

**SEETRUE**  
TECHNOLOGIES

**Eyeing the Future:  
Growth for SeeTrue Technologies**

# Meet the Team

## Mentor



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## Consultants



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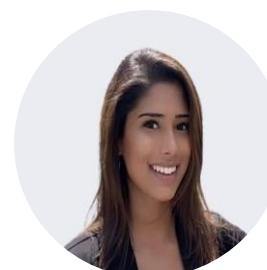
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# SeeTrue Technologies Introduction

<b>Problem</b>	To become useful and pervasive for consumer products, medical and industrial applications products using eye tracking must work = be <b>truly robust and reliable</b> .	 
<b>Solution</b>	SeeTrue offers <b>full stack</b> (hardware and software platform) <b>that overperforms current offerings and contains unique features</b> by creating a digital twin of the eye and miniature robust sensors capable of reliable eye tracking.	<b>4x</b> more accurate than competitors.
<b>Technology Advantage</b>	Proven, deeply optimized method <b>tolerating noisy observations, consisting of streamlined processing of the eye information, patented intelligent illumination, and reliably updated physical model of the eye</b> .	Validated with key players in medical microscopy and XR.  
<b>Business Model</b>	Primarily <b>licensing and component sales</b> . In the future: monetizing <b>user attention data</b> for predictive analytics through a custom product AI wear. <b>Services business</b> : custom development, upgrade and maintenance. <b>Sales of reference designs</b> through an early access program.	  
<b>Market</b>	We can reach <b>400 m €</b> revenue achieving ca. 5% market share eye tracking market.	<b>Potential Revenue:</b> <b>400.000.000 €</b> 
<b>Funding &amp; Team</b>	<b>1.5 m €</b> investment round, which takes SeeTrue to customer release #1 and first production deal. <b>Total FTE 9</b> . The founding team consists of 4 technically grounded innovators with over a 50 years of eye tracking expertise.	<b>1.5 m €</b>  <b>9</b> 

# SeeTrue Technologies Introduction

Full stack eye tracking engine

SeeTrue core platform

## HARDWARE

- Miniature eye tracking sensors 3x3x3 mm
- Novel illumination units, 3-6 elements
- On chip intelligence preprocessing
- Optimized power consumption, 100-250mW
- Serial gaze data to client platforms, no MIPI

## +

- Eye's digital twin, sophisticated 3D internal model
- Real measurements of eye position, pupil size, and gaze direction
- Optimized processing pipeline
- Easy to integrate through powerful API
- PC, mobile, embedded, stand-alone
- OS independent clients, demo systems

## SOFTWARE



# SeeTrue Technologies Introduction

## Product-Market Fit: Customers & Applications

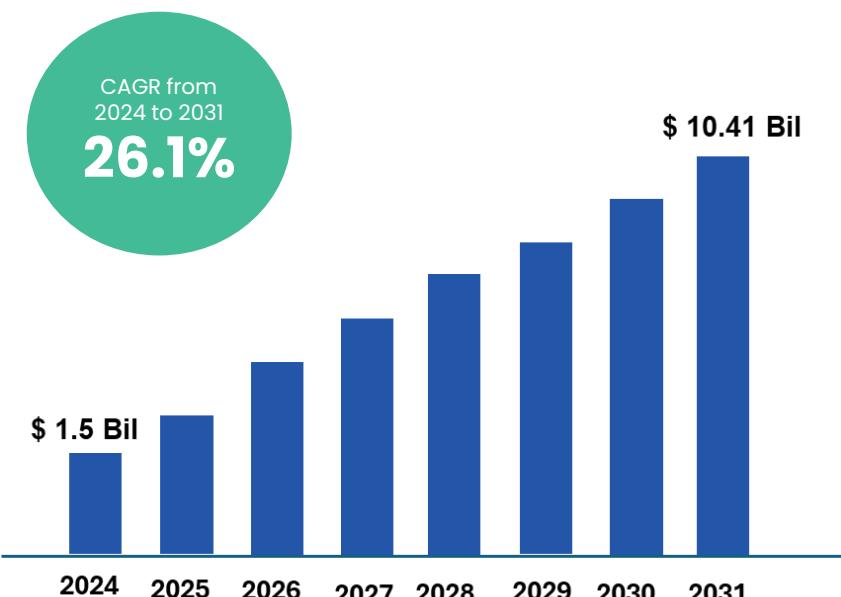
Our solution has a good PMF in several markets, but we optimize for three verticals. We prefer customers with clear needs and scenarios matching our USP, while we educate the markets through end-user sales. Eye tracking is a must have feature for AR displays and future eye wear, and in addition it offers a better way to user work through streamlined interaction without a need to interrupt, while user vital signals can be monitored (e.g. attention, interest, alertness, fatigue).

Applications in vision benefit from reliable eye measurements. Typical lead time for a reference model is 2-4 weeks. Typical lead time for a customization project is 8-10 weeks.

