



WELCOME



An Industry First?



Special Thanks



The Emergence of a Trend?

The Emergence of a Trend?



Terms Like:

Creative Capitalism

Philanthrocapitalism



Connected Capitalism

Kinder Capitalism

Social Enterprise

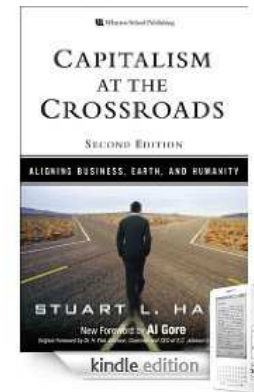
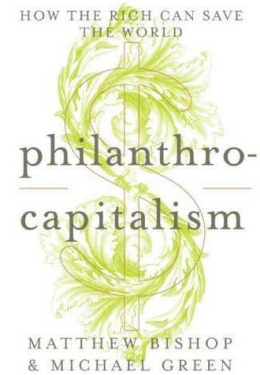
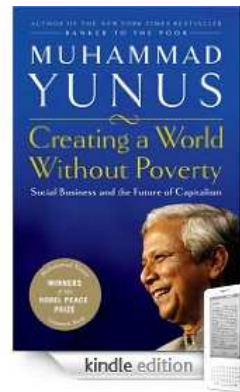
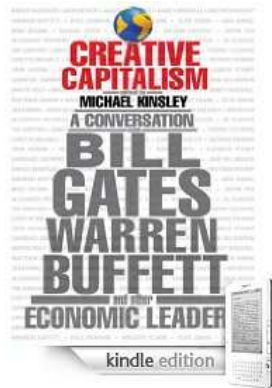
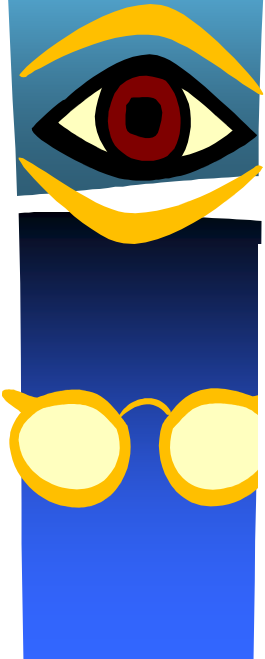
Social Return on Investment

Cause Related Marketing

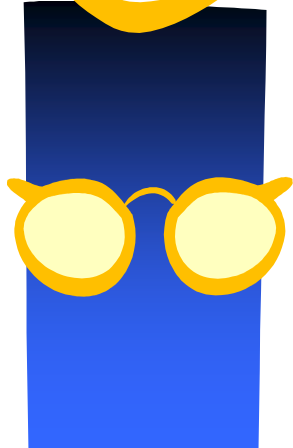
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The Emergence of a Trend?



