



S P E C S I G H T

One Lens. Every Vision.

Jack Liu — Chief Executive Officer | Christos Goudas — Chief Financial Officer

Management & Team



Jack Liu
Chief Executive Officer

- 🌟 Leadership & Management
- 🏆 DECA/FBLA State Qualifier
- 🗣️ Expert Communication Skills



Chris Goudas
Chief Financial Officer

- 🏦 Finance & Risk Management
- 🎓 DECA, FBLA, NHS Member
- 📊 Advanced Mathematical Skills

COMPANY VALUES

Vision

Revolutionizing eyewear by unifying visual needs into one lens for a simple, easy-to-use solution.

Mission

Designing innovative, science-driven smart eyewear that enhances visual life and protects eye health.

Our Core Values



Accessibility

Purchasable online or in person



Sustainability

Promoting long-term eye health



Affordability

Affordable to anyone and everyone



Quality

Strong and resistant materials



Innovation

Integrating protection and tech

The Global Vision Crisis

75%

of adults need vision
correction

50%

of global population use
glasses regularly

4B

people need glasses
across the globe

The Lifetime Cycle Problem

The average user will go through **15-25 pairs** of glasses in their lifetime due to:

- Continuous Prescription Changes
- Material Degradation & Quality Decay

The Cost of Progressive Lenses



Basic
narrow viewing & reading area
\$175-250



Mid-level
moderate viewing & reading area
\$250-500



Premium
large viewing & reading area
\$500-\$1,000

The SpecSight Solution



Adjustable Prescription

Real-time focal shifting for instant clarity.

Color Enhancement

Advanced filters for CVD and vivid saturation.

Smart Protection

Integrated Blue-Light and UV filtration.

App Customization

Full control over lens settings via Bluetooth.

Premium Style

Sleek, fashionable frames for everyday use.

Long-Term Value

One pair for a lifetime of vision changes.

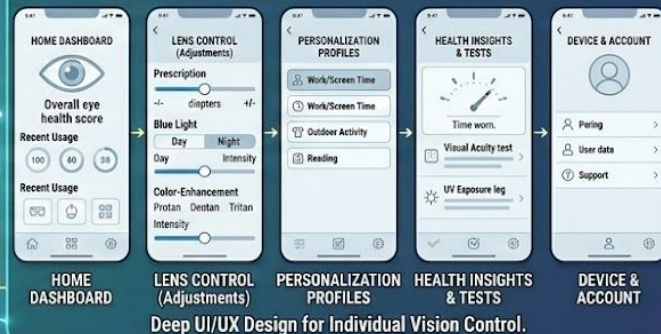
Prototype Model

SPECSIGHT BUSINESS CONCEPT SCHEMATIC - STARTUP LLC.

DETAILED PRODUCT FUNCTIONALITY & TECHNOLOGY



EXPANDED MOBILE APP FORMAT & FEATURES



Mission: Enhance visual clarity, protect health, adapt to individual needs.

Target: Tech-Savvy Young Adults, Early Adopters.



COMPANY ORGANIZATION (LLC)

