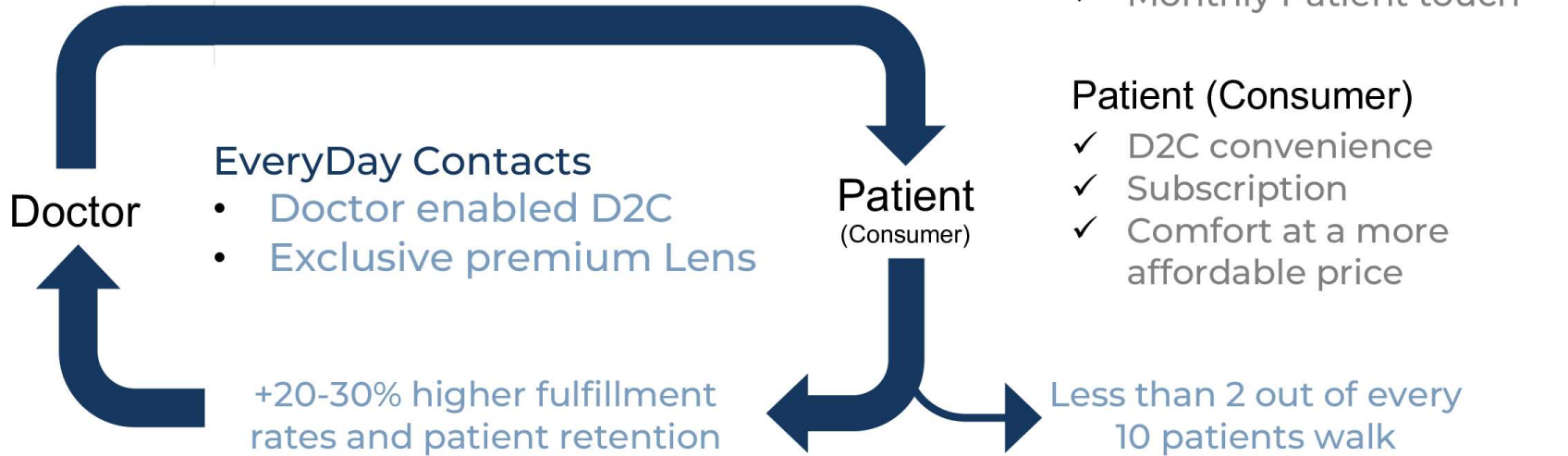
- + costs iECPs: \$0.470B annually
- + Results in lower patient engagement
- + Diminishes Patient Outcomes



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# The EDC Solution

## Profitable and patient centered



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**UNCOATED LENS**

**COATED LENS**

## **NEW TECHNOLOGY ENABLES PREMIUM LENSES AT A D2C PRICE**

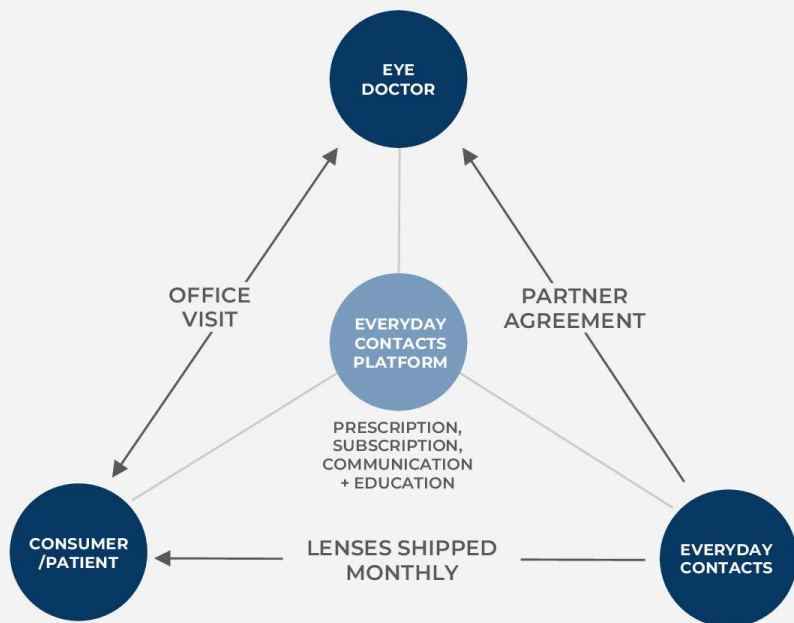
**Unique patent pending surface technology**

