

BETTER Contact Lens Case



Single-handed, convenience
reduces eye disease

**Non-Provisional
Utility Patent**

CONFIDENTIAL

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Single Hand Contact Lens Case

Research Sources

United States Government authorities, academic and leading industry institutions, corporations and third party comprehensive studies of technology, standards, facts and market scope.

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**Non-Provisional
Patent Pending**

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**5% of All Eye Disease
is attributed to
contact lens use**

**4% of Consumers
practice Inconvenient
Hygiene Guidelines.**



Patent Pending. All Rights Reserved.

**Consumers disregard
Inconvenient Hygiene Guidelines,
or, discontinue use.**

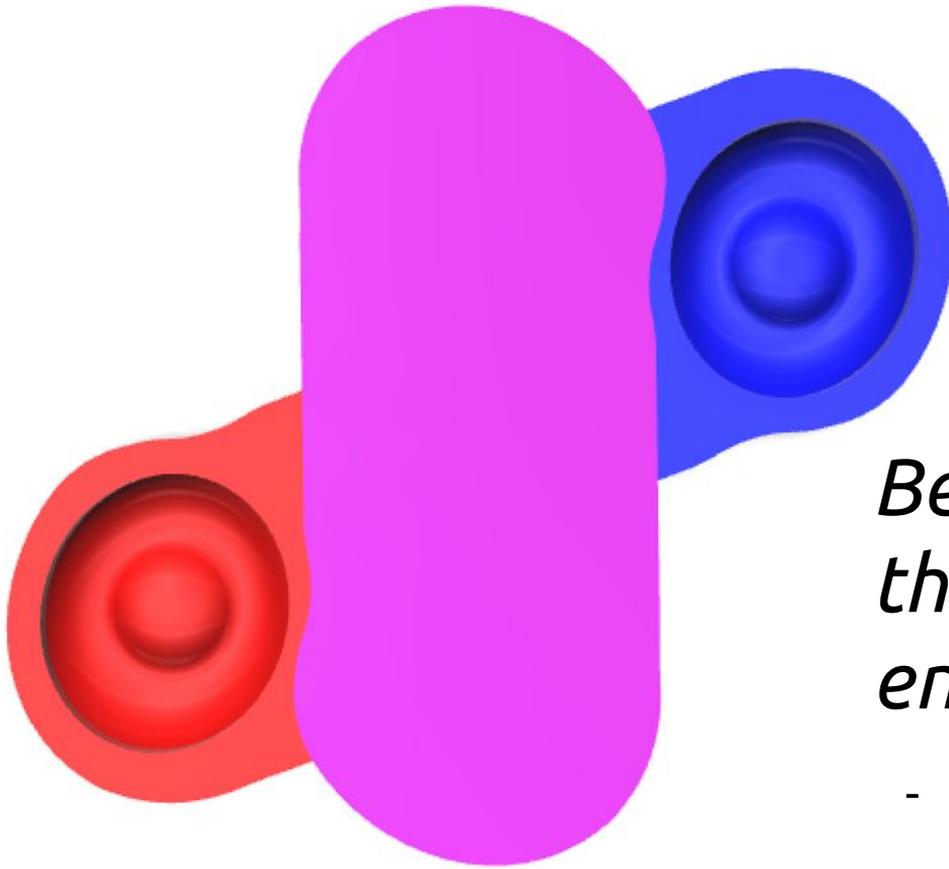
Awareness campaigns
are ineffective.

FTC, WHO, CDC, FDA &
U.S. Industry Leaders

*All urgently call
for Solutions.*



Design & Innovate Contact Lens Cases for Better Consumer Health, Convenience & Happiness.



*Best to you in
this worthy
endeavor!*

- Food and Drug
Administration
Public Health Advisor

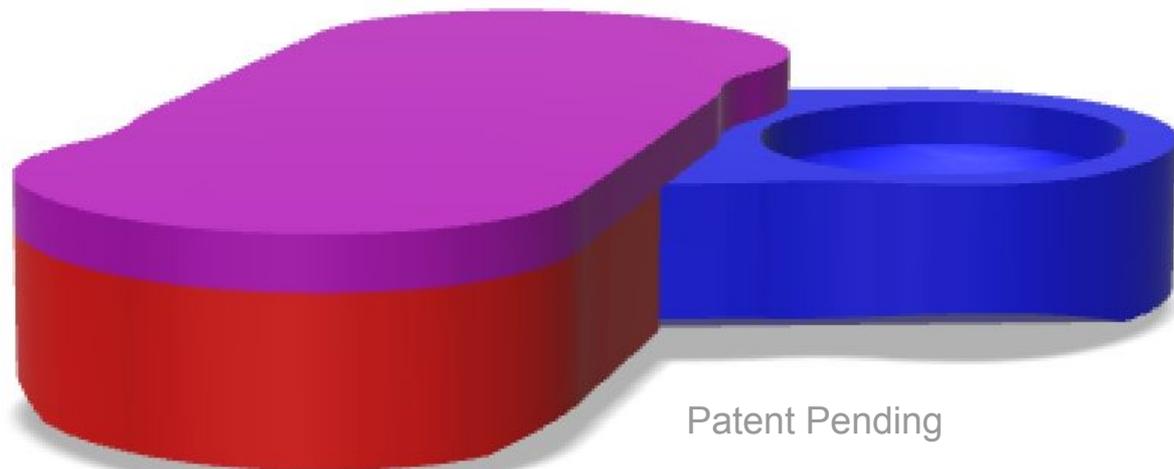
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*Easy Open -
Single-handed Operation!*

