

DynamEye

Vision Without Limits

PROBLEM STATEMENT

Globally, over 2.2 billion people experience vision impairment, with at least 1 billion cases preventable or yet to be addressed. Retinitis Pigmentosa (RP) is a degenerative eye disease that leads to progressive vision loss, severely impacting daily activities and independence, leading to injuries, economic burden and social isolation. Approximately, 1 in 3,500 to 4,000 individuals suffer from RP, worldwide. Despite the prevalence, nearly 80% of those requiring vision assistance are under served due to the high cost and limited functionality of existing products. This gap underscores the urgent need for accessible, comprehensive assistive technologies.

SOLUTION

Dynamic Zoom

Adjust magnification in real time, particularly useful for users with central vision loss, helping them identify faces, signs, and obstacles at varying distances.

Field-of-Vision Expansion

By utilizing multi-camera stitching technology, it expands the wearer's field of vision. This assists users with tunnel vision (a hallmark of RP), providing greater environmental awareness and reducing collision risk.

Blur Correction

Adaptive autofocus ensures consistent visual clarity under varying lighting conditions. Improves usability helping users maintain independence in all environments.

Affordable

DynamEye is priced between \$350–\$500, offering an affordable alternative to high-cost assistive devices. Insurance coverage may be available depending on the provider and plan, and we are exploring partnerships to expand reimbursement opportunities.

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.

PRODUCT VISION

DynamEye targets the growing global assistive technology market by offering an affordable, all-in-one solution for individuals with low vision, addressing both medical and non-medical applications such as security, machine vision, and augmented visual assistance.

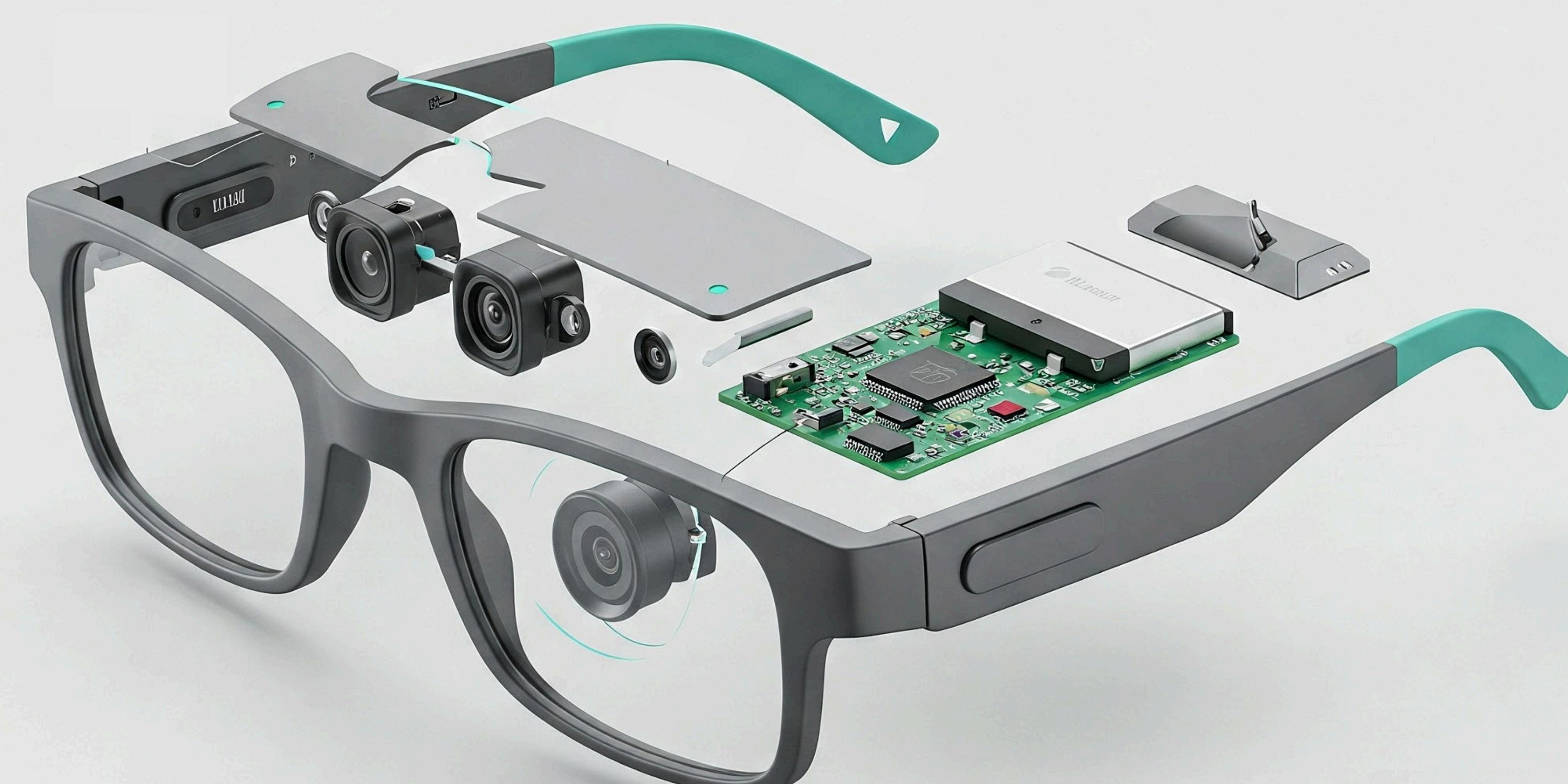
“DynamEye isn't just a product –it's a movement toward accessible vision for all.”

