



TARGET SEGMENT

100,000 Retinitis Pigmentosa (RP) patients in the US suffer from progressively peripheral vision loss and night blindness. Individuals with RP face significantly lower employment rates (41% vs. 82%) and earn less annually (~\$51,963 vs. ~\$58,932) compared to the general population*

REGULATORY PATHWAY

DynamEye is classified as a Class I medical device by the FDA, subject to General Controls, including Good Manufacturing Practices (GMP), labeling standards, and Medical Device Reporting. Most Class I devices are exempt from premarket 510(k) review, streamlining market entry.

MARKET GAP

- Assistive vision devices are priced between \$3,000 and \$20,000, putting them out of reach for many middle-income users.
- These devices rely on Virtual Reality, which completely blocks the real-world view. This approach reduces spatial awareness and makes everyday navigation more difficult and unsafe for visually impaired individuals.

DynamEye isn't just a product —it's a movement toward accessible vision for all.

Demand for assistive tech for visually impaired was **\$4.2 billion in 2023**

Global Assistive Tech expected to grow to **28.8 billion** by 2028

Demand for assistive tech for visually impaired to rise at an **explosive 13.1% CAGR**

CONSUMER PERSONA

Geography
US market focus - the largest smartwear market (in the early stages)

Functional Vision Level
Mid-Stage RP - Tunnel vision, difficulty navigating without assistance

Tech Adoption Behavior
Early adopters - Curious, experimental, often young adults or professionals.

Socio-economic Status
Middle and lower-middle income

MARKET OPPORTUNITY

	TAM	SAM	SOM
Description	Patients of RP	Early to mid-stage RP	Middle and lower-middle income class
Population	2M	1.2M	240k
Value	\$1B	\$600M	\$120M

COMPETITIVE ANALYSIS

	IrisVision	eSight	OrCam	DynaEye
Price	\$3,299	\$4,950	\$4,250	~\$300-\$500
Dynamic Zoom	Manual	Manual	None	Yes
Field of View	Wide	Narrow	None	Wide

REVENUE STREAMS

D2C Sales

Optometrists and clinics

State health institutions

Grants/NGOs

GO-TO-MARKET TIMELINE

Phase 1
Months 0-6

Actions

- Build MVP
- Collect feedback
- Secure early champions

Channels

- Key opinion leader optometrists
- Closed-group RP testers
- Product advisors

Phase 2
Months 6-12

Actions

- Launch pre-orders
- Patient testimonial content

Channels

- Direct-to-consumer soft launch via website
- Early nonprofit partners

Phase 3
Months 12-18

Actions

- Support scale-up
- Targeted outreach
- Community-based events

Channels

- Broader clinic partnerships
- State pilot trials
- Nonprofit bulk support

Long-Term Expansion

- AI equipped smartlens leading to **IP licensing** and proprietary software sales
- Expansion to **military** and **medical application**
- Global expansion to other markets