



# EYEWEAR WITH LIFTING LENSES



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

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# 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.

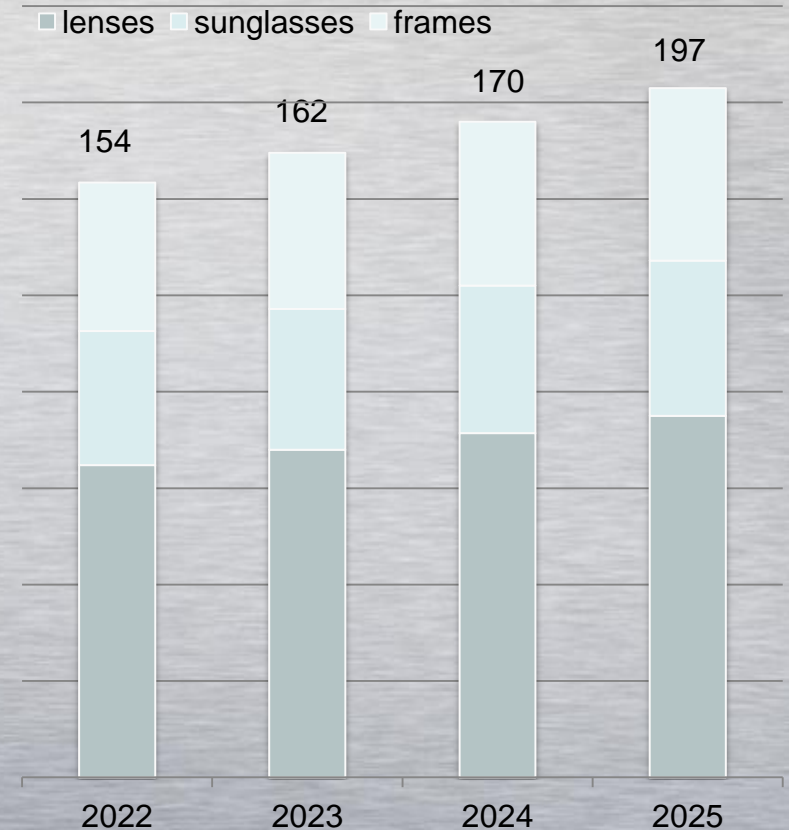
Photochromic lenses regain complete transparency slowly.



# 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

# 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.



# 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.



# DIOPTRIC GLASSES



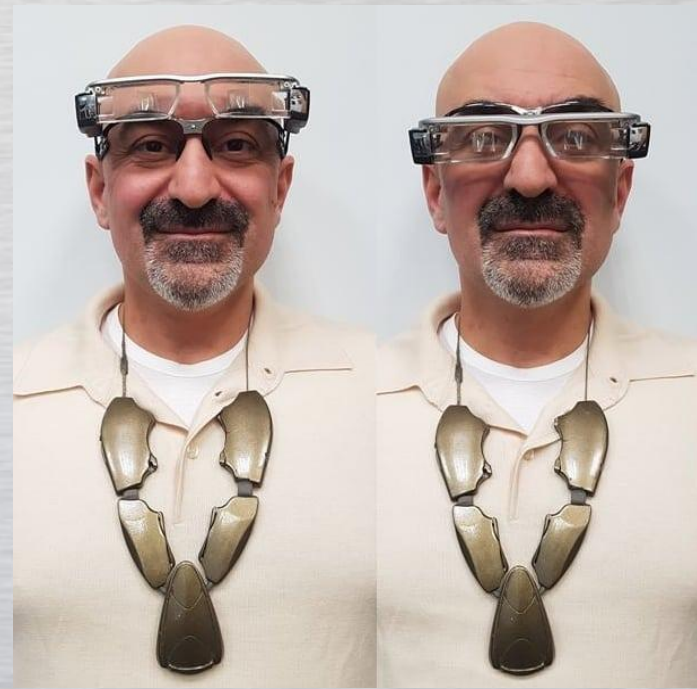
# UPLIFTING SUNGLASSES







# TECHNOLOGY

The four-bar linkage lens lifting mechanism was designed for smart glasses.

Due to the precise calculation of the arms length, attachment points and angles of rotation, the lenses in the raised position completely free the field of view and do not touch the forehead.





<b>NeckTec</b> <b>Uplifting eyewear</b>	<span style="color: red; font-size: 2em; vertical-align: middle;">VS</span> <b>Flip up</b> <b>sunglasses</b>	<b>CliC Magnetic</b> <b>Reading Glasses</b>	<b>Magnetic Clip-on</b> <b>Sunglasses</b>
			
Two pairs of dioptric lenses	<b>NO</b>	<b>NO</b>	<b>NO</b>
Convenience in an inoperative position	<b>NO</b>	<b>NO</b>	<b>NO</b>
Lenses removable with one hand	<b>NO</b>	<b>NO</b>	
Stylish	<b>NO</b>	<b>NO</b>	

The world number one  
aerobatic pilot Svetlana Kapanina  
recommends uplifting glasses  
to all pilots and astronauts.



