



Product&Market



Technology&Comparison



Community&Launch Plan&Finance&Future



Core Ideology



Tongs Vifs

“Tongs” comes from the Chinese for **pupil**

“Vifs” comes from the French word for **active**

Together they mean **"vivid eyes"**

“Tongs Vifs” is a Metaverse-based product with an AI recognition system and a micro Li-Fi chip with E-paper that supports one-click switching of preset contacts colours and even customized contacts colours

User Portrait



Alice

Age: 20

Occupation: Student

Location: Shanghai, China

She is a blogger who has many followers. She is very fond of wearing contacts and she needs them to look nice to maintain good relationship.

Goals

- Wants to be able to replace her contacts easily
- Want to buy a lot of different types of contacts
- She wants to customize her contacts

Frustrations

- Don't have much time to choose contacts
- Not much time to maintain her contacts
- Can not find the favorite design

Tongs Vifs has given me an efficient and quick solution for my contacts

Motivations

Comfort
Convenience
Fashion



Personality

Enthusiastic
optimistic
Independent
Creative

Interests

Fashion Trends
Photography
Sustainability
Beauty-tech

Beauty-tech

“Multiple choices” “Customization”
“Micro Li-Fi chip” “E-paper”
“Digital collection” “AR” “AI”

Sustainability

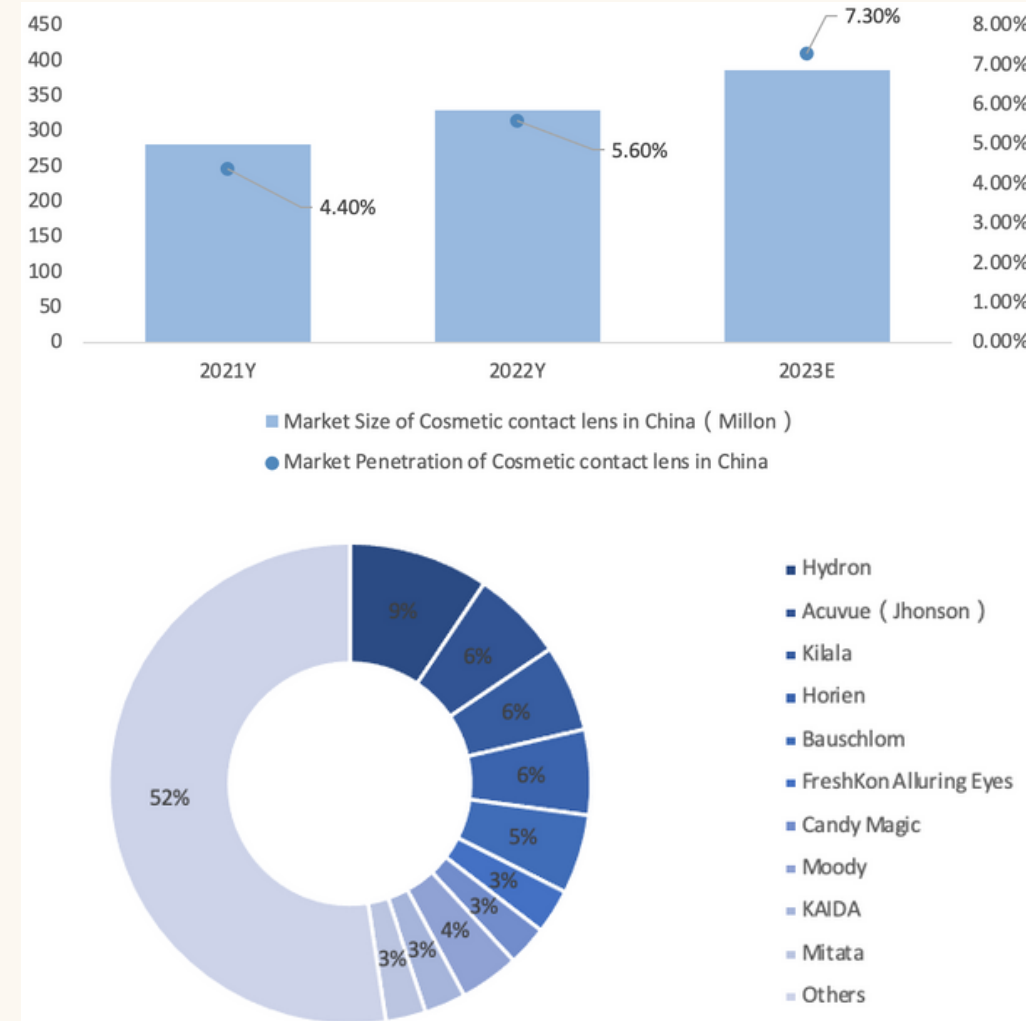
“Less waste” “Less shipment”
“One-click switching”

