



VISIONARY BLEND

Let's buy smart!

Overview

TODAY'S DISCUSSION

Value proposition

USP

Target market

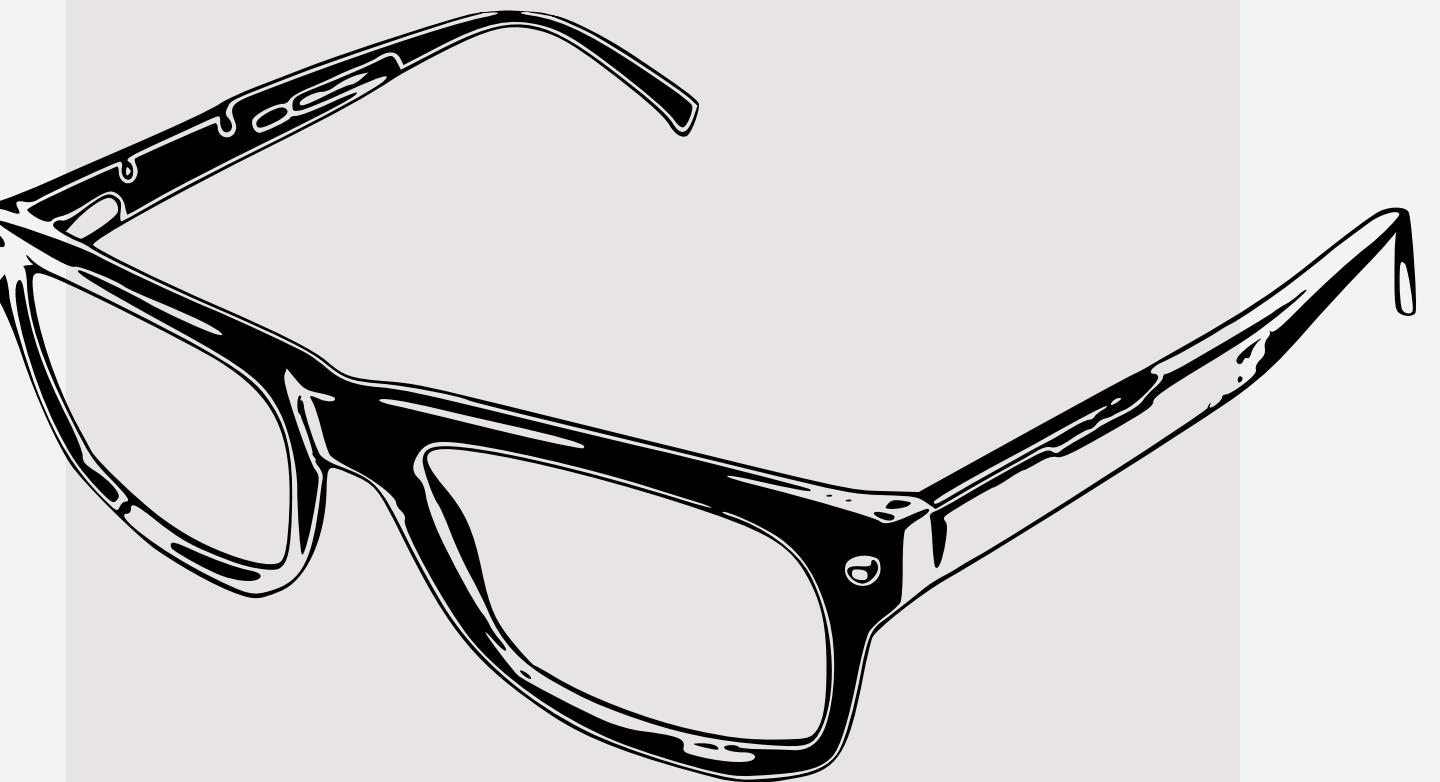
Funding

Deployment

Customer Acquisition

GTM Strategy

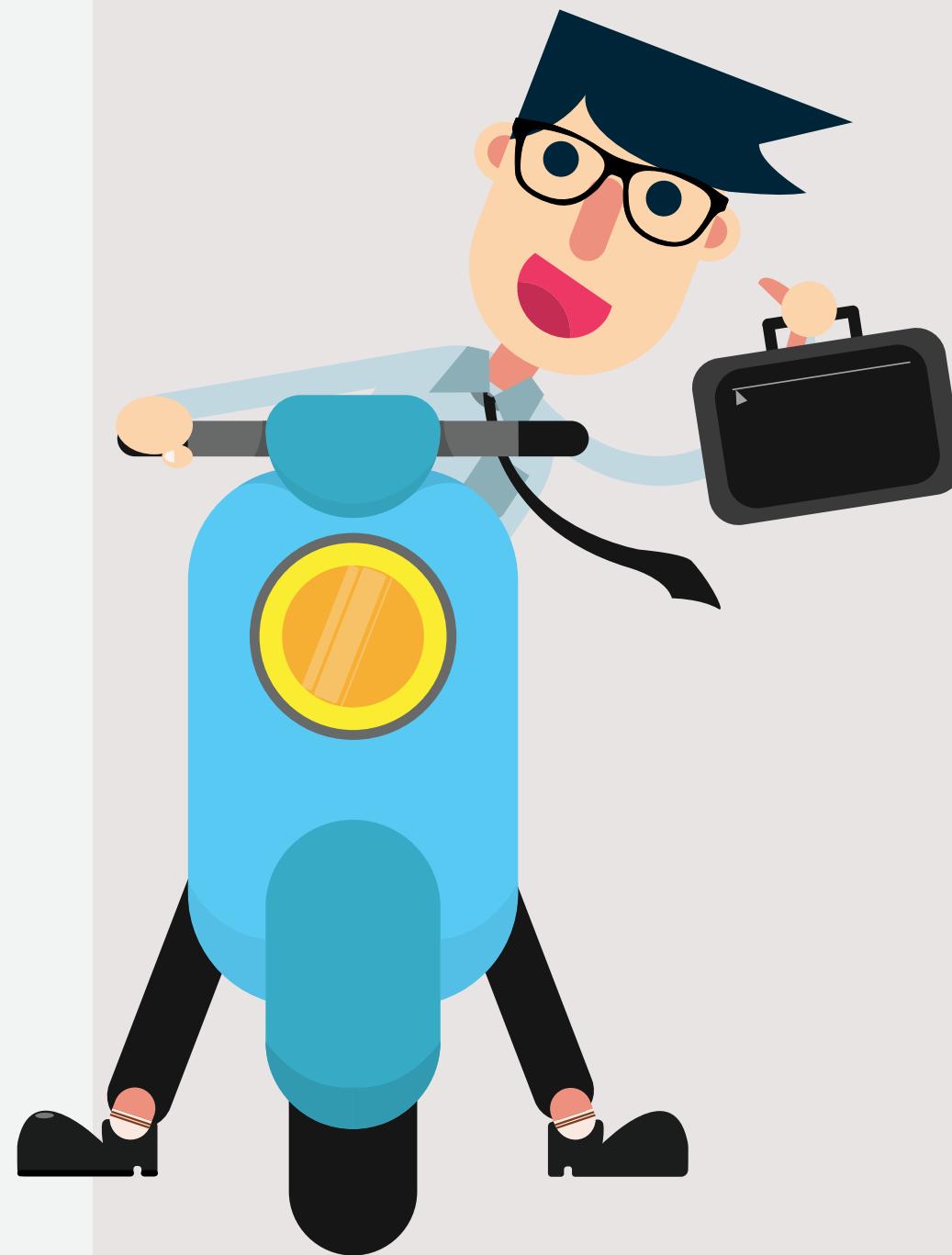
Customer Acquisition Cost



Value Proposition

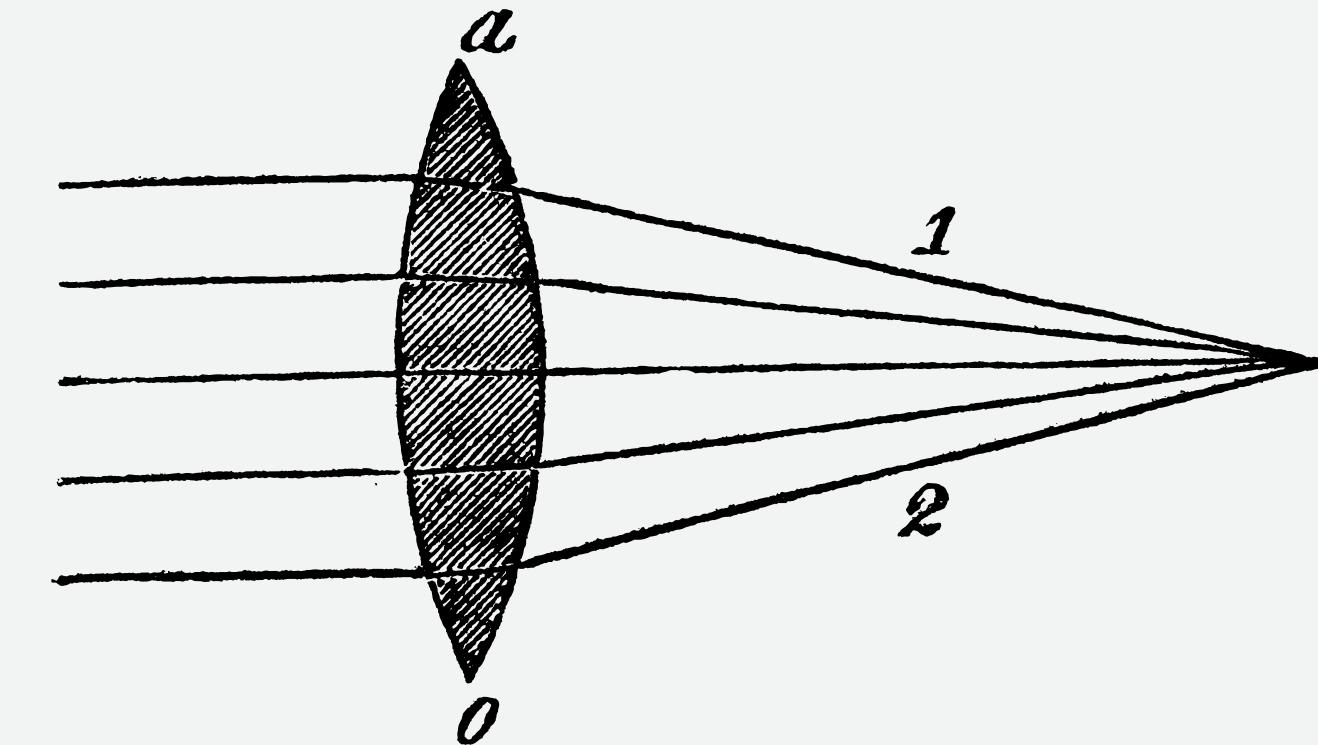
HYDROPHILIC LENSES

Providing anti-fog and water repellent lenses.



USP

Correction and Protection of eyesight at affordable price.



Demographic

Male and female of all age
groups

Geographic

All over India

Income level

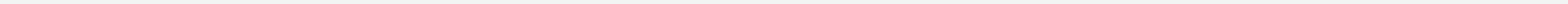
Low and middle income
groups

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FUNDING

ANGEL INVESTOR

15-20 Lakhs



It will take at least 1.5 years for our company to grow.



CUSTOMER ACQUISITION STRATEGY

- Use consistent subtle branding.
- Market your business on social media.
- Selling offline.
- Generate demand and sell more.
- Boost value with a story.
- Provide personalisation for a premium.
- Offer more to increase purchases.



GO TO MARKET STRATEGY

Google Pay

Cashback

Membership

What Makes Us Special?

WHAT SETS US APART



Low Prices



Accessible



Stylish