

Company name: NovaSight Website: <https://nova-sight.com/>

CEO name: Ran Yam Cell phone number: 050-7591609

14. **Ophthalmology, from R&D to Commercialization**

Executive Summary / Investment Rational

NovaSight is the global leader of pediatric vision care digital solutions.

The CureSight flagship product provides a home treatment for amblyopia (lazy eye, affects 3% of the population) which is based on streamed content watching (such as Netflix, YouTube, etc.) while dedicated real-time image processing stimulates the brain to recover from the disease. The device is FDA-cleared, CE-marked, and in the process of NMPA approval. It was launched successfully this year in the US and Italy.

The company had raised to date \$26M, has strong partnerships with companies such as Santen and Essilor, owns subsidiaries in US and China, and relies on a strong IP portfolio and management skills.

Core Technology

NovaSight masters the integration of eye-tracking technology into dedicated eye-care solutions. The CureSight device presents real-time processed content to the two eyes separately. On the strong eye channel only, the device dynamically blurs the center of vision according to the momentary gaze. The size and intensity of the blur correspond to the severity of amblyopia and the progress of treatment. NovaSight is the only company in the world to prove its treatment in an RCT against the gold standard patching, the results were published in the leading peer-review magazine: the Ophthalmology Journal.

Product Profile/Pipeline

The CureSight program was launched successfully in the US this year, and within 4 months only, already enrolled 90 physicians and 75 patients.

Our EyeSwift-Pro comprehensive vision diagnostic device is CE-Marked, launched in Italy, and about to commence a market pilot with one of the leading Optometry chains in Israel. On the Pipeline is an eye-tracking-based APP to control myopia (short-sightedness). Myopia is a global epidemic anticipated to impact more than half of the global population.

Business Strategy

The company applies a well-thought-out reimbursed model in the US which is based on our unique CPT codes for CureSight. Through a partnership with Notal Vision, the company offers technical support, compliance monitoring, and financial services to both patients and physicians. Outside of the US, the company seeks commercial partnerships with strategic partners.

What's Next?

CureSight: global launch of 1st generation device, R&D of 2nd generation device to improve user experience, and to allow a SW-only solution in a SaaS model.

EyeSwift-Pro: Europe launch and regulatory process in US and China

TrackSight: clinical studies of the myopia control solution

Finance: round B of \$15M to \$20M

