



# Business PLAN



REIMAGINING EYE HEALTH IN THE DIGITAL AGE

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# Readership Agreement

The undersigned reader of **RetinaReload™** Business Plan hereby acknowledges that the information provided herein is entirely confidential. Therefore, the reader agrees not to disclose anything found in this business plan document without the express written consent of Retina Reload™.

It is also acknowledged by the reader that the information furnished in this business plan is in all aspects confidential in nature, other than information that is available in the public domain through other means, and that any disclosure or use of the same by the reader may cause serious harm to RetinaReload™.

This is a business plan. It does not imply an offer of any securities.

## Applicable Law

The laws in United States shall govern this contract.

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## Overview

**RetinaReload™** is an advanced eye wellness technology company dedicated to addressing the growing global crisis of vision degradation caused by excessive screen time, digital fatigue, and age-related retinal decline. At its core is a revolutionary wearable device that combines infrared therapy, clinically-enhanced eye mist, and real-time ocular diagnostics through a smart, AI-powered app.



Uniquely engineered to deliver medical-grade outcomes with consumer-grade comfort, RetinaReload™ empowers Millennials and Gen Z professionals to proactively manage their vision health with intuitive, daily-use technology. By uniting digital health, wearables, and artificial intelligence, the company is poised to scale globally-setting a new standard in preventative eye care. Designed with affordability in mind and backed by clinical research, RetinaReload™ is ready to define the future of digital vision recovery.

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# 1.0 Executive Summary

## 1.1 Industry Summary

Globally, over 5.3 billion people use digital screens daily, contributing to an unprecedented surge in digital eye strain, myopia, and retinal stress disorders. Eye health is now a critical yet underserved frontier in the digital wellness space. The global eye care device market is projected to exceed \$85 billion by 2030, driven by the rise in screen time, aging populations, and growing awareness of visual wellness.

Recent studies show that 65% of screen users report symptoms such as blurred vision, dryness, and fatigue after just 2 hours of screen exposure. Despite the massive demand, current solutions like blue light glasses and artificial tears offer only symptomatic relief without addressing the root causes of digital vision degradation.

Meanwhile, the convergence of wearable technology, AI-driven diagnostics, and consumer wellness is redefining how individuals engage with personal healthcare. The global wearable tech market, valued at \$61.3 billion in 2022, is growing at a CAGR of over 14%, reflecting rising interest in preventative, user-driven health solutions—with eye care as the next untapped vertical.

With remote work, online education, and e-sports further amplifying screen exposure, there is an urgent need for integrated, science-backed vision recovery tools. RetinaReload™ is positioned at the nexus of these trends merging clinical innovation with scalable consumer technology to redefine the future of eye wellness.

## 1.2 Introducing RetinaReload

RetinaReload™ is a next-generation eye wellness technology company delivering an innovative wearable solution for combating screen-induced visual fatigue and early retinal degeneration. Developed by a team of vision scientists, hardware engineers, and digital health experts, RetinaReload™ bridges the gap between clinical eye care and consumer-grade comfort.

At its core, the RetinaReload™ system features infrared therapy goggles, clinical-grade nutrient mist, and AI-driven diagnostics, all seamlessly integrated through a smart mobile app. Users can monitor their eye health in real-time, track blink frequency, assess environmental exposure, and receive personalized wellness feedback.

Designed for digital natives such as gamers, professionals, and wellness-focused consumers RetinaReload™ helps mitigate the harmful effects of prolonged screen time through daily-use infrared stimulation, antioxidant delivery, and behavior-based eye tracking. Its subscription-based model ensures users receive ongoing access to therapeutic refills and vision analytics, creating a long-term habit around preventative eye care.

### 1.3 Financing Summary

The purpose of this plan is to obtain an investment of **\$8.5 million**, which will be strategically allocated across core business development functions, manufacturing, regulatory preparation, and go-to-market execution. The funds will support equipment acquisition, clinical testing, app development, and global influencer-led campaigns—positioning RetinaReload™ for a full-scale launch in early 2026.

#### Capital Use Overview

- 64% allocated to product development, clinical safety, and regulatory readiness
- 16% focused on brand positioning and high-leverage influencer outreach
- 20% reserved for operational continuity, scaling logistics, and team expansion

This capital deployment strategy ensures RetinaReload™ reaches market with both **technical credibility** and **global consumer visibility**, ready to lead the digital eye care revolution.

Capex	
Manufacturing & Prototyping	\$ 1,400,000.00
App & Firmware Development	\$ 1,300,000.00
Startup Expenses	
Team & Operating Runway	\$ 1,600,000.00
DTC Launch & Marketing	\$ 1,900,000.00
IP Filings, Legal & FDA Regulatory	\$ 1,100,000.00
Working Capital	
Contingency Reserve	\$ 1,200,000.00
Total Capital	\$ 8,500,000.00



## 2.0 RetinaReload™ Overview

In today's digital era, prolonged screen time has emerged as a silent threat to global eye health. Millions suffer from digital eye strain, chronic dryness, and early signs of retinal degeneration—all accelerated by daily exposure to blue light and poor blinking habits. RetinaReload™ addresses this growing crisis with a comprehensive solution that blends consumer-grade comfort with clinical-grade outcomes.



At the core of the offering is a wearable smart goggle system that delivers **infrared therapy**, **nutrient-enriched mist**, and **AI-powered diagnostics**. The system integrates seamlessly with a mobile app to provide personalized feedback, track user habits, and guide long-term vision care. Backed by FDA-compliant formulations and precision-engineered hardware, RetinaReload™ aims to make vision protection as routine as brushing your teeth.