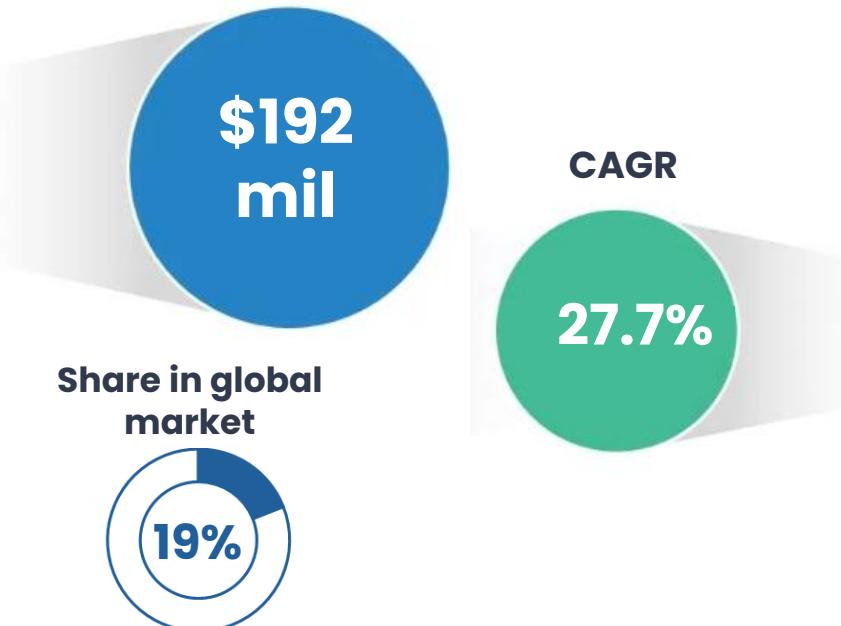
Market		Need & Application	We work with verified first movers
Medical optical systems		Hands-free input	<b>Zeiss, Leica, Olympus</b>
Vision care, eye health		Eye position, vision ranges, pupil response, operator monitoring, hands-free usage, quality control – gaze cuing	NAC, <b>Zeiss, Leica, Olympus</b> , Luxottica, Fielmann
XR	XR – Consumer	Display and content optimization, Accurate user interest monitoring (AI input), Immersive interaction	XR manufacturers: <b>Samsung, LynxR, ARSpectra</b> Integrators: <b>AAC, Thundercomm, Jorjin</b>
	XR – Specialist	Hands free uninterrupted interaction, AR display accurate calibration	Construction, Military, Health-care: <b>XYZ, VRGineers, ARSpectra</b>

# Global & US Market Overview

## Global Eye-Tracking Market



## US Eye-Tracking Market Value 2023



Source: [link](#)

Source: <https://www.nextmsc.com/report/us-eye-tracking-market>

# Industry Application

## Healthcare & MedTech

Neurological & Psychological Diagnostics;  
Surgery Assistance, Assistive Communication..



