RETINALOGIK

AI Workers For Eye Care Practices

All $ amounts in USD

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The Future of Eye Care is Autonomous, Personalized, and Data Driven

We Are Building An AI-powered Platform That Is The Smartest Optometric Technician, Optician, and Surgical Co-Ordinator In The Eye Care Clinic

This Is A $28 Billion Annual Labour Market In NA & EU, Ripe For Automation

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Across The Patient Journey, Humans Are Doing Tasks That AI powered Software Could Do Better, Faster, and Cheaper

This Is Costing Eye Clinics **$202k+** Annually

1-Manual Pre-Screening

- **$44k** annual inefficiency
- **$72k** in upfront capital cost for legacy equipment

2-Fragmented Data

- **$44k-$108k** annual inefficiency
- **$36K** annually in lost revenue

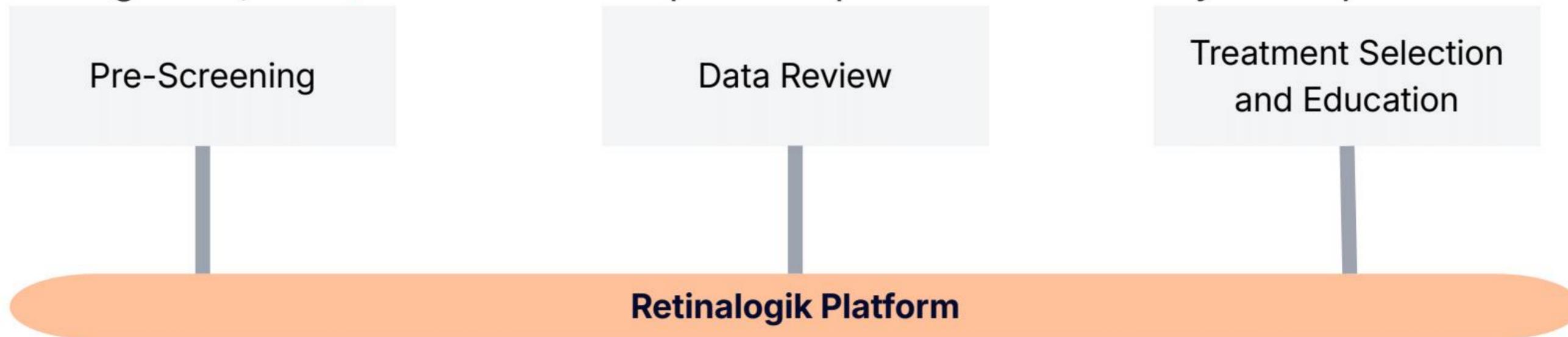## 3-Poor Patient Education

- **$44K-$144K** annual inefficiency
- **$36k-$216k** annually in lost revenue.

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Our Current Solution

Software using Off the Shelf VR headset That Augments These Professions - Improving Workflows and Patient Experience, With Eyes On The Big Vision

Even Without Full Automation - minimum **$130k** in annual cost savings, **$144k** in revenue growth, and **$72k** in avoided upfront capital costs for one eye care practice.

Pre-Screening

Data Review

Treatment Selection and Education

Retinalogik Platform

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Workflow 1: Launched in Q4 2023

Software That Enables Personalized And Autonomous Functional Eye Exams On Virtual Reality

Replaces **$72k** worth of capital equipment and saves **$44k** in annual costs

Augments Ophthalmic Technicians and Optometric Assistants

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Traction With Workflow 1

Achieved ~1.2 million in ARR With <1% Annual Churn

Deploying across hospitals, **all major chains** and 100s of independent clinics with a clear path for 50% of the market in Canada.

We also have a strong and growing presence in international markets such as South Africa.

We're now expanding into the US 🇺🇸 & UK 🇬🇧 with strong traction

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Workflow 2 - **Launching Soon (Q1 2026)**

Patient Vision Simulation

Software using of the shelf VR headset that **simulates the effects of different vision products** for patients inside VR, personalized to their **unique ocular data → personalizing patient experience**

Benefits:

- Makes the worst sales rep perform like the best
- Reduces annual personnel costs by **$44K-$144K**
- **$36K–$216K+** in additional annual revenue per clinic, with no extra staff.

