

# RetinaReload™

Reimagining Eye Health in the Digital Age



# The Problem

Eye Health Is in Crisis



**Eye health crisis:** 11M Americans affected by macular degeneration; projected to double by 2050.



**Screen time explosion:** The average adult spends 7+ hours/day on digital screens.



**No at-home eye wellness device** exists for daily preventive therapy and diagnostics.



**Current tools** (blue light filters, drops) are reactive, not preventive

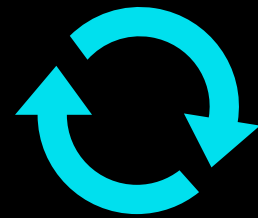
# The Solution

## Introducing RetinaReload™

The first all-in-one wearable combining red/infrared therapy, diagnostics, and wellness gamification in a sleek goggle format.



Daily 10–30 minute use



Syncs with a mobile app



Supports long-term  
visual health







RETINARELOAD™





# Product features

## Wearable eye-health goggles that:

-  Deliver infrared therapy to support retinal cells
-  Sync data to a mobile app with gamified Eye Score™
-  Track pupil dilation, hydration, and ocular temperature
-  Monthly saline & nutrient refills via subscription

Used 10–30 minutes/day, RetinaReload supports visual performance, combats screen fatigue, and promotes long-term eye health.



# Market Size (TAM / SAM / SOM)

## ✓ Total Available Market (TAM)

Global Eye Wellness + Diagnostics

**\$ 160 Billion +**

## ✓ Serviceable Available Market (SAM)

Screen Users + Aging Adults in U.S

**\$ 120 Million**

## ✓ Serviceable Obtainable Market (SOM)

Early Adopters + Wellness Subscribers

**\$ 25 Million**  
(Initial Target)

## Segment Breakdown:

### Segment

Adults 40+ (eye aging)  
Gamers/Programmers  
Biohackers/Wellness  
General Wellness Sub


























### Audience Size

60M+ (U.S.)  
30M+ (U.S.)  
15M+ (Global)  
50M+ (Global)

### Why?

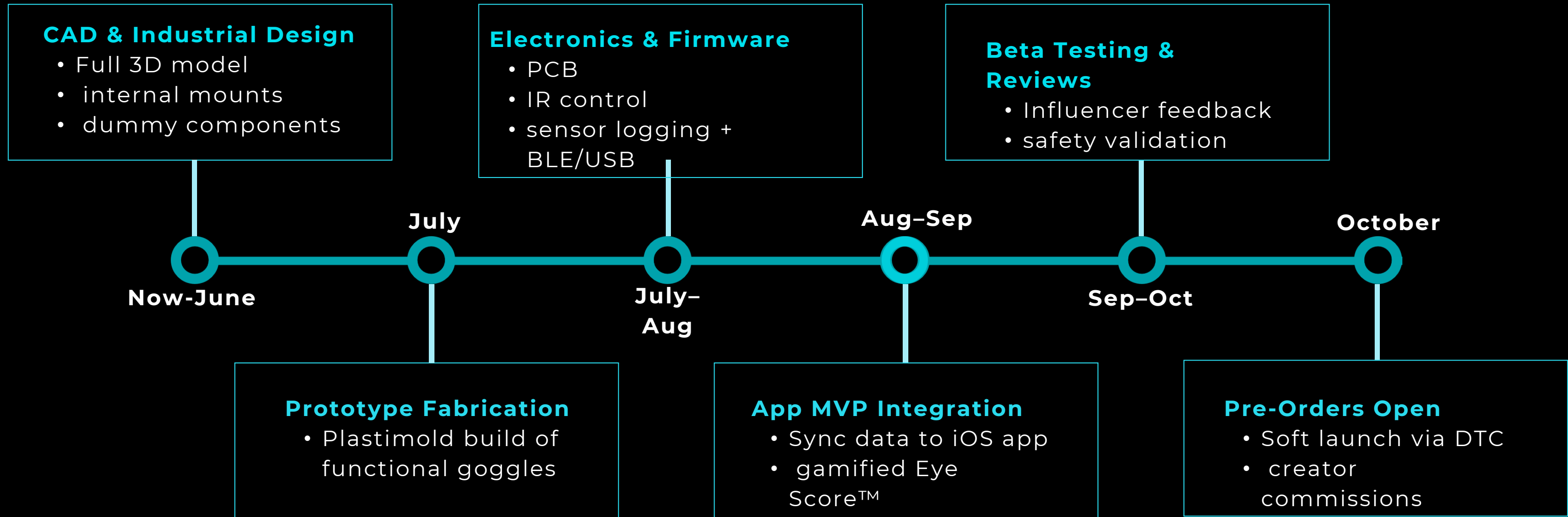
Macular degeneration & fatigue risk  
Screen fatigue, eye strain  
Anti-aging + quantified health  
Calm, Whoop, Eight Sleep audience

