

C242-PS469

bangkit

# Go-To Market Proposal



2024

# Our Team

## Mobile Development - Team



Sukma Wati

## Machine Learning - Team



Abd Rahman Wahid Salsabila Putri

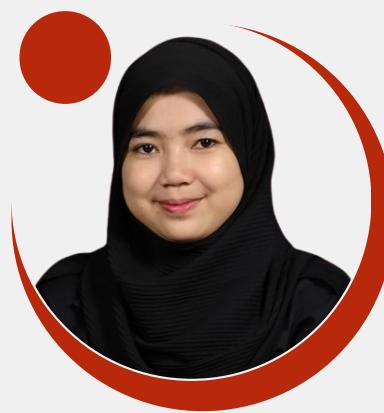


Muhammad Hidayatul  
Fadillah

## Cloud Computing - Team



Ahmad Faisal



Galbi Nadifah

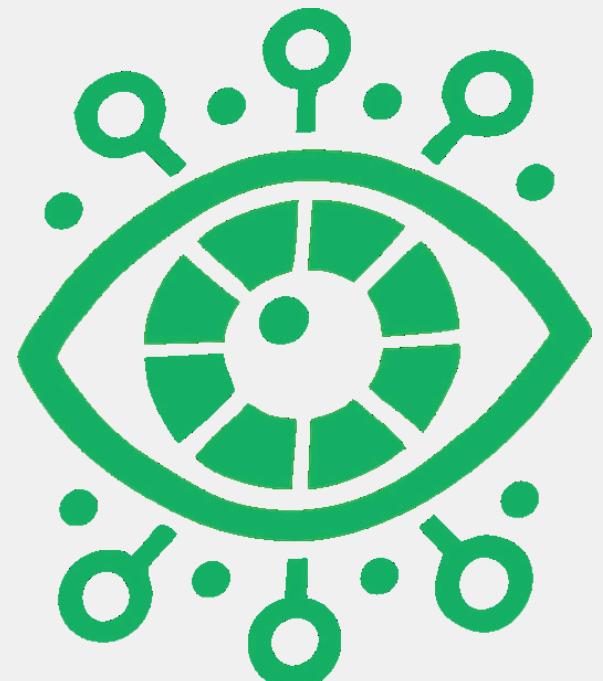
# Background

Cataracts and refractive errors (such as myopia, hyperopia, and astigmatism) are significant contributors to visual impairment worldwide. According to the **2019 WHO report, over 2.2 billion people** are affected by vision problems, with **cataracts** being the leading cause of **blindness**. Despite advances in eye care, many individuals in underserved communities lack access to timely diagnosis and treatment due to the high cost and limited availability of healthcare facilities. Early detection and regular monitoring are crucial in preventing severe vision loss, yet these remain out of reach for many. With increasing global awareness of eye health, there is a pressing need for accessible, affordable, and accurate solutions that empower individuals to take control of their vision care.