This product is not just a device—it is a wellness ecosystem. Positioned at the intersection of **digital health**, **biohacking**, and **preventative care**, RetinaReload™ empowers users to reclaim their visual performance, reduce long-term risk, and build sustainable habits for eye longevity.

### 2.1 Three Year Objectives

RetinaReload™ has identified the following strategic objectives to be achieved within the next three years:

- **Finalize development** and complete regulatory approvals (FDA, CE, ISO) for full market readiness of the RetinaReload™ device and mist cartridges.
- **Launch commercially** in North America and Europe via a D2C model, focusing on high-performing influencer channels and strategic brand partnerships.
- **Achieve 500,000 device units** sold and over 250,000 recurring subscription users by the end of Year 3.
- **Establish RetinaReload™** as the leading brand in personal vision wellness and digital eye recovery.
- **Continuing R&D** for pediatric model, nighttime therapy protocols, and clinical partnerships with vision therapy clinics and digital health providers.
- **Scale operations globally** with dedicated fulfillment centers, customer support, and localized app rollouts across Asia and the Middle East.
- **Reach an EBITDA margin of 30–35%** through optimized production, logistics efficiency, and app-based revenue expansion.

### 2.2 Keys to Success

RetinaReload™ has identified the following key success drivers:

- **All-in-One Vision Wellness Ecosystem:** Combines wearable infrared therapy, nutrient mist delivery, and real-time diagnostic analytics—all in a single device supported by a personalized mobile app experience.
- **Targeting High-Growth Global Segments:** RetinaReload™ focuses on screen-intensive users (gamers, remote workers, digital professionals) and aging populations with rising retinal degeneration risks across North America, Europe, and Asia.
- **Advanced Therapeutic Technology:** Leveraging near-infrared stimulation, blink sensors, and biofeedback analytics, the product offers a unique solution that goes beyond temporary relief, actively restoring eye health over time.
- **Affordable Wellness-as-a-Service Model:** Competitive pricing for both device and monthly subscriptions makes vision care accessible while ensuring recurring revenue for the business.
- **Strong Brand Positioning Through Influencers:** Strategic use of YouTube, Twitch, and TikTok influences builds trust, drives awareness, and creates a loyal user base through gamified campaigns and exclusive digital content.
- **Regulatory & Clinical Foundation:** Backed by medical-grade ingredient formulations and clinical validation pathways, ensuring safety, efficacy, and compliance for global markets.



## 3.0 Industry Overview

### 3.1 Vision Wellness & Wearable Healthtech

RetinaReload™ operates at the intersection of consumer wellness, digital health, and therapeutic wearables, capitalizing on a rapidly growing need for non-invasive vision recovery solutions.

The global digital eye strain epidemic, caused by increased screen exposure, has led to a surge in demand for proactive eye care technologies. Additionally, aging populations and rising awareness of age-related macular degeneration (AMD) are accelerating the adoption of at-home eye health products.

The broader **wearable healthtech market** was valued at **\$61.3 billion in 2022** and is expected to grow at **14%+ CAGR** through 2030. Vision wellness—currently underrepresented—offers a prime opportunity for disruption.

#### Key Industry Drivers:

- Surge in **screen-related eye disorders** among Gen Z, Millennials, and remote professionals
- Expansion of **home-based diagnostics** and wellness platforms
- Increase in **telehealth, biohacking, and preventative health consumer trends**
- Lack of existing **comprehensive solutions** that combine diagnostics + treatment in one product
- Regulatory advancements encouraging **non-invasive therapeutic devices**

### 3.2 Industry Structure



#### Positive Impact

- Capital Intensity: **Medium**
- Concentration: **Low**
- Industry Globalization: **high**



#### Mixed Impact

- Life Cycle: **Growth**
- Regulation & Policy: **Medium**



#### Negative Impact

- Revenue Volatility: **Medium**
- Industry Assistance: **Low**
- Barriers to Entry: **Medium**
- Competition: **Medium**

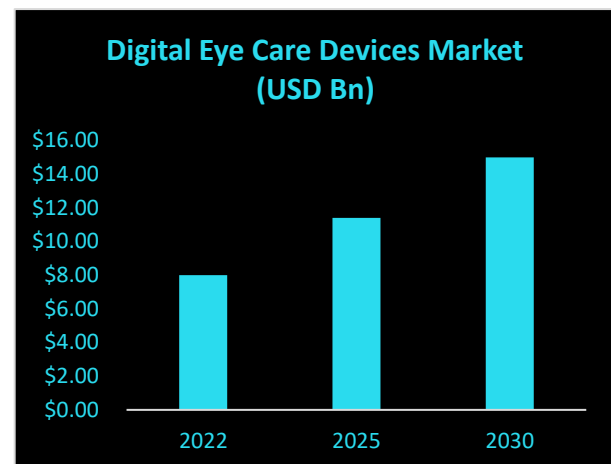
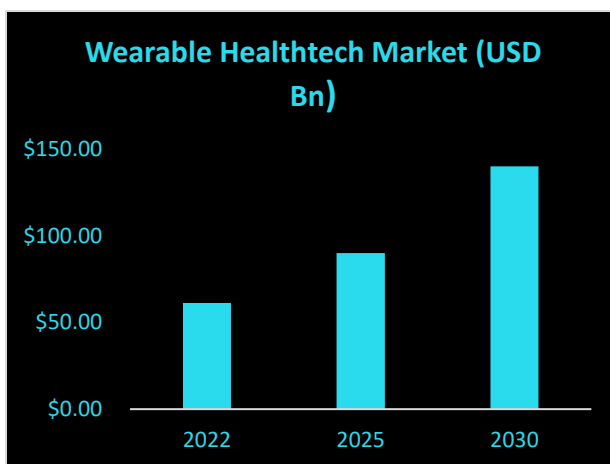
## 3.2 Market Size

Ibis World (2022) The global demand for vision wellness and eye health technology is growing rapidly due to increasing screen time, digital eye strain, and aging populations. The market for eye care devices alone is projected to exceed **\$85 billion by 2030**, with a **CAGR of 6.4%**.