Inclusion

“Orthodontics” “DIY”
“Gender equality”

Market Insights

Cosmetic contact lens have huge market potential in China



During the years of 2021, cosmetic contact lens have achieved a **boom** from 28.2 billion in 2021 to 33 billion in 2022.

It is estimated in 2023, the market will be **expanded to almost 38.7 billion**, along with **17.1% of CAGR**.

Compared with **other East Asian countries** or regions, the **market penetration** of contact lens in China is **much lower**. It predicts a **high level** which will be reached by this **emerging market**. Meanwhile, the estimated concentration ratio of the top tier 4 is only 27.11%, which indicates more **opportunities to enter this market is still available** and waiting for further development.

Target Customer

- Gen Z
- 90s, 95s, 00s
- Fashion Pursuit
- Personalized & unique

- online: through shopping and official apps, official websites
- offline: through a physical store, pop-up stores, supermarkets, shopping mall

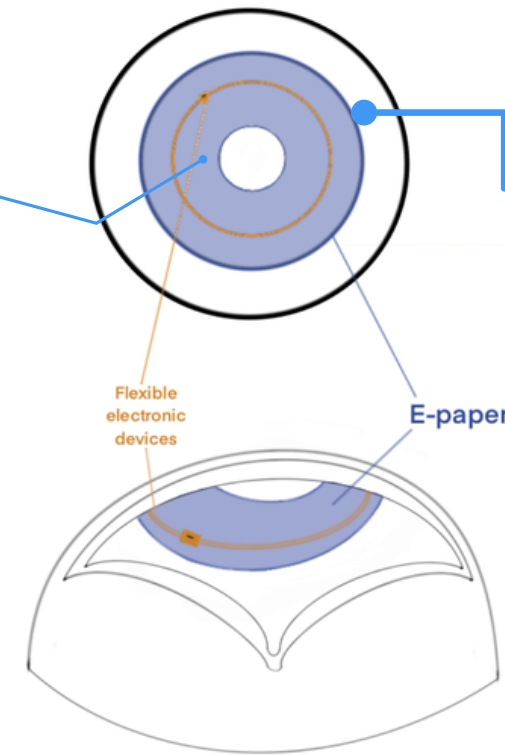
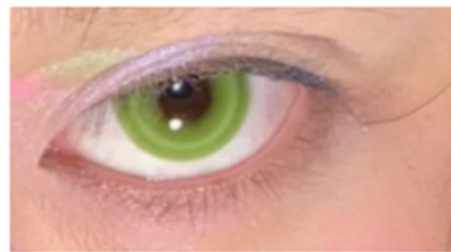
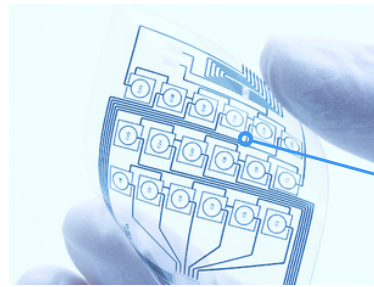
- photography/ video-shooting (cosplay)
- working / attending activities
- cosmetics/ outlook / dating



Technology

Information Conduction

Existing technology allows data transmission via **Li-Fi communication**. Li-Fi technology is based on the principle that light can be used as an alternative to conventional radio frequencies to carry signals. The smart contact lens includes an **optical transmission device** for **sending light signals, a data receiving device**, and a **microcontroller for transmitting data packets** via Li-Fi communication.



