



# EYEWEAR WITH LIFTING LENSES

[upliftingeyewear.com](http://upliftingeyewear.com)

[necktec@necktec.com](mailto:necktec@necktec.com)



## **PROBLEM**

The need to frequently remove glasses, as well as to carry several pairs causes users' inconvenience.

The sunglasses are thrown over the head when not in use.

Multifocal and progressive lenses cause distortions, narrow the field of vision.

Photochromic lenses regain complete transparency slowly.

## **TARGET CONSUMERS**

Most of sunglasses users.

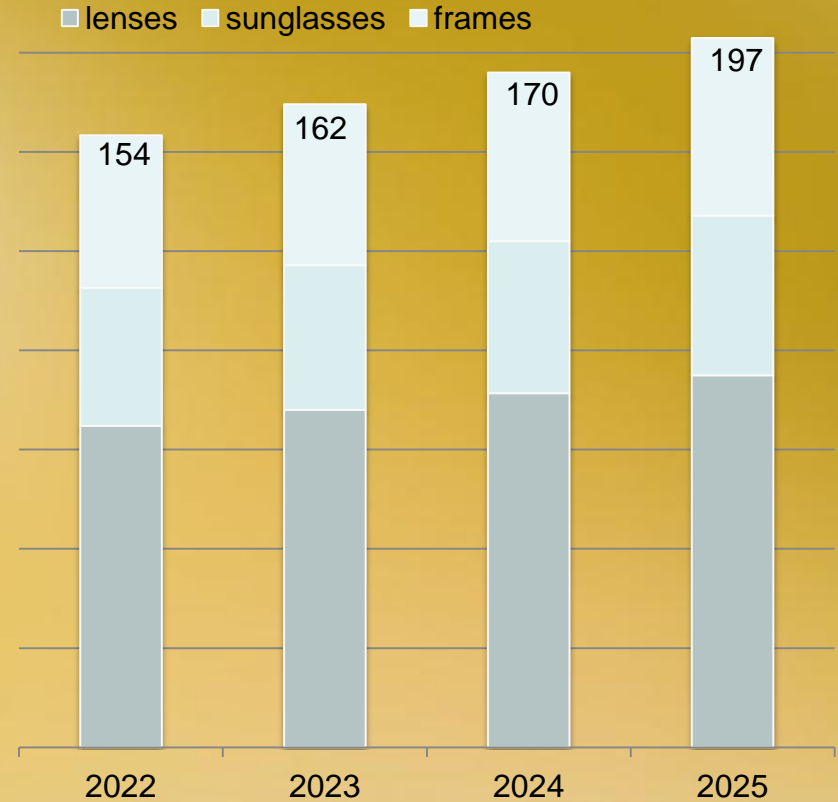
People over 45 with signs of age-related farsightedness.

Among people over the age of 52, most suffer from presbyopia.

# Global eyewear market

In the Eyewear market, volume is expected to amount to 10,405.4m pcs by 2025 and to grow of 6.4% in 2023.

Frames and sunglasses accounts for 47.5% of the Global eyewear market



Eyewear market value in billion USD

# SOLUTION

These are glasses with uplifting lenses removable from the field of view when not in use.

Dual frame design allows combining two pairs of lenses.



# TEAM



**Joumber  
Saamov**

founder, designer  
ex-CEO «Maison  
GRACE»,  
King Stud jewelry  
atelier owner



**Alexey  
Ushakov**




CEO, founder,  
inventor  
Latvias medical  
University, M.D.,  
18 patents holder.

Grateful to our employees:  
engineers, designers, jeweler,  
sales manager, marketer, PR  
manager, office manager.






# GO TO MARKET

## BRAND / PRODUCT PROMOTION

- Influencers   
- @uplifting\_glasses account promotion
- advertising stands in eyewear stores
- website upliftingeyewear.com promotion

## CHANNELS

- e-commerce  
- direct sales: @uplifting\_glasses   
upliftingeyewear.com
- multi-brand eyewear stores

## PRICE POLICY

- cost price: \$12 per pair
- selling price: 

e-commerce	\$100
direct sales	\$120
eyewear stores	\$45
- the final price is \$120 in all channels



# ROAD MAP

2023	2024	2025	2026
<p>Rebranding</p> <p>Collection design (yearly)</p> <p>International exhibitions</p> <p>Production of 50 thousand pairs</p> <p>Sales in Europe and USA</p>	<p>Sales -200 thousand pairs</p> <p>Order of 5 thousand pairs of premium collection in Italy</p> <p>Grant of Patent Licenses</p> <p>Sales in Europe (Italy, France and Spain)</p> <p>Entering retail market in the USA</p>	<p>Sales -500 thousand pairs</p> <p>Opening a design office in Italy</p> <p>Smart glasses prototyping</p> <p>Middle East and Canada markets</p>	<p>Own production</p> <p>Smart glasses production</p> <p>Entering the premium product market in Southeast Asia</p> <p>Own stores</p>

## OFFER TO INVESTORS

We are looking for 500,000 USD financing for 25% of the company.