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DAVOS - 2008



Leverage



The Joy of Leverage



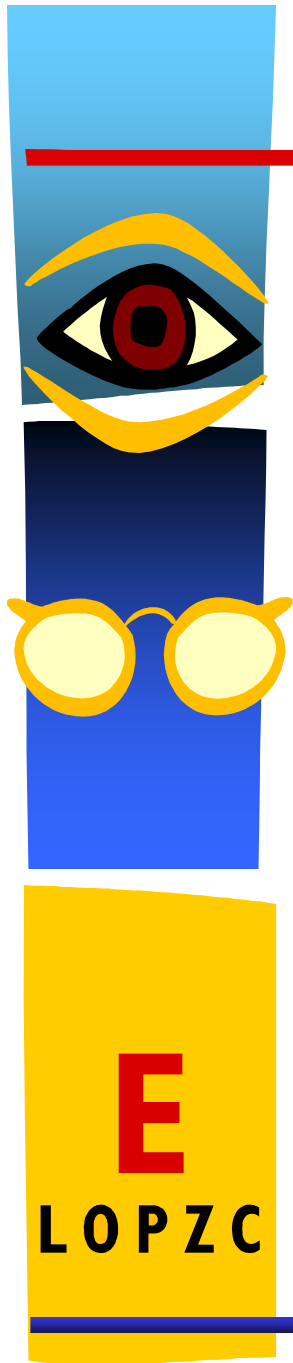
Social Leverage Buzz =

Social Leverage Buzz

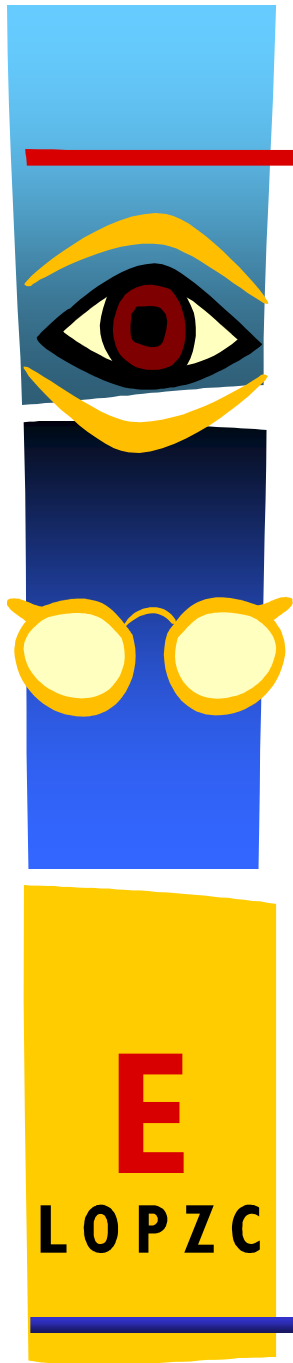


The joy you get from small actions on your part resulting in significant help to others and positive impact to society

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**Our category is uniquely
well suited for creating
Social Leverage Buzz**



The Numbers Are So Staggering They Are Numbing

Significant Areas of Optical Need



- Blindness
- Eye Disease
- Uncorrected Visual Error

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Root Causes

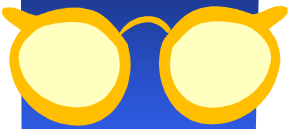


Areas of Need

Blindness

Disease

Uncorrected Error



Root Causes

Accessibility of Care

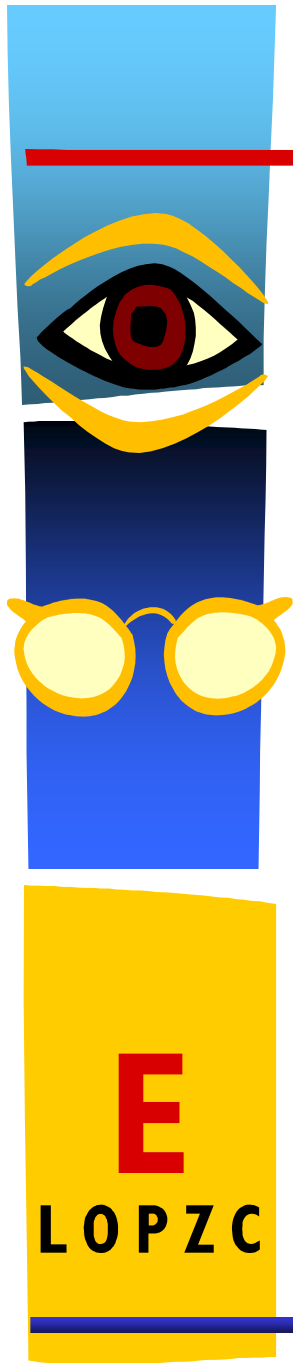
Education

Accessibility of Treatment

Accessibility of Product

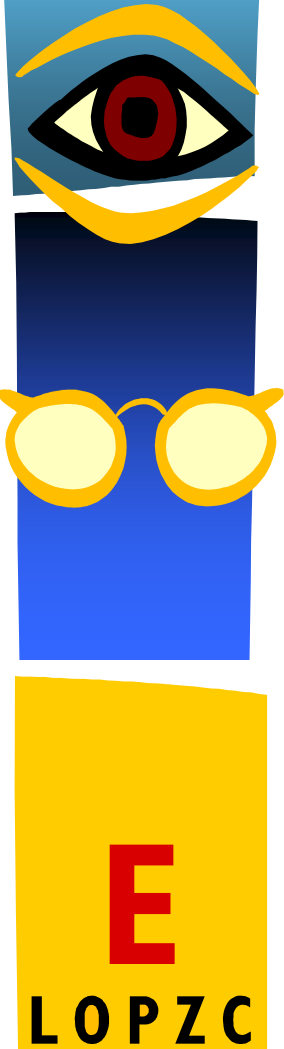
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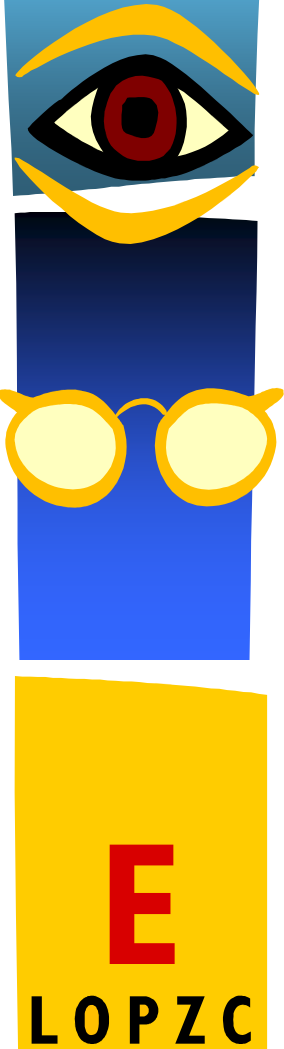
A Few Statistics

