Dear Jeffrey,

 Thank you for offering to review OptiOpia.
 A two-page flyer introduces the company.
 A slide deck in the form of a PDF file serves as an introduction to OptiOpia's technology and products, and especially why our autorefractor product features are well-suited for both screening for the need for glasses (or other corrective lenses) and for measuring the refractive error in order to prepare a prescription.
 A business plan (that is in some respects out of date) follows, as a PDF file. Unfortunately, I've been re-doing the financial plan and did not complete the revision. I apologize. I will work on it tomorrow (Saturday). Tomorrow's work might also surface defects of the updating I have been doing, whose corrections I will bring to your attention.
 The fundamental proposition is that OptiOpia as a lean, virtual company with great contractors can get to break-even and modest profit without a lot of risk by building and selling its auto-refractor through traditional channels to traditional and growing markets in developing and developed regions. The major upside is achieved by doing something no one's done before -- sell devices and support new dispensing systems to help get eyecare and glasses to urban and town populations that lack them severely.
 Because eyeglasses are sold *at a profit* even by the "noblest" of charities, and because there are superb, *highly efficient* NGOs delivering eyecare in South Asia, OptiOpia has available to it distribution and development partners that are truly business-operations-oriented and scale-minded (their glasses ops are positive cash flow). With smart, efficient and large partners such as those (e.g., Aravind), OptiOpia can learn to capture value from a very large expansion of the market by developing and supporting kiosks for eyecare and mobile dispensing systems, at scale.

 Insofar as we have not communicated about business matters this formally before, I am not sure whether these presentation materials are going to be as informative and useful to you as they could be. Please let me know, frankly, what can be improved and redesigned so that your time is spent thinking rather than managing an awkward array of information, unfamiliar terminology, too much or too little detail, etc.

Sincerely,
David

David Grosof
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