**Fewer surfaces touched
improves sanitation.**

**Practical convenient routines
improve hygiene behavior.**



Patent Pending

1% PENETRATION GOAL IN MILLIONS

https://docs.google.com/spreadsheets/d/1hYzffW-hNjBL_1lOnnwVB0ax9nds4GrGH3Jk fFkCx0E/edit?gid=761746329#gid=761746329

Better Contact Lens Case Annual Income Projection based on 1% Penetration Goal in Millions									Penetration Goal 1%
Replacements Per Year	Market	Units per customer	Units per year	Guidelines Average	Sub-Total Units/yr	Units/yr + 4%	Wholesale Price	Total SAM	
1% SAM United States 41M Contact Lens Case Consumers									
Health Guidelines Heeded	41	4	164	4%	7				1% SAM
Guidelines Not Heeded	41	1	41	96%	39	46	\$3	\$139	\$1.39
Guidelines Not Heeded	41	2	82	96%	79	86	\$3	\$257	\$2.57
Guidelines Not Heeded	41	3	123	96%	118	125	\$3	\$375	\$3.75
1 % Estimated Average Annual Sales Projection	41		102.5	100%	61	86	\$3	\$257	\$2.57
1% TAM Global 130M Contact Lens Case Consumers								Total TAM	
Health Guidelines Heeded	150	4	600	4%	24				1% TAM
Guidelines Not Heeded	150	1	150	96%	576	583	\$3	\$1,749	\$17.49
Guidelines Not Heeded	150	2	300	96%	144	151	\$3	\$453	\$4.53
Guidelines Not Heeded	150	3	450	96%	288	295	\$3	\$885	\$8.85
1 % Estimated Average Annual Sales Projection	150		375	100%	258	343	\$3	\$1,029	\$10.29
								SAM/TAM 1% Total	\$12.86



INDEX *Clickable* |||

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Total Available Market

**Over 150 Million Global
Lens Case Consumers₁**

**Global contact lens market
exceeds \$20.1 Billion
by 2018***

Global Compound Annual Growth Rate (CAGR)
Projections (\$ MILLIONS)

Region	2011	2012	2013	2018	CAGR% 2013-2018
North America	8,319.5	8,413.0	8,507.7	8,993.8	1.1
Europe	5,539.6	5,604.9	5,665.9	6,011.1	1.2
Emerging Markets	4,617.6	4,714.2	4,749.3	5,108.3	1.5
Total	18,476.7	18,732.1	18,922.9	20,113.2	1.2

U.S. Service Available Market

U.S. market exceeds \$4 Billion

More than 41 million Americans wear contact lenses.

Related eye disease costs U.S. Economy more than \$175M annually.

Authorities consider existing cases the *Hub of Contamination*.

Each touched surface exacerbates risk of eye disease.

Dysfunctionality compromises hygiene.

Impracticality causes inadequate routine behavior.





Fewer Touch-points!

Single Handed
Swing Closure

Fewer Touch-points.

No drip. No drop.

No threads. No rings.

Few crevices. Soft Touch.

Solid base. One Pinch access.

Flawed Competition



Threaded/Hinged Lids

Unnecessary Touch-points, loose lids risk dropping and leaking.

Extraneous crevices

“O” rings and threads.

Precarious, cumbersome

Tethered lids latches catch, easily spill. Hinged lids are overly small, difficult to hold, latches catch, poor seal.

Lens concave side up

EXECUTIVE SUMMARY

Win Win Win

This is an exciting time to achieve massive success in the booming contact lens market. The Better Case reduces risks of eye disease caused by contact lens use.

With millions of individuals wearing contact lenses, a small percentage of complications constitute a major public health problem. It is a major concern of the U.S. FTC, FDA, and CDC. Treatment and prevention of contamination complications is a top research priority for industry leaders.

Our technology, market size, and low cost will benefit consumers and economics of public health.

Ergonomic convenience encourages more effective, frequent sanitary routines. Improvements affect consumer confidence, peace of mind, and, subsequently, market retention and new consumers.

Without the need for consumer behavioral change, the Better Case reduces risk of eye disease contamination finger Touch-points.

Eye disease hinders consumer quality of life and ability to work.

Better will be successful. It works and there is immense demand.

Better Case will take extra measures to establish long-term relationships with qualified partners that can provide a competitively priced, efficiently delivered product.

Investors should invest for the sake of reducing eye disease and it's socio-economic impact. Improving consumer retainment in an increasing consumer base. The investment will get this business launched.

Continuing improvements growth, increased production, diversification, or, sale of the business.

Potential Funding Methods

Include: Angel, Crowdfunding, Buyout, Licensing, friends, relatives, industry research funds, grants.

BOOMING DEMAND FORECAST

Booming Demographic Factors

Baby Boomer population is expected to be 25% of the projected 2030 U.S. population: over 69 million individuals.

11% of U.S. adults wear contact lenses. Aging population suffering from presbyopes, increasing access to healthcare and affordability are all accountable for the increase in the usage of contact lenses globally.

Computer screens and increase in demand for non-Rx sunglasses further fuel contact lenses market boom.

Increasing number of ophthalmic disorders in children are also driving expansion of the wearer base. (American Optometric Association and U.S. Census).