- + Exclusively available from EDC resellers
- + All day comfort, increased hydrophilicity
- + Easily integrated with current process
- + Lower cost compared to competitor surface treatments

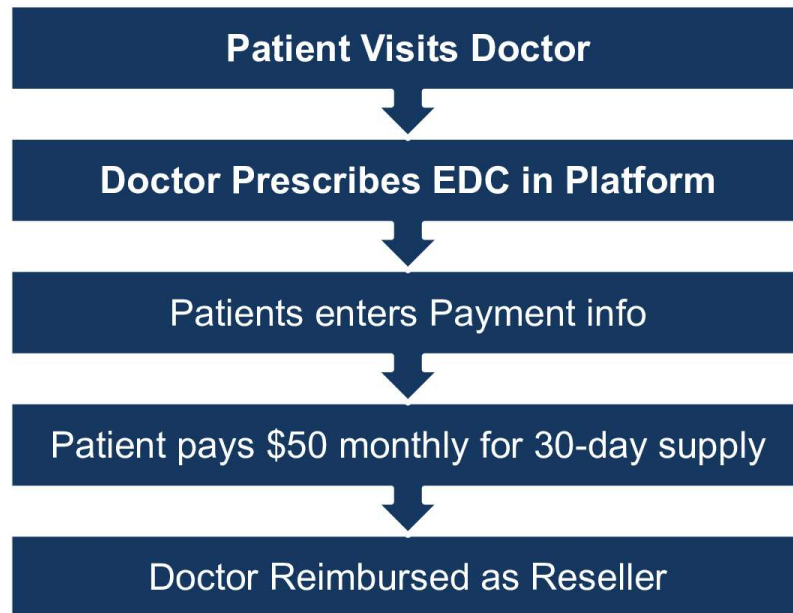