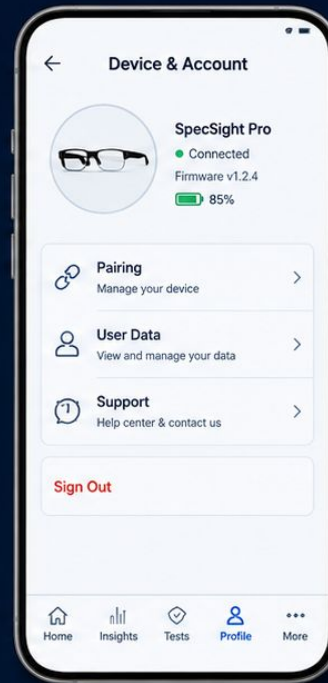
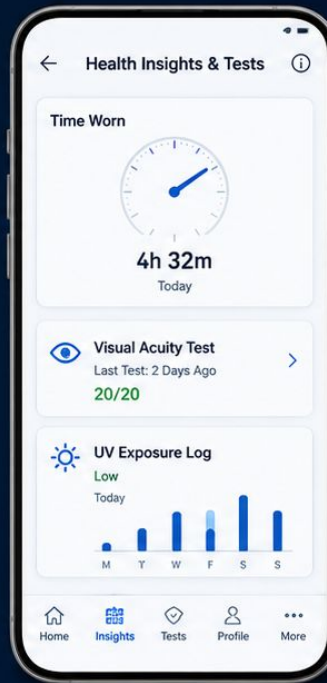
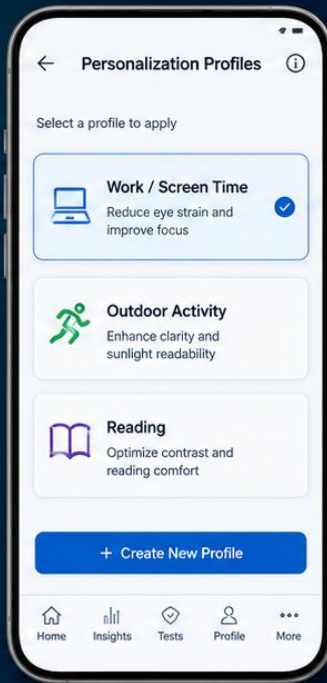
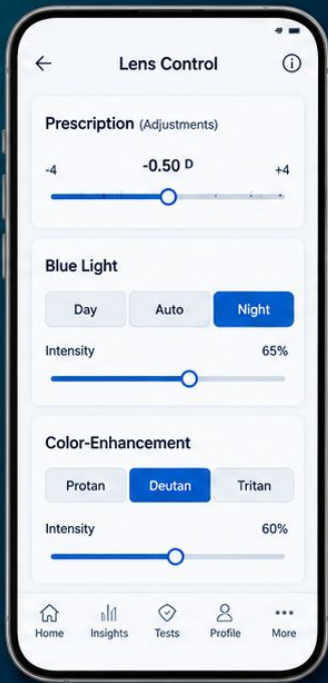


SUMMARY COMPETITIVE ANALYSIS

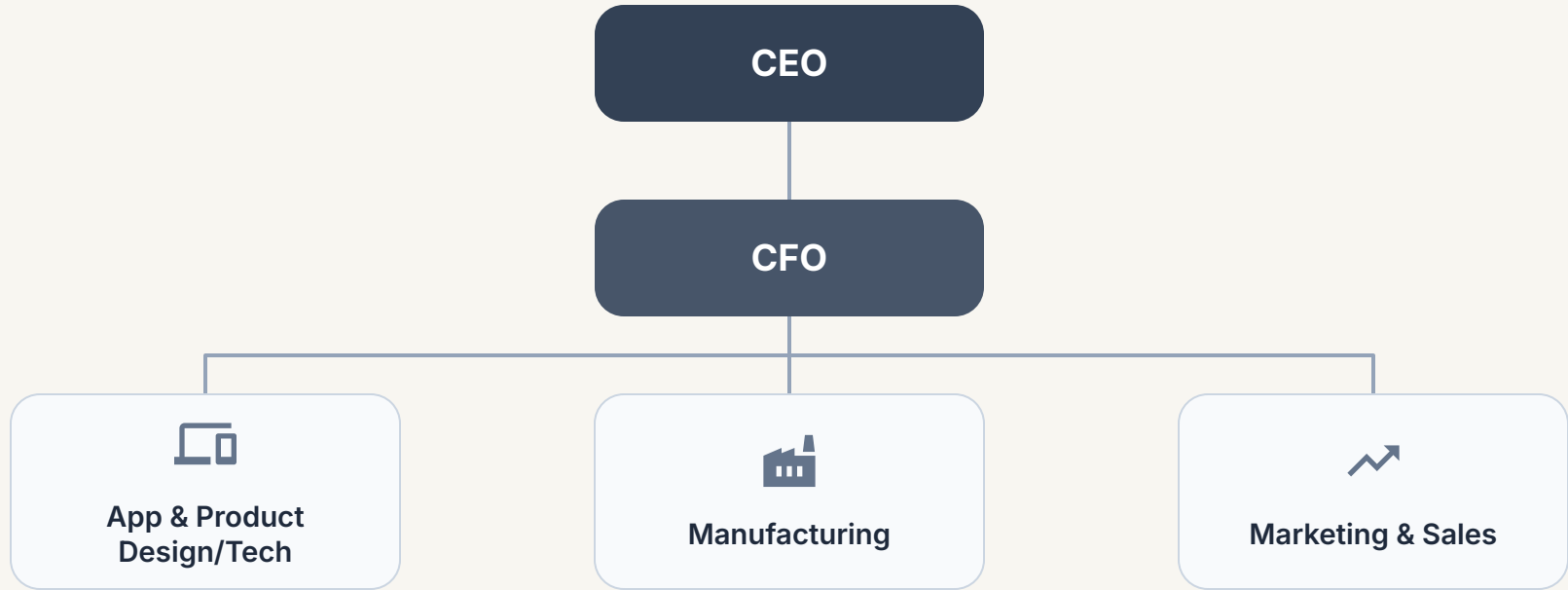
Features	SPECSIGHT	Trad. Smart Glasses	SpecSight	SPECSIGHT	Trad. Glasses	Spec. Eye Clinic
Adjustable Prescription	✓	✗	✓	✓	✓	✗
Multi-Filter Lens	✓	✗	✗	✓	✗	✗
Full App Control	✓	✗	✗	✓	✗	✗
Personalization	✓	✗	✗	✓	✓	✗
Targeted Market	✓	✗	✓	✓	✗	✗