Optical Goods Stores Sales Have Steadily Grown for over 17 years.

Available Market Share Leaders

33%	<u>Johnson & Johnson</u>
27%	<u>Ciba Vision/Alcon</u>
16%	<u>CooperVision/ ("OSI")</u>
15%	<u>Bausch & Lomb</u>

A Priority Market is Ophthalmologists

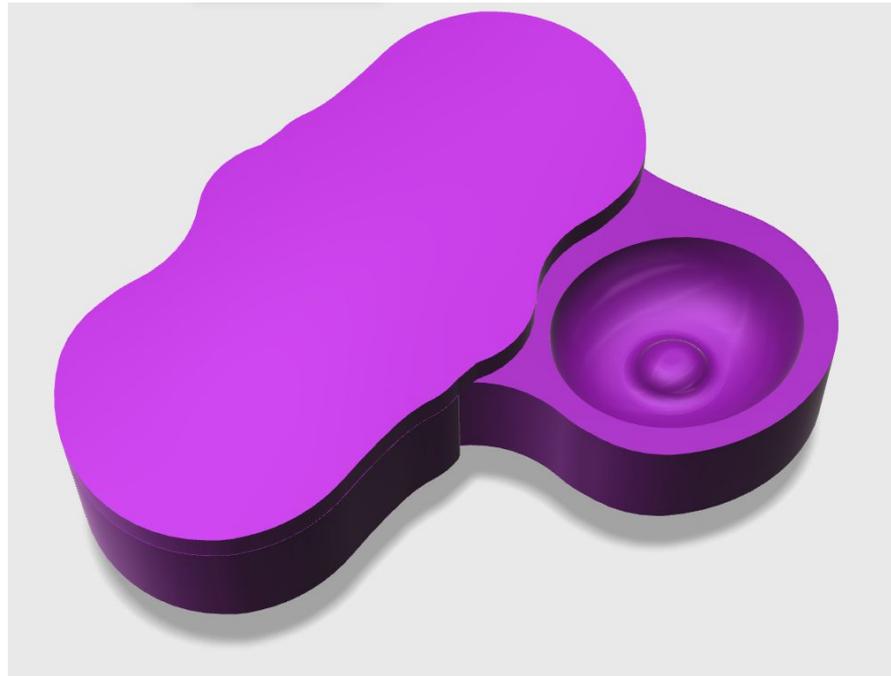
There are more than 200,000 ophthalmologists worldwide and more than 20,000 ophthalmologists in the U.S. In addition to eye care practitioners, national and regional optical chains, mass merchants.

See stratification of market, by price point, to give a better view of great Gross Profits.

http://www.cdc.gov/mmwr/preview/mmwrhtml/mm6432a2.htm?s_cid=mm6432a2_w

Better Lens Case
makes average routines **more convenient** without
ad hoc behavioral adjustment.

Practical, easy ergonomics
improves convenience and
reduces Touch-points.



PUBLIC CALLINGS

“New strategies and approaches to effectively modify inherent patient non-compliance are urgently needed and it is unlikely further education will change patient behavior, because most patients already know that failing to follow recommended guidelines can increase their risk of complications.”

- Optometry and Vision Science Study
(1)

–

99% Of People Who Wear Contact Lenses Are Doing It Wrong, Putting Eyes At Risk Of Infection And Inflammation. -

Center for Disease Control (2)

–

Americans with vision problems could double in next 30 years

- Industrial Safety & Health News (3)

Reliable lens case care is essential, as the container provides an inexhaustible reservoir for potentially pathogenic microorganisms (5)

Morbidity and Mortality Weekly Report (MMWR) CDC

- Center for Disease Control

–

Contact lenses: a look at the risks and recommendations

-Medical News Today

–

Case Closed: A Review of Contact Lens Case Care Inconsistencies in lens case care recommendations put contact lens wearers at risk for infection.

- Contact Lens Spectrum



American Optometric
Association

COMPETITION

BETTER CONVENIENCE

Practical, Ergonomical, Logical functionality.

Convenient hygiene routines reduces risks of eye disease. with fewer Touch-points and crevices.

We cant change consumer habits, but, we can design more effective tools for their circumstance.

BETTER HYGIENE

Easy functionality will be valuable to the consumer.

Better improves medical, public health and socio-economic risk without overtly disrupting everyday habits or circumstances of users. The Better case benefits consumers without behavioral modification.

On the Market Contact Lens Cases

- Competition is characterized by peripheral products that have yet to address the importance of this core eyecare tool.
- Lens cases are an overlooked part of contact lens care. Comprehensive studies of eye disease crisis caused by contact lens use focus on fluid solutions and lenses, not the cases.
- Competitors outside the industry leaders focus on gimmicky fashion cases which hold the actual cases as kits with solutions. The industry leaders make standard cases.



BETTER CASE



Other / Novelty



Industry Standard

EYESIGHT IS SACRED

Daily association with vision should not be unpleasant and cumbersome.

Eye disease hinders consumer quality of life and ability to work.

Better Case provides more convenient health.

**Alleviates eye disease -
A big problem and a big market opportunity.**

QUANTIFYING DISEASE RISK

**Each Touch-point =
chance of contamination.**

Poor hygiene raises the probability of eye
infection by a factor of 3.7

Each routine risks touching several surfaces
after washing hands
before handling the lens.

Touch-point reduction
will have a huge impact
reducing eye disease.



