



VisionSpring

VisionSpring Overview

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VisionSpring Overview

Nearly 700 million people:

- Suffer from uncorrected refractive error
- Need only a pair of eyeglasses
- Lose productivity and quality of life



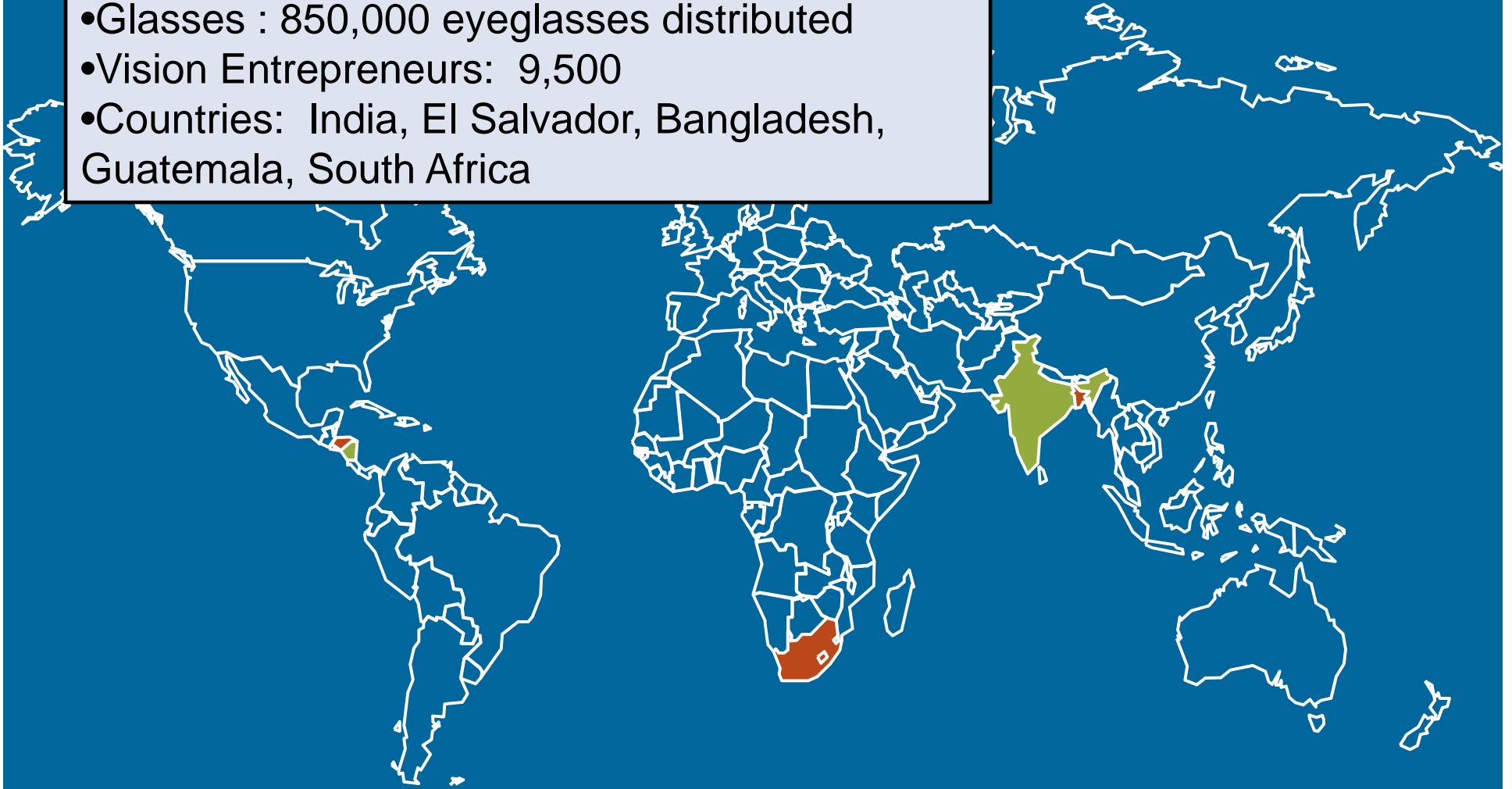
The VisionSpring Model

- Uses a high-volume, low-margin approach to selling eyeglasses
- Generates local employment for “Vision Entrepreneurs”
- Enables established organizations to train their health workers or microfinance borrowers to execute our model
- Partners with innovative eye hospitals in the developing world such as Aravind and L.V. Prasad Eye Institute and eye care corporations in the US and Europe through our Eye Care Leadership Council



Progress to Date

- Glasses : 850,000 eyeglasses distributed
- Vision Entrepreneurs: 9,500
- Countries: India, El Salvador, Bangladesh, Guatemala, South Africa





Keys to Success

VisionSpring's Model has 4 key levers:

- **Awareness:** Educating individuals about the benefits of eyeglasses
- **Access:** Providing our products in end-of-the-road communities
- **Availability:** Building a reliable, ongoing presence
- **Affordability:** Creating low-cost products customers want

We have found that 3-7 days of wages is an appropriate price for a pair of reading glasses that increases productivity by 35% and income by 20%



Market Assessment and Core Model Incubation 2002-2006

Geographic Profile: A small sales force of 300 directly managed Vision Entrepreneurs generates demand and sells over-the-counter products in rural markets.



Key Takeaways

- People living on less than \$4/day are viable consumers for eyeglasses
- *Eye Camp Insight: Customers need more than just readymade readers*
- The market can be reached through marketing efforts of Vision Entrepreneurs
- A portable microfranchise kit can effectively introduce basic vision care & products to rural communities in the developing world



Developing Sustainable Models for Scale: 2007-Present

- 1) Urban – El Salvador
- 2) Rural – India
- 3) Partners





Urban: VS El Salvador Optical Shops

Offering:

- Readymade Readers
- Customized Rx Glasses
- Sunglasses
- Photochromic Readers
- Protectors
- Referrals to Opht./Hosp.



Tech Staff:

- 6 Optometrist/Refr.
- 1 Ophthalmologist





Rural: VS India Mobile Van Distribution

Offering:

- Readymade Readers
- Rx: Pre-cut lenses for line of frames
- Sunglasses
- Photochromic Readers
- Protectors
- Referrals to Opht./Hosp.



Tech Staff:

- 2 Chief Optometrists (country)
- 1 Refractionist per Van

(Refractionists trained at Sight Care Fdn – Chennai)



India: Vision Entrepreneur and Customer





Thank You!



Questions?

Please contact:

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