



DynamEye

Vision Without Limits

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.

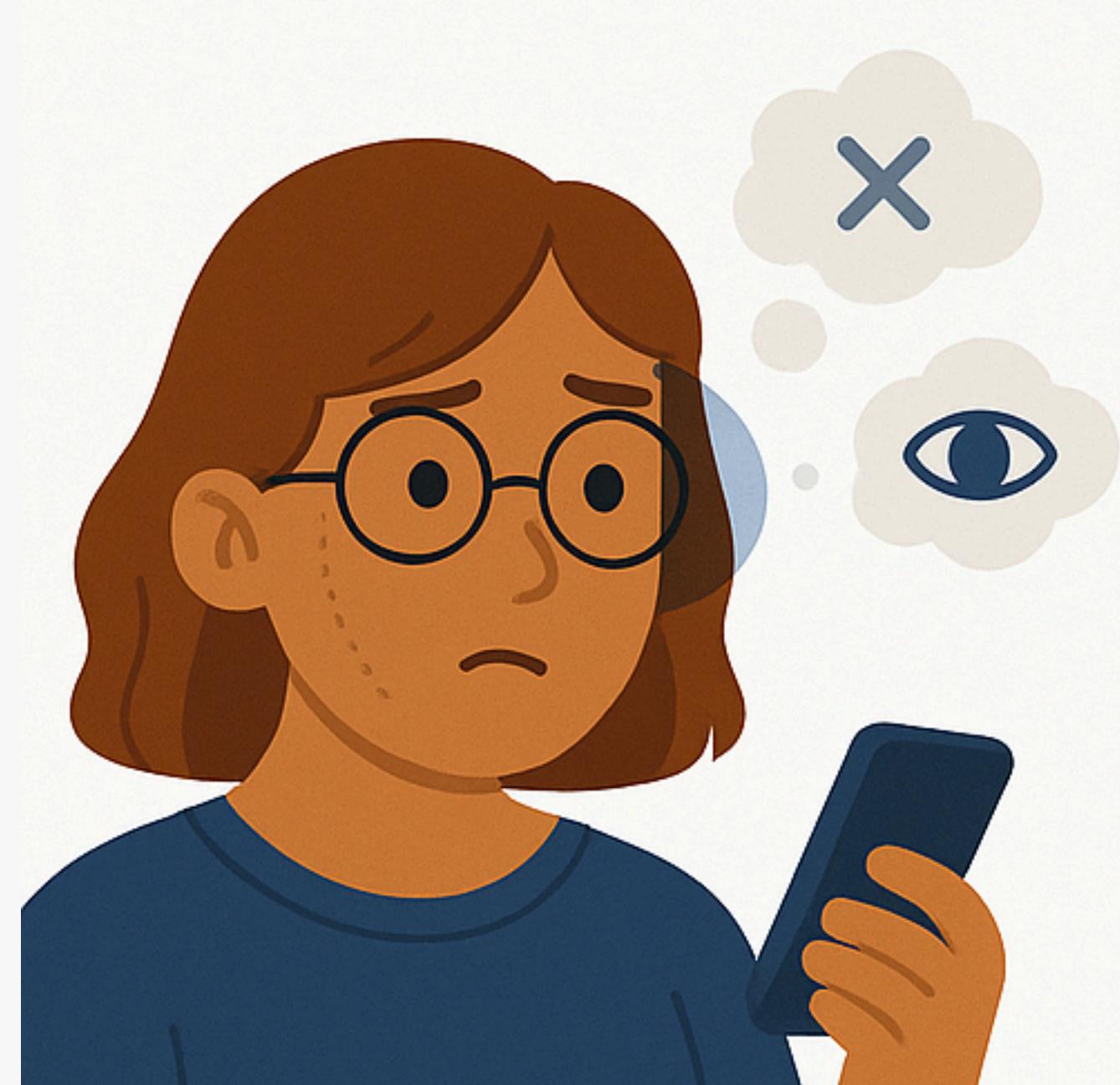
DynamEye isn't just a product —it's a movement toward accessible vision for all.

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

Socio-economic Status

Middle and lower-middle income

Tech Adoption Behavior

Early adopters – Curious, experimental, often young adults or professionals.

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