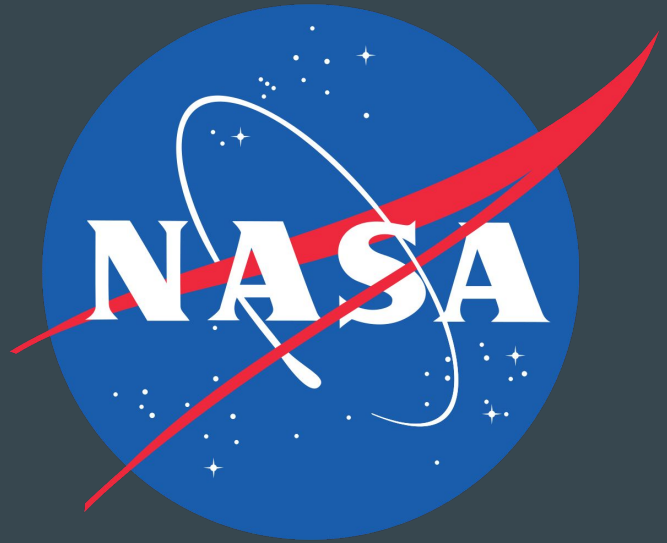
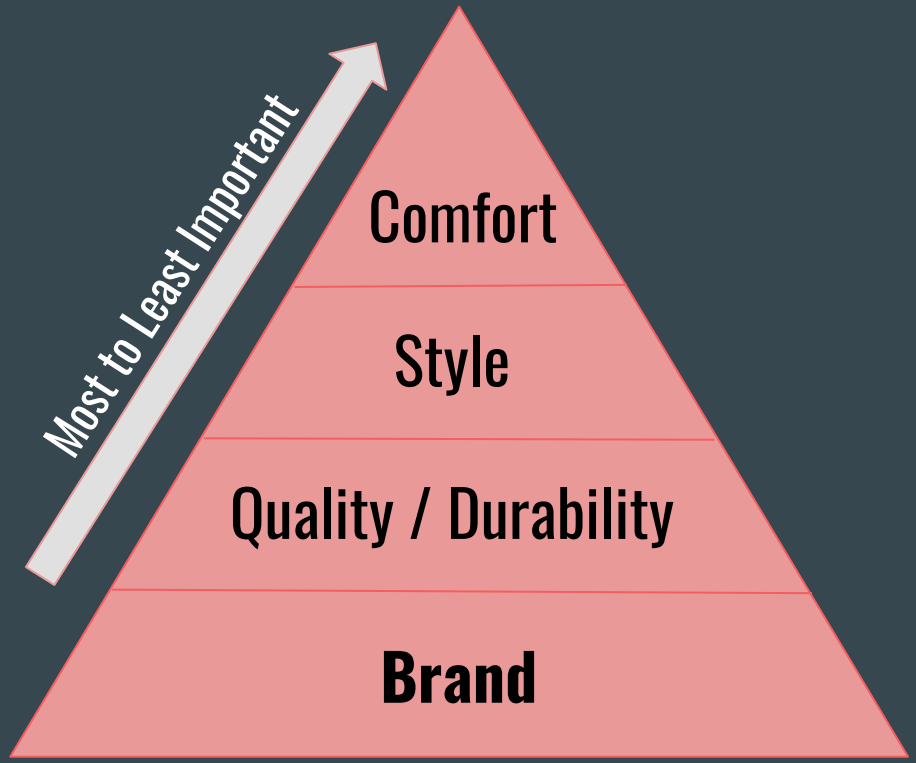


