# FOCIX

**STROBOSCOPIC VISION TRAINING EYEWEAR · AI COACHING · PERFORMANCE DATA**

**www.Focix.com**
Bohemia, NY · Delaware C-Corp · Seed Round

Other strobe glasses just flash. FOCIX measures every rep, captures the data, and coaches you through its AI and app.

## 01 · THE GLASSES: STROBE TRAINING EYEWEAR

THE CORE PRODUCT

**CONSUMER**
**$699**
Athletes · gamers · youth

**TACTICAL · ITAR**
**$2,000**
DOD · DHS · law enforcement

- App-controlled multi-level strobe lenses: full, left/right and zone flicker modes
- Developed hardware: this raise funds commercialization
- Built in-house by P.A.T. Inc. to F-35 Lightning II standards
- Unit cost $245, targeting $210 at scale · 64% → 71% gross margin

### OTHERS FLASH · FOCIX MEASURES

| | FOCIX | Others |
|---|---|---|
| Strobe training lenses | Yes | Yes |
| Metrics on every rep | Yes | No |
| Training data captured in app | Yes | No |
| AI coach, live feedback | Yes | No |
| Training adapts to results | Yes | No |
| ITAR-registered U.S. manufacturing | Yes | No |
| Full-feature price | **$699** | $995+ |

### WHY FOCIX WINS

- Strobe hardware and AI coaching in one system, not a standalone gadget
- One platform across sports, gaming and police/military training
- Premium tier above entry-level strobe eyewear, priced below pro-grade systems
- ITAR-registered maker positioned for defense and DHS procurement
- Domestic production: quality, speed and supply-chain control

**AS9100** — Aerospace quality system
**ITAR** — Registered, U.S. State Dept.
**IPC-A-610** — Electronics assembly quality
**J-STD-001** — Solder reliability + Space Addendum
**75K / YR** — P.A.T. capacity · Bohemia, NY

**$34B** — Sports tech (2025), ~15% CAGR
**$30B+** — U.S. youth sports annual spend
**~700K** — U.S. sworn law-enforcement officers
**~1.3M** — U.S. active-duty personnel
**$9.0B / $1.0B** — U.S. TAM / SAM, bottom-up
**<1%** — of U.S. athletes, gamers, officers at 70K units

## 02 · FOCIX AI TRAINER — A COACH IN EVERY PAIR

$375K OF THIS RAISE

**01 TRAIN** — Strobe at your level
**02 ANALYZE** — Every rep, live
**03 COACH** — Live corrections
**04 IMPROVE** — Workouts adapt
**05 STORE** — Secure personal cloud

**Consumer version**
- Captures reaction time, accuracy and session data
- Programs learn from mistakes, build on strengths

**Military / agency version**
- Unit- and agency-level programs
- Readiness data for DOD, DHS and law enforcement

**$9.99/mo** — Premium subscription · plus sport & skill packs, pro reports, team / agency multi-seat plans. **$1.2M ARR per 10K subscribers · ≈$5.5M/yr at 30% attach by Year 5** (not in forecast)

## 03 · THE DATA ASSET

LONG-TERM UPSIDE

**World's first audio-visual neurological performance dataset, built from every rep.**

- Strobe level, mode (full, L/R, zone) and session settings
- Rep-by-rep performance and audio-visual response data
- User-owned, anonymized and consent-based before any licensing, subject to privacy law

**Target buyers:** Biogen · Eli Lilly · Roche · NFL / NBA / MLB · NIH · WHOOP · Apple Health

**$250K–$2M** — Per licensing contract
**$20M–$100M+** — Outright dataset sale

## THE RAISE · SEED ROUND · 18-MONTH COMMERCIAL LAUNCH

NO FURTHER RAISE PLANNED

# $3,000,000

**6% equity · Delaware C-Corp**

Sports / Gaming **$1.75M**
Police / Military **$1.25M**

- Launch inventory + Year 1 loss; ~$0.74M reserve
- Includes $375K for AI Trainer
- Tactical variant certification
- Year 5 needs ~1,350 units/wk vs. 75K/yr capacity

**$54.5M** — Year 5 revenue
**$10.9M** — Y5 EBIT · 20%
**153K** — Units over 5 years
**64% → 71%** — Gross margin Y1→Y5
**Year 2** — EBIT break-even

| Hardware only (USD) | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 |
|---|---|---|---|---|---|
| Sports / Gaming (U.S.) | $2.10M | $5.40M | $10.80M | $19.20M | $30.00M |
| Police / Military (U.S.) | $0.56M | $2.22M | $5.55M | $11.10M | $18.50M |
| International (consumer) | — | $0.60M | $1.80M | $3.60M | $6.00M |
| **Total revenue** | **$2.66M** | **$8.22M** | **$18.15M** | **$33.90M** | **$54.50M** |
| Gross margin | 63.7% | 66.3% | 68.2% | 69.7% | 70.5% |
| EBIT (margin) | ($1.30M) (49%) | $0.16M (2%) | $1.82M (10%) | $5.08M (15%) | $10.90M (20%) |
| Units (cons / tact / intl) | 3.5K / 300 / 0 | 9K / 1.2K / 1K | 18K / 3K / 3K | 32K / 6K / 6K | 50K / 10K / 10K |

Net ASP $600 consumer · $1,850 tactical (blended DTC, team, wholesale). Tactical is U.S. only; ITAR variants excluded internationally. **App, in-app and data revenue are NOT in this forecast.**

### 18-MONTH MILESTONES · REPORTED QUARTERLY

**Months 0–6** — AI Trainer V1 live · DTC launch · first team & academy partners
**Months 6–12** — Paid agency & unit pilots · retail tests · tactical variant ready
**Months 12–18** — Gov't contract vehicles · subscription launch · self-funding

**Year 1 KPIs:** 100 team & academy programs · 6 paid agency/military pilots · ~$120 online cost per sale · 2 international distributors signed for Year 2

### UPSIDE NOT IN THE MODEL

- AI subscriptions: ≈$5.5M/yr at 30% attach
- Data licensing and dataset sale
- Exit paths: sports performance, eyewear, wearables, defense training
- Illustrative value at 2–4x Y5 revenue: **$109M–$218M**

### PHASE 2 · MEDICAL NOT IN THIS RAISE

- 40Hz light/sound reduced amyloid in mouse models (MIT, *Nature* 2016)
- Possible FDA Class II path (De Novo / 510(k)) for Alzheimer's & dementia, 5–7 yrs, powered by the Phase 1 dataset
- Separate funding after Phase 1 milestones

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