MARKET VOLUME BRACKET

Routine Touch-point Contamination Probability of risk volume.

Minimum Annual Touch-points per consumer per day:

Case alone per day: 8
Annually: 2,920

Ancillary per day: 4
[Saline Bottle and its Lid]
Annually: 1,460

TOUCH-POINT RISK ESTIMATES

Hygiene Routine Touch-point Risks Per Consumer Annually
range between 2,920-4,380.
Median Annual Touch-points:
2,190

Poor hygiene raises the probability of eye infection by a factor of 3.7

Total Median Annual
Touch-point Risks $2,190 \times 3.7$
Risk Factor = 8,103

Better reduces consumer
Annual Touch-points Risk
Factor. Possible risk reduction
percentages are:

810.3 = 10%

2025.75 = 25%

4051.5 = 50%

CDC reports lens related infection can be *Cut in Half* if case cleaning practices are improved.

Single Hand Better Lens Case can potentially reduce Touch-point risk up to 50%.

Savings to U.S. Economy \$17.5 Million

Government authorities estimates on the socio-economic overall impact of *vision problems* in the United States range from \$35 to 51.4 Billion.

Better Lens Case will have a risk reduction impact on the contact lens related 5% of socio-economic impact of Contact Lens born eye disease.

A 50% reduction of Touch-points is logical, but, not all *vision problems* are disease related. A more conservative Touch-point risk reduction estimated benchmark = 10%.

Better market penetration goal of 1% SAM, might save U.S. economy \$17.5 million.

10% Reduction in Risk of 5% of Eye Disease caused by Contacts (based on low estimate of economic impact) \$35 Billion as benchmark:

$\$35 \text{ Billion} / 5\% = \1.75 Billion
 $\$1.75 \text{ Billion} / 10\% = \175 Million
in U.S. Economical Savings. Better seeks to impact 1% = \$17.5 Million.

Socio-Economic Health Crisis

Federal Trade Commission cites contact lens patient dropouts as a significant industry revenue loss:

With millions of individuals wearing contact lenses, even a small percentage of complications can constitute a major public health and financial problem for individuals and the U.S. Economy. -FTC

More than \$384 billion in 2032 and \$717 billion in 2050 in nominal costs related to eye disease and vision problems. - *The Future of Vision: Forecasting the Prevalence and Costs of Vision Problems.*

http://www.preventblindness.org/sites/default/files/national/news_releases/Future-of-Vision-Release.pdf

The cost of vision loss, including direct costs and lost productivity, is estimated to exceed \$35 billion. -CDC

Total Detrimental Economic Impact of U.S. Vision Problems is also estimated at \$51.4 billion annually.

Quality adjusted life years (QALYs) Health Utility is a useful measure for evaluating quality of life in chronic medical conditions where there is little or no impact on mortality in the short term. It enables health-related quality of life (e.g., distress, depression, mobility, social limitations) to be quantified and transformed into quality adjusted life years (QALYs) gained or lost. QALYs are used in cost-effectiveness analyses. The loss in QALYs is calculated at over 209,200. In the U.S., a regularly used value for QALYs is \$50,000. Combining these costs arrives at the Total Annual Economic Impact of Vision Problems: \$51.4 billion.

- National Center for Biotechnology Information.
<http://www.ncbi.nlm.nih.gov/>

Improve consumer retention.

**Reduce risk of consumer
eye disease costs and
livelihood impairment.**

**Encourage more
frequent consumption of
saline solution.**

**Alleviate
socio-economic costs.**

People + Planet + Profit.

MARKETING RESOURCES

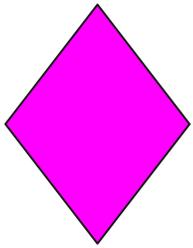
http://directory.nacds.org/nacds/www/tse/participating/list_retailers/current/

http://directory.nacds.org/nacds/www/tse/participating/group_retailers/past/

http://directory.nacds.org/nacds/www/tse/participating/category_retailers/current/UEVSU09OQUxfQ0FSRV9lQkM=

http://directory.nacds.org/nacds/www/tse/participating/group_retailers/current/V2hvbGVzYWxhci9EaXN0cmliidXRvcg==

Bringing Better to Market



STAGE ONE: PRODUCTION

Partner with Manufacturing/Distribution companies who currently supply Apothecary industry.

Initial target 1% SAM. (*insert estimate/context)

- **Funding / Crowdfunding** see spreadsheets. Investor matching according to strategic objectives.
- **Legal: IP:** Finalize and submit utility patent. Prepare Partnership Offer / Contract. Provisional is secured. Licensing Proposals proceed following consultations with Conley Rose, P.C., ancillary IP Lawyers, USPTO advisors, state and city small business advisors, and cornerstone MIT IP expert. Keep one step ahead of imitators by applying for provisional patents with related designs (existing).
- **Proof of Concept:** Testing behavior via crowdsourced systems, a survey and focus group vetting.
- **Finish Prototyping**
- **Compliance Certifications & Testing** (underway)
- **Begin Production.**
- **CRM / Sales Pipeline:** Concretize Sales Methods / Services
- **Manufacturing Management & Logistics** (assemblage, capacity, contingency, packaging, approvals)
- **Operations Facilitation**
- **Human Resources**
- **Incentives & Endorsements:** Align with industry recognized authorities and associations. Incentives and other resources that are available at a city, state and federal level.
- **Opportunities to pursue.** MIT, J&J, CVS, Proteus, etc.

