



# ***REVOLUTIONIZING*** ***VISION***

XPANCEO Smart  
Contact Lenses

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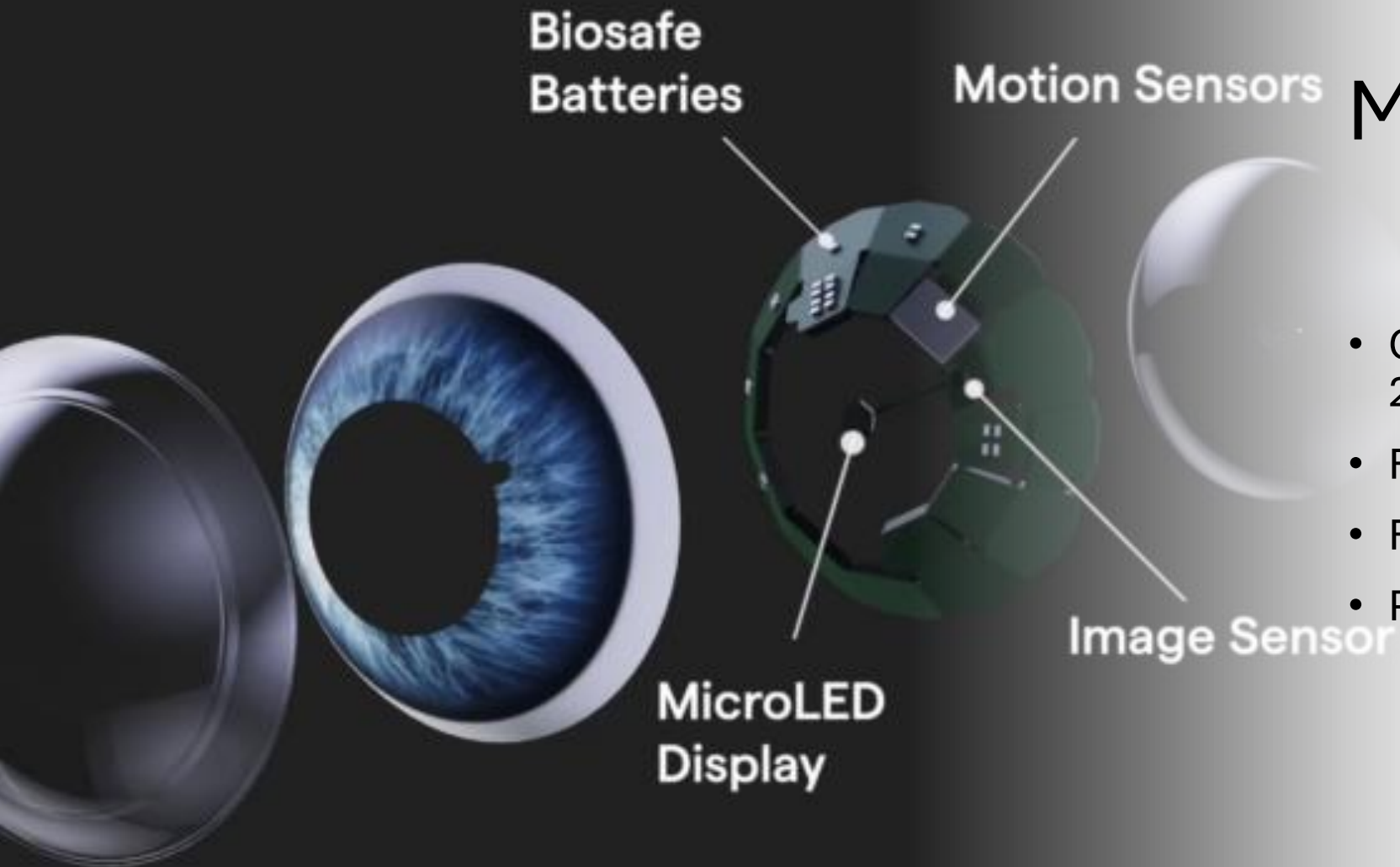
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# INTRODUCTION





## Market segment

- Generation Z (born 1997–2012), currently aged 13–28
- For the torch lovers
- Fitness and health focused
- People with vision challenges

# Why it fits the smart wearables

- There's demand for better health tracking tools.