iSight

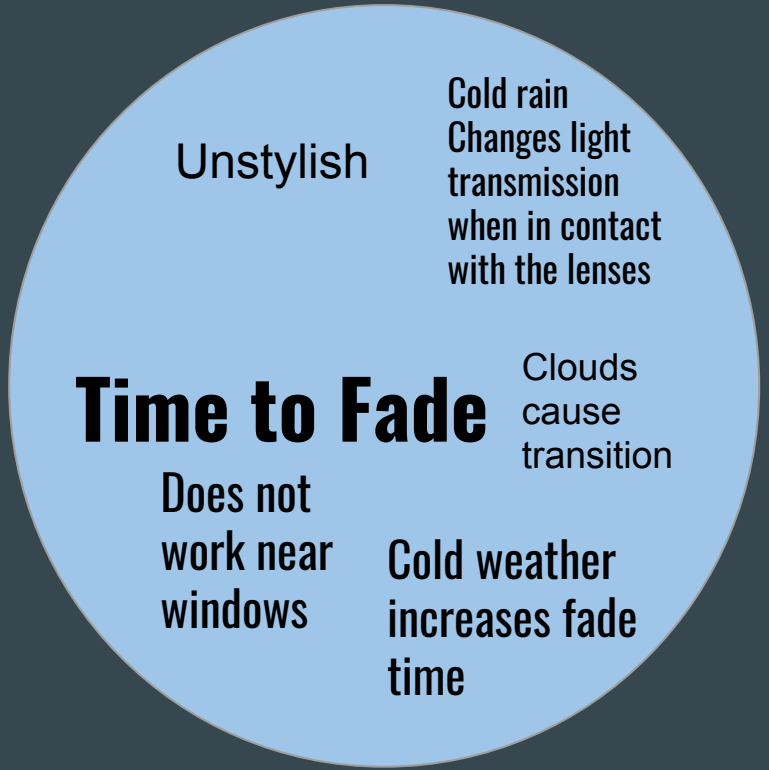
Michael Glaser
Hardy Graham
Tyler Klein
Robert Morgan
Sierra Perrine

Interviews

What is most important in Sunglasses?



What do you hate about transition lenses?



Product explanation

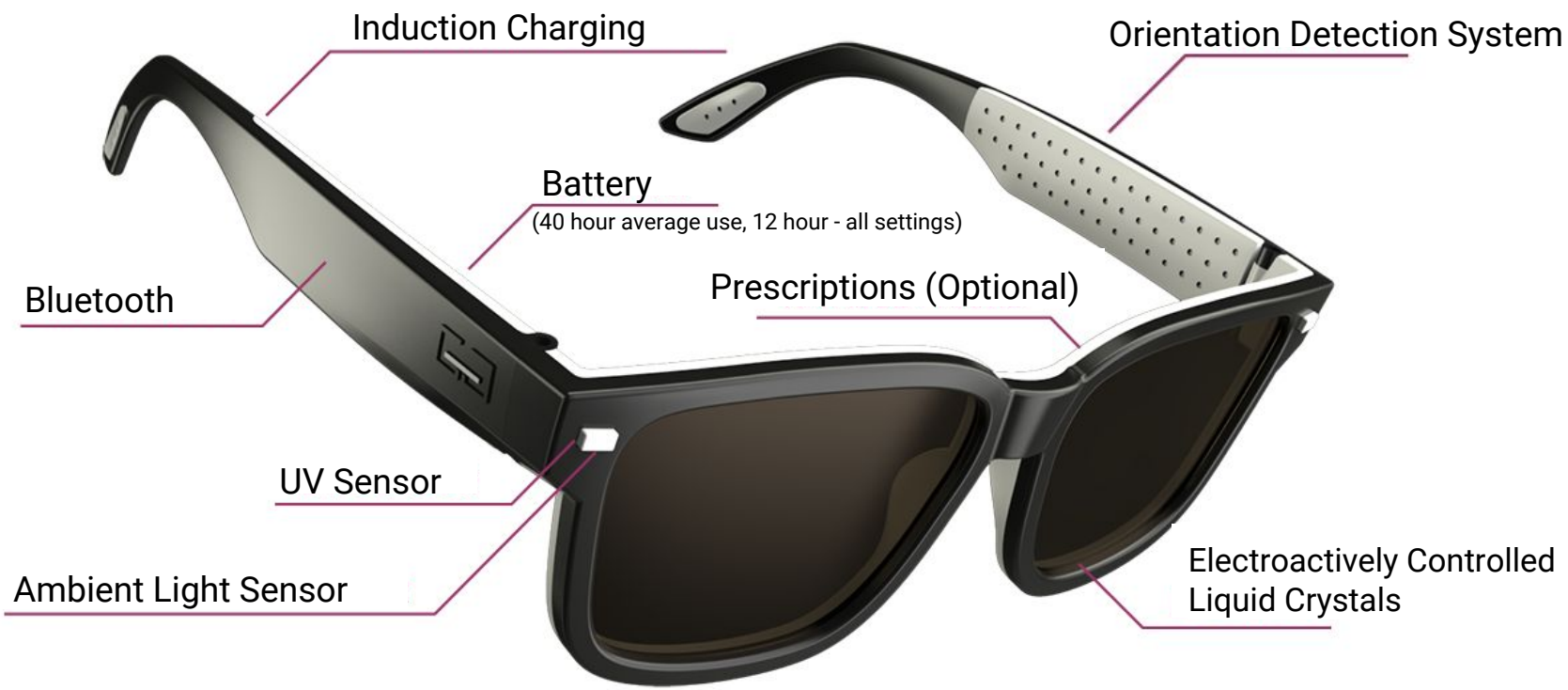
Regular Sunglasses:

- Fashionable frames
- Electronic capability
- Advantages

Prescription Lenses:

- Customization option
- Transfer time
- Battery

iSight Frame Model



Charging, Battery Life, and Battery Customizations

- Up to 1 week charge with consistent day to day use

- Glasses can be charged alongside phones, watches, and other electronic devices

1. UV Light Sensor
2. Additional Battery
3. UV Light Sensor
4. Orientation Detection Sensor
5. Induction Charging Pad

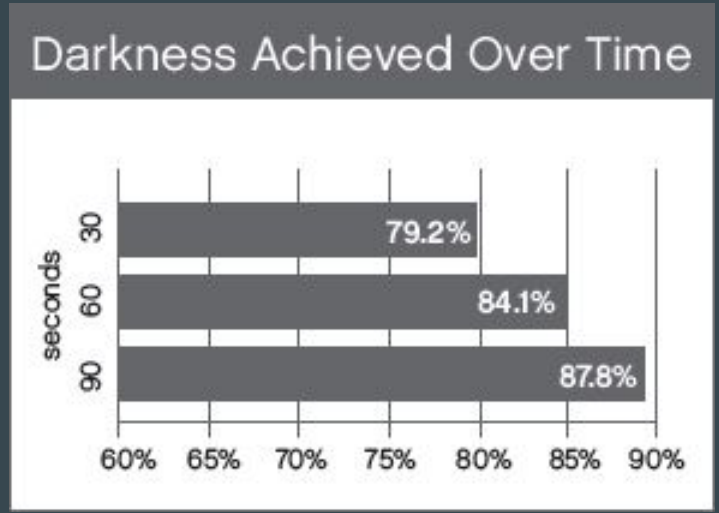
Bluetooth: Connection to App

- Manually change transparency and orientation detection settings
- Instant performance feedback of glasses
- Monitor battery life
- Quick and easy access
- Control device always on hand

Bluetooth: Connection to App

- Glasses can fade and clear instantaneously or over time
  - (1-20 second difference)
  - Preferences emphasized

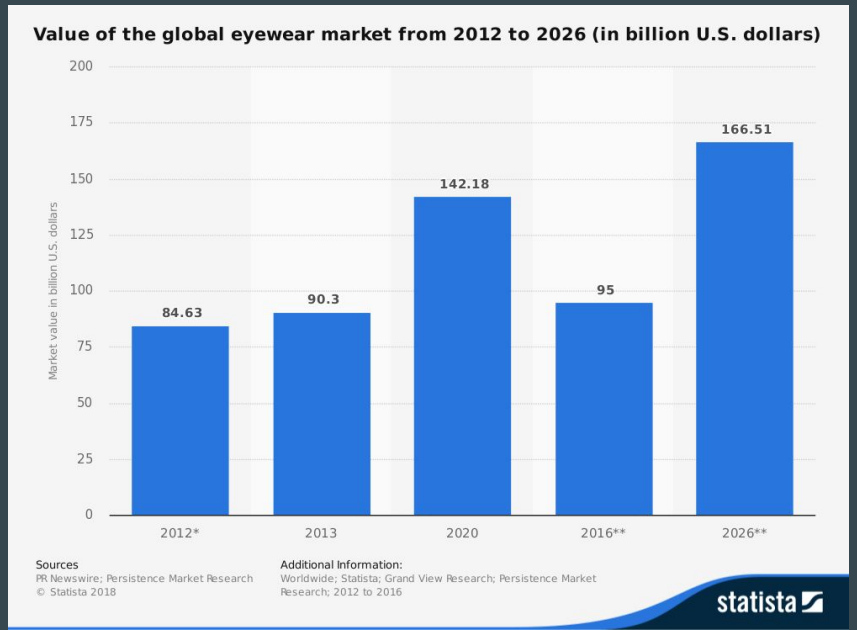
Advertisement for newest transition lenses as a comparison:



Customer Segments: Dual Markets

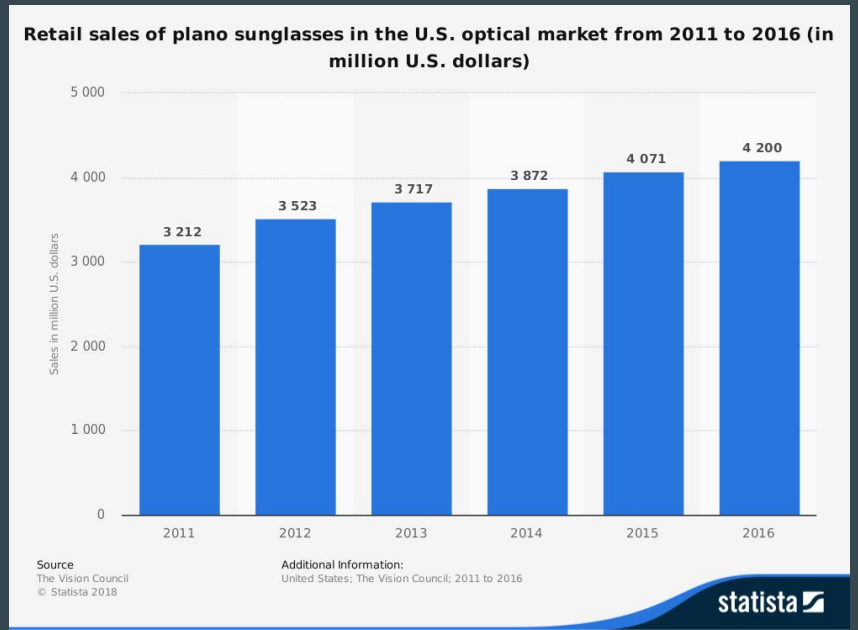
Prescription Lenses

- 64% of American adults have prescription lenses
- Over $20 billion in sales in 2017
- 85,200,000 sold in 2016



Sunglasses

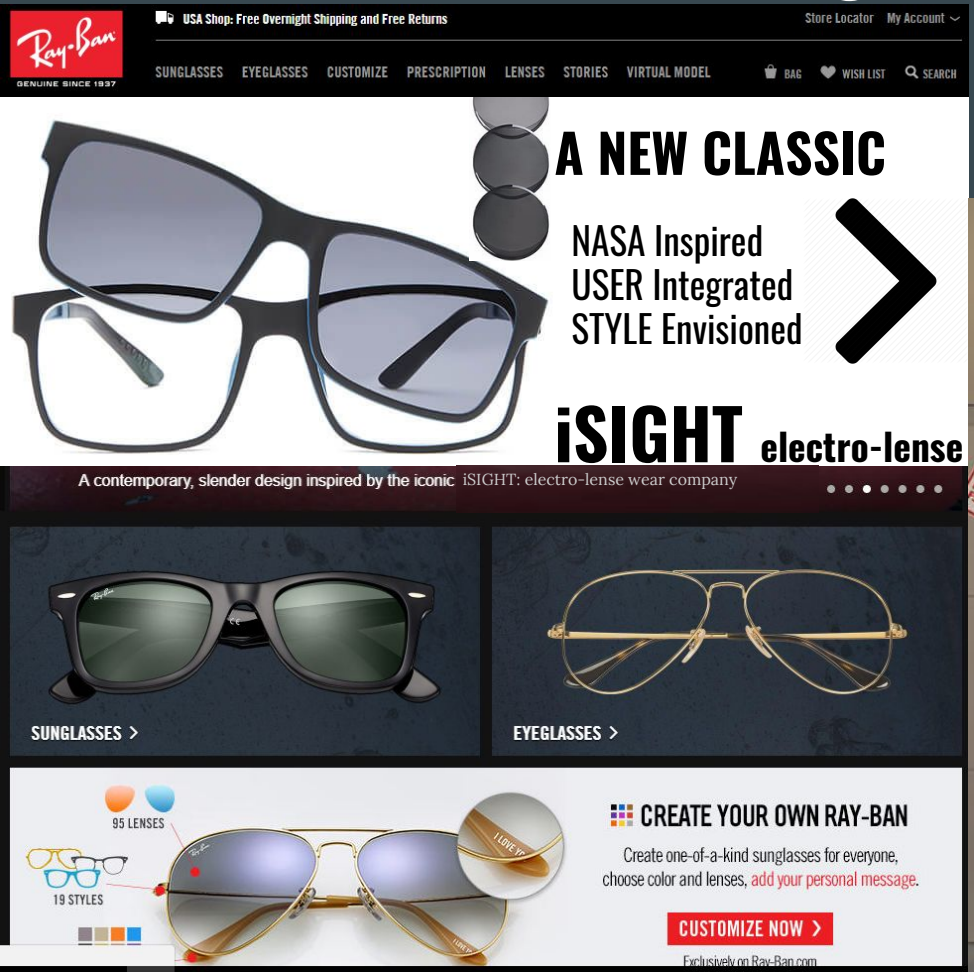
- 75% of Americans use sunglasses
- $3.596 billion in revenue in 2016
- 95,900,000 sold in 2016
- 12% of sunglasses use prescription lenses