R&D Refinement of research to be used in evaluation, negotiation, compliance testing, consumer validation.

Monitoring and Subscribing to the Industry: Demographic maps for awareness in negotiations and strategy. Engaging Affiliates and Alliances Active dialogues with services groups, industry authorities and institutions.

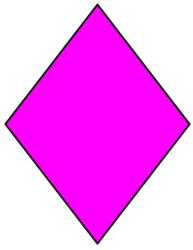
STAGE TWO: LONG TERM

Gain momentum, expand target to 1% TAM, capital, product improvement.

Once demonstrated a market for the product, license, or, sell. License, or, sell to a large established industry leader (such as Johnson and Johnson). Contingency Licensing targets include Retailors such as CVS/Duane Reed, Saline distributors, etc.

Diversification: In case of Licensing, or, sale of the company, new variations and improved models are available separately. 1) Make-up style Compact with Mirror Yin Yang lid 2) Single axle ramp to hard stop hinge/scissor.

Production Plan



Strategic Partner Manufacturer & Distributor

- Production/capacity limits of planned manufacturer and contingency will be vetted so can minimum of two Sources. Then scale out from there.
- Human Resources & Crowdsources (Financial, Marketing, Branding, Sales, CRM)
- Conclude Beta Prototypes and beginning Preproduction
- Implement already developed relations with sources such as materials suppliers, packaging, services.
- Assemblage logistics/services.
- Both wells will be from the same mold saving manufacturing costs.
- Better Lens Case will always practice sound procedures in order to control costs, ensure quality of product and provide efficient operations.
- We will use injection molding from carefully selected premium grade recycled-recyclable materials that meet FDA standards class II medical grade, and, our exceptionally high standards.
- Product Life Cycle will follow FDA recommended life cycle / replacement patterns.

Branding

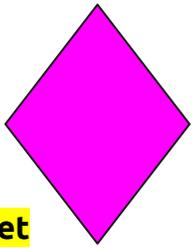
<http://www.springwise.com/services/>
<http://www.boostmedia.com/>
<https://clarity.fm/>

Marketing R&D: extensive and compiled. Prepared to launch upon brand final & Financing.

Shadow / Mimicry: Our approach to markets and products with respect to competitors and medical and industry institutions.

Social Media Management & Internet Services: Progressive sales engines. Google optimization and reporting services. Alerts, E-commerce, newsletters, community, support, Facebook, G+, Twitter, You tube, Linked In. Advertising, develop community presence online, especially at major medical hubs: WebMD and EverydayHealth.com, Health Awareness Tech, Rally, TedMed blogs.

FINANCIAL PLAN drafting



Capital Sought	\$312k
Accelerator:	\$100k
When:	2016 / ASAP
Out of Pocket:	\$75,000
Wholesale Price	\$2
Base Price:	\$7
Margin:	71.43%
Markup:	250%

Premium Product

Investment Plan Deal Offered:

Return On Investment

How much money could investors make?

Estimated Annual Units Produced

Yr 1: ,000 . Yr 4: ,000 Yr 6: ,000

Possible total revenue:

Benchmark 1% Market Sales Penetration

Cost Effectiveness: Our pricing will be higher than our competition. It reflects the premium health and quality.

Great returns will come within two years from strategic partnerships. With or without licensing contract option.

1% of 41M Serviceable Available Market
\$2.57M

1% 150M Total Available Market \$10.29M
SEE MARKET OVERVIEW SAM/TAM Spreadsheet
Link

Capital Spending Specifics:

[See Budget](#)

Breakeven Point Margin

(Expenses and profits).

How many units must be sold to break even?

- When does cash flow become positive?
- What are the expected deliverables (results) at each milestone stage?
- Deadlines for investment offers.
- Exclusive Frameworks.

Projections Overview

Operating Projection (first year)

Projected Investment Returns

Explain my major assumptions, especially those that make the cash flow differ from a profit and loss statement, are some expenses payable in advance?

Engaged Institutions



Division of
Science, Technology
& Innovation



HUDSON VALLEY TECHNOLOGY
DEVELOPMENT CENTER, INC.

State Manufacturing Extension Partnership Program (MEP)
As the MEP Center for New York State, FuzeHub works to better connect New York's small and mid-sized manufacturing companies to the resources, programs and expertise they need for technology commercialization, innovative solutions and business growth. FuzeHub unites and integrates a broad network of public and private sector technology, industry and commercialization services, experts and partners. We bridge the gap by providing fast access through a convenient, 24/7 online request service, numerous event opportunities for meeting with solution partners, and direct assistance from experienced manufacturing specialists every step of the way. We are your center and source for fast connection to reliable, targeted solutions and expertise.

What Does FuzeHub Do?

The FuzeHub team are dedicated, experienced manufacturing, technical and business professionals who are knowledgeable gateways to New York's vast technology, research, engineering and equipment assets, deep domain expertise and expansive program resources and services. FuzeHub responds directly to all company requests within 24-48 hours. Our manufacturing specialists speak at length and work one-on-one with your company's request representative, and engage domain experts as necessary to assess and analyze your company-specific needs and resource search services. Connections to solutions strategies and resources are expedited through this highly-effective, hands-on process and at unique, in-person meeting opportunities at Solutions Forum events held throughout the year across New York state.