App Wireframe

- 1. Home Dashboard
- 2. Lens Control
- 3. Personalization Profiles
- 4. Health Insights & Tests
- 5. Device & Account



Organizational Structure



Target Market Segments



Primary: Young Users

Ages 15–30

- Tech users
- Students
- High screen time
- Style-focused



Secondary: Adults & Parents

Ages 35–60

- Convenience
- Family purchases
- Work/screen time
- Long-term value



Tertiary: Seniors

Ages 65+

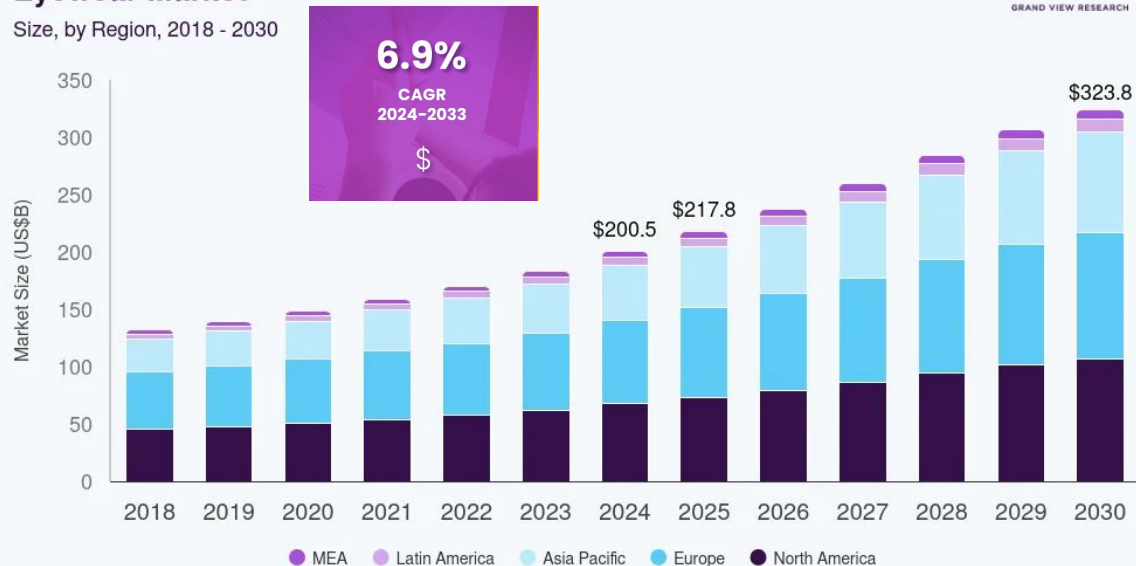
- Vision support
- Simple app guidance
- Comfort
- Accessibility

From students to parents to seniors, SpecSight grows with its users by adapting to changing vision needs.

Industry Trends

Eyewear Market

Size, by Region, 2018 - 2030



Growing Eyewear Market

Consistent expansion across global regions.



