

ODOCS EYE CARE



ODOCS Eye Care is an impact business with a mission to end preventable blindness through the development of mobile-based eye care systems.

Our Opportunity

Problems worth solving

1. Retinal examination is difficult
2. Retinal fundus camera is expensive
3. Conventional tools are not portable
4. Steep learning curve

Our solutions

1. Affordable retinal examination tools
2. Smartphone compatibility
3. Artificial intelligence platform



Target market

- Primary Care 59% (NZD50M)
- Optometrist 35% (NZD60M)
- Ophthalmologist 4% (NZD6M)
- Diabetic Screening 1% (NZD5M)
- Emergency Department 1% (NZD5M)

Market size: NZD126M

Competitors	How our solution is better
PEEK Retina	Better imaging technology
D-Eye Care	Better imaging and compatibility
Welch Allyn PanOptic	Better imaging technology
Volk InView	Better imaging technology
Remidio FOP	Significantly lower price

Funding needed

NZD **500K**

50% for team expansion (Operational, marketing & business strategy).
50% for R&D, inventory, marketing, and expansion to Asia

Sales and Marketing

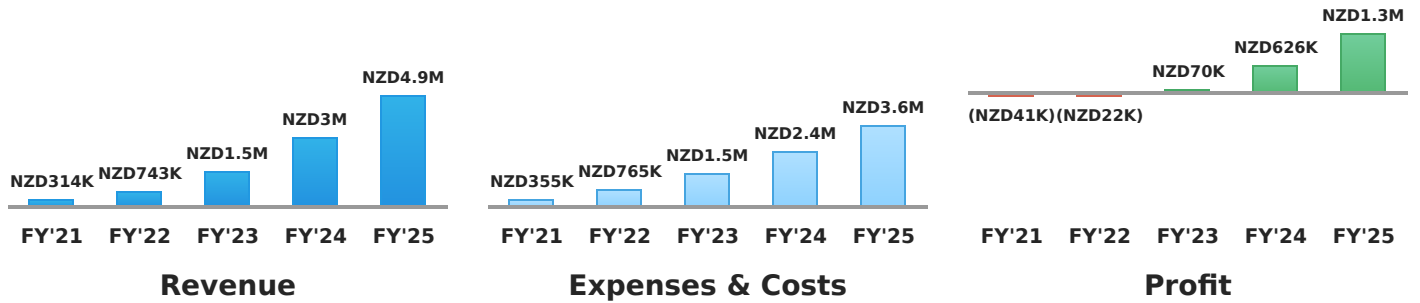
Sales channels

1. Online portal & websites
2. Sales team
3. Resellers & distributors
4. Events and conferences

Marketing activities

1. Online and social media marketing
2. Conference and trade shows
3. Medical journals and magazine
4. Research & medical student grants
5. Social impact activities

Financial Projections



Milestones



Retinal Montage App

May 15, 2020



Non-mydriatic Fundus Camera

May 31, 2020



CureMyopia Provisional Patent

Jun 30, 2020



Seed Capital (Fund Raising)

Aug 31, 2020



Research Funding & Grant

Nov 30, 2020

Team and Key Roles



Dr Hong Sheng Chiong

CEO

Dr Hong is the co-founder of ODOCS EYE CARE and a training eye surgeon. He is also the inventor of smartphone-based retinal imaging system.



Dr Benjamin O'Keeffe

Co-founder

Dr O'Keeffe is a registered medical practitioner and professional rugby referee. He is the co-founder of oDocs Eye Care.



Glenn Linde

Software Developer

Glenn Linde is an experience programmer, developer and software engineer with knowledge in deep learning, mobile app, and back-end systems.



Dr Renoh Johnson Chalakkal (PhD)

Software Engineer

Dr Chalakkal is a postgraduate research software engineer with background in mathematics, MATLAB, and deep learning.



Roy Hong

Manager (Aus & Asia)

Mr Hong resides between Perth & Malaysia. He has a background in accounting, business operations, and logistics.



Hanna Eastvold

Product Engineer

Hanna has a background in medical device engineering and manufacturing.



Alain Brideson

Product Designer

Mr Brideson has extensive experience in industrial and product design.



Dr Mimi Chiu

Clinical Research

Dr Mimi Chiu is an advance ophthalmology training registrar and a co-founder of oDocs Eye Care.

Partners and Resources



WikiOptics Inc

WikiOptics is a South Korean optics manufacturer with certified ISO facilities and services.



Supporting Your Vision with Japanese Quality

SEED

SEED is one of Japan's largest contact lens and optics manufacturer. The partnership in Japan aims to explore the veterinary market in Asia

SUPPORTED BY



An Expo 2020 Dubai Initiative

Dubai Expo Live

The Dubai Expo Live supported oDocs Eye Care with a USD 100,000 grant and a stage for host oDocs at the World Expo 2020