**EVERYDAY CONTACTS**

**EVERYDAY CONTACTS**  
**Patient Health centered Model**

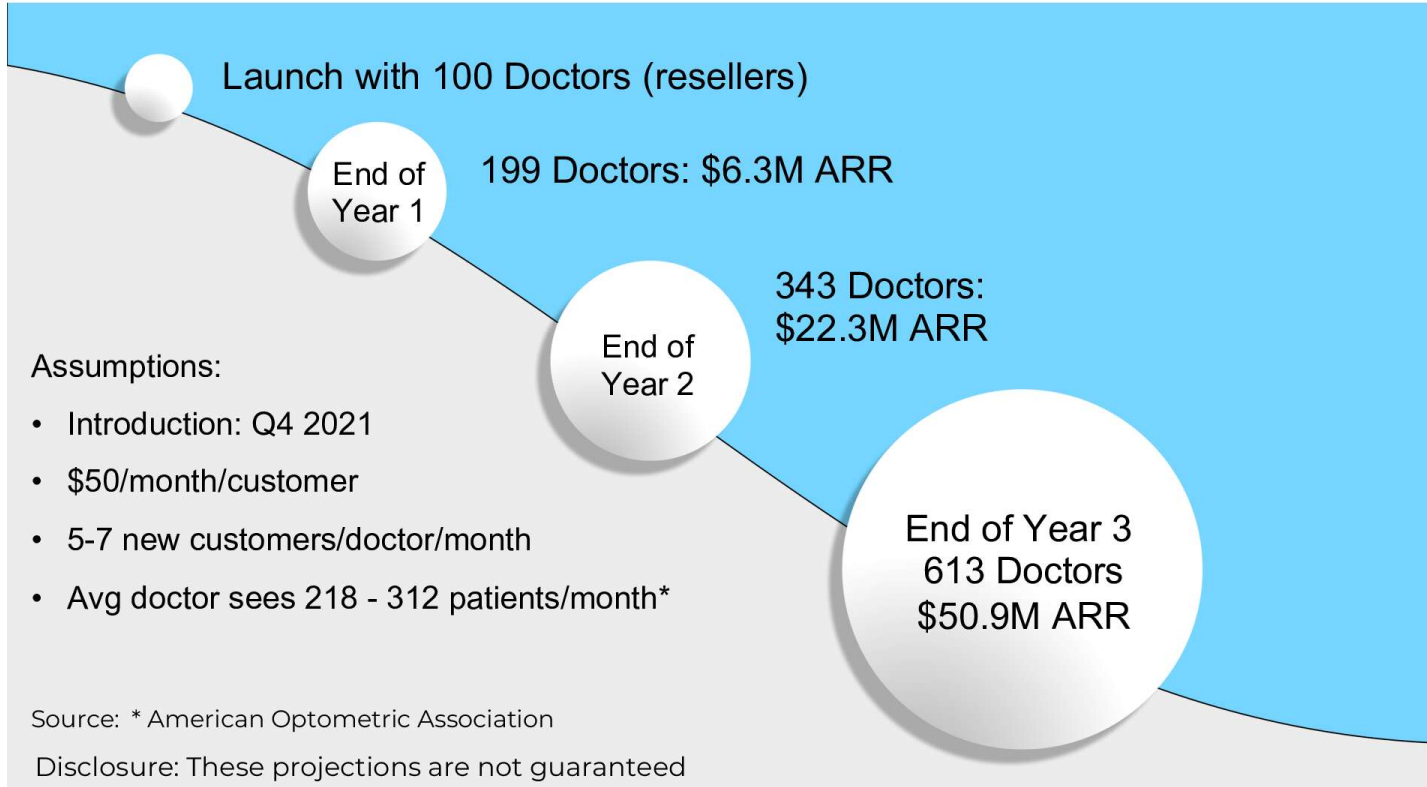


**NEW MODEL**  
**DOCTOR-ENABLED D2C**



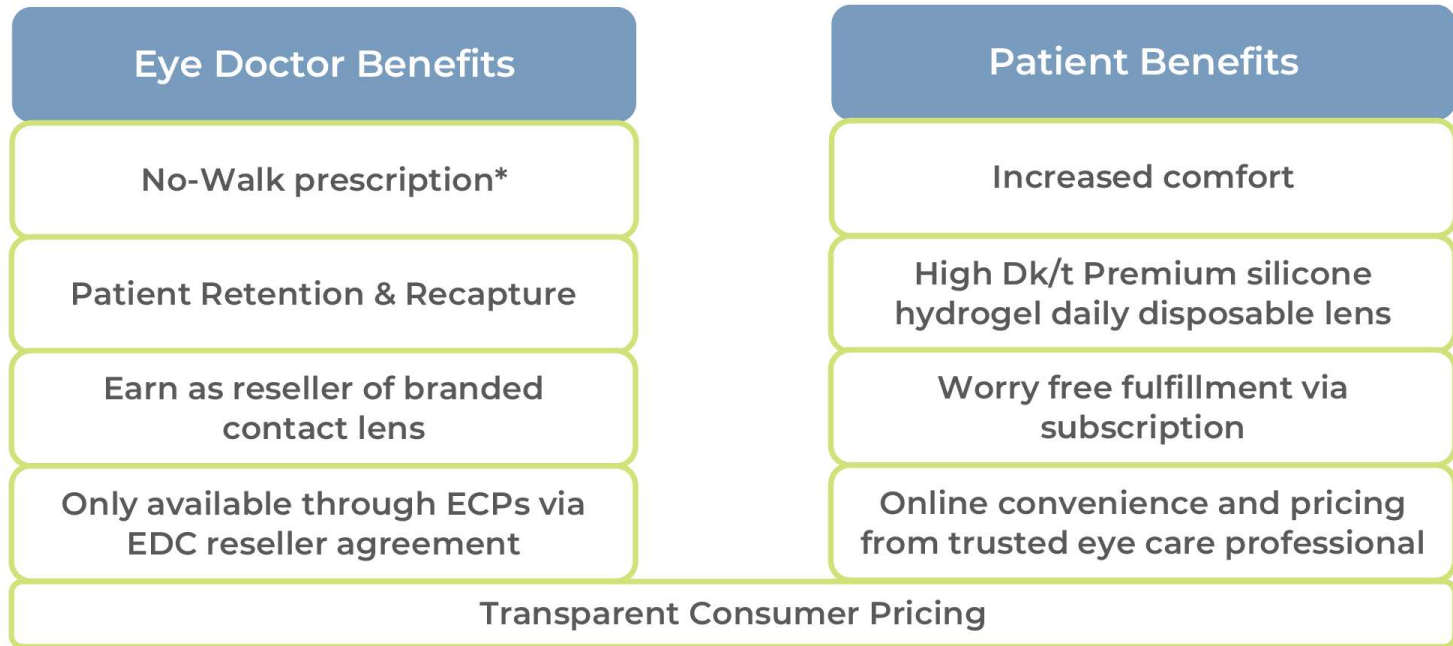
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# Snowball effect – a unique scalable model





