

[355] VISIONIX : FROM THE INCUBATOR TO A GLOBAL MARKET LEADER

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ABSTRACT TEMPLATE for Company Presentations

Visionix Ltd start his journey at the Jerusalem College technology incubator in 1994. Focus on the development manufacturing and commercialisation of diagnostic equipment for the vision care market (i.e. Optician, Optometrist and ophthalmologist)

Visionix main strategy growth rely on the development of innovative diagnostic device based on its unique core technology. The high level of product innovation lead to a second key strategic point be close to our customer based through a local presence of dedicated team to the Visionix product line in more than 80% of the W/w market.

From 3 employees in 1994 to more than 550 W/W employees, Visionix group, market share of 20% in the developed country, today is considered as a market leader and responsible for several transformations in key segment of the Vision Care diagnostic market.

To understand Visionix development we will take you through the story of the technology, aggressive and innovative strategy for a start up company and las but not least the people which made this story a real success.