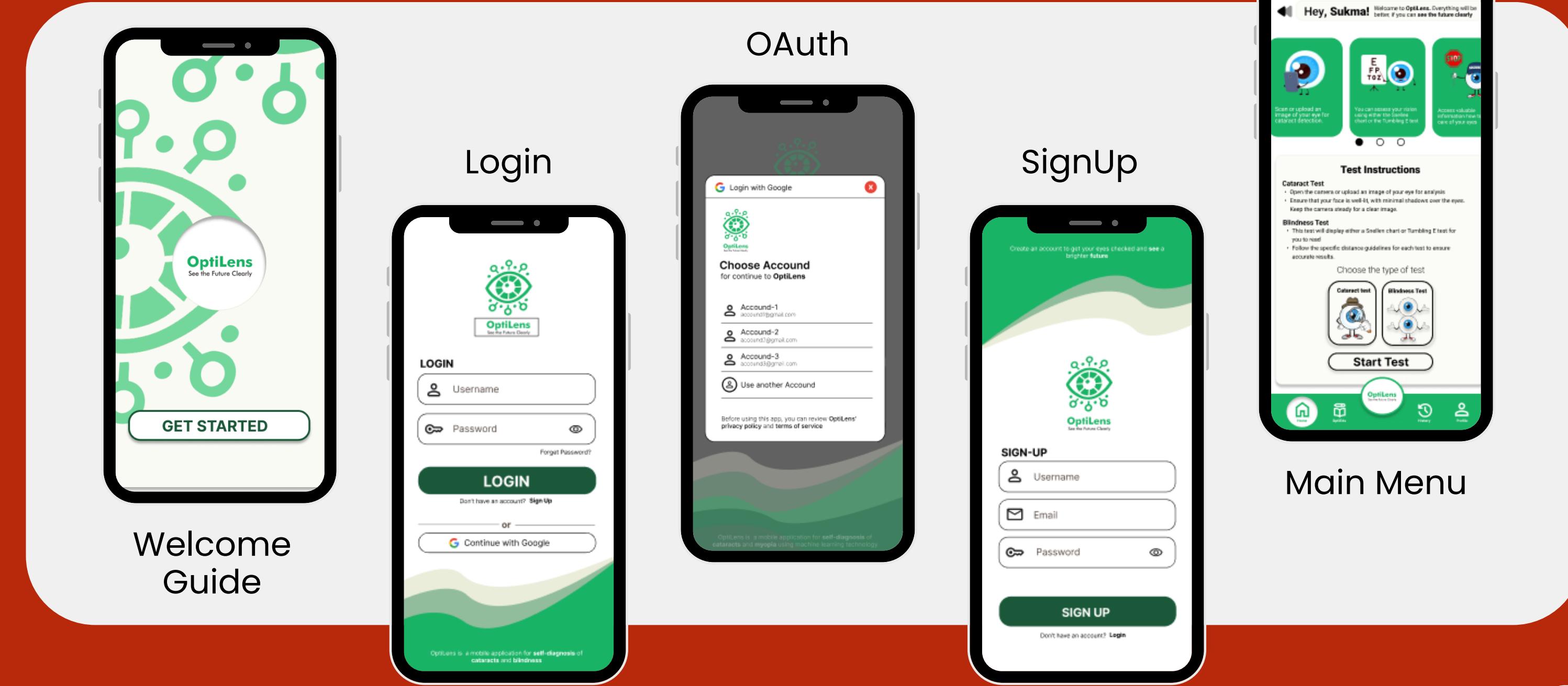


# Intro of OptiLens

Imagine waking up one day to blurry vision, unsure if it's just fatigue or the onset of a serious eye condition like cataracts. For millions worldwide, especially in remote communities, access to eye specialists and diagnostic tools remains a distant dream. Have you ever thought about an application that could assess your eye health with just a picture and a simple test? Introducing OptiLens, your personal eye health assistant, designed to make early detection of cataracts and vision clarity assessment accessible anytime, anywhere.