In parallel, the **wearable healthtech** industry was valued at **\$61.3 billion in 2022**, with a forecasted CAGR of **14%+**, reflecting the rising adoption of preventative health solutions and consumer-grade diagnostics.

By 2028, it is estimated that:

- The **digital eye care segment** will reach **\$12–15 billion**, driven by biohacking, remote work habits, and myopia management.
- Over **3 billion users globally** will be affected by screen-related vision issues, creating urgent demand for daily-use recovery tools like RetinaReload™.



## Key Industry Trends

RetinaReload™ has identified the following major trends shaping the vision wellness and wearable healthtech landscape:

- **Digital Screen Dependence Is Skyrocketing:** With over 5.3 billion people using screens daily, digital eye strain and blue light fatigue have become global epidemics. This is driving increased demand for non-invasive, tech-driven visual recovery solutions.
- **Preventative Wellness Is Overtaking Traditional Healthcare:** Consumers are shifting focus from reactive treatments to proactive self-care—spending more on daily-use wellness products and diagnostics, particularly those with mobile app integration.
- **Wearables Are Becoming Diagnostic Tools:** Smart wearables are no longer limited to fitness

tracking—they now deliver real-time health data, biometric insights, and even therapies. RetinaReload™ aligns with this evolution by combining therapy + tracking in one device.

- **Remote Work, E-Sports & Gaming Continue to Fuel Eye Fatigue:** The rise of hybrid work, gaming, and streaming has permanently changed how people interact with screens, intensifying the need for tech that supports visual recovery and long-term eye health.
- **Clinical + Consumer Wellness Convergence:** FDA-cleared ingredients, AI diagnostics, and connected devices are merging the medical and consumer wellness markets, enabling RetinaReload™ to compete in both verticals simultaneously.

### 3.3 Market Segmentation

**Target Market:** RetinaReload™ is designed for a global audience suffering from digital eye strain, blue light fatigue, and vision deterioration due to prolonged screen exposure. The product serves both preventative wellness consumers and pre-clinical health users seeking non-invasive eye recovery solutions. While initial market launch is focused on North America and Europe, expansion into Asia and the Middle East is planned for Year 3.

**Target Characteristics:** RetinaReload™ targets a diverse yet specific audience that experiences high levels of screen exposure and visual fatigue. This includes digital professionals such as programmers, designers, and remote workers, as well as gamers, streamers, and e-sports participants who frequently suffer from eye strain and reduced blink rates. The product also appeals to adults aged 40 and above who are beginning to experience early signs of age-related macular degeneration and seek non-invasive, tech-driven solutions for maintaining visual health. Additionally, wellness-conscious consumers—including biohackers and individuals focused on preventative self-care—represent a strong adopter group due to their interest in innovative, data-enabled health tools. A future pediatric version also aims to support parents concerned about early-onset myopia in children. Collectively, these segments share a growing demand for intelligent, accessible, and therapeutic eye wellness solutions, making RetinaReload™ well-positioned to serve a wide but well-defined market.

# 4.0 Competitor Analysis

## 4.1 Market Concentration

The vision wellness and wearable therapeutic device market is still emerging and currently has a low to moderate level of concentration. While there are a few dominant players in general eye care—such as blue light glasses brands, over-the-counter eye drops, and tele-optometry services—there is no major competitor offering a combined therapeutic device, nutrient mist, and AI-driven app for daily eye recovery. RetinaReload™ is positioned uniquely at the intersection of hardware, digital diagnostics, and consumer wellness, offering a first-mover advantage in this evolving space.

Though indirect competition exists (e.g., Lumos, EyeQue, blue light wearables), these solutions typically address only one aspect of visual wellness. RetinaReload™ differentiates itself by providing a holistic, multi-modal solution designed for daily use, preventative care, and habit-forming engagement through mobile integration.

## 4.2 Basis of Competition

Key competitive factors in the vision wellness market include device efficacy, ease of use, clinical credibility, brand trust, and pricing accessibility. RetinaReload™ addresses these by delivering medical-grade outcomes through a user-friendly, wearable device that integrates seamlessly with a mobile app. This app not only enhances usability but also tracks key ocular metrics and provides personalized guidance, making the experience both therapeutic and interactive. In contrast to conventional treatments or single-solution products, RetinaReload™ stands out by offering an integrated wellness ecosystem that combines prevention, treatment, and habit-building.

Its competitive edge lies in its ability to unify multiple components into a single, scalable platform. The product includes infrared therapy goggles paired with a clinically-tested nutrient mist, real-time biometric feedback powered by AI, and a gamified app experience that promotes daily engagement. Backed by a subscription-based model that ensures regular mist refills and evolving user insights, RetinaReload™ positions itself as a long-term wellness companion rather than a one-time fix. This holistic approach enables the brand to differentiate in a fragmented market and appeal to modern consumers seeking effective, intelligent, and proactive solutions for eye health.

## 4.3 Direct Competitors

### Competitor #1 - EyeQue

EyeQue offers smartphone-based vision testing tools that allow users to measure visual acuity and screen for refractive error at home. While innovative in diagnostics, EyeQue does not provide any therapeutic component or holistic care experience.

- **Founded:** 2015
- **Focus:** At-home vision diagnostics
- **Limitation:** Lacks treatment or integrated therapy

### Competitor #2 - Lumos

Lumos develops light therapy glasses targeting circadian rhythm disorders and fatigue. While its wearables use light modulation, they are not focused specifically on eye wellness or retinal recovery.

