

EYE BRIDGES BUSINESS PLAN

Executive Summary

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

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

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

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

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

Free for users. Vendors pay:

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

Critical Mass Targets

Monetization begins at:

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

Product Roadmap

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

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

Operations Plan

Team required:

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

Financial Projections

Year 1: Pre-revenue (growth stage)

Year 2: \$50k–\$150k from vendor fees

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

Long-Term Vision

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