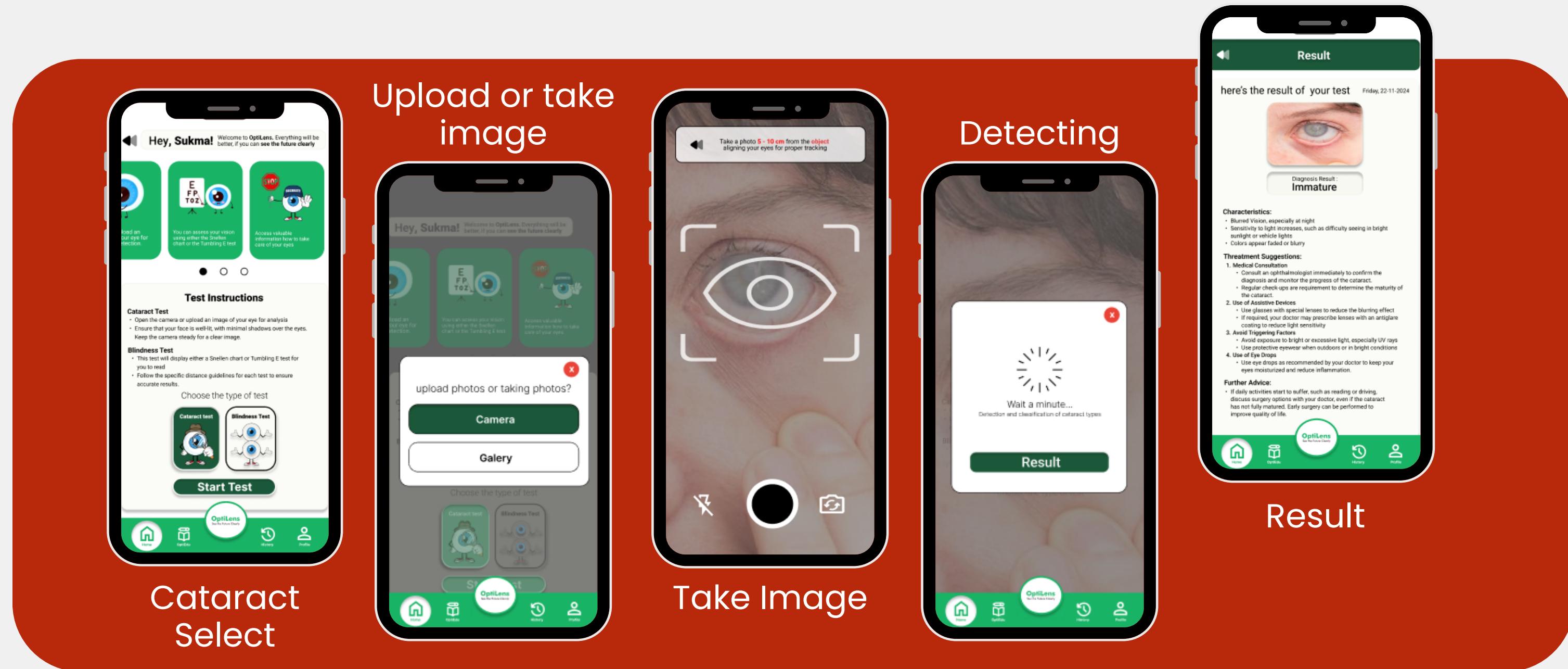


**OptiLens**  
See the Future Clearly



C242-PS469

bangkit



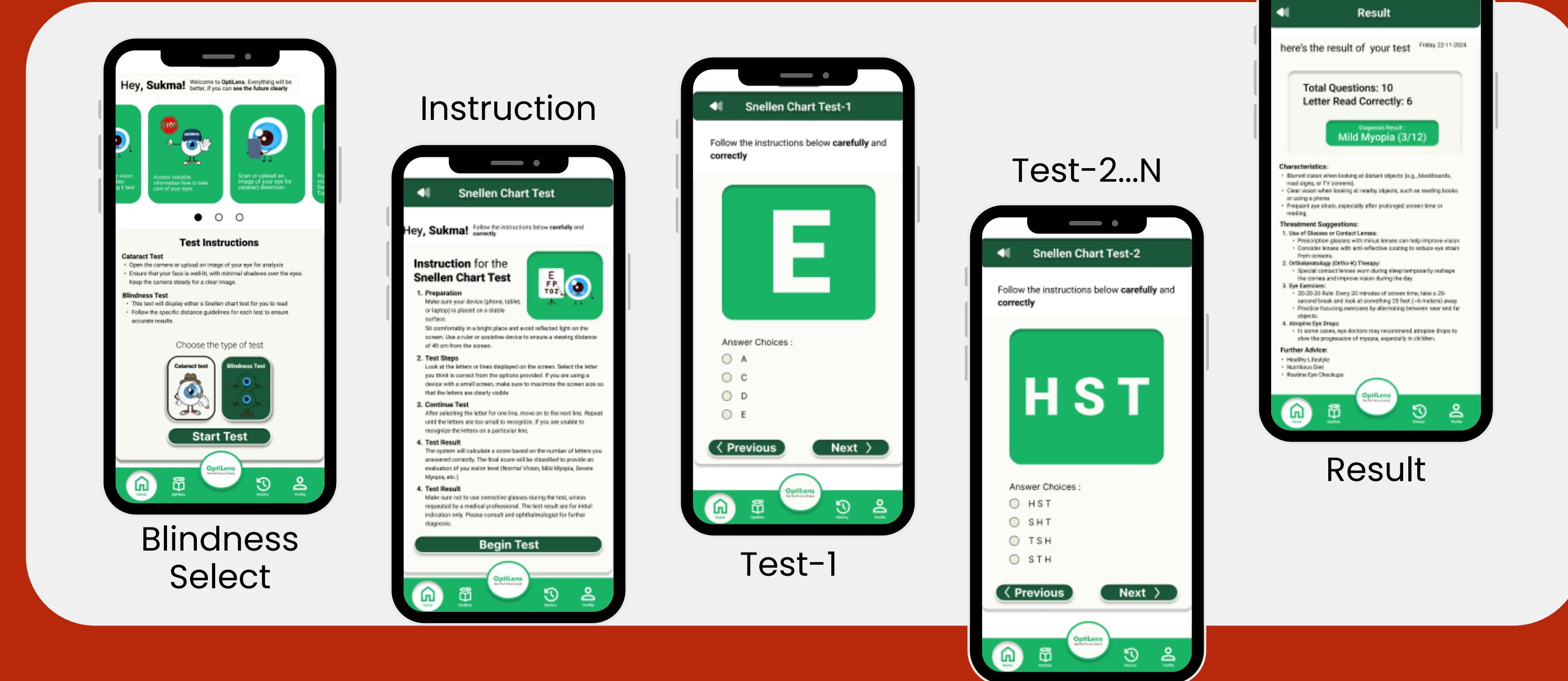
 OptiLens  
See the Future Clearly

Cataract Detection  