- **Founded:** 2016
- **Focus:** Light-based wearable for mood/sleep cycles
- **Limitation:** Not designed for vision treatment or eye diagnostics

### Competitor #3 - Blue Light Glasses Brands

These brands produce stylish glasses that filter blue light, marketed for digital screen users. They are widely adopted but only provide passive protection rather than active therapy or data insights.

- **Founded:** Various (2012–2018)
- **Focus:** Blue light filtering only
- **Limitation:** Not designed for vision treatment or eye diagnostics

## 4.4 Competitive Advantages

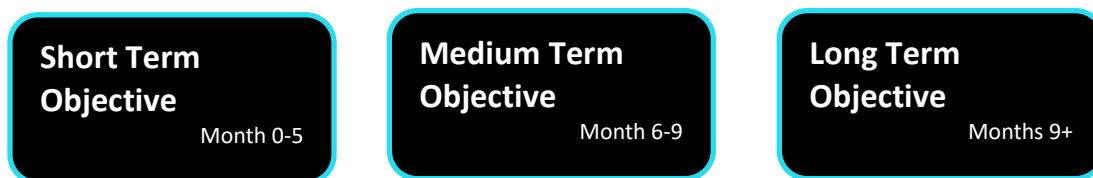
RetinaReload™ holds a distinct competitive edge by offering a first-of-its-kind, multi-functional eye wellness device that combines infrared therapy, nutrient mist, and AI-powered diagnostics into one sleek, wearable product. Unlike traditional treatments that are reactive, isolated, or clinical-only, RetinaReload™ provides a proactive, daily-use solution designed for real-world user behavior and digital lifestyles.

The product stands out through its seamless blend of **medical-grade efficacy and consumer usability**, supported by real-time biometric feedback, gamified app engagement, and a subscription-based refill model. Its clinically-tested ingredients, habit-forming app interface, and integration with wellness and preventative care trends position it as a unique solution in a fragmented market. RetinaReload™ is not just a device—it's a scalable ecosystem built to serve modern consumers who seek intelligent, affordable, and tech-driven eye care on their terms.

# 5.0 Strategy & Go-to-Market Summary

The overall strategy of RetinaReload™ is to finalize device production and complete pre-market clinical validation while building international brand traction. This includes setting up a central operating base, securing regulatory approvals, launching targeted beta programs, and establishing distribution partnerships across key markets. The official launch is scheduled for early 2026, following successful safety trials and user testing. The goal is to ensure RetinaReload™ enters the market with strong credibility and readiness for mass adoption, while also driving digital awareness and scaling its global footprint.

## 5.1 Phasing Strategy



### Phase I – Development, Testing & Compliance

First phase of RetinaReload™ focuses on core product development, clinical safety testing, and regulatory compliance. During this stage, final tooling and mass production planning are initiated, along with hardware prototyping and electronic stack development. Parallel efforts include building the BLE and AI app interface, conducting internal device testing, and beginning FDA, CE, and ISO documentation workflows. Clinical safety studies and thermal/ocular testing protocols are also scheduled. The objective is to create a fully functional, regulatory-ready prototype while aligning logistics, testing, and data infrastructure for a successful pilot.

### Phase II – Launch Preparation & Go-To-Market Activation

Phase II centers on preparing RetinaReload™ for commercial entry, with strong emphasis on influencer-driven marketing and digital positioning. Strategic campaigns will be launched across Twitch, YouTube, and TikTok using a pre-selected roster of gaming and productivity influencers. Distribution and fulfillment workflows are finalized, packaging and cartridge fill lines are locked, and customer experience touchpoints are established. The app's backend analytics, affiliate model integration, and gamified onboarding are also deployed. This phase ensures the product is not only clinically sound but also culturally resonant and operationally scalable ahead of its D2C market release.

### Phase III – Expansion, Subscriptions & International Scale

In the final phase, RetinaReload™ scales operations to meet growing consumer demand and moves into sustained growth. Subscription refill systems are fully activated, customer lifetime value is optimized

through app upsells and AI engagement loops, and the team begins geographic expansion. This includes introducing multilingual app support, establishing international fulfillment hubs, and pursuing broader licensing, B2B retail pilots, and potential acquisition discussions. Strategic KPIs such as monthly recurring revenue (MRR), churn rate, and device retention guide iterative improvements. This phase positions RetinaReload™ as the global category leader in personal eye recovery tech.

## 7.0 Marketing Plan

The marketing strategy for RetinaReload™ is crafted to target the highly specific and digitally immersed demographic aged 16–34, including gamers, coders, streamers, digital creators, and wellness-conscious professionals. This cohort, which frequently experiences screen fatigue and eye strain, represents a high-intent segment that aligns with the product's health-tech and habit-forming value proposition. Initial targeting will focus on markets in Northern and Eastern Europe, including Germany, Poland, Sweden, and Russia, with expansion plans into the U.S. and Asia through phase-based rollout.

At the core of the strategy lies the "Eye Armor Challenge"—a high-impact campaign designed to generate brand virality and community engagement via Twitch and YouTube. Influencer partnerships will play a central role, with affiliate-driven activations allowing popular streamers and content creators to demonstrate product usage live. Partners will receive \$50 per sale through custom affiliate links, helping scale both awareness and conversion. Launch events will be gamified, encouraging user-generated content (UGC) across Reddit, Discord, and Instagram, with goals of reaching 20 million impressions and converting 10,000 unit sales within the first six months.