Display Technology

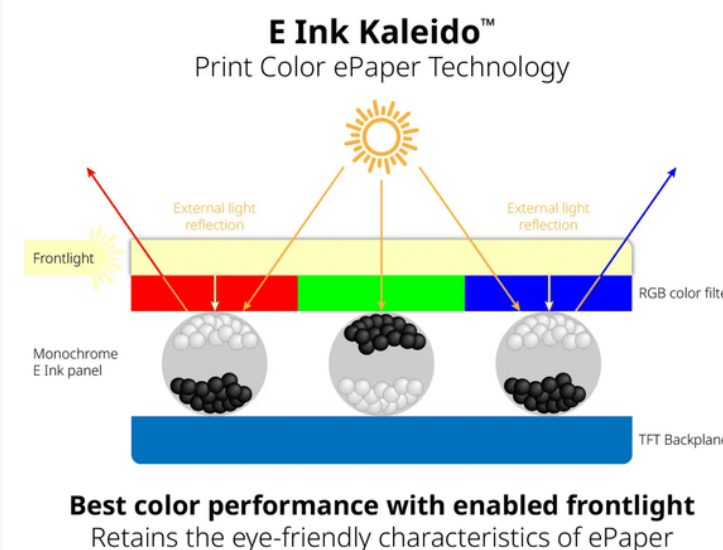
E-paper, which is an ultra-thin, ultra-light display that can be as thin as less than 0.1mm, enables **color presentation**

E-paper can be attached to **curved surfaces** and deforms with the flat surface. And compared to other display technologies, E-paper has **good visibility** in **sunlight** and **no dead angle**

Existing technology already enables the **integration of flexible electronics into the contact lens** during the manufacturing process. The combination of these two technologies can be a good solution to the problem of information transmission

Charging function

Given that the contact lens is too small, it is not possible to install a charging socket. According to the existing technology, we would install a **sensor on the contact lens** that **detects the user's biometric information** and **an electrical energy** that **converts the dynamic energy generated by the movement of the user's eye part into electrical energy** and **provides the collected electrical energy to the contact lens**.



User Journey



1. **Buy contacts and trial contacts** on the **online shop** (Regular contacts do not support online trials)
2. **Download data** to your personal space (You will need to wait for your normal contacts to be delivered)
3. **Wear** your **Tongs Vifs** as regular contacts
4. Consumers can **switch** the contacts with a **single click** through app (Normal contacts are tricky to put on and take off, and different contacts need to be stored in different containers, which is not very sustainable.)
- 5*. Consumers can **customize** their contacts in their **personal space** (Regular contacts do not support customization)
- 6*. Consumers can **upload** their own **designs** to the online store for **sale** (There are too few designs to choose from for regular contacts)

*: step optional

Contrast

Traditional Cosmetic Contact Lenses

- To meet **diverse needs**, a **wide amount** of contact types is **required**
- **Long time delivery**
- Different contact lenses need to be **stored** in **different containers**
- **Limited number** of **designs** available
- Can **not support customization**

Tongs Vifs

- **One pair of Tongs Vifs is enough**, **various types** can be **controlled by Li-Fi**
- **Implemented repeatedly**
- **One-click switching**, in which **saving costs for buying more** pairs of other categories
- **Multiple colorings and designs provided**
- Offering **Customization**