Rising Smart Wearable Demand

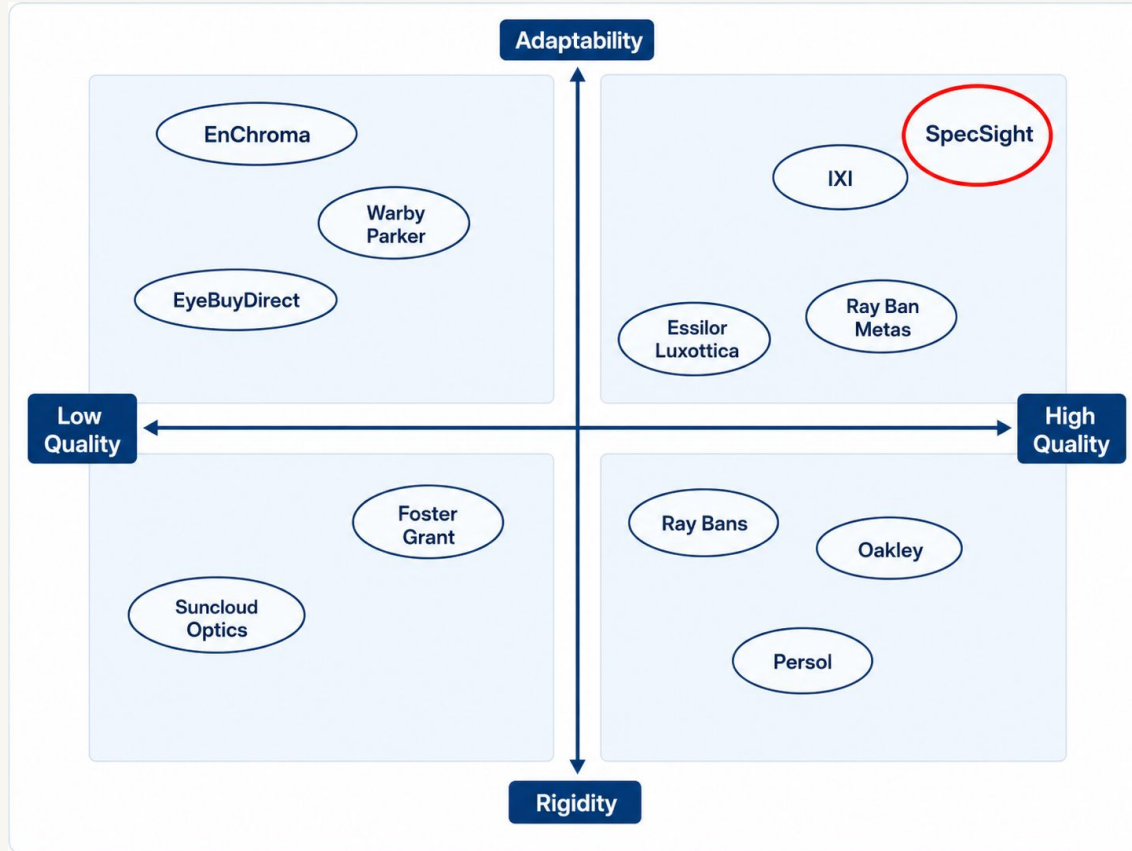
Tech-savvy users seeking smart features.



Screen-Related Vision Problems

Increased screen time driving corrections.

Perceptual Map



Competitor Comparison

CATEGORY	ENCHROMA	IXI	RAY-BAN META	SPECSIGHT
Main Function	CVD Correction	Autofocus Lenses	AI & Media Capture	All-in-One Smart Lens
Price	\$190 - \$500	\$1,000	\$299 - \$379	Value-Based / Premium
Strength	Specialized Color Filters	Near-to-far correction	Ecosystem Integration	Multi-Filter & Adjustable
Limitation	Single Function only	Niche brand, high cost	No vision correction	New Technology Adoption
SpecSight Advantage	Combines CVD with Adjustable Power	More features beyond autofocus	Vision health utility over entertainment	Ultimate Integration: Rx + CVD + App



SWOT Analysis

STRENGTHS

- Long-lasting & sustainable tech
- Higher quality resource base
- Multi-purpose functionality

WEAKNESSES

- High premium price point
- Limited battery life (2-3 days)
- Narrow early product variation

OPPORTUNITIES

- Consistent upgrade cycles
- Global international expansion
- Marketable to all age groups

THREATS

- High product & medical liability
- Patent conflicts & violations
- Competitors copying autofocus

Marketing Strategy

"Show the product visually, then convert interest into sales."