Paid advertising will complement organic traction with a \$1.9M budget allocated across Meta Ads, Google, TikTok, Spotify, and YouTube pre-rolls. Simultaneously, community engagement tactics will be deployed—such as custom Twitch overlays, Reddit AMAs, Discord wellness trackers, and Facebook group integrations. The mobile app will feature gamified streak tracking, embedded surveys, and referral bonuses to incentivize continued use and data collection.

Email automation, PR activations, and optometry partnerships are additional pillars of the go-to-market approach. The company will invest in product videos, landing pages, and brand storytelling assets designed for conversion optimization. As part of long-term scaling, influencer retention and regional tailoring of campaigns will ensure sustained attention and credibility, helping RetinaReload™ carve a niche in the intersection of wellness, technology, and consumer health.

## 7.1 Pricing Strategy

### Hardware Purchase (One-time Model):

The core product, RetinaReload Infrared-Enhanced Smart Goggles, will follow a straightforward one-time purchase model. The pricing is structured to target both adult and child users:

- **Adults:** \$299 per unit
- **Children:** \$249 per unit

This pricing remains consistent from 2026 through 2030 and reflects premium clinical features, including infrared therapy, biometric sensors, and app integration.

### Subscription Package (Recurring Model):

To enhance long-term engagement, RetinaReload will offer a monthly subscription at **\$19.99**, giving users access to:

- Smart therapy customization
- Biometric tracking and data analysis
- App-based habit-forming guidance
- Monthly mist cartridge refills

The **subscription attach rate** is projected to rise from **15% in 2026** to **65% by 2030**, ensuring increasing monthly recurring revenue.



### **Hardware Purchase (One-time Model)**

The core product, RetinaReload Infrared-Enhanced Smart-Goggles, is available for a one-time purchase.

**Adults: \$299 per unit**  
**Children: \$199 per unit**

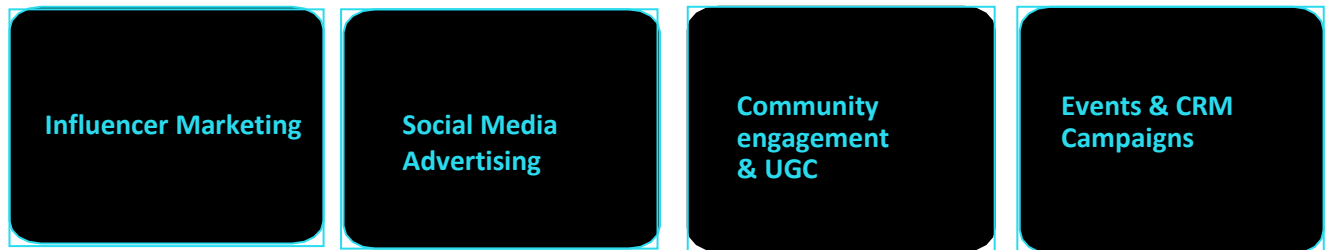


### **Subscription Model**

Users can subscribe for a monthly fee of \$19.99 to unlock additional platform features.



## 7.2 Advertising & Promotion Strategy



### Influencer Marketing

RetinaReload™ will launch its flagship EyeArmor Challenge by onboarding influential content creators across Twitch, TikTok, and YouTube. Streamers such as Forsen, Pokimane, and Jacksepticeye will demonstrate real-time use of the product, integrating it naturally into their content with affiliate links offering incentives of \$50–\$100 per sale. The influencer strategy targets mass impressions, peer validation, and authentic engagement among Gen Z and millennial audiences.

### Social Media Advertising

Paid advertising will be deployed across Meta (Facebook/Instagram), YouTube, Spotify, TikTok, and Google Display Network. The campaign will run creative variants focused on eye health, productivity, and tech burnout recovery. RetinaReload™ will implement retargeting pixels, carousel ads, story placements, and A/B tested funnels with conversion-optimized landing pages. Targeting criteria will include interests like esports, productivity apps, and wellness.

### Community Engagement & UGC

To build grassroots traction, RetinaReload™ will activate community channels including Reddit (r/eyestrain, r/pcgaming), Discord servers, and targeted Facebook groups. Engagement will be incentivized through giveaways, user stories, and challenges tracked via app integration. Custom Twitch overlays, leaderboard shout-outs, and gamified sharing will further drive organic user-generated content and virality.

### Events & CRM Campaigns

The brand will maintain visibility through participation in health-tech expos, gaming events, and tech podcasts. CRM email automation will target converted and cold leads, with funnel stages mapped to user activity and therapy progress. Monthly newsletters, refill reminders, and special offers will be delivered based on biometric engagement levels, enhancing lifecycle value and stickiness.