285M+ people visually impaired worldwide

\$28 Billion Assistive technology market by 2028

40% of visually impaired patients fall annually

People with Low vision take 30% longer for tasks



Feature	DynamEye (\$350 to \$500)	Smart Glasses (\$4,500+)	Guide Dog (\$20K+)	Telescopic Lenses (\$5,000)
AI-Powered	✓	✓	✗	✗
Dynamic Zoom	✓	✓	✗	✗
Expanded Vision	✓	✗	✗	✗
Affordable	✓	✗	✗	✗

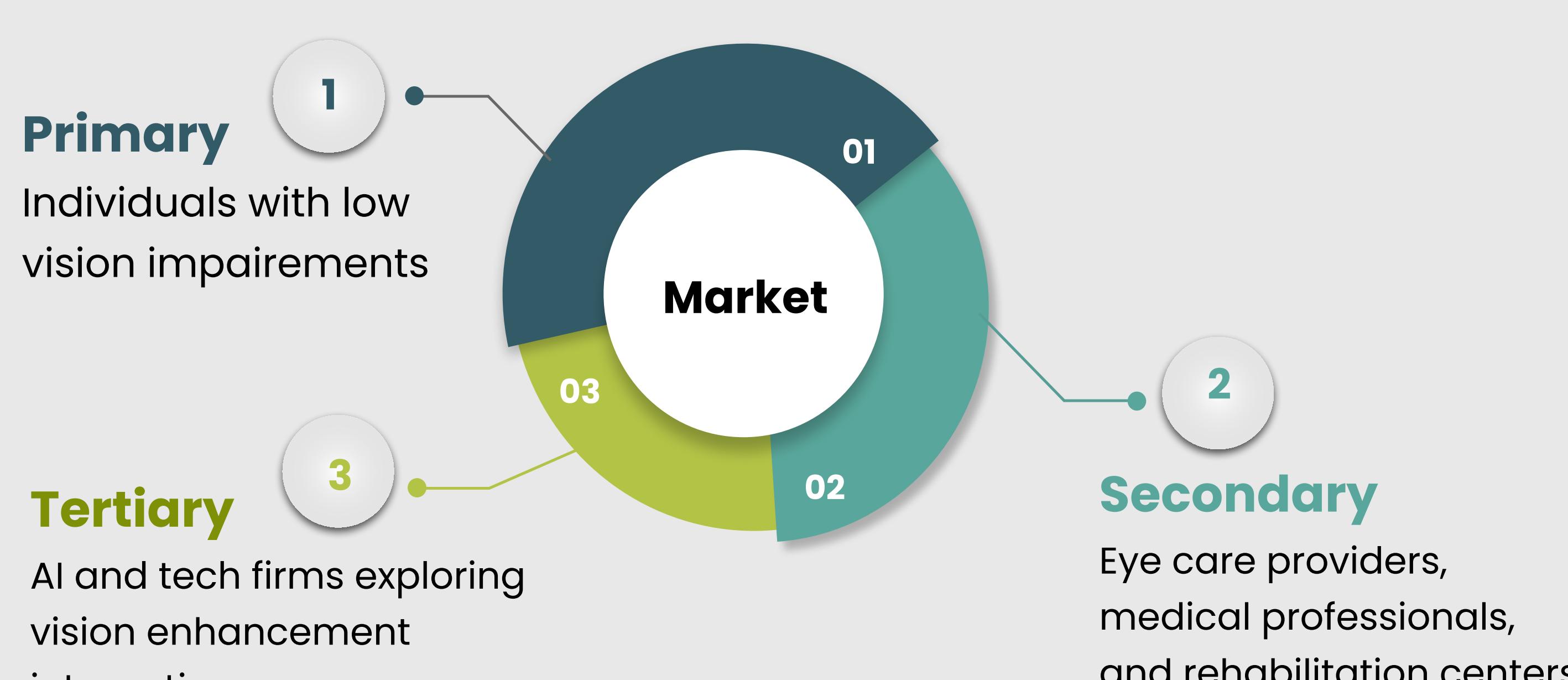
MARKET OPPORTUNITY

MARKET ENTRY

DynamEye will initially adopt a Direct-to-Consumer (D2C) strategy to swiftly reach early adopters, including tech-savvy visually impaired users, their caregivers, and family members. To enhance credibility and reach, DynamEye will simultaneously cultivate strategic partnerships with ophthalmologists and eye care clinics. These healthcare providers will serve as key advocates, recommending DynamEye to suitable patients, thus building trust and driving broader adoption.

MARKET EXPANSION

- Healthcare Integration:** Collaborations with rehabilitation centers, low vision specialists, and patient advocacy groups.