Mobile Apps Design

 NEXT

C242-PS469

bangkit



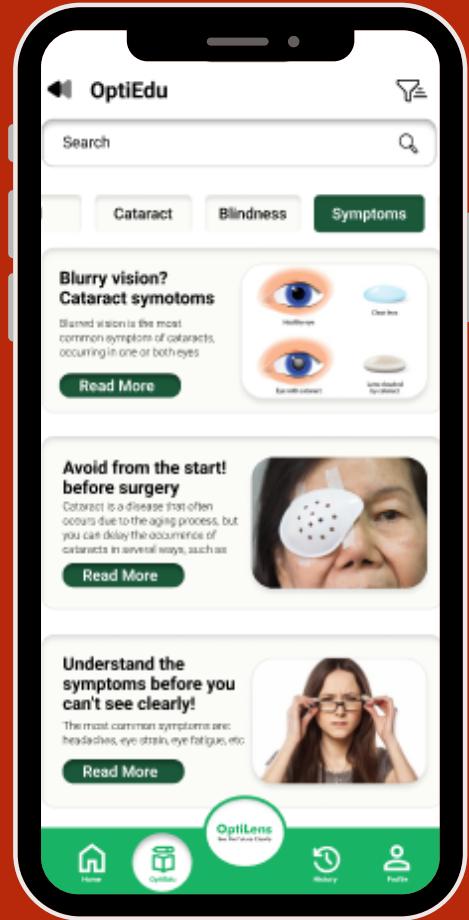
 OptiLens  
See the Future Clearly

 NEXT

**Blindness Classification**  
Mobile Apps Design