# What Makes It Unique?

Feature	RetinaReload™	Therabod	NuLids	TrueDark	EyeQue
Red/IR Therapy					
Real-Time Eye Sensors					
Gamified App Integration					
Refillable Wellness Solution					
Subscription Model					

No competitor combines therapy + diagnostics + gamified app in one wearable.  
RetinaReload™ is a category creator.

# Roadmap



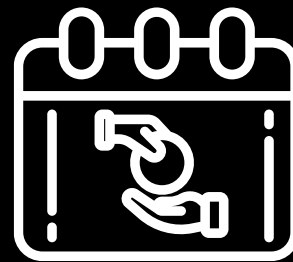


# Revenue Model

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Hardware MSRP:  
**\$299**



Monthly Subscription:  
**\$19.99–\$29.99**  
Includes:

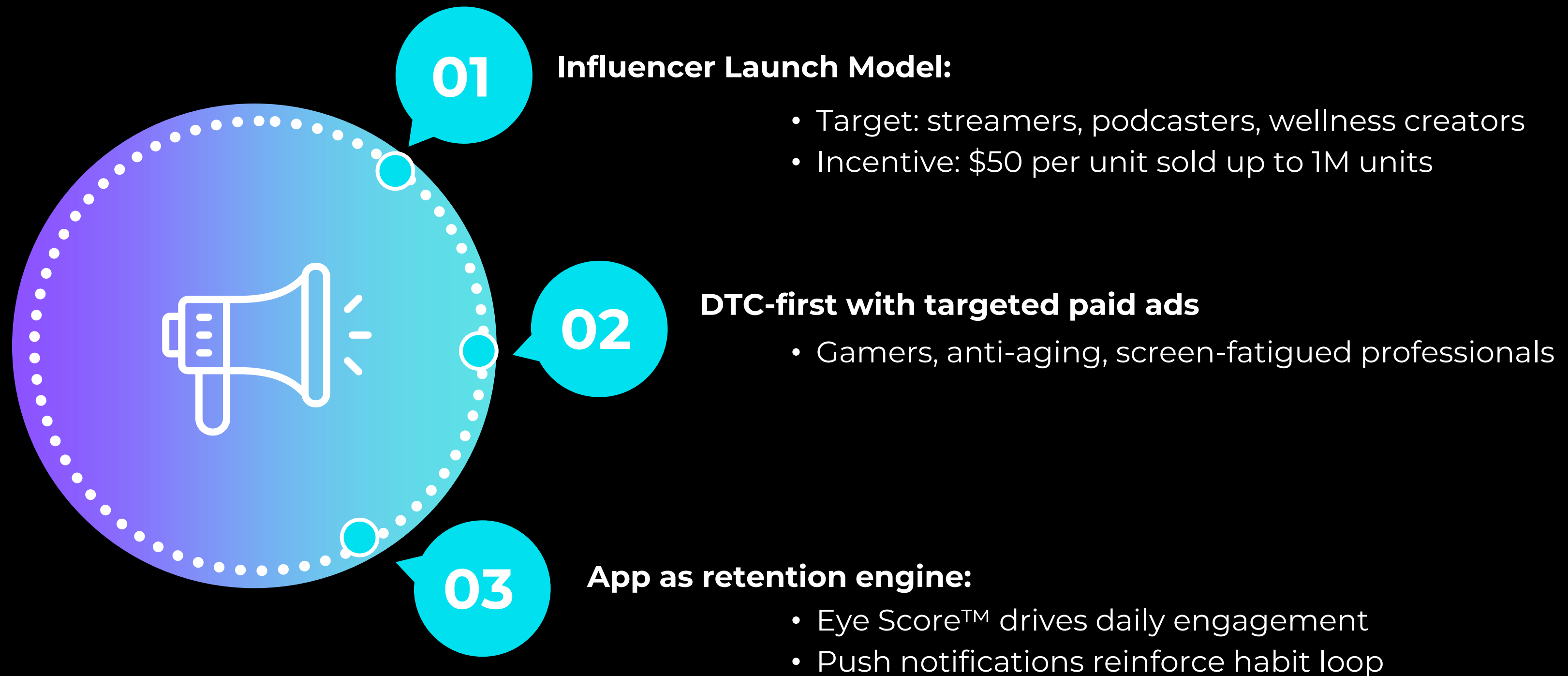
- saline refill cartridges
- new app features
- eye health content