## Market Research

Consumer Behavior; Ad Effectiveness  
Packaging Design, Retail Planogram



## Gaming

AR Display; Player Engagement;  
Adaptive Game Mechanics



## Others: Education, Aerospace



## Consumer Electronics

Smart Appliances & Streaming Devices eye-control; Home Automation

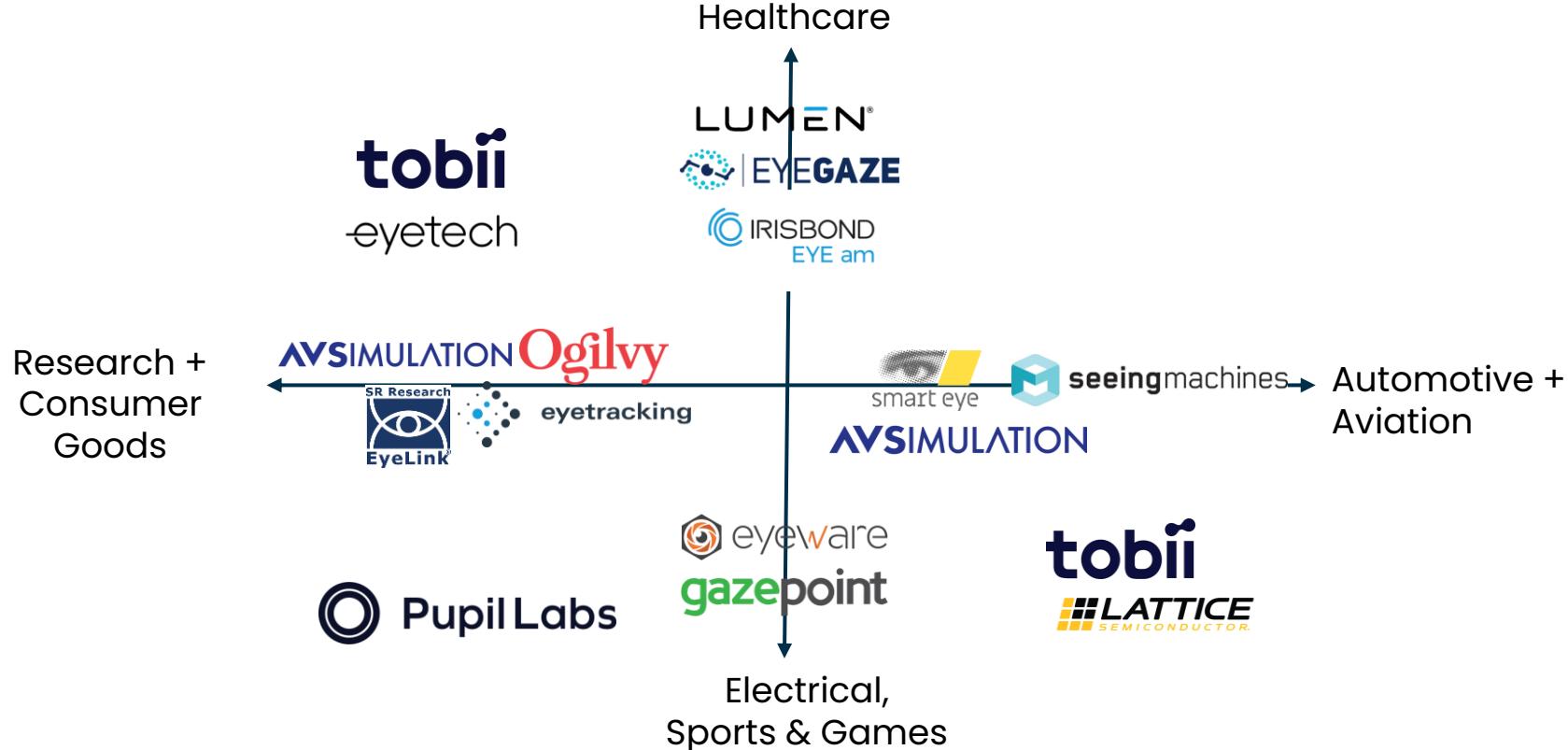


## Automotive Industry

Driver Monitoring Systems; AR Head-Up Displays;  
Vehicle User Experience Design

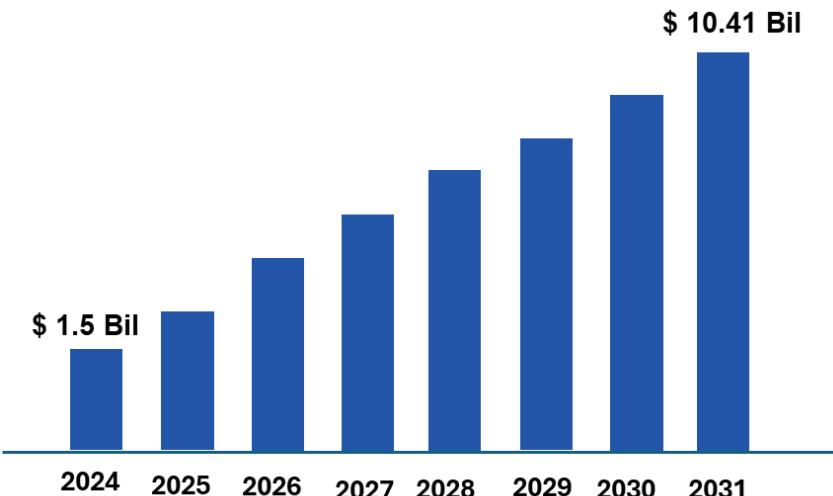


# Competitive Landscape in the US



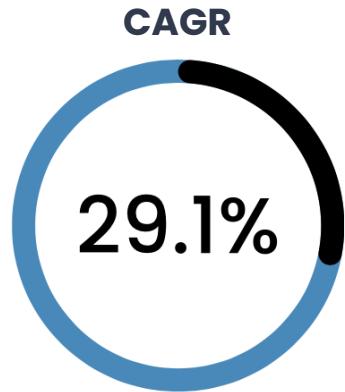
# Global & UK Market Overview

## Global Eye-Tracking Market



The UK Eye Tracking Market is Expected to Reach \$276.7 Million by 2030

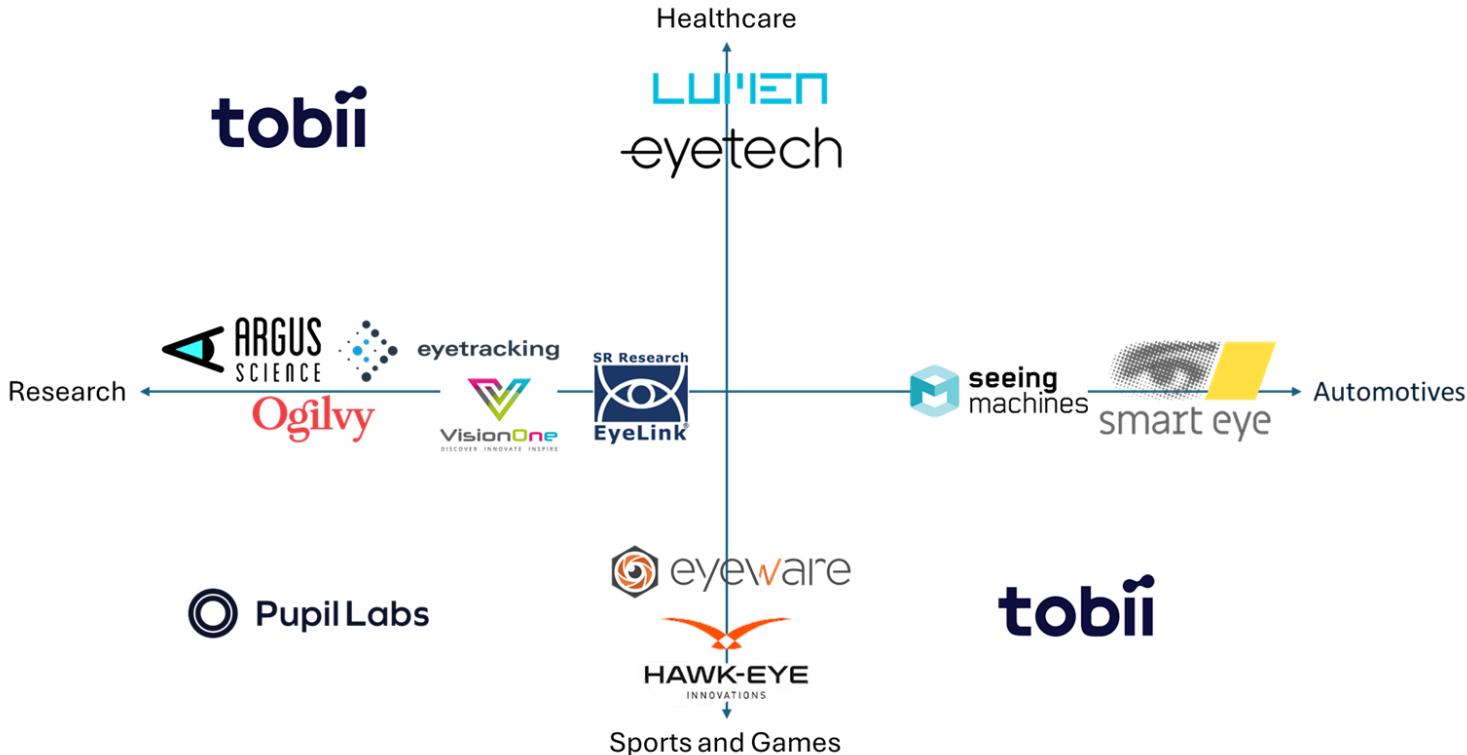
## UK Eye-Tracking Market Value 2023



## Global Market Share



# Competitive Landscape in the UK



# Overview of Competitive Landscape

Company	Dragonfly AI	tobii	TIN VENSUN 七鑫易维	FOVE	Pupil Labs
Technology	Predictive analytic platform that improves content performance (ex. E-commerce, consumer insights, shopper marketing).	Wearable eye tracker (Tobii Pro Glasses 3) and screen-based eye trackers (Tobii Pro Spectrum, Tobii Pro Fusion, and Tobii Pro Spark).	Eye tracking analysis solution. Products gather research for commercial integration solutions.	VR headsets to be used in academia (psychology and cognitive science) and other fields (real estate, tourism, healthcare, education, and marketing).	Software and wearable eye tracking hardware powered by deep learning. Pupil Invisible claims to feel like a "normal pair of glasses".
Price	Unavailable	\$32,900 max	Starting at \$1,500	\$599 - \$1,200	\$1,500 - \$5,000