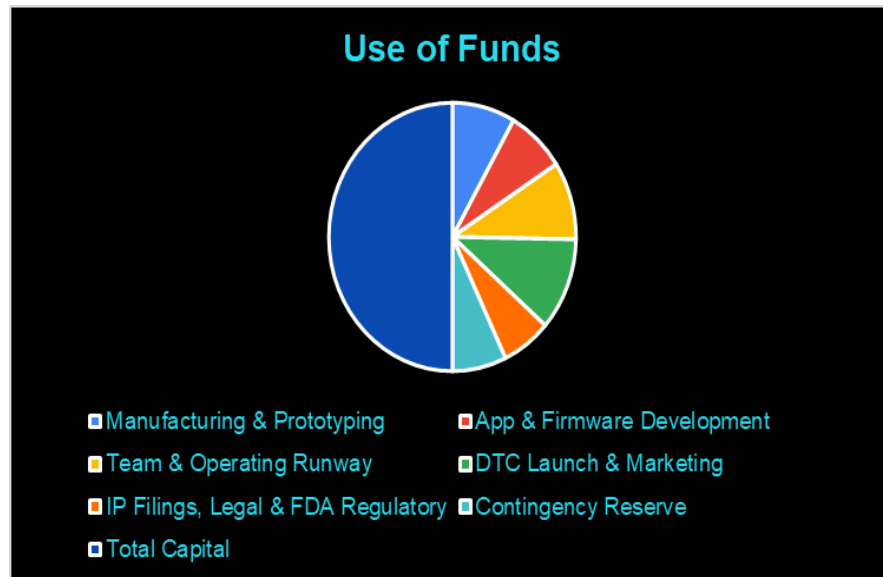
## Lead Generation

- **Influencer-Affiliate Driven Funnel:** A core strategy revolves around onboarding high-engagement streamers and influencers (on Twitch, YouTube, Discord) to generate leads via custom affiliate links and gamified dashboards. Influencers such as Jacksepticeye, Shroud, Pokimane, and others are projected to drive over 90,000 unit sales and \$13.5M in recurring subscription revenue. Each affiliate partner earns \$50 per unit sold and promotes RetinaReload™ through sponsored content, giveaways, and live reviews
- **Targeted Online Communities:** RetinaReload™ will strategically engage with niche online communities that align with its core audience segments. Platforms such as Reddit (including subreddits like r/eyestrain, r/pcgaming, and r/techwear), Discord servers (such as Accessible Games, LTT - Linus Tech Tips, and biohacker groups), and Facebook Groups (like Vision Therapy Parents and Digital Eye Strain Support Group) will serve as key engagement hubs. These communities will be approached through curated content drops, exclusive early-access invitations, and targeted affiliate discount codes to drive organic awareness and foster grassroots brand loyalty.
- **Gamified UGC Campaigns:** To amplify organic reach and encourage active user participation, RetinaReload™ will launch the “EyeArmor Challenge,” a gamified campaign targeting Twitch viewers and digital wellness communities. Participants will be prompted to share their journey using product-linked hashtags, with engagement tracked directly through the RetinaReload™ app. This strategy aims to spark viral loops by leveraging User-Generated Content (UGC), with a target of generating over 30,000 posts and achieving 100,000+ app installs. To further incentivize participation, RetinaReload™ will run exclusive contests and reward tiers, driving deeper interaction and community-driven promotion.
- **Content Syndication & Analytics Loop:** Lead generation is extended by repurposing top-performing UGC across YouTube Shorts, Twitter/X, Instagram Reels, and Reddit threads. Machine learning tools optimize affiliate placements by tracking conversion data from Twitch, Discord, and Facebook activity logs.

# 8.0 Financial Forecasts

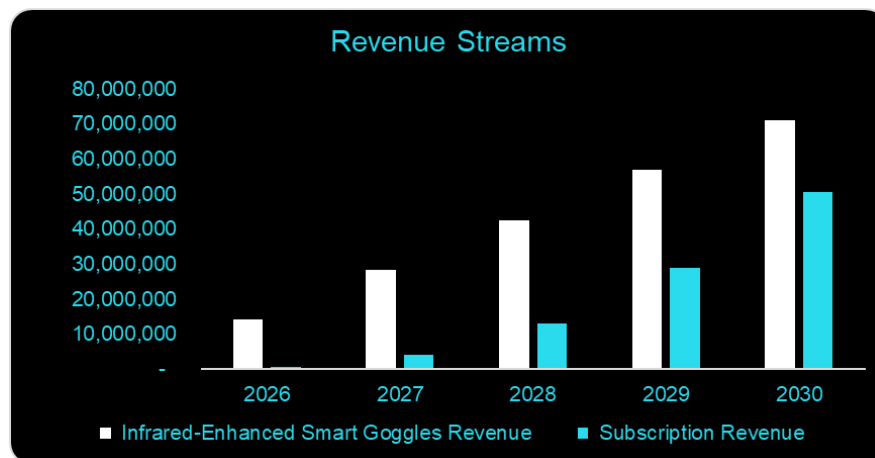
## 8.1 Use of Funds

To successfully launch and scale RetinaReload™, a total capital investment of \$8.5 million is projected. This capital will be strategically allocated across three primary categories: CapEx, Startup Expenses, and Working Capital. Approximately \$3.5 million will be allocated toward Capital Expenditures (CapEx), including final tooling, hardware development, and clinical-grade device production. Startup Expenses, amounting to \$3.8 million, will cover regulatory approvals (FDA/CE), mobile app development, AI integration, and global marketing campaigns involving key influencer partnerships. The remaining \$1.2 million will serve as Working Capital, ensuring operational liquidity, supply chain stability, and early-stage customer support. This structured deployment ensures RetinaReload™ enters the market with both technological rigor and executional velocity.