Augments Opticians and Surgical Counsellors

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Workflow 3 - *Full Launch (Q2 2026)*

Data Unification, Visualization & Intelligence Platform

Software that connects with every device in a clinic, collects data automatically, standardizes it, and visualizes it.
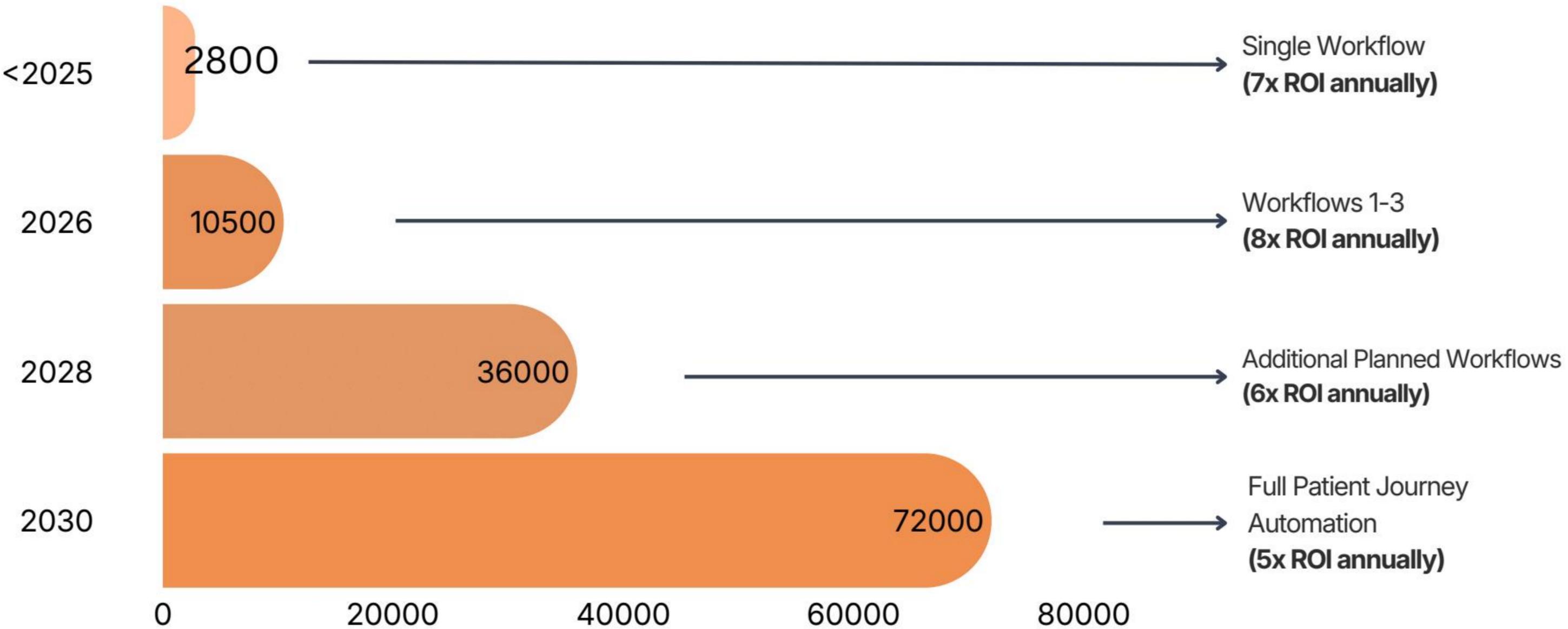
Benefits:

- Reduces annual personnel costs by **$44K-$108K**
- Increases revenue by **$36K**

Augments Surgical Co-Ordinators and Ophthalmic Technicians

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Pricing - **Annual Subscriptions**

Path To *$100K+ Annual Contract Value* per clinic

<2025 — 2800 → Single Workflow **(7x ROI annually)**

2026 — 10500 → Workflows 1-3 **(8x ROI annually)**

2028 — 36000 → Additional Planned Workflows **(6x ROI annually)**

2030 — 72000 → Full Patient Journey Automation **(5x ROI annually)**

0   20000   40000   60000   80000

Each workflow delivers measurable cost savings while enabling incremental revenue for clinics.