We are dedicated to helping NYC manufacturing and technology companies grow their top and bottom lines. It's our mission, and what we were created to do by legislation enacted over twenty-five years ago. We do not simply advise, we also provide training and implementation expertise on a variety of topics that make companies more competitive. We work with small and mid-size manufacturers throughout the five boroughs, and help them expand into new markets, create innovative products, develop their customer base, find new partners, improve their processes and develop sustainable practices. This also translates into job creation/retention, and significant economies of time and money.

As the NYC chapter to the Manufacturing Extension Partnership nationwide network, we are part of the largest consulting network in the U.S. serving manufacturing and technology companies with fewer than 500 employees, and have access to an unparalleled knowledge base. With a 25+ year record of helping companies succeed, our team also has a deep understanding of opportunities and challenges that are unique to New York City.



NYU

TANDON SCHOOL
OF ENGINEERING

IMPACT
HUB

The DUMBO Incubator, located one block from Brooklyn Bridge Park, was launched in partnership with the New York City Economic Development Corporation and Two Trees Management in 2012. DUMBO is home to NYC's most prominent media technology and digital companies, and as a result the DUMBO Incubator has helped spur startup activity in the area. The space is currently home to hardware and digital media companies.

Building the Better Brand

Better Lens Case has the opportunity to become a very successful, respected household brand.

Highly regarded designers and innovative professionals have contributed their insight to the Better case vision.

The marketing studies and branding identity system are underway and will incorporate beautiful imagery, strong trademark, soft touch products, and packaging elements working together, to create a strong, and sustainable business with a triple bottom line.

The name Better Lens Case is a place holder name. The name and rebranding considerations are open.

Soft Touch Look & Feel

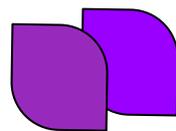
Soft touch and haptic value product attributes are popular. Optimal match between product design and market appeal. Phrases, colorstory, Jingle / Signature Sounds, Origami and geometry.

Floor test mock ups. Better on the rack in stores in front of the BL and JJ wall of products. Photo at Northside Pharmacy, Duane Read, CVS.

Package Insert: Double sided Brand/Informational Cardstock with Detailed evangelistic Directions, Warranty, Warnings, Disclaimer.



spuni

 **Better**

optipak

 eos


JIMMYJANE


innovations for modern parents



SWOT ANALYSIS

Internal Strengths	External Opportunities
<ul style="list-style-type: none"> • I have the experience and many resources to execute and outsource. • Better is prepared to go to market. • Convenience as Competitive Advantage • Research & Development 	<ul style="list-style-type: none"> • Seeking quality strategic partnerships and contracts with existing distribution • Simple/standard manufacturing methods/scalability. • CVS Innovation Center • Johnson & Johnson contact • Thriving Growing Market • Development in technology and innovation • Feasible target markets • Industry, market and lifestyle trends • Economies of scale and production volumes • Filling a gap
Weaknesses	External Threats
<ul style="list-style-type: none"> • Lack of capital to finish patenting, compliance testing, sourcing partners, legwork. 	<ul style="list-style-type: none"> • Competitor Knock Offs

RISK ANALYSIS

Risk	Likeliness	Cost or effect	Measures taken to counteract
Infection Liability	likely	unlikely	Campaign for hygiene awareness and practices by consumer.
Materials Liability	unlikely	unlikely	All materials are approved by authorities and third parties.
IP threats	likely	unknown	Keep tight grasp on IP diligence. Budget for / Apply for several provisionals for similar designs on hand to protect from variation knock offs. Consider budgeting for expedited patent status.

SPECIFICATIONS III

Measurements:

68 mm long, 34mm wide, 14 mm high

Shoring

Infill 50-100%

Shells 2-3

Finish

Weight 1.3 oz

Mass volume x density

Density 1.4

Materials

Body: Polypropylene

Lid: TPU

PACKAGING

Bio Degradable, Clear, Hung and Standing.

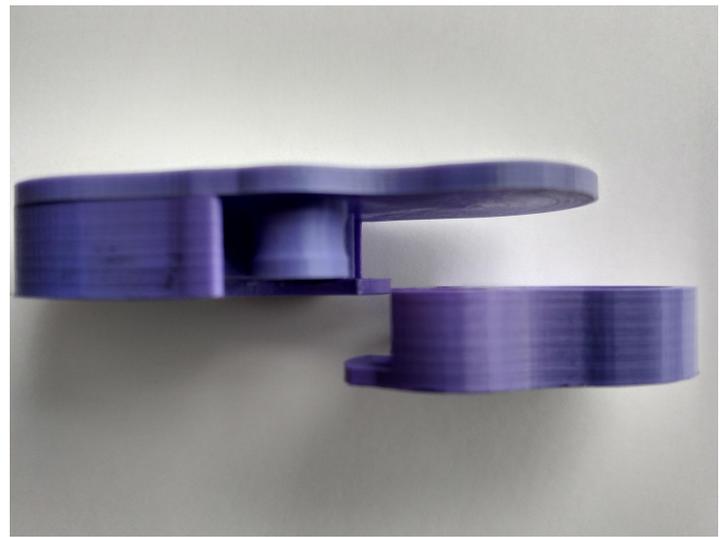
66mm x 35mm x 20mm

COMPONENTS

Independent Well components with a single lid provides swing function, seal, lock and ergonomic stability. The Lid includes integral male side of hinge axles. The axles keep unit together without tethers. Well components include bowls for contact lens solution.