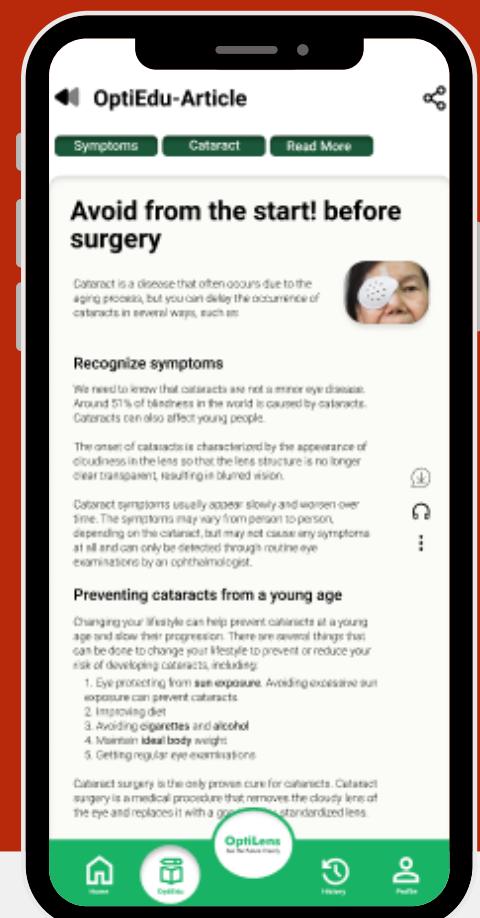
C242-PS469

bangkit

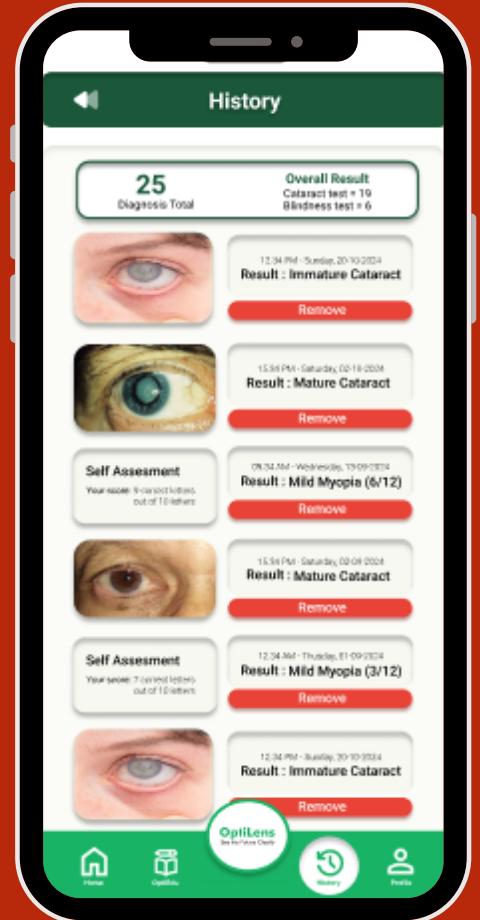


OptiEdu

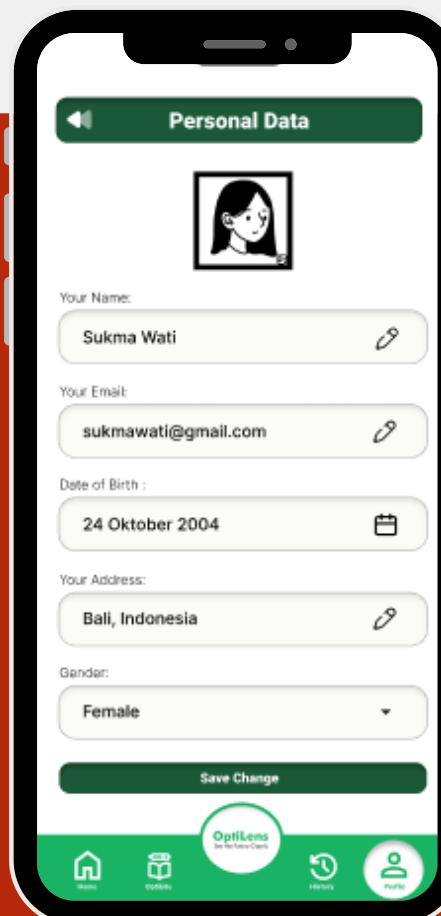
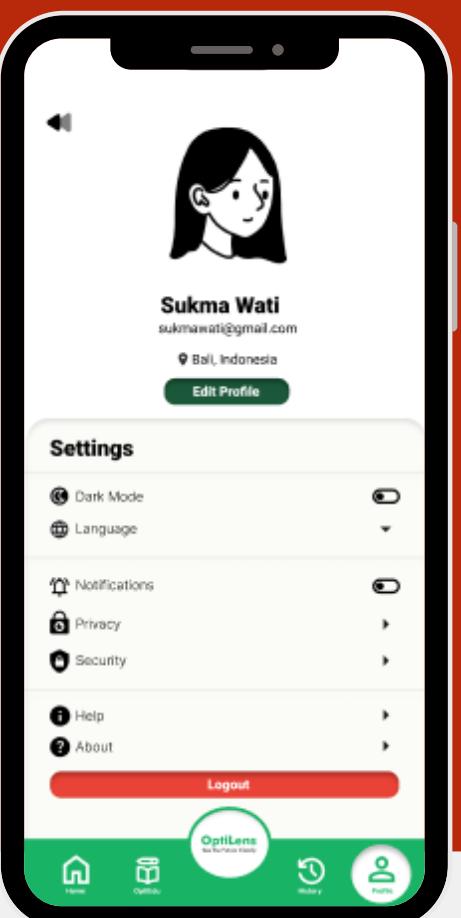
Select Article



