

## EYE BRIDGES BUSINESS PLAN

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### Executive Summary

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Eye Bridges is a centralized, comprehensive directory of vendors, products, and services within the optometry and ophthalmology markets. It serves as the starting point for practices exploring new technologies, equipment, eyewear, pharmaceuticals, or service providers. The platform is free for users and monetizes through annual vendor listing fees once critical mass is reached.

### Mission Statement

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To create the most complete, accessible, and reliable eyecare industry directory, empowering eye-care professionals to make better, faster, and more informed business decisions.

### Market Problem

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The eyecare industry lacks a unified, comprehensive, searchable vendor directory. Vendors are difficult to discover, information is scattered, and practices waste time researching suppliers across fragmented sources.

### The Solution

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Eye Bridges solves this by offering a continually expanding, fully categorized directory containing 300+ vendors across categories like equipment, frames, contact lenses, labs, software, pharmaceuticals, marketing, dry eye, and more.

### Market Size

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TAM: 125,000+ eyecare entities (OD/MD practices, optical shops, clinics).

SAM: ~70,000 practices in active procurement cycles.

SOM: 3,000–5,000 early adopters.

### Target Users

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- Optometrists
- Ophthalmologists
- Opticians
- Practice managers
- Startup practices
- Vendors entering the market

#### Revenue Model

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Free for users. Vendors pay:

- Annual listing fee
- Featured listings
- Category sponsorships
- Advertising opportunities

#### Critical Mass Targets

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Monetization begins at:

- 3,000–5,000 monthly active users
- 400–450 vendors listed
- 1,000–1,500 monthly searches

#### Product Roadmap

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Phase 1: Core directory + search

Phase 2: Vendor portals + featured listings

Phase 3: Category sponsorships + analytics

Phase 4: API, integrations, and marketplace expansion

## Marketing Strategy

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- SEO targeting vendor and product keywords
- Partnerships with buying groups
- Social and professional community outreach
- Industry conference presence
- Email growth loops

## Operations Plan

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### Team required:

- Founder/Product lead
- Developer/Engineer
- Data operations (vendor research)
- Marketing/SEO specialist
- Vendor relations manager

## Financial Projections

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Year 1: Pre-revenue (growth stage)

Year 2: \$50k–\$150k from vendor fees

Year 3: \$250k–\$500k with expanded listings & ads

## Long-Term Vision

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Eye Bridges becomes the universal B2B discovery platform for the eyecare industry, expanding into e-commerce, analytics, and API data services.