Seal: Swing torque compresses Wells against the Lid. Over-mold will facilitate seal of well bowl.

Disassembly The Wells are seperable from Lid for easy cleaning using "snap-lock" method.



Business Management

Zachary Cutler, Inventor Entrepreneur

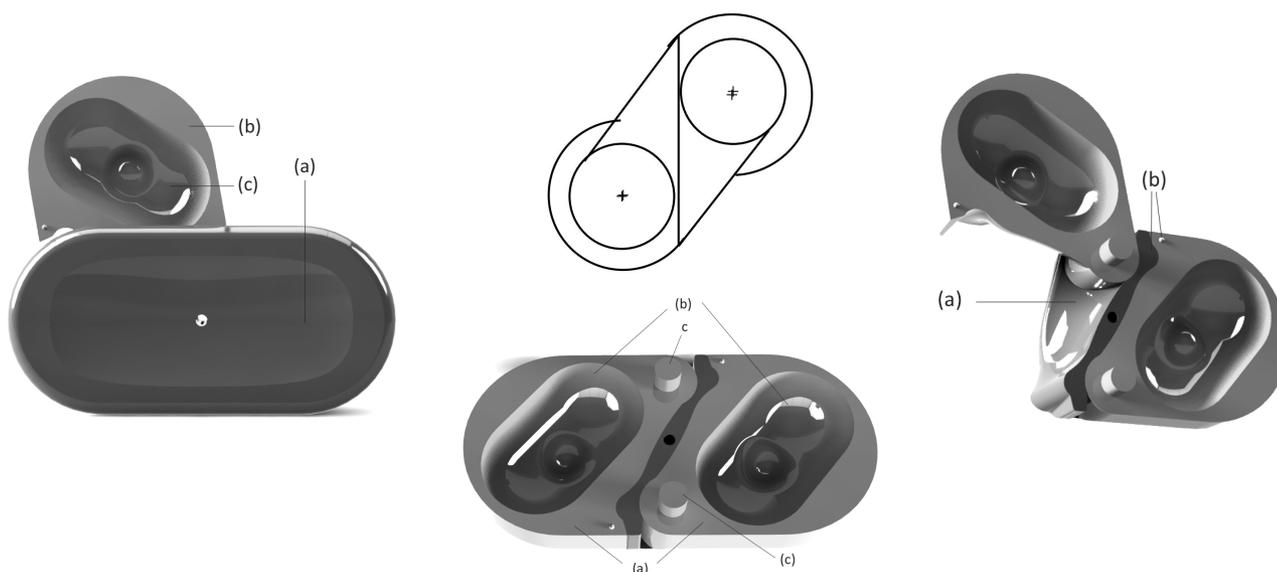
I come from a family of designers, ophthalmologists and architects. Bard College education in social sciences and business experience in R&D for innovation think tanks and sustainability technology companies, licensing brands, trademarks and design. The experience in entrepreneurship as an industry helps me find and utilize resources. Surrounded by innovators and entrepreneurs provides insight and professional direction.

I wear contact lenses. Having traveled a lot for work, I found it difficult to manage my contact lens-wearing and discontinued use. I will not wear them regularly again until there is a Better Lens Case.

Team: Better team(s) will largely be crowdsourced on consultancy/work for hire basis. I will be the only full time employee.

Advisory Board Draft

- Business leader:** Zachary Cutler
- Board of directors:**
- Key Consultants:** Phil Fram, Burt Wallerstein, Darwin Lin
- Expert Advisors:** Van Cor Threads, Guillermo Melantoni, Autodesk, Inc., Proteus, MIT IP.
- Manufacturing:** Everton (Manufacturing Extension Partnership Program (MEP) Center for New York State), ITAC <http://itac.nyc/contact/> 3D Hubs, Hudson Valley Advanced Manufacturing Center Suny New Paltz.
- Prototyping:** Alinda Franks R&D Tech., 3D Hubs, Mindful Hub, Leap 3D,
- Legal:** Conley, P.C., 3LP, MIT, Heidi Anderson (Tech Acceleration)
- Entrepreneurship:**
- USPTO:** Kristen Matters
- Catalysts:** Score, NY...City/State institutes



INDUSTRY PARTICIPANTS OVERVIEW

The vision care industry is comprised of a select set of national and regional chains and a large number of independent providers.

- Two-thirds of practicing optometrists are in private practices.¹
- Currently little to no consolidation within ophthalmology on regional or national basis.
- ~33,500 companies in the industry today; 39% are sole proprietorships.²

OVERVIEW OF VISION SERVICES MARKET PARTICIPANTS

	Mass Retailer / Corporate					Multi-Site Independent												
Sites	440	7,000	330+	3,200	620	17	18	12	62	149	6	54	758	43	59	67	2,800 ³	
Revenue (\$ mm)	\$757	\$7,000	\$79	\$1,500	\$556	NA	NA	NA	NA	NA	NA	NA	NA	\$21	\$24	\$222	NA	
Services																		
Retail	✓	✓	✓	✓	✓	✓		✓	✓	✓		✓	✓	✓	✓	✓	✓	✓
Optometry Services	✓	✓	✓	✓	✓	✓		✓	✓		✓	✓	✓	✓	✓	✓	✓	✓
Ophthalmology Services							✓	✓	✓		✓	✓	✓				✓	
Refractive Surgery							✓	✓	✓		✓	✓	✓				✓	
eCommerce	✓	✓	✓	✓	✓			✓	✓	✓					✓			
Geography																		
Northeast	✓	✓	✓	✓	✓			✓		✓	✓		✓			✓	✓	✓
Southeast	✓	✓	✓	✓	✓	✓				✓		✓	✓			✓	✓	✓
Midwest	✓	✓	✓	✓	✓		✓		✓	✓			✓	✓	✓	✓	✓	✓
West	✓	✓	✓	✓	✓					✓			✓			✓	✓	✓
Ownership	Public	Public	Public	Public		Private	Private		Private					Private	Private			