Market: Short Term Development

- Centralized website
- Awareness from NASA Technology
- Personal styles and app customizations

Market: Long Term Development



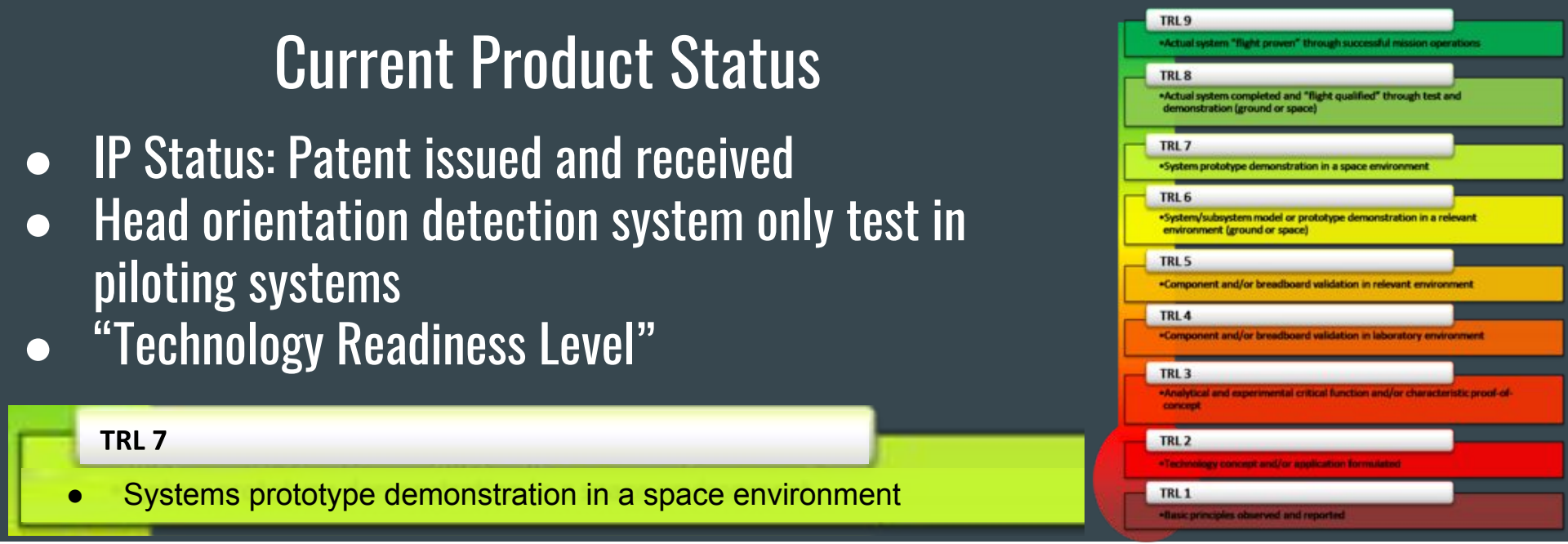
- Partnerships with reputable prescription and glasses companies
  - Exclusive license agreement and independent production license
- Brand association and awareness broadens customer segment