User History



User profile

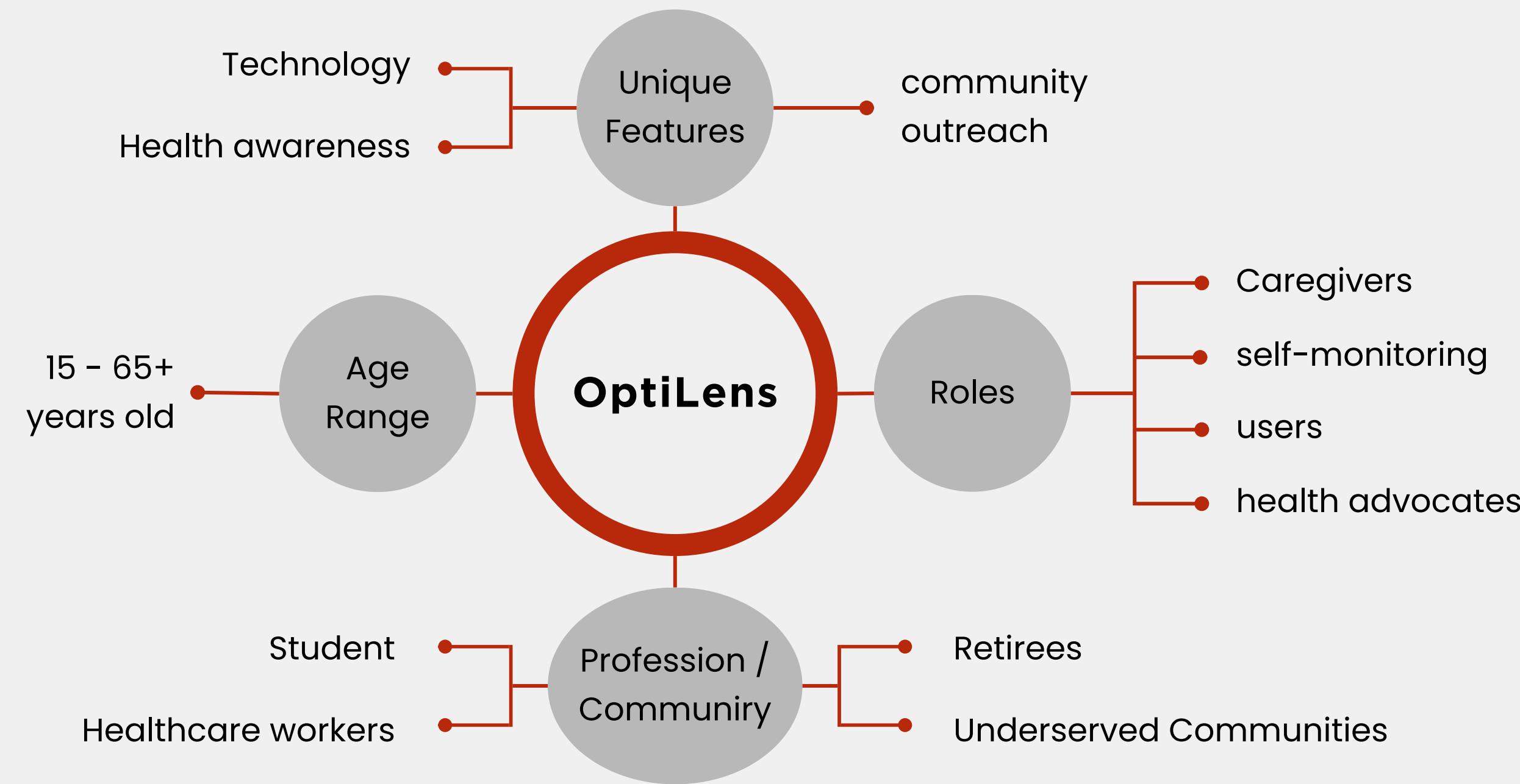


Setting Profile

# Market Target

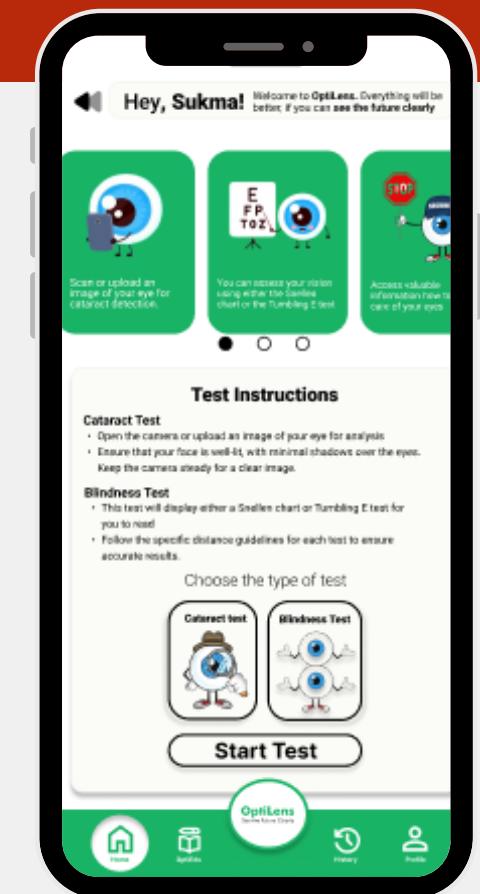
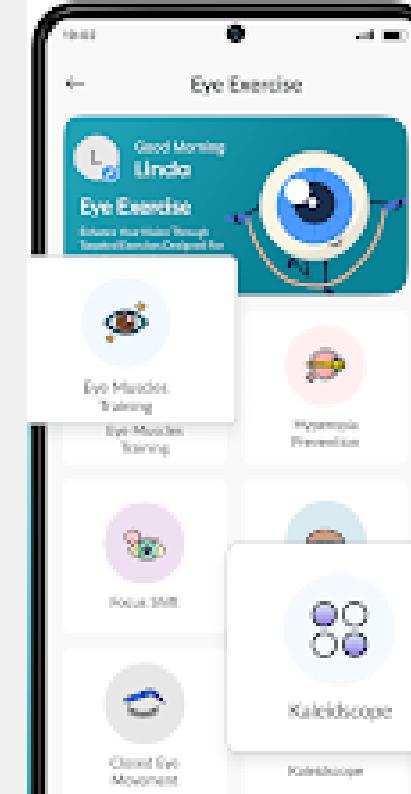
C242-PS469

 bangk!t



# Comparison to similar Apps

## Eye Testing



## OptiLens

# Why your Target market Needs your Solution?

## Purpose-driven

OptiLens provides an accessible, affordable, and user-friendly solution to monitor and manage eye health, addressing the unmet need for diagnostic tools in underserved and rural communities.

## Data-driven

WHO data shows over 2.2 billion people globally are visually impaired, with cataracts and refractive errors as leading causes. OptiLens leverages image processing and manual assessments to provide timely insights into eye health.

## Why it's needed

Millions lack access to proper tools for early detection of cataracts and refractive errors, leading to preventable blindness. OptiLens bridges this gap with a technology-driven solution that is simple and effective for users.

## Stakeholders Benefitted

- End-users: Individuals can self-monitor eye health and detect early symptoms.
- Healthcare providers: Gain a preliminary tool for outreach and diagnostics.
- Public health organizations: Integrate OptiLens into community initiatives.

## Impact

OptiLens empowers individuals to take charge of their eye health, reduces risks of severe vision loss, and promotes equitable access to diagnostics, particularly for vulnerable and underserved populations.

## STRENGTHS

- Affordable and accessible solution for cataract and myopia detection.
- Combines advanced technology with manual clarity testing for comprehensive eye assessment.
- High social impact by addressing vision problems in underserved areas.

## OPPORTUNITIES

- Growing global need for accessible eye health solutions.
- Partnerships with healthcare organizations for broader reach.
- Extensible features for other eye conditions such as glaucoma or diabetic retinopathy

## WEAKNESSES

- Dependent on smartphone availability and quality.
- Accuracy may vary for complex cases and user-reported clarity testing.
- Limited integration with healthcare professionals.

## THREATS

- Competition from similar apps and technologies.
- Data privacy, user trust, and regulatory barriers.
- Barriers to adoption in less tech-savvy communities.

C242-PS469

bangkit

# Thank You