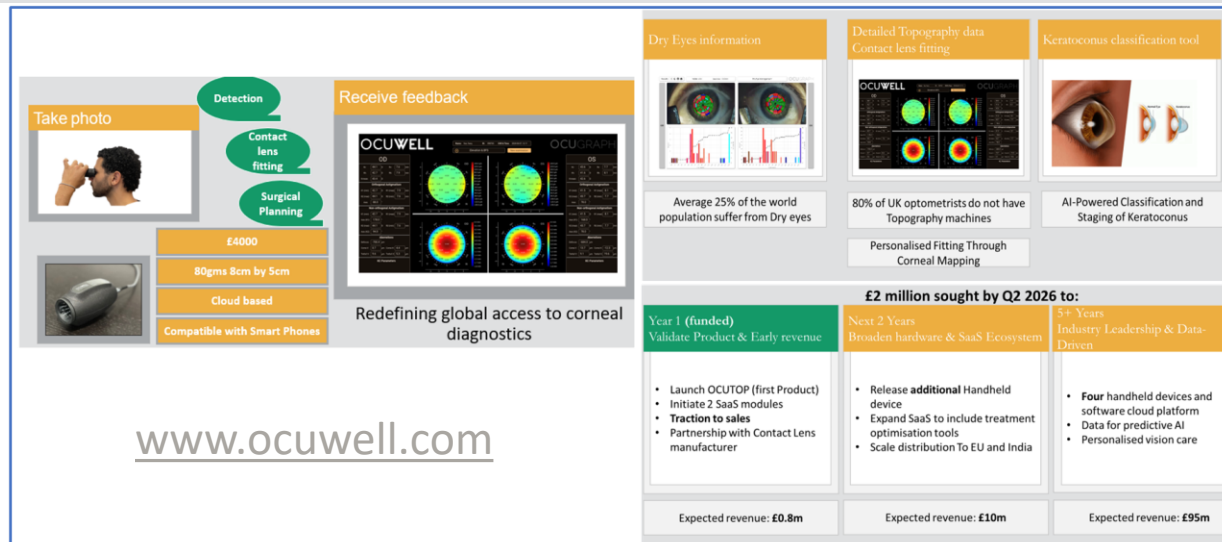


Value Proposition

- 2.2BN people worldwide suffer from vision loss resulting in £303BN in lost productivity every year. Corneal diseases are significant contributors to this burden.
- OCUWELL is on a mission to deliver state of the art ophthalmic care to all, through provision of hand-held screening devices which deliver state of the art precision at a fraction of the cost.
- 80% of optometrists and 40% of ophthalmology clinics in the UK don't have access to corneal topographers and the situation is worse in developing countries. Our lead product is an affordable hand-held topography device which does not take up clinic space, requires minimal training, allows for better patient care and increased optometry practice revenue streams.
- USPs – a revolutionary point-of-care offering with gold standard accuracy at an affordable price delivered as a result of ground breaking research



Traction

- Anticipating revenues from Q1 2026 with first customers identified and in commercial discussions
- Projecting £21m in revenues by Yr.5
- Strategic launch in UK with direct model
- Followed by EU (Yr 2) and US revenues from Yr.3 onwards. Indian partner in negotiation and Chinese interest.
- Instrument gross margin 40%
- Pre-series A ~£700k investment raised Q2/3 2025 (supplemented by ~£1.75m of non-dilutive grants and £250k commercial development contracts), sees a strong cash position maintained through to commercialisation with a 13m runway in place
- Award winning team: BioCap 2024 Pitching Competition; Future Club 2025 member at Sci-Tech Daresbury.

Market

- TAM £1,252BN – based on number of optometrists worldwide. Reports on CAGR vary but indicate ~5%. By comparison the total global eyecare market is valued at \$200+BN
- SAM £578m – based on the number of optometrists in the UK, EU and USA and a unit price of £4k for the first product (this ignores potential SaaS revenues)
- SOM £27M – 23k optometrists in the UK and 5% market share
- Key players include Oculus; Medmont – OCUTOP™ is cheaper, lighter and smart phone compatible
- Competitive technologies are expensive, require expertise to operate, are clinic-bound and rely on hardware complexity to deliver output.
- OCUTOP™ and OCUGRAPH™ (PC or cloud-based platform) bring accurate diagnostics and personalised treatment to everyone

Team

- Prof Ahmed Elsheikh (CSO, founder) world expert and leader in ocular biomechanics; 220+ papers, £11m+ research grants; global network
- Mrs Rania Maklad (CEO, founder) experienced in business operations, supply chain management and commercial negotiations
- Dr Joanne Phoenix (Chair), 20y+ Board director, CEO experience in medical software company with successful exit
- CCO Oct 2025 – sector relevant expertise as a CEO and Chair with industry connections

Scalability/ G2M

- Core scientific and engineering team in place with additional scientific/engineering hires anticipated in 2025/6.
- Fractional CTO in place. Appointing fractional regulatory and CFO support. Fractional COO to be sought to support outsourced manufacturing and distribution logistics.
- Interested commercial partners in place and awaiting finalised device
- Industry advised price point and business model

Technology/ IP

- Two patents filed and significant know-how, copyright supporting lead product. Trademarks in place for company, lead product and platform.
- First patent assigned from University of Liverpool
- A TRL 6/7 technology about to enter regulatory trials in Nov 2025 with Ethics approval in place.
- Final prototype (*Alpha*) in Q3 2025. In discussions with manufacturing partners.

Funding and Future

- To date OCUWELL has raised £700k in equity investment w/ a further ~£1.75m in non-dilutive grant and commercial contract funding.
- DBC investment ~£217k
- DBC co-investors include University of Liverpool, LYVA Labs, Northern Gritstone Studios
- Following pre-series A investment (Q2 2025), key value inflection points for the next two years include securing manufacturing partners; regulatory approval as a Class IIa medical device; first sales.
- Funding is in place to deliver these milestones and a further £2M is sought to advance the product pipeline and achieve b/e forecast for 2027/28
- Product or trade sale within 3-5 years anticipated due to portable diagnostic tech, modular SaaS platform and strong IP position attractive to industry