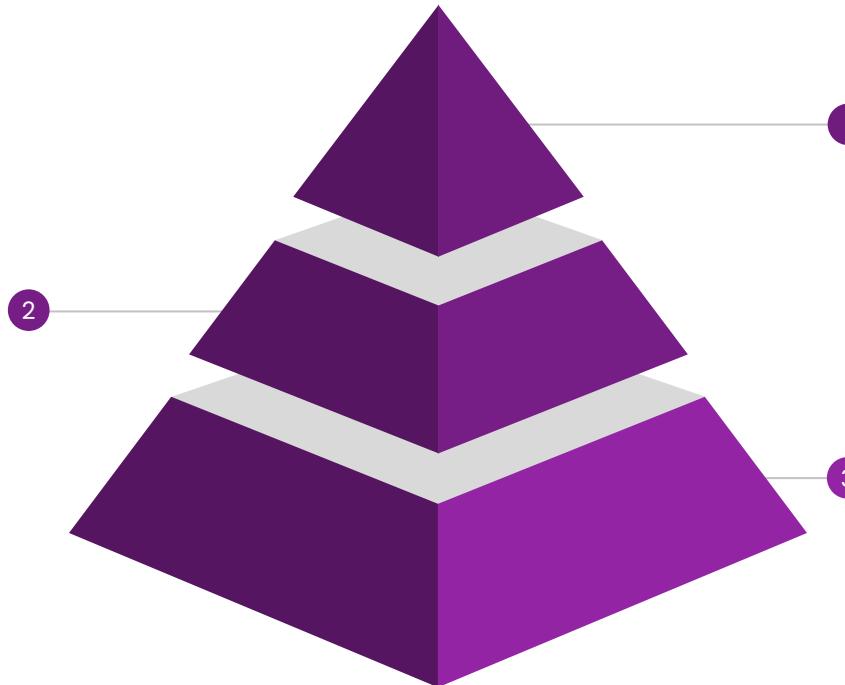
# Key hurdles to enter the healthcare market

Fulfillment of general and country specific regulatory requirements	Requirements for implementation in the organisation	Building relationships with key partners and brand recognition	Competitors and Substitutes
<ul style="list-style-type: none"><li>EU: MDR, EMA</li><li>US: FDA</li><li>China: NMPA, CFDA</li><li>Japan: PMD</li><li>India: CDSCO</li><li>Australia: TGA</li><li>General: 9001, CFR, 13485, 14971, QSR, cGMP, IMDRF</li><li>Complex regulatory procedures and timelines</li><li>Rigorous pre-market approval processes</li><li>Varying levels of regulatory maturity and enforcement</li></ul>	<ul style="list-style-type: none"><li>Quality &amp; Risk Management<ul style="list-style-type: none"><li>FMEA</li><li>PRA</li></ul></li><li>Post Market Surveillance</li><li>Cybersecurity</li><li>Continuous improvement</li><li>Strict Good Manufacturing Practice</li><li>Maintain device history, design controls and traceability</li><li>Design validation</li><li>Process verification and validation</li><li>Training for employees and record keeping</li></ul>	<p>Customer side</p> <ul style="list-style-type: none"><li>Key customers to launch the product into the market</li><li>Network building in the healthcare industry</li><li>Trust into efficiency and necessity of the product from customer side is essential</li></ul> <p>Suppliers</p> <ul style="list-style-type: none"><li>Supply Chain Management</li><li>Monitor and mitigate supply chain risk</li></ul> <p>Strategic partners</p> <ul style="list-style-type: none"><li>Partners to integrate technology</li><li>Mutual fulfillment of regulatory requirements</li></ul>	<ul style="list-style-type: none"><li>Emerging trend of AI technologies</li><li>Differentiation Through Integration</li><li>Protection of the product: Patents and Intellectual Property</li><li>Collaboration with Research Institutions</li><li>Trust into efficiency and necessity of the product from customer side is essential</li><li>Create Training and Support for customers</li><li>Enlarge gained network to other customers and applications in healthcare</li><li>Key are strategic partnerships</li></ul>

# Potentials in the healthcare sector for SeeTrue Technologies

## Enhance medical outcomes

- Detect neurological disorders
- Personalized medicine and drug development
- Optimize Post-Surgical Recovery



## Engage in Surgical Robotics

- Enhance Precision in Robotic-Assisted Surgeries
- Virtual reality for pain management
- Assistive technology for disabled patients

## Support for current medical applications

- Vision diagnostics
- Rehabilitation and physical therapy
- Augmented Reality for Training and Simulations

# Recommendations

- **Healthcare:**
  - Focus on entering one market at a time to avoid navigating multiple complex regulatory landscapes
  - New market entry opportunity: Eye tracking for commercial vehicles
    - Introduce advanced eye-tracking devices in long-haul trucks and other commercial vehicles to monitor driver alertness & combat fatigue during extended hours on the road
    - Increases road safety standards while integrating technology with health and safety solutions in the commercial transportation industry

# Recommendations



## Gaming and Entertainment:

Create affordable AR/VR solutions and collaborate with developers for immersive gaming.