Affiliate Cut:  
**\$50** per unit sold for  
early creators

# Go-To-Market Strategy

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# Financial Forecast

## Revenue Forecast

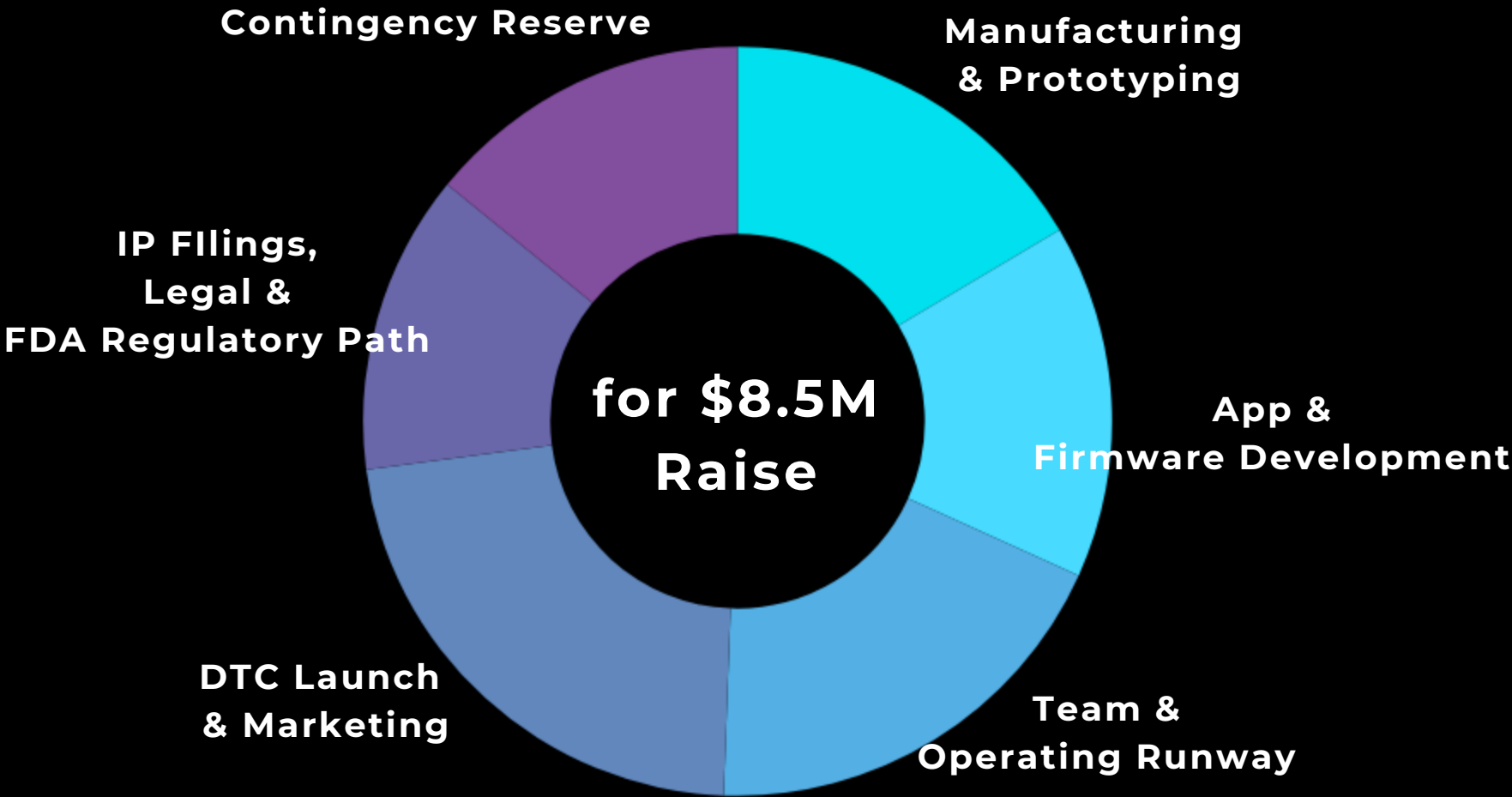
year	Units Sold	Hardware Revenue	Active Subs	Recurring Revenue
1	50000	\$14.2 M	29k	\$700k
2	100,000	\$28.4M	187k	\$4.2M
3	150,000	\$42.6M	600k	\$13.1M