A Few Statistics



- 45 million people are blind worldwide
 - 90% of blind people live in low-income countries and are 10 times more likely to go blind than those in developed countries
 - 80% of blindness is avoidable – i.e. readily treatable and/or preventable
 - Without effective major intervention, the number of blind people worldwide has been projected to increase to 76 million by 2020
 - Every minute a child somewhere in the world goes blind
 - Worldwide, cataracts are the leading cause of blindness and glaucoma is 2nd

A Few Statics (continued)



- 124 million people worldwide have low vision
 - Aging populations and lifestyle changes mean that chronic blinding conditions such as diabetic retinopathy are projected to rise exponentially

A Few Statistics (continued)



- Between 400-700 million people worldwide have uncorrected vision problems
 - In most cases, normal vision could be restored with eyeglasses
 - Main source of vision impairment in children 5-15 years old worldwide

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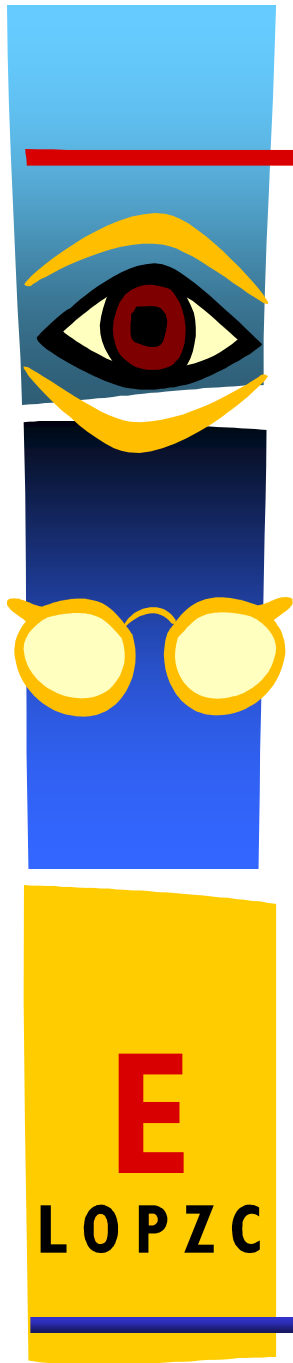
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Pulling It All Together



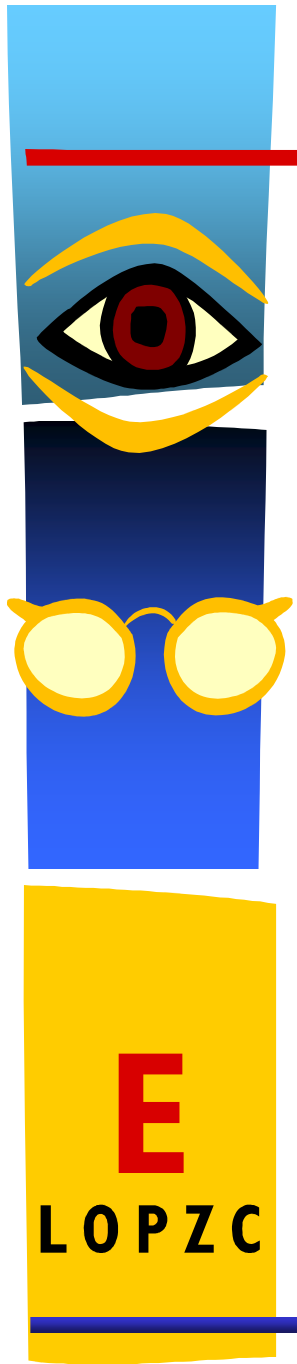
“It’s All Good”



Epiphany Moment



A Human Right?



Our Collective Hope