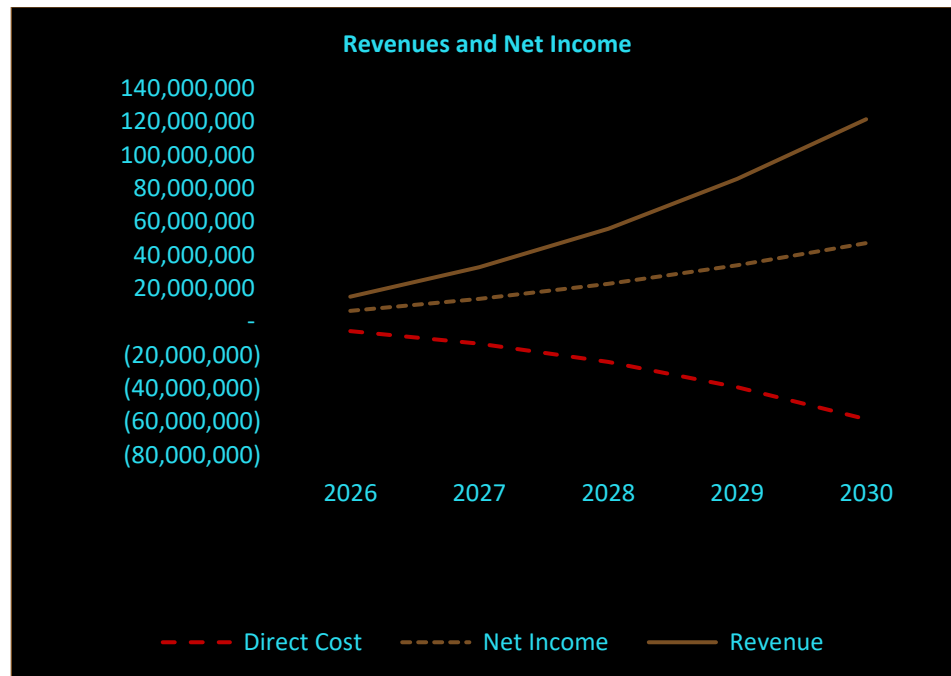
## 8.2 Financial Highlights

Years	2026	2027	2028	2029	2030
<b>Infrared-Enhanced Smart Goggles</b>					
Adult Smart Goggles Revenue	\$ 10,465,000	\$ 20,930,000	\$ 31,395,000	\$ 41,860,000	\$ 52,325,000
Child Smart Goggles Revenue	\$ 3,735,000	\$ 7,470,000	\$ 11,205,000	\$ 14,940,000	\$ 18,675,000
<b>Smart Goggles Revenue</b>	<b>14,200,000</b>	<b>28,400,000</b>	<b>42,600,000</b>	<b>56,800,000</b>	<b>71,000,000</b>
<b>Subscription Revenue</b>					
Base Subscribers	29,208	187,785	599,052	1,353,998	2,422,376
New Subscribers	7,500	30,000	67,500	120,000	162,500
Subscribers Lost	731	4,695	14,975	33,851	60,561
Subscription Price	\$ 240	\$ 240	\$ 240	\$ 240	\$ 240
<b>Subscription Revenue</b>	<b>\$ 719,180</b>	<b>\$ 4,259,669</b>	<b>\$ 13,025,024</b>	<b>\$ 28,788,539</b>	<b>\$ 50,461,057</b>
<b>Total Revenue</b>	<b>\$ 14,919,180</b>	<b>\$ 32,659,669</b>	<b>\$ 55,625,024</b>	<b>\$ 85,588,539</b>	<b>\$ 121,461,057</b>



## 8.3 Projected Profit & Loss

Income Statement					
Year	2026	2027	2028	2029	2030
Revenue	14,919,180	32,659,669	55,625,024	85,588,539	121,461,057
Total Revenue	14,919,180	32,659,669	55,625,024	85,588,539	121,461,057
Y/Y % Growth	0%	119%	70%	54%	42%
Growth Multiple	na	2.19 x	1.70 x	1.54 x	1.42 x
Direct Cost	(5,743,698)	(13,286,844)	(24,162,444)	(39,501,514)	(58,609,385)
Gross Margin	9,175,482	19,372,825	31,462,580	46,087,024	62,851,672
SG&A					
Salaries and Benefits	(156,000)	(156,000)	(156,000)	(156,000)	(156,000)
Advertising & Marketing	(950,000)	(1,463,500)	(1,977,405)	(2,491,727)	(3,006,479)
General & Admin	(382,800)	(394,284)	(406,113)	(418,296)	(430,845)
Legal and Accounting	(30,000)	(30,900)	(31,827)	(32,782)	(33,765)
Overhead	(121,200)	(124,836)	(128,581)	(132,439)	(136,412)
SG&A	(1,640,000)	(2,169,520)	(2,699,926)	(3,231,243)	(3,763,501)
EBITDA	7,535,482	17,203,305	28,762,655	42,855,781	59,088,171
Depreciation and Amortization	370,000	370,000	370,000	370,000	370,000
Interest Income (Expense)	-	(623,333)	(680,000)	(680,000)	(56,667)
Taxes	(1,504,751)	(3,404,094)	(5,819,658)	(8,779,214)	(12,318,916)
<b>Net Income</b>	<b>6,400,731</b>	<b>13,545,878</b>	<b>22,632,997</b>	<b>33,766,567</b>	<b>47,082,588</b>