# TEAM



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



**Alexey  
Ushakov**  
founder, inventor  
Latvias medical  
University, M.D.,  
18 patents holder.

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



## WHAT IS DONE

- Utility patents received for invention;
- Pre-production prototypes made for dioptric and sun glasses collections;
- 28 customized pairs of glasses sold upon individual orders;
- The first batch of 500 pairs of glasses ordered from the factory.






# R&D expenses in USD

	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>
Operating revenue			12 500	23500
Non operating revenue	217 400	240 000	238 400	52000
Total revenue	217 400	240 000	250 900	75500
Expenses				
Research & design	181 000	188 100	185 000	49600
Advertising & marketing	1 500	28 000	36 000	9000
Equipment & materials	18 000	15 000	16 000	12000
Office space	2 900	2900	2900	2900
Intellectual property	14 000	6 000	11 000	2000
Total expenses	217 400	240 000	250 900	75500






# GO TO MARKET

## BRAND / PRODUCT PROMOTION

- Influencers   
- @uplifting\_glasses account promotion
- advertising stands in eyewear stores
- website [upliftingeyewear.com](http://upliftingeyewear.com) promotion

## CHANNELS

- e-commerce  
- direct sales: @uplifting\_glasses   
[upliftingeyewear.com](http://upliftingeyewear.com)
- multi-brand eyewear stores

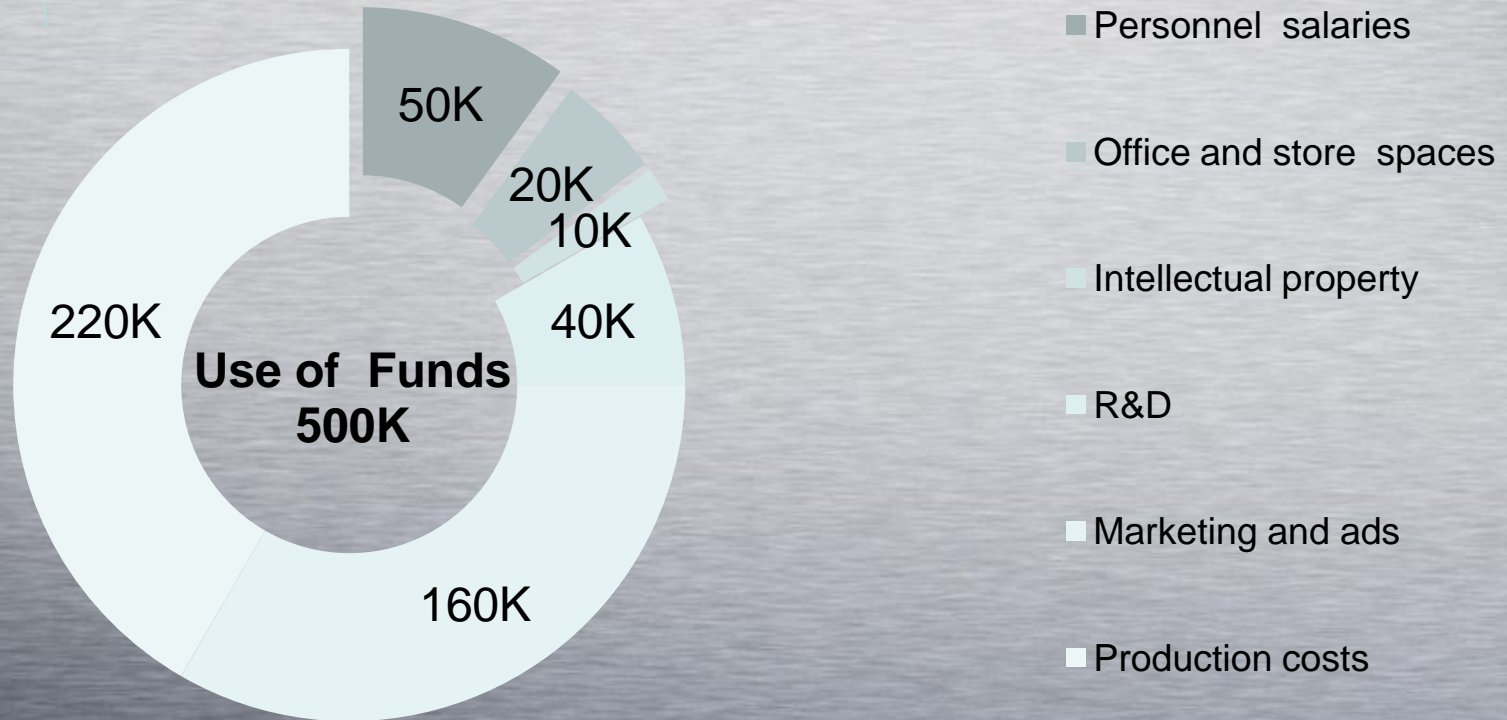
## PRICE POLICY

- cost price: \$24 per pair
- selling price: 

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



We are looking for **\$500K** seed financing to finalize our product design and order the glasses collections production in full





# FINANCIAL FORECAST