# Quantitative Description:

## Global Population:

- Approximately 2 billion individuals fall within the Gen Z category. (Sharma)

## Spending Power:

- Collectively, Gen Z has an estimated global spending that will reach at \$12 Trillion in 2030.(NIQ)

## Digital Engagement:

- Spend an average of more than 6 hours daily on digital platforms, primarily on mobile device. (Hall and Kinast)

## Tech Adoption:

- High propensity to adopt new technologies, especially those enhancing connectivity, health, and entertainment.(Feger)

# Market Growth and Size

- Market Status:
  - Growth Trajectory:
    - The experiencing rapid growth as the market is driven by advancements in wearable technology and increasing demand for health monitoring solutions.
    - The market share is 45% for Smart Contact Lenses in medical applications. (Verified Market Reports)
  - Market Size:
    - Valued at \$6.2 billion in 2023.
    - Projected to reach \$13.8 billion by 2032, growing at a CAGR of 9.3% from 2025 to 2032. (SkyQuest Technology)



# Competition within the Chosen Market Segment

## Key Competitors are

- **Mojo Vision:**

- The company has showcased prototypes but faced challenges in miniaturization and commercialization. (Clark)

- **Sensimed AG:**

- Market Primarily focused on medical applications, especially glaucoma management.

### **Innovega Inc.:**

Approach Relies on a dual-component system, which may be less appealing to users seeking standalone solutions.

### **InWith Corporation:**

Progress Still in developmental stages with limited public demonstratins.

### **Johnson & Johnson:**

Market Position A major player in the contact lens industry, exploring smart lens technologies for health monitorng.

# XPANCEO's Competitive Edge:

- Integrated Features
  - The company combines AR display, health monitoring, and wireless data transmission in a single-lens
- Advanced Materials
  - Use of material utilizes ultra-thin, flexible conductors and novel 2D materials for seamless integration. (Xpanceo)
- User Comfort
  - Focuses on developing soft, hydrogel-based lenses for enhanced comfort during extended-wear lens use. (Xpanceo)
- Market Positioning
  - Targets the Gen Z demographic with a product that aligns with their technological expectations and lifestyle preferences. (CBM)





## Introducing the XPANCEO Smart Contact Lens

- High-tech wearable lens that displays real-time digital info directly in your line of sight
- Combines AR, health tracking, and AI support into a hands-free experience
- Solves the need for screenless access to data, fitness insights, and communication
- Packaged in sleek wireless charging pods with hygienic lens storage
- Key Features & Benefits:
- AR overlays (navigation, messages, alerts)
- Built-in health sensors (heart rate, glucose, etc.)
- AI assistant integration
- Totally hands-free, screen-free convenience



# Targeting the Eyes of Gen Z in Canada

- Ages 13–28, tech-savvy students and young professionals
- The users remain continuously connected while making efficiency and wellness their main priorities. People from this age group demonstrate interest in modern wearable technology innovations and digital developments.
- Culture:
- Demand brands that are futuristic, functional, and socially aware
- Driven by individualism and cutting-edge experiences



## Premium Innovation at a Smart Price



- Value-Based Pricing: Reflects cutting-edge technology and convenience
- Monthly Subscription Tiers:
  - Basic – \$199/month (AR display + notifications)
  - Pro – \$299/month (Full health tracking + AI assistant)
  - Elite – \$399/month (Advanced analytics + exclusive AI features)
- Designed to appeal to both tech-lovers and health-focused users
- Pricing positions the brand as a luxury-tech innovator