The goal is to finalize our product design and order the glasses collections production in full.

### NeckTec SIA (Riga, Latvia) current owners

50% Alexey Ushakov

50% Nella Ushakova

### Obligation

10 % option contract  
with Jumber Saamov

### Distribution of shares after seed round

25% Investor

50% Alexey Ushakov

15% Nella Ushakova

10% Jumber Saamov

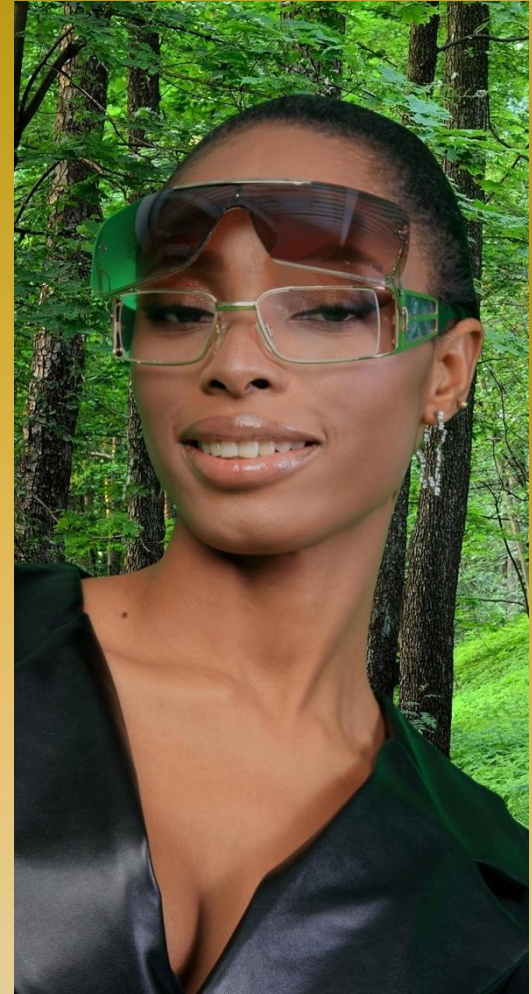


## WHAT IS DONE

- About \$400,000 was spent on the R&D;
- We hold utility patents for the invention in three countries, in Europe- patent pending;
- Pre-production prototypes made for all collections;
- 56 customized pairs of glasses sold upon individual orders;

## CURRENT PROJECT COST

**We value the work already done at \$2 million and we believe this estimate is fair.**



## Cost structure in 1Q 2023.

Production	250K USD
Marketing & Ad	160K USD
R&D & Design	14K USD
Office, warehouse, logistics	16K USD
salaries and taxes	60K USD



## Project Financial Indicators (forecast period: 3 years)

Cash flow structure	USD
Seed financing	500 000
Revenue	181 818 240
<b>INFLOW</b>	<b>182 318 240</b>
Glasses production	-31 842 000
VAT	-38 181 830
<b>OUTFLOW</b>	<b>-70 023 830</b>
<b>Total balance</b>	<b>112 294 410</b>



## Cash flow forecast ( in thousand US dollars)

	2023	2024	2025	TOTAL
<b>TOTAL INFLOW:</b>				
<b>Revenue</b>	16 726	48 050	117 042	181 818
<b>Seed financing</b>	500			500
<b>TOTAL OUTFLOW:</b>				
<b>Production costs</b>	3 786	9 084	18 972	31 842
<b>Logistics</b>	321	460	480	1 261
<b>Advertise</b>	931	1 441	3 331	5 704
<b>AR glasses R&amp;D</b>	60	100	160	320
<b>Economic activity</b>	78	180	500	758
<b>Wage Fund</b>	300	480	900	1 680
<b>VAT ( 21%)</b>	3 513	10 090	24 579	38 182
<b>Social security contributions (23,59 % )</b>	71	113	212	396
<b>Customs duties (1,7%)</b>	64	154	323	541
<b>Marginal profit</b>	10 900	32 667	82 038	125 605
<b>Net profit</b>	5 780	19917	52214	77 971
<b>Net operating cash flows</b>	7 681	26 126	68 085	101 892
<b>Net cash flow from financing activities</b>	500			500

# FINANCIAL FORECAST