# Use of Funds – Overview

## For \$8.5M Raise

Category	Allocation
Manufacturing + Prototyping	\$1.4M
App + Firmware Development	\$1.3M
Team + Operating Runway	\$1.6M
DTC Launch + Marketing	\$1.9M
IP Filings + Legal + FDA Regulatory Path	\$1.1M
Contingency Reserve	\$1.2M



### FDA-Specific Allocation (Included Above) – \$850K+

- 510(k) submission & legal preparation
- Biocompatibility, usability & software validation testing
- CE Mark & ISO 13485 certification
- Pre-Sub strategy & ongoing regulatory counsel

# Detailed CapEx Breakdown

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## **Manufacturing + Prototyping – \$1.4M**

- \$550K – Tooling, molds, supplier agreements
  - \$300K – Prototyping, 3D modeling, user testing
  - \$250K – Certifications (UL, CE, FCC), stress testing
  - \$150K – Supply chain setup
  - \$150K – QC tools, automation, packaging
- 

## **Team + Ops – \$1.6M**

- \$900K – 18-month salary runway
  - \$250K – Hiring, HR systems
  - \$200K – Austin HQ, utilities
  - \$150K – Software, legal, payroll
  - \$100K – Travel, events
- 

## **IP + Legal + FDA – \$1.1M**

- \$350K – Patents, licensing
- \$250K – FDA meetings & submission prep
- \$200K – Testing & compliance
- \$150K – CE Mark, ISO docs
- \$100K – Legal retainers
- \$50K – Trademarks

## **App + Firmware – \$1.3M**

- \$500K – iOS/Android apps, backend, API integration
  - \$300K – Firmware & OTA updates
  - \$200K – AI biometric engine
  - \$150K – HIPAA-compliant backend
  - \$150K – DevOps, testing, cloud infra
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## **DTC Launch + Marketing – \$1.9M**

- \$700K – Paid media (Meta, Google, TikTok, etc.)
  - \$400K – Influencers, affiliates
  - \$300K – Launch events, PR
  - \$250K – Website, video, explainers
  - \$150K – CRM, email, analytics
  - \$100K – POS, print, pop-ups
- 

## **Contingency Reserve – \$1.2M**

- \$400K – Regulatory emergency buffer
- \$300K – Clinical trial pilot
- \$200K – Engineering/supplier risks
- \$150K – Supply/logistics volatility
- \$150K – Emergency PR/marketing pivot



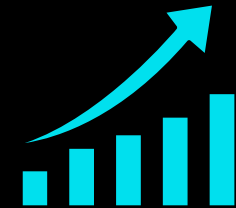
# Why Invest?

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## Urgent Need

5.3 billion screen users,  
\$1T vision costs by 2050.



## Scalable

Phase 1 for mass markets,  
Phase 2 for clinics.



## First-Mover

Unique wearable-formula-AI  
solution



## High ROI

\$500M revenue,  
35% margins.



## Impact

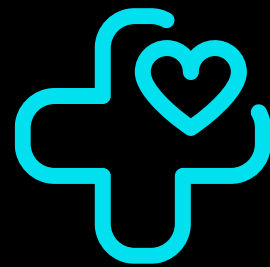
Saves vision, cuts  
healthcare costs.



## Global Appeal

Asia's 2.7 billion screen  
users drive growth.

# Traction and Validation

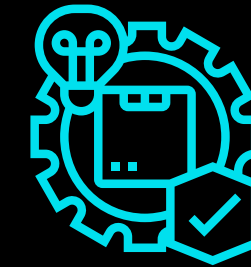


## Clinical Foundation

Phase 1 GRAS ingredients  
Phase 2 backed by  
regenerative research.

## Prototype Success

85% user satisfaction  
(pilot, n=50)  
10,000 pre-orders secured.



## Regulatory Path

Phase 1 FDA-compliant  
Phase 2 in consultation.

## Market Traction

Twitich campaigns  
200,000+ impressions.



# Founder Ashwin Kalyandurg, DO

Doctor, product visionary, and biohacker, World  
Champion of Handwalking

Built RetinaReload™ to fill a personal need for  
proactive eye health

Background in neuroscience and clinical research

Passionate about wearable wellness, preventive health, and digital therapeutics





# OUR CONTACT



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