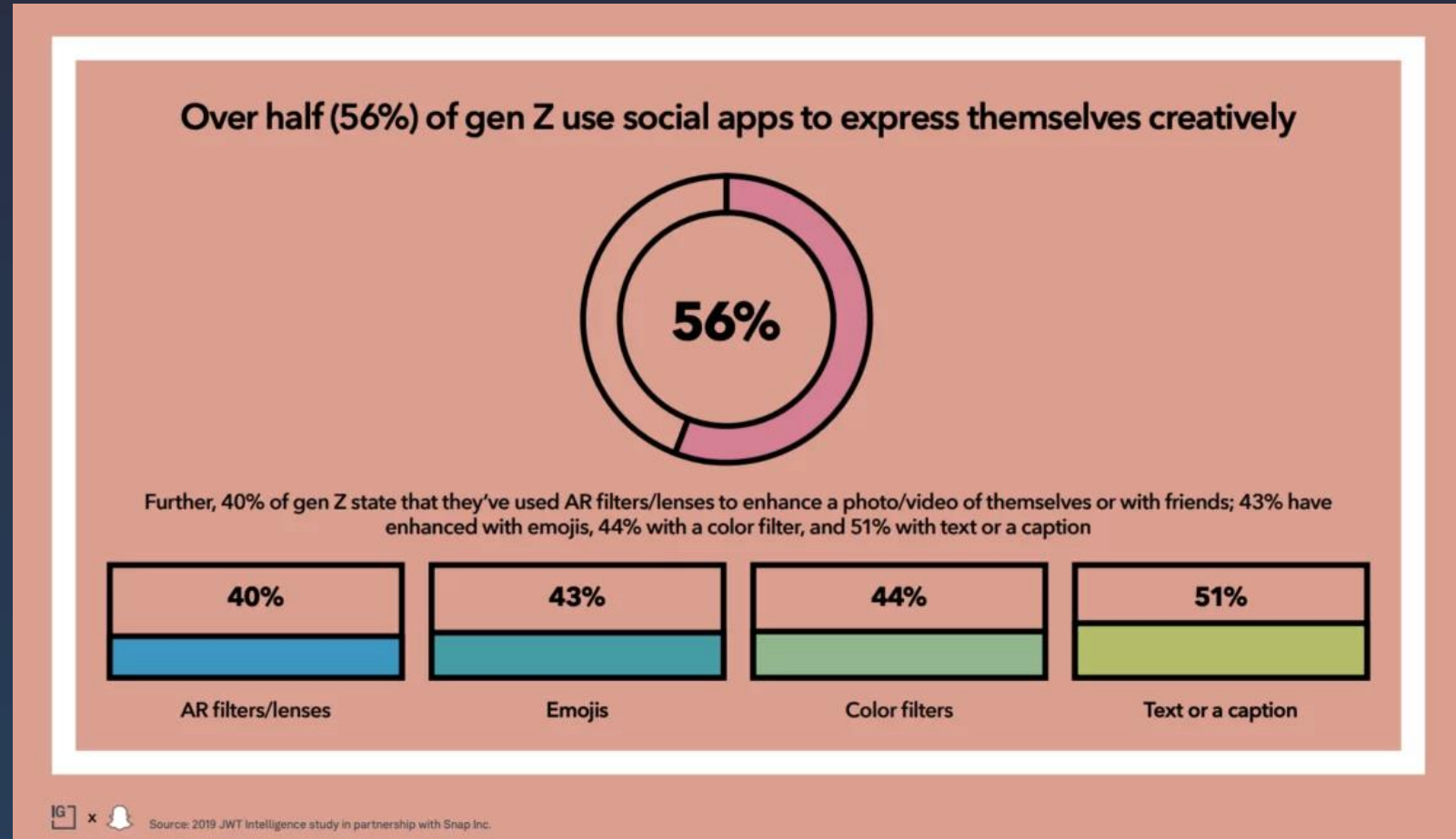
## Where to Buy These Lenses

- Direct-to-Consumer model via official e-commerce site
- Monthly subscriptions with automatic lens delivery and software updates
- Retail Presence:
- Partnered with Best Buy, Apple Store, and major optical retailers
- Pop-up demo stations in urban malls for hands-on AR experience