Market Size

TAM	Beachhead SAM (Current Workflows)	Beachhead SOM
$9.8 Billion annually	**$1.5 Billion annually**	**$0.5 Billion annually**
in NA & EU	in NA & EU	in NA & EU
(140k Eye Care Businesses X $72k ACV)	*(140k Eye Care Businesses X $11k ACV)*	*(30%* X SAM)*

*Blue Ocean Market: In eye care, double-digit market share is the standard for winners.

We've already captured double-digits in Canada, with a clear deployment pathway to 50% with current chain customers.

This Is A $36 Billion Annual Labour Market In NA & EU, Ripe For Automation

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GTM Motion

Large Chains

Bottom-Up Followed By Top-Down

Secured the top 4 chains in Canada with this strategy

Independent Clinics

ABM Led Cold-Outreach
Secured 100s of independent clinics with this strategy; adding tens new per month.

+ We're now investing in GTM with 2 new experiments quarterly.

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Competitive Advantage (1/2)

Expertise

	RetinaLogik	VR Software Companies (Virtual Field, Olleyes)	VR Hardware Companies (Radius XR)	Large Incumbents (Zeiss, Topcon)
Domain Expertise	Yes	No	No	Yes
Software Expertise	Yes	No - Outsourced	~~	~~
ML Expertise	Yes	No	No	~~
VR-Physics Expertise	Yes	No	No	No
UX Focused	Yes	~~	~~	No

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Competitive Advantage (2/2)

Technology

	RetinaLogik	VR Software Companies (Virtual Field, Olleyes)	VR Hardware Companies (Radius XR)	Large Incumbents (Zeiss, Topcon)
Hardware Agnostic	Yes	No	No	No
Clinical Reliability	Yes	~~	No	Yes
Personalized Care	Yes	No	No	No
Data Generation & Capture	All Data	Just Their Own	Just Their Own	Limited
Platform Approach	Yes	No	No	Only Hardware

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Built For This Mission

Dr. Abed Sarhan
Co-Founder and CEO

- **PhD in ML for Ophthalmology**
- 10+ years building world-class software and AI products
- Built and nurtured local and international partnerships

Julia St. Amand
Co-Founder and COO

- Built customer success praised as the "industry standard" by over 50 customers.
- 90% Demo-To-Close Rate.
- Implemented a scalable QMS across operations to support regulated growth.

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Raising $2.5M Seed Round

Objectives:

- Expand GTM – US & UK

- Launch and scale new products (Vision Simulation & Data Platform)

Seeking Lead Investor Who Can:

- Provide US/UK market intros

- Help source top talent

Eye care chains, optometrists, ophthalmologists, and current investors participating in this round

~20% soft committed already

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Thank You!

Ophthalmologists Love Us!

"Our experience with Retinalogik has been excellent. We started using their VR headset in Nov/23, and since then have added a second unit. Given our senior and multicultural patient base, we greatly appreciate the unit's ability to prompt patients to stay on task, and its language capabilities. The unit's portability allows it to be used in multiple exam lanes and pre-test rooms."

Optometrists Love Us!

"RetinaLogik's technology is a must-have addition to any busy optometric office. Patients use the headset with instructions in the language of their choice, allowing consistency and efficiency. Workflows can be improved. There are no more bottlenecks in the Pretest areas. Technicians can deploy the test while managing other setups such as cleaning the room or uploading scans to be viewed by the doctors."

Patients Love Us!

"With the old tests, you're hunched over, your back aches, your neck hurts, you sweat, you're nervous, it's unpleasant but necessary. Using this new tech, I was able to sit in a comfy chair, relax, breathe normally and was done in 10 minutes with zero false positives. The RetinaLogik test provides the same information but if I move my eyes or neck, the internal camera follows my retina so there's no need for a technician to physically watch me. From the bottom of my heart thank you RetinaLogik."

Booking link: https://calendly.com/asarhan-2/30min

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