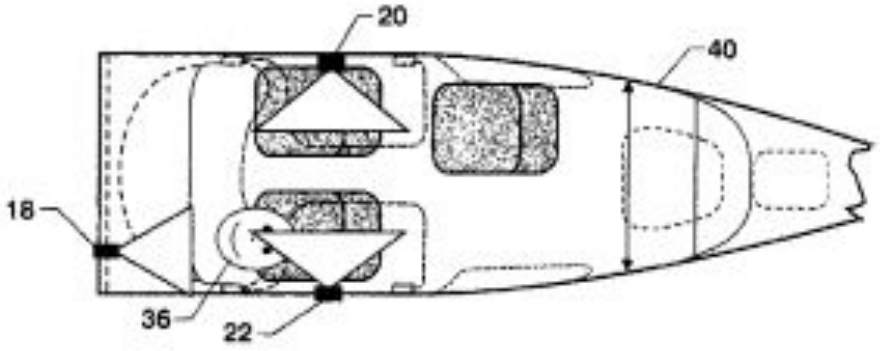
Current Product Status

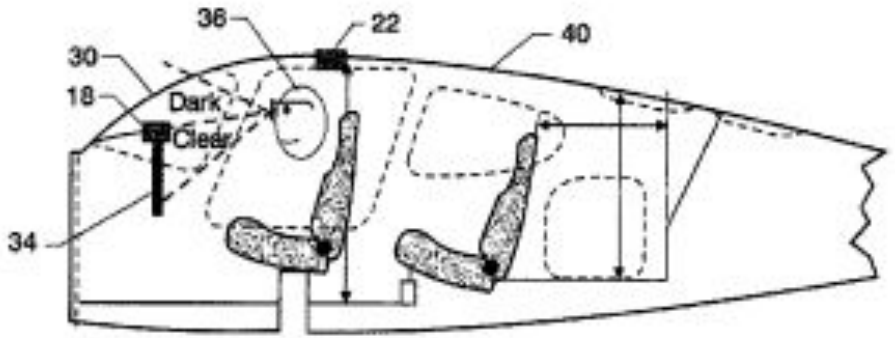
- IP Status: Patent issued and received
- Head orientation detection system only test in piloting systems
- “Technology Readiness Level”

TRL 7

- Systems prototype demonstration in a space environment







Financials

Cost Structure

- Implementation of NASA technology
- Production of frames and glasses
- App development
- Shipping to retail stores
- Exclusive license with NASA

Revenue Streams

- Royalties with pre existing sunglass companies
- Established costs for online sales between $300-$350

Plan For Next Steps

1. Implement lens technology into smaller consumer frames

Acquire funds from NASA Langley Center for physical consumer prototype

2. Combine our technology with pre existing features (induction charging, prescriptions, UV and ambient light sensors, etc.)

Significantly less funding required for digital development

3. Develop Application that connects to frames via Bluetooth technology

See the Future Clearly

"There's a great, big, beautiful tomorrow shining at the end of every day."
-Robert Sherman

The Business Model Canvas: iSight

Michael Glaser, Hardy Graham, Tyler Klein, Robert Morgan, Sierra Perrine

Key Partners

- Famous sunglasses companies (i.e. Raybans)
  - Our company maintains an exclusive license agreement and independent production license
- NASA Langley Center
- Prescription glasses stores
- Online retail (initially)

Key Activities

- Production of electro-lenses with frames and batteries assembled together
- Online retail and distribution to major company stores
- Consistent app updates

Key Resources

- Software development for website and app updates
- Proper materials (small battery, frame plastics, electro-lenses, etc.)
- Shipping to retail stores
- Patent license

Value Propositions

Two main products:
1. Custom prescription glasses frames
2. Standard electro-lense sunglasses **($350)**

- Less distracted driving
- Reduced need for multiple pairs of glasses
- Replacement for transition lenses (light transmission toggles instantly)
- Personal customization for light transmission
- Same style with major companies

Customer Relationships

- **Get**: Partnership with NASA to show company reputation and quality of technology
- **Keep**: Product and app updates
- **Grow**: Transition to partnerships with main glasses companies

Channels

- **Awareness**: "NASA technology" emphasized
- **Purchase**: Online "web" purchase
- **Distribution**: Online retails followed by sales in stores and popular brand websites
- **Post-purchase**: Customer feedback when adding new app updates

Customer Segments

- **Daily drivers** who experience eye strain from sun (Photophobia)
- People who dislike the current transition lens model
  - Also applies to anyone with regular prescription lenses
- **Current sunglasses users**: new model pair that changes light transmission of the lens depending on sunlight position, head orientation, and user specified preferences
  - Mainly 18-35 year old "stylized" females

Cost Structure

- Implementation of NASA technology
- Production of frames and glasses
- App development
- Shipping to retail stores

Revenue Streams

- Royalties after partnership with pre existing sunglasses companies and prescription stores
- Established costs for online sales ($300-$350)

Sources

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- https://www.lenscrafters.com

Our product displayed at LensCrafter and Raybans was done so only for educational conceptual purposes of the potential of the market for our product