# Communications Strategy

- **Xpanceo Smart Contact Lenses;** “Invisible Power. Total Vision”
- **Advertising Channels:**
  - TikTok, YouTube, AR filters, influencer reviews



(Ar insider, 2025)



THE INVISIBLE

UPGRADE

# Promotion Strategy

- Drive product trials and long-term adoption, youth-focused promotions:
- **Initial Launch Promotions:**
  - Campus Pop-Up Booths
  - TikTok Challenge: “Through My Lens”
  - Referral Program
- **Ongoing Repurchase Promotions:**
  - Monthly Digital Skins & Interface Themes
  - Subscription Bundle Discounts
  - Student Loyalty Pricing



# Benefits to Gen Z



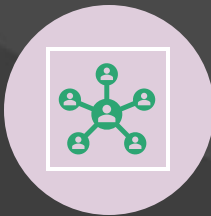
**SEAMLESS DIGITAL  
LIFESTYLE**



**SELF-EXPRESSION  
&  
PERSONALIZATION**



**HEALTH &  
WELLNESS  
SUPPORT**

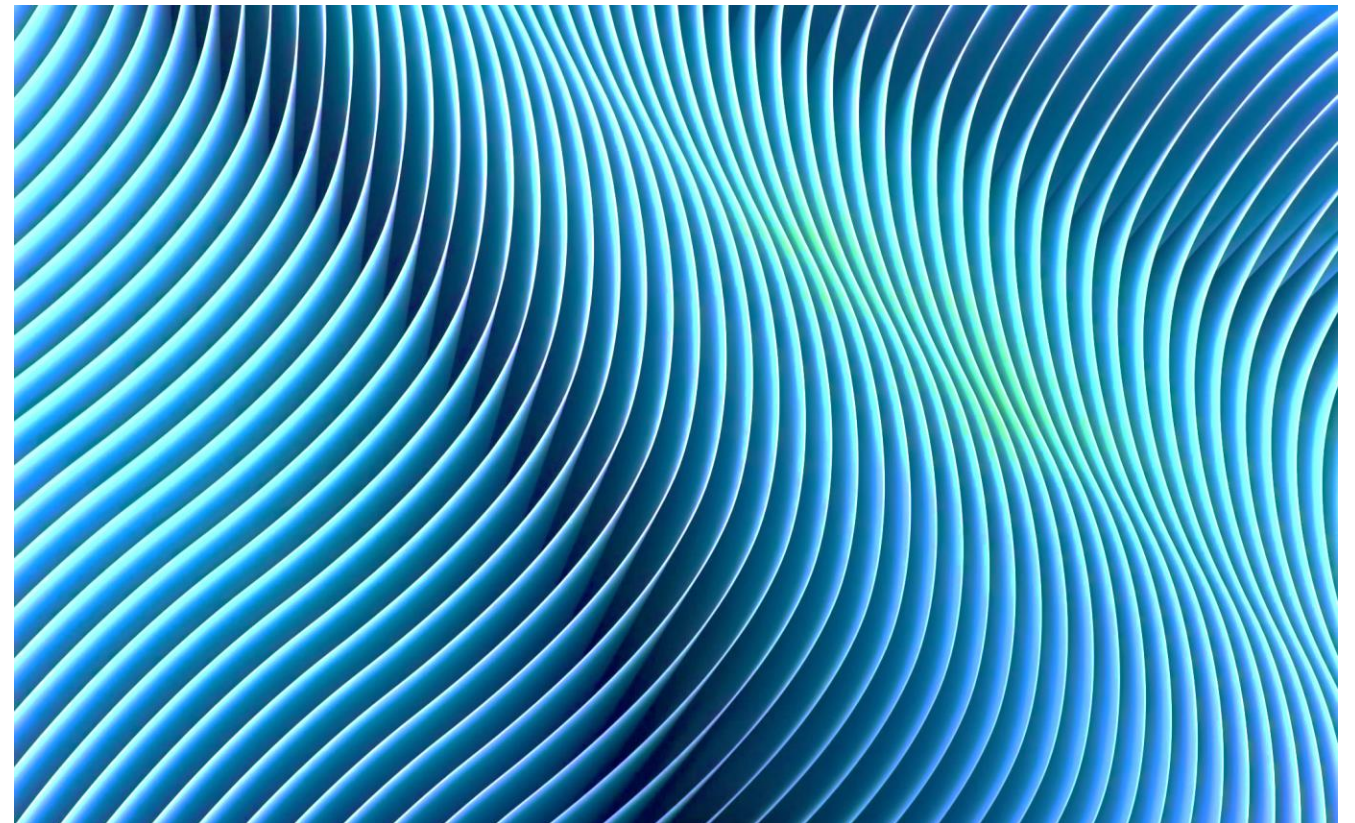


**SOCIAL  
CONFIDENCE**



**TECH STATUS &  
INNOVATION**





# Conclusion: Why GZ Should Invest

## Opportunities

## Risks:

## Business Potential:

- Gen Z loves tech—huge demand.
- Canada is perfect for testing.
- Big potential to expand globally.
- Approval rules may slow launch
- R&D takes time and money
- Privacy concerns (eye-tracking)
- Market could hit \$10–16B by 2032
- First to market = big advantage

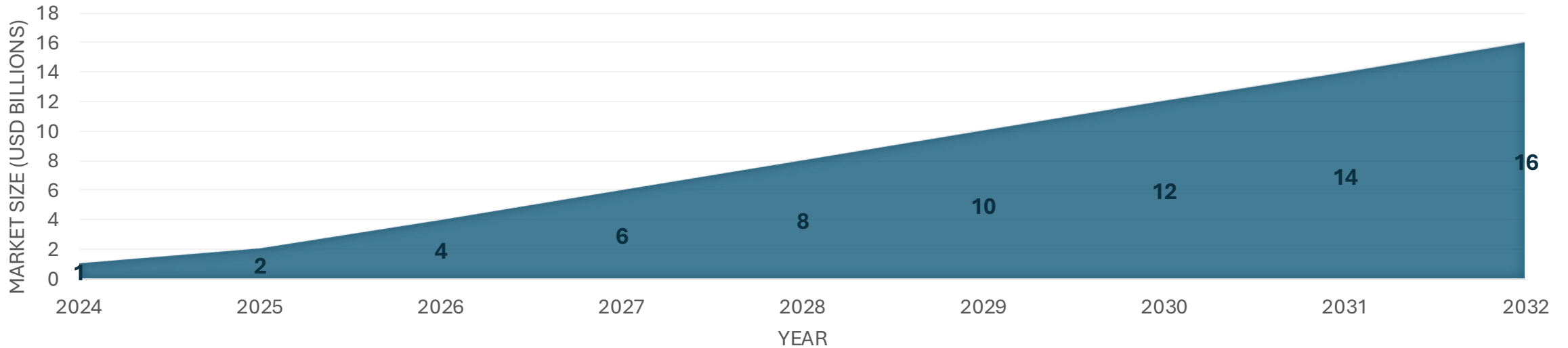
## Conclusion: Why GZ Should Invest

**Potential:** first-mover in a \$10B+ market



**Opportunity:** Own the space before big tech catches up

### PROJECTED GROWTH OF THE SMART CONTACT LENS MARKET (2024–2032)





**Thank you!**

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