FORECAST VISION

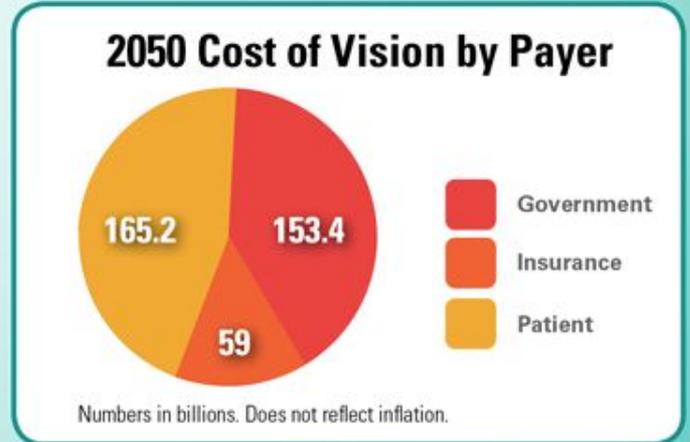
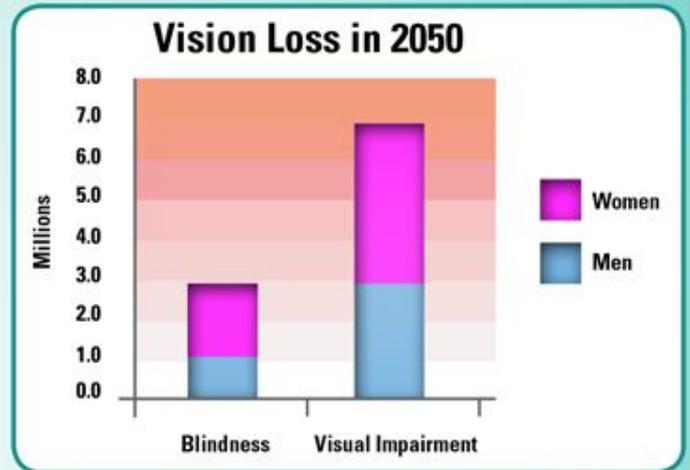


forecasting.preventblindness.org

THE FUTURE OF VISION

\$145 Billion
Cost of vision problems in 2014

\$373 Billion
Cost of vision problems in 2050
In 2014 dollars – \$717 billion
adjusted for inflation



http://www.preventblindness.org/sites/default/files/national/news_releases/Future-of-Vision-Release.pdf



BETTER LENS CASE

Video Emulation

<https://vimeo.com/44399541><https://vimeo.com/4439954>

Photo Shoot

On the rack in stores in front of the BL and JJ wall of products at Duane Read and CVS.

Comparative studies fast montage of users doing their routines with other cases (and ours) & cleaning sequence.

Authoritative looking "laboratory" looking place with a cute girl looking on.

Baby boom relevant ergonomic use with older hands.



1. Baird's 2013 data
2. Improper cleaning and irregular replacement of contact lenses and contact lens cases—as well as other behaviors relating to contact lens hygiene and care—have been linked to a higher risk of complications.
<http://www.cdc.gov/contactlenses/fast-facts.html#twelve>
3. World Health Organization Report: Global data on visual impairment 2010
<http://www.who.int/blindness/economy/en/>
4. Center for Disease Control Reference:
<http://www.cdc.gov/contactlenses/fast-facts.html>
5. World Health Organization Report: Global data on visual impairment 2010
<http://www.who.int/blindness/economy/en/>
6. Center for Disease Control Reference:
<http://www.cdc.gov/contactlenses/fast-facts.html>
7. http://www.lahey.org/Departments_and_Locations/Departments/Ophthalmology/Ebsco_Content/LASIK.aspx?chunkiid=664785
8. https://en.wikipedia.org/wiki/Contact_lens#cite_note-4
9. https://en.wikipedia.org/wiki/Contact_lens#cite_note-Morgan-3
10. 2005 for example, Last year about 2.8 million wearers dropped out of lens wear in the United States, which was balanced out by about 3 million new fits over the most recent year. Determining how to regain dropouts and to prevent current wearers from dropping out is a goal for all manufacturers, serious practitioners and researchers.
11. Behavior note: <http://www.cdc.gov/contactlenses/fast-facts.html>
12. The U.S. Food and Drug Administration has more about contact lens safety,
<http://www.fda.gov/ForConsumers/ConsumerUpdates/ucm048893.htm>.
13. <http://www.cdc.gov/contactlenses/fast-facts.html#ten>
14. <http://www.who.int/blindness/economy/en/>
15. <http://www.aoa.org/patients-and-public/caring-for-your-vision/contact-lenses/facts-and-stats?ss0=y>
16. <http://www.bccresearch.com/market-research/healthcare/global-contact-lenses-technologies-markets-hlc096a.html>
- 17.



Research