# Value Proposition



\*Solves a problem that no other lens company is solving!



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# Our Team

## + Lawrence Chavez, CEO

Experienced Entrepreneur, Investor, Flywheel Ventures, Astria Semiconductor, Lotus Leaf Coatings

## + Paul Butler, COO

VP Biometric Solutions, HID Global, COO, Lumidigm, CTO Honeywell Process Solutions, Motorola

## + Lynn Winterton, PhD, Head of Technical Integration

Former Global Head of Vision Care R&D, Alcon, Head of Daily Disposable Category CIBA Vision

## + Christopher Sanchez, Lead Chemist

Co-inventor of EveryDay Contacts Coating Technology, Lotus Leaf Coatings, Adherent Technologies

## + Jan Gosau, Research & Development Lead

Co-inventor of EveryDay Contacts Coating Technology, Lotus Leaf Coatings

## + James Barton, Strategy Advisor

Former VP Business Development and VP of Strategy and Commercial Development, Bausch & Lomb



+ **Lilly, Happiness Officer**  
Stress Manager, Wellness Promoter



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# OUR MEDICAL ADVISORY BOARD

✦ **Dr. Alan Glazier, OD, Medical Advisor**

Founder of ODs on Facebook, Shady Grove Eye & Vision Care,  
Thought Leader in the Eye Care Industry



✦ **Dr. Susan Resnick, OD, FAAO**

Diplomate of the American Board of Optometry



✦ **Dr. Melissa Barnett, OD, FAAO, FSLS**

UC Davis, Board of Certification in Medical Optometry



✦ **S. Barry Eiden, OD, FAAO**

President and Medical Director of North Suburban Vision  
Consultant, Clinical Professor, University Illinois, Chicago



✦ **Dr. Thomas P. Arnold, OD, FSLS**

Owner, Today's Vision, Adjunct Faculty at University of  
Houston



# INVESTMENT ASK

## Current Status

Raised \$1,600,000 to date

Completed: Tech development,  
initial branding, pre-clinical work,  
partnership development

Primary Investors: Hunt Holdings,  
NMA Ventures

## Seeking Funding

\$250,000 via WeFunder Reg. CF  
\$1,250,000 via other accredited  
investors via Reg D

Usage: Clinical Trial, Platform  
Build, Marketing, Launch

Series Seed Preferred Stock  
\$7.4 Pre-Money



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# A BETTER WAY

+ EveryDay Contacts is the only premium contact lens company for both patients and doctors, we have reengineered the contacts lens and the delivery system to provide people with both better lenses and essential expertise, because first and foremost, our vision is to protect yours

# THANK YOU

+ Contact: Lawrence Chavez

+ [lawrence.chavez@everydaycontacts.com](mailto:lawrence.chavez@everydaycontacts.com)



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