Online Presence

Social Media & Content

 TikTok, YouTube, & Instagram

E-Commerce & Tech

 Amazon Marketplace

 Official Website Store

 SpecSight App Ecosystem



In-Person Events

Experiential Marketing

 Product Sampling Opportunities

 Interviews with Co-Founders

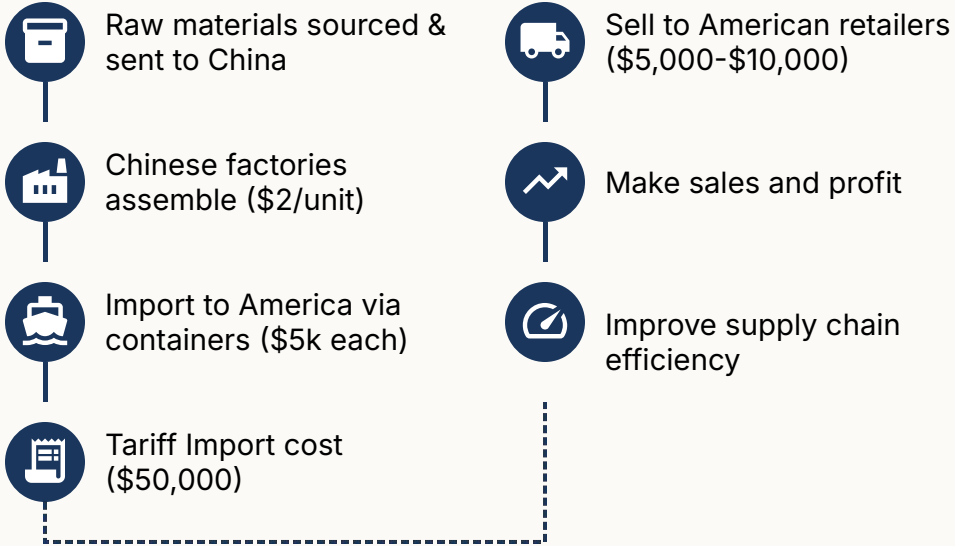
Brand Ecosystem

 Global Brand Recognition

 Strategic Partnerships

Operations & Productions

SECTION 1: SUPPLY CHAIN OPERATIONS



SECTION 2: APP & WEB OPERATIONS



Revenue Streams



Online Sales

SpecSight website, mobile app, and Amazon orders



Retail Sales

Brick-and-mortar partners such as Walmart and Best Buy



Customization

Paid frame styles, lens settings, and personalized upgrades



App Upgrades

Premium app features, advanced profiles, and accessories



Revenue comes from product sales, customization, and future service upgrades.

Pricing Strategy

SPECSIGHTS STANDARD PRICE

\$499 per pair

EnChroma
\$190-\$500



IXI Eyewear
~\$1,000



Breakeven Analysis

\$903,962
Breakeven Sales Level

Fixed Costs
\$470,060

Variable Costs
48% of Sales

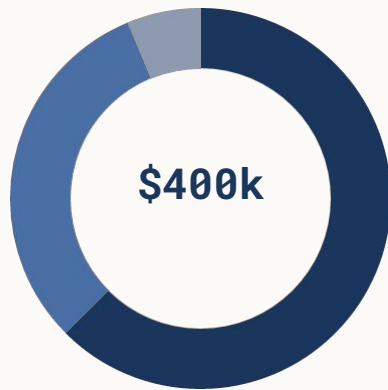
Projected Year 1 Sales
\$834,400

SpecSight is close to breaking even in Year 1, with a gap of about \$69,562.

Breakeven Analysis		
SpecSight		
Cost Description	Fixed Costs (\$)	Variable Costs (%)
Variable Costs		
Cost of Goods Sold		48.00%
Inventory		0.0%
Raw Materials		0.0%
Direct Labor (Includes Payroll Taxes)		0.0%
Fixed Costs		
Salaries (includes payroll taxes)	\$ 180,000	
Supplies	\$ 12,000	
Repairs & maintenance	\$ 6,000	
Advertising	\$ 40,000	
Car, delivery and travel	\$ 6,000	
Accounting and legal	\$ 18,000	
Rent	\$ 30,000	
Telephone	\$ 3,600	
Utilities	\$ 6,000	
Insurance	\$ 12,000	
Taxes (Real estate, etc.)	\$ -	
Interest	\$ 9,000	
Depreciation	\$ 14,000	
Other (Outside services)	\$ 50,000	
Other (Reserve for contingencies)	\$ 40,460	
Miscellaneous expenses	\$ 18,000	
Principal portion of debt payment	\$ 25,000	
Owner's draw	\$ -	
Total Fixed Costs	\$ 470,060	
Total Variable Costs		48%
Breakeven Sales level	=	903962

