

Strengths

Patented technology: We have patents on Non-Invasive Corneal Sculpting (NICS) and two novel devices.

FDA approval: No need to wait for FDA approval.

Principal expertise: Our principals have extensive experience with refractive correction techniques.

Opportunities

Untapped market: Only 0.6% of the available market has had laser refractive surgery.

Fast growth: The demand for laser refractive surgery has been doubling each year.

R&D: Several potential partners, including Stanford University, have expressed strong interest in conducting research with us.

Weaknesses

Lack of funding: We require equity investments in order to fund the first two years of operation:

Lack of strategic relationships: We don't have relationships with the close-knit group of medical device distributors.

High costs: The refractive laser required for NICS procedures is expensive and difficult to obtain.

Threats

Competition: External visual aids (contacts and eye glasses), LASIK, and non-surgical procedures are strong competitors to the market.

Price erosion: The premium we can charge is based on the price of existing surgery options.