- Technology Partnerships:** Capitalizing on potential integrations with artificial intelligence (AI) and computer vision firms. Collaborations could include licensing DynamEye's proprietary algorithms or co-developing enhanced features, expanding the product's functionality and market applicability.
- Global Reach:** Targeting underserved markets where affordable and reliable assistive technology is in high demand. Scaling efficiently through targeted distribution channels, partnerships with global health NGOs, and participation in international assistive tech initiatives. Transforming the lives of millions who currently lack access to effective vision-assistive solutions.



TEAM

- Harshavardhan Reddy Gajjala – Software & AI Lead – MSTI @UW
- Cherry Mathew Roy – Design & Management – MSTI @UW
- Abhishek Singh – Product Design & Research – Ex-MSTI @UW
- Fiona Wu – Software & Design – MSTI @UW
- Vivian (Ye Huang) – Pricing Strategist, MBA @Foster, UW
- Anjali Lal – Market Strategy, MBA @Foster, UW
- Dina Chawla – UX Design & Research, HCDE @ UW

Advisors & Mentors

- Ananth Geethanathan – AI Scientist & Mentor, Ex-Microsoft
- Christy Johnson – Mentor, Strategy & Commercialization
- Christian Primack Metcalfe – Mentor, Startup & Market Readiness
- Dr. Reha T.A. – Ophthalmologist
- Surya Ganesh – AI Engineer