Product&Market



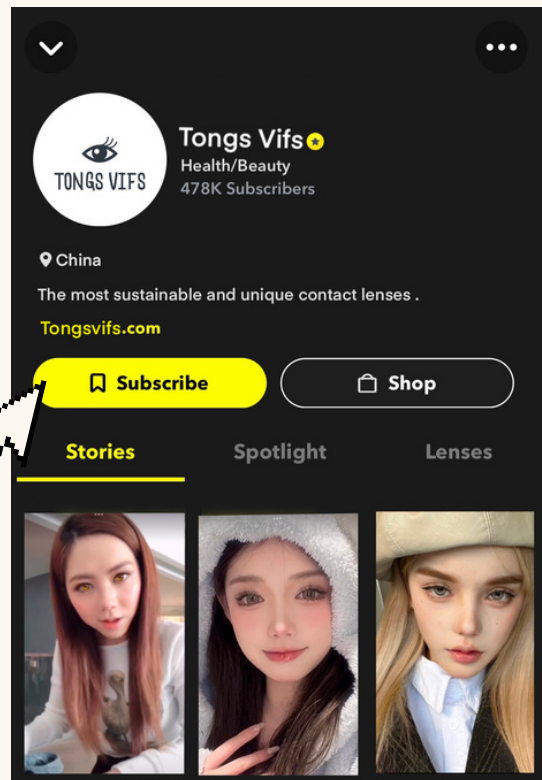
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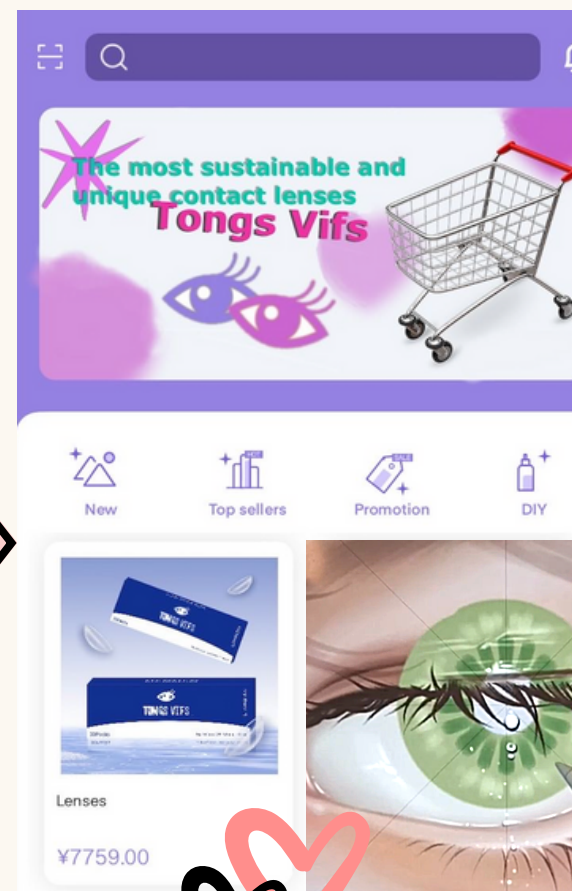
Community



- We have **official accounts** on social media, where consumers can **post** their experiences
- Our customer can find the **same filters** on those platform.

Share: feedbacks, posts and stories in the community, and transfer to other platforms, contact lenses formula

Interact: communicate with internet celebrities by commenting, following, clicking likes for the post, adding tags when uploading the posts



Online Try-ons
Filters with certain colors and patterns
Same Filters like Celebrities
DIY Your own lenses

- Consumers can **customize** their **contacts** on our platform
- Consumers can sell their **DIY products** on the platform



Launch Plan

Online Strategy



- Collaboration** with **Tiktok** and **Xiaohongshu** to launch Tongs Vifs with the **same filter**
- Consumers can **upload** their **own designs** of contacts for points and earnings

Offline Strategy



- Pop-up shops** in **top-tier** cities
- Cooperating with **L'Oréal** store
- Taking part in the **trade fair, exhibitions**
- Assisting **niche makeup artists** and **designers** in **makeup designs** for **advertising and fashion shows**
- Linking up with **beauty shops** (Sephora, Boots) to launch **AR try-on campaign**

Finances &Future Expectations

2023 startup year

Market research
R&D
Create prototype
Create business plan
Try on
Update product

2024

Launch Pop-up store in China
Conduct digital marketing
Build community (Xiaohongshu, Tiktok)

2025

Enter the Asian market (mainly Japan and Korea)

2026

Enter the European and American markets
Market research
Conduct product upgrades:
1. Orthodontic function
2. E-paper & Li-Fi chips upgraded for compatibility with contacts & thinner design

2027

Expand the product to 2-n tier City
Achieve massive profitability

Income Statement

Unit: Million

	Revenue	Total fixed cost (R&D/Management/Promotion)	Total variable cost	Profit
Initial investment				
Year1	15.6	5.4/2.0/4.4	9.7	-5.3
Year2	21.4	6.3/2.7/4.5	10.2	-2.3
Year3	36.1	7.6/3.7/4.7	18.0	2.1
Year4	42.7	8.1/3.8/5.2	20.0	5.6
Year5	59.4	12.4/4.3/7.3	27.8	7.6

Profit and Growth