## 8.4 Discounted Cashflows

### RetinaReload™ Financial Model Equity Valuation Model

#### Discounted Cash Flow Model

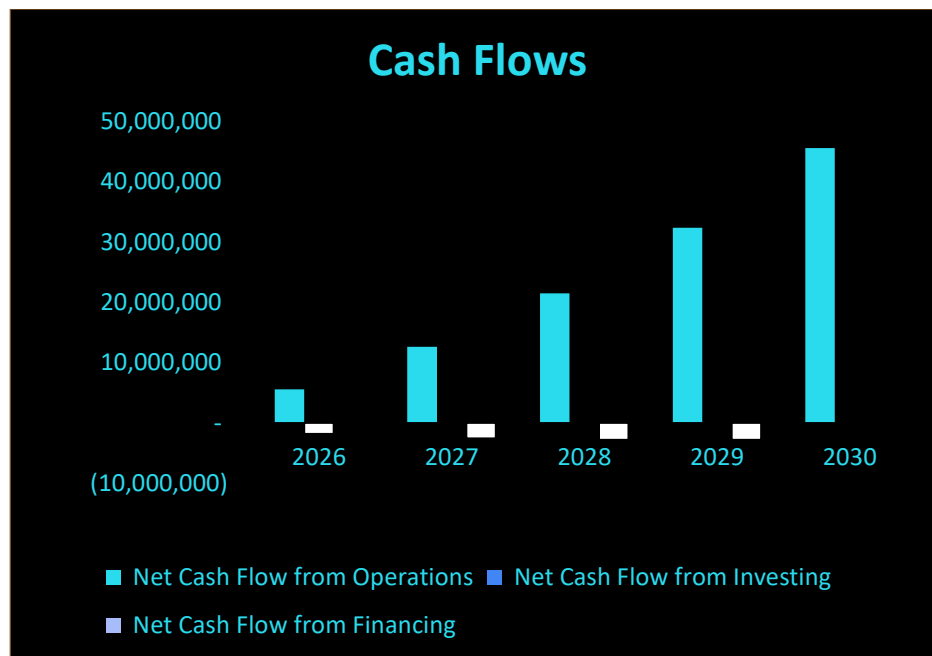
Year	2026	2027	2028	2029	2030
EBITDA	\$ 7,535,482	\$ 17,203,305	\$ 28,762,655	\$ 42,855,781	\$ 59,088,171
Depreciation and Amortization	\$ (370,000)	\$ (370,000)	\$ (370,000)	\$ (370,000)	\$ (370,000)
EBIT	\$ 7,165,482	\$ 16,833,305	\$ 28,392,655	\$ 42,485,781	\$ 58,718,171
Tax	\$ (1,504,751)	\$ (3,534,994)	\$ (5,962,458)	\$ (8,922,014)	\$ (12,330,816)
NOPAT	\$ 5,660,731	\$ 13,298,311	\$ 22,430,197	\$ 33,563,767	\$ 46,387,355
Plus: Depreciation	\$ 370,000	\$ 370,000	\$ 370,000	\$ 370,000	\$ 370,000
Less: Capex	\$ (1,850,000)	\$ -	\$ -	\$ -	\$ -
Less: Incremental Working capital	\$ (1,207,959)	\$ (1,342,165)	\$ (1,539,244)	\$ (1,782,690)	\$ (1,897,014)
Free Cashflow to Firm	\$ 2,972,772	\$ 12,326,146	\$ 21,260,953	\$ 32,151,077	\$ 44,860,341
Loan Repayments	\$ -	\$ (2,597,222)	\$ (2,833,333)	\$ (2,833,333)	\$ (236,111)
Interest expense paid	\$ -	\$ (623,333)	\$ (680,000)	\$ (680,000)	\$ (56,667)
Free Cashflow to Equity	\$ 2,972,772	\$ 9,105,591	\$ 17,747,620	\$ 28,637,743	\$ 44,567,563



## 8.5 Projected Cash Flow

### Statement of Cash Flows

Year	2026	2027	2028	2029	2030
Cash, Beginning of Period	8,500,000	12,212,772	22,189,263	40,819,682	70,340,226
Cash Flow from Operations					
Net Income	6,400,731	13,545,878	22,632,997	33,766,567	47,082,588
Add: Depreciation	370,000	370,000	370,000	370,000	370,000
Add: Amortization	-	-	-	-	-
Add: Changes in Working Capital	(1,207,959)	(1,342,165)	(1,539,244)	(1,782,690)	(1,897,014)
Net Cash Flow from Operations	5,562,772	12,573,713	21,463,753	32,353,877	45,555,575
Cash Flow from Investing					
CAPEX	(1,850,000)	-	-	-	-
Other Assets	-	-	-	-	-
Net Cash Flow from Investing	(1,850,000)	-	-	-	-
Debt Repayment	-	(2,597,222)	(2,833,333)	(2,833,333)	(236,111)
Net Cash Flow from Financing	-	(2,597,222)	(2,833,333)	(2,833,333)	(236,111)
Net Cash Flow	3,712,772	9,976,491	18,630,420	29,520,543	45,319,463
Cash, End of Period	12,212,772	22,189,263	40,819,682	70,340,226	115,659,689



## 8.6 Projected Balance Sheet

<b>Balance Sheet</b>					
<b>Year</b>	<b>2026</b>	<b>2027</b>	<b>2028</b>	<b>2029</b>	<b>2030</b>
Assets					
Cash	11,472,772	20,709,263	38,599,682	67,380,226	111,959,689
Accounts Receivable	1,981,312	4,333,159	7,229,134	10,797,253	14,681,013
Inventory	773,353	1,783,035	3,139,766	4,925,194	6,911,941
Total Current Assets	14,227,437	26,825,457	48,968,583	83,102,673	133,552,643
Property, Plant and Equipment (Capital Investments)	1,850,000	1,850,000	1,850,000	1,850,000	1,850,000
Accumulated Depreciation	(370,000)	(740,000)	(1,110,000)	(1,480,000)	(1,850,000)
Total Fixed Assets	1,480,000	1,110,000	740,000	370,000	-
Total Assets	15,707,437	27,935,457	49,708,583	83,472,673	133,552,643
Current Liabilities					
Accounts Payable	1,546,706	3,566,071	6,279,532	9,850,389	13,823,882
Total Current Liabilities	1,546,706	3,566,071	6,279,532	9,850,389	13,823,882
Noncurrent Liabilities					
Debt Financing	8,500,000	5,902,778	3,069,444	236,111	0
Total Noncurrent Liabilities	8,500,000	5,902,778	3,069,444	236,111	0
Retained Earnings	-	5,660,731	18,466,609	40,359,606	73,386,173
Net Income (Loss)	5,660,731	12,805,878	21,892,997	33,026,567	46,342,588
Total Stockholders Equity	5,660,731	18,466,609	40,359,606	73,386,173	119,728,761
Total Liabilities and Shareholder's Equity	15,707,437	27,935,457	49,708,583	83,472,673	133,552,643

## 9.0 Appendix

Refer to the detailed financial Plan for further information.