## Marketing & Retail

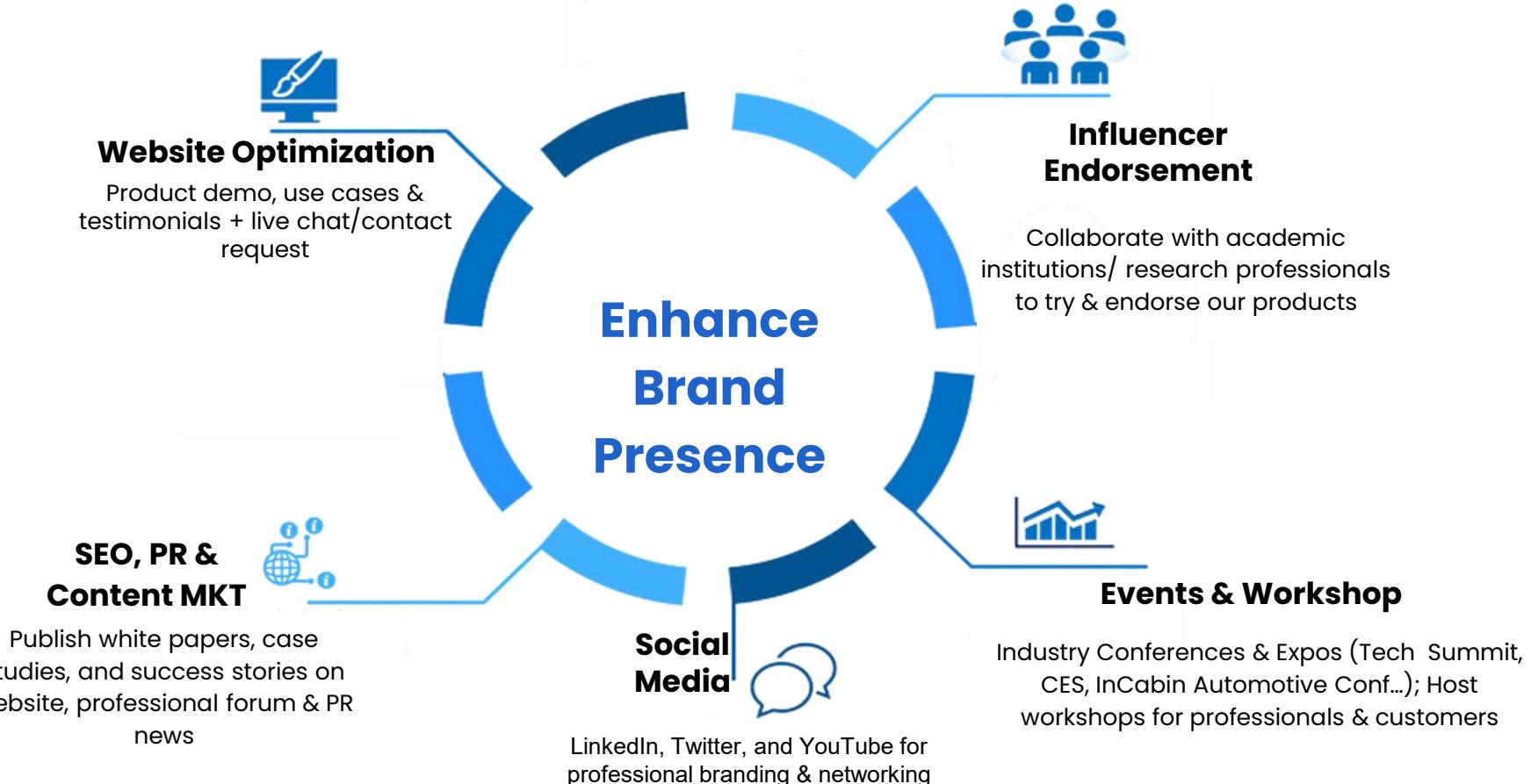
Leverage eye tracking for consumer insights, ad effectiveness and partner with retailers for shopper research.



## Technology & Partnerships:

Develop mobile-friendly apps, ensure data security, and collaborate for tech innovation.

# Recommendations



# Recommendations

## Exploring Synergy



**Meta**

Collaborate to integrate eye-tracking into AR/VR platforms like Meta Quest for better user experiences.



**ESSILOR LUXOTTICA**

Develop smart glasses that combine design with eye-tracking capabilities for healthcare, gaming, and AR applications.



**Uber**      **lyft**

Develop passenger facing eye-tracking solutions for services, improving AR based navigation.



**PlayStation.**

Incorporate eyetracking in VR systems, enabling adaptive gameplay and immersive AR/VR gaming experiences.