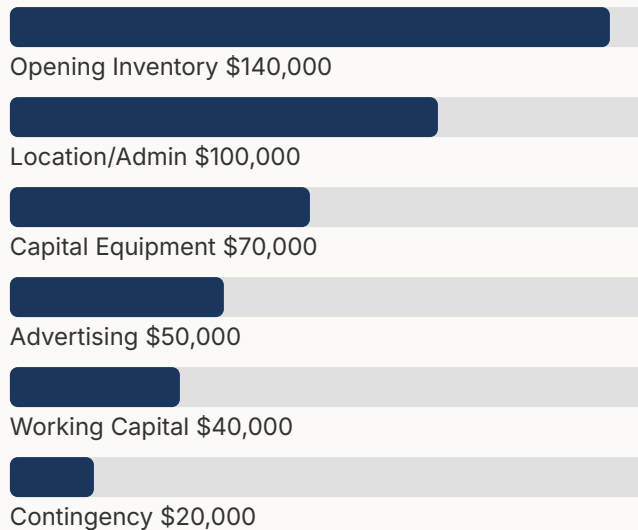
Startup Costs

SOURCES OF FUNDS



- Equity: \$250,000 (62.5%)
- Loans: \$125,000 (31.25%)
- Supplier Credit: \$25,000 (6.25%)

MAJOR STARTUP EXPENSES



Sources of Capital

Owners' Investment (name and percent ownership)

Jack Liu (50% ownership)	\$	50,000
Chris Goudas (50% ownership)	\$	50,000
Angel Investor 12% ownership		100,000
Eyewear Industry Investor 8% ownership		50,000
Total Investment	\$	250,000

Bank Loans

Jack Liu business/startup loan	\$	62,500
Chris Goudas business/startup loan		62,500
Bank 3		-
Bank 4		-
Total Bank Loans	\$	125,000

Other Loans

Supplier credit	\$	25,000
Source 2		-
Total Other Loans	\$	25,000

Startup Expenses

Buildings/Real Estate

Purchase	\$	-
Construction		-
Remodeling		-
Other		-
Total Buildings/Real Estate	\$	-

Leasehold Improvements

Basic office/warehouse setup	\$	4,000
Wiring, Internet, and tech setup		3,000
Small product testing/demo		2,000
Office signage/interior improvements		1,000
Total Leasehold Improvements	\$	10,000

Capital Equipment List

Furniture	\$	6,000
Equipment		28,000
Fixtures		6,000
Machinery		22,000

Financial Projections

\$834,400

Year 1 Revenue

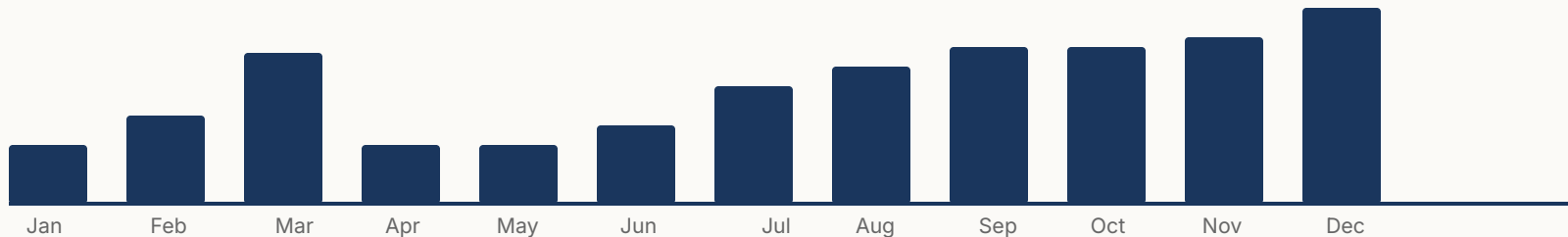
\$434,400

Gross Profit

\$118,800

Ending Cash

Monthly Revenue Trend



Future Growth Roadmap

Projected Sales Growth



1. Launch

- Core Product Release
- Direct-to-Consumer
- App Feature Updates

2. Retail Expansion

- Partnerships (BestBuy)
- New Frame Styles
- Premium Models

3. Global Growth

- International Markets
- Advanced Color-Enhancement
- App Ecosystem Expansion

The Future of Vision

KEY INNOVATIONS

- Adjustable prescription
- Color enhancement
- Blue-light + UV protection
- App customization
- Stylish smart eyewear



SpecSight makes vision smarter, clearer, and more adaptable.

Invest in clearer, smarter, more adaptable vision.