

DOURICHE'



The Partnership

Douriche