# **APPENDIX**

# US KEY PLAYERS - TOBII

Camera-based eye tracking – Calibration needed

Type	Products	Usage	B2B Industry Application	Big Customers/Partners
Hardware	Tobii Pro Glasses 3 (Wearable)	Consumer research and user experience, (Shopper Research, Packaging Research, Ads & UX research, Driver Experience)	CPG, Automotive, Ads, Airport, Market Research agency	Unilever, P&G, L'oreal, Ipsos, Toyota, Kubota, AT&T, Google, Meta, NASA, Healthgrow Airport
		Training and skills assessment (Visual Inspection & Assembly; Operations & Maintenance, Training for Specialized Skills	Automotive, Industrial equipment manufacturing, Insurance, space & aviation, healthcare	
	Tobii Pro Spectrum, Tobii Pro Fusion, Tobii Pro Spart (Screen-based)	Psychology and neuroscience (Cognitive psychology, Social psychology, Neuroscience)	Academic and Research Institutions	Thousands of universities and research institutes around the globe (Harvard, Princeton, Stanford, Yale)
		Reading and language (Language and text comprehension, Educational psychology)		
		Developmental psychology (Developmental disorders, Social cognition and interaction, Language acquisition	Clinical Researcher	
		Commercial Research (Tobii Pro Spark)	Same with Tobii Pro Glasses 3 + Ecommerce, Software, Web & App-based products	Same with Tobii Pro Glasses 3
Software	Tobii Pro Lab (Behavioral Research)	Software solution for eye tracking experiments and research studies with Tobii Pro hardware	Academic researchers	
	UX Reveal, Sticky by Tobii – Webcam Eye Tracking (Consumer & UX Research)	Usability & flow optimization for web pages, /Testing pages in development in controlled environment. Ads, Packaging & Shopper Research	Same with Commercial Research of Tobii Pro Spark	Avanza, Cewe, HL Display – GSK, P&G, Azerion
	Glasses Explore (Analytical Software For Glasses)	Analysis software for Tobii Pro Glasses 3		

Marketing Channels	<p>Online: Website with various use cases and big B2B customers/partners profile, Facebook, Youtube, Twitter, Instagram, LinkedIn, Webinar, SEO</p> <p>Offline:</p> <ul style="list-style-type: none"> <li>- Expertise workshops (self-organized): Product Introduction, New technology discussion</li> <li>- Conferences (of other organizations and institutions). Example: <a href="#">Society for Neuroscience 2024 Conference</a>, <a href="#">Saudi Airport Exhibition</a>, <a href="#">InCabin Europe Conference</a></li> </ul>
Strengths	<ul style="list-style-type: none"> <li>- <b>Market Leadership &amp; High-Profile Clients:</b> Tobii is the global leader in eye-tracking, boasting a solid reputation and long-term presence in the market, with a client base that includes prestigious companies and institutions like NASA, P&amp;G, and leading universities.</li> <li>- <b>Comprehensive Product Portfolio:</b> Tobii offers a broad array of products, from wearables (e.g., Tobii Pro Glasses 3) to screen-based solutions (e.g., Tobii Pro Spectrum), as well as powerful analytics software like Tobii Pro Lab. This allows it to serve multiple industries, such as consumer research, healthcare, and education, with end-to-end eye-tracking solutions.</li> <li>- <b>Advanced Video-Based Technology:</b> Tobii uses video-based tracking, a reliable and accurate method for tracking eye movements, which has become the industry standard for capturing detailed eye movement data.</li> <li>- <b>Diverse Customer Segments:</b> Tobii's product versatility allows it to cater to a wide range of customers across both academic and commercial sectors, covering needs from research and development to user experience and shopper insights.</li> <li>- <b>Proven Track Record:</b> Tobii has an established record of delivering reliable and innovative eye-tracking technology, cementing its reputation for quality and expertise.</li> <li>- <b>Omni-Channel Marketing &amp; Customer-Centric Messaging:</b> <ul style="list-style-type: none"> <li>+ Clear, expertise-relevant and user-friendly message on their owned channels (Website, Instagram, LinkedIn), using inbound marketing to build strong connection by sharing whitepaper, research report/update</li> <li>+ Leverage both online &amp; offline channels to reach, engage and build brands with B2B customers</li> </ul> </li> </ul>

# US KEY PLAYERS - PUPIL LABS

Camera-based eye tracking - No calibration - Open Source

Type	Products	Features	Usage	B2B Industry Application
Hardware	Neon (Wearable)	<ul style="list-style-type: none"> <li>- Wearable eye-tracking glasses for naturalistic data collection.</li> <li>- Get real-time data directly in the Neon Companion app, including live previews of gaze data, scene, and eye videos.</li> <li>- Easily visualize and manage metadata with templates.</li> <li>- Playback recordings directly on the device and upload to Pupil Cloud.</li> </ul>	<ul style="list-style-type: none"> <li>- Consumer behavior research in natural settings.</li> <li>- AR/VR eye-tracking integration for immersion testing.</li> </ul>	Academic institutions, UX designers, VR/AR developers.
	Core (Wearable)	<ul style="list-style-type: none"> <li>- Connect with a desktop or laptop to view and record real-time gaze and pupil data. Interface with other devices with their network based API</li> <li>- Build rich visualizations of gaze on first-person video with Pupil Player..</li> </ul>	<ul style="list-style-type: none"> <li>- In-depth usability testing for apps, websites, and interfaces.</li> <li>- Advanced, modular solution for academic and clinical studies.</li> </ul>	Universities and research centers globally.
	VR/AR	<ul style="list-style-type: none"> <li>- Easy to integrate into most XR devices</li> <li>- Enable gaze-based interaction</li> <li>- Help to run experiments on visual behaviour analysis in XR environment. Customers can drop subjects into any scene and evaluate how they interact with the world.</li> </ul>	Behavioral Research and UX Design, Human-Computer Interaction (HCI)	Marketing and Market Research companies, Gaming and Entertainment
Software	Pupil Cloud (Analysis Platform)	<ul style="list-style-type: none"> <li>- Cloud-based platform for automatically uploading, visualizing and analyzing collected data from Pupil Neon and Core.</li> <li>- Supports developers with SDKs for custom integrations.</li> </ul>	<ul style="list-style-type: none"> <li>- Processing raw eye-tracking data to evaluate user interactions.</li> </ul>	Used by institutions with dedicated researchers; ideal for multidisciplinary research.
Marketing Channels	<b>Online:</b> Website with lively product demo & visualization, LinkedIn, YouTube, Twitter, GitHub (for open-source collaboration), Instagram. <b>Workshops and Training:</b> Regular webinars and self-hosted workshops for research communities and AR/VR developers.			
Strengths	<ul style="list-style-type: none"> <li>- <b>Open-Source Accessibility:</b> Pupil Labs provides developers and researchers with open-source tools for customization, creating a loyal and engaged user base.</li> <li>- <b>Niche Expertise:</b> Specialization in advanced modular eye-tracking for cognitive research and AR/VR applications sets it apart in a competitive market.</li> <li>- <b>Flexibility and Affordability:</b> Offers a cost-effective alternative to larger competitors like Tobii, making its solutions accessible to budget-conscious researchers and developers.</li> <li>- <b>Developer Engagement:</b> Robust SDK support and developer forums facilitate integration into diverse applications, driving innovation in research and usability.</li> </ul>			

# US KEY PLAYERS – SEEING MACHINES

Camera-based eye tracking – Calibration needed

Type	Products	Usage	B2B Industry Application
Hardware	Fleet Guardian System	<ul style="list-style-type: none"> <li>- Real-time driver fatigue and distraction monitoring system.</li> <li>- Installed in commercial fleets to ensure operator safety.</li> <li>- Data for optimizing fleet logistics and operational safety.</li> <li>- Data can be viewed and used to inform behaviour and process change</li> </ul>	Fleet operators, logistics companies, and e-commerce firms.
	Automotive DMS (Driver Monitoring System)	<ul style="list-style-type: none"> <li>- Embedded monitoring solution integrated into vehicles to comply with safety regulations.</li> <li>- Tracks head position and eye movement.</li> <li>- Supports UX studies on driver behavior and automotive interface designs.</li> </ul>	Toyota, GM, and other major automotive OEMs.
	Aviation Eye-Tracking Tools	<ul style="list-style-type: none"> <li>- Focus tracking and attention analysis for pilots during training.</li> <li>- Enhances safety and efficiency in flight operations.</li> <li>- Data-driven improvements for cockpit design and aviation training programs.</li> </ul>	Aviation simulation centers and commercial airlines.
Software	Guardian Connect Platform	<ul style="list-style-type: none"> <li>- Offers real-time insights for fleet managers through AI-driven dashboards.</li> <li>- Optimizes fleet management through predictive safety measures.</li> </ul>	Key logistics firms in the U.S.
	Automotive Integration Tools	<ul style="list-style-type: none"> <li>- Software to integrate Seeing Machines' hardware with vehicle infotainment and navigation systems.</li> <li>- Supports OEMs in building safer, regulation-compliant vehicles.</li> </ul>	Partnerships with automotive tier-one suppliers like Bosch and Continental.
Marketing Channels	<b>Online:</b> Website with proven track record, LinkedIn, YouTube, Twitter, and product-specific webinars targeting fleet operators and automotive OEMs. <b>Offline:</b> Presentations at industry conferences like CES, InCabin Europe, and logistics summits. <b>Collaborative Demonstrations:</b> Joint workshops with automotive partners to showcase integrated driver monitoring systems (DMS).		
Strengths	<ul style="list-style-type: none"> <li>- <b>Automotive Integration Expertise:</b> Seeing Machines leads in DMS technology, leveraging partnerships with major OEMs like GM and Toyota to embed their solutions into vehicles.</li> <li>- <b>Regulatory Alignment:</b> Aligns its offerings with global safety regulations (e.g., NHTSA in the U.S.), making it a preferred partner for compliance-focused industries.</li> <li>- <b>AI-Powered Real-Time Monitoring:</b> Advanced algorithms for detecting fatigue and distraction provide cutting-edge safety solutions across industries.</li> <li>- <b>Diverse Applications:</b> While focused on automotive, the company successfully extends its technology to aviation and fleet management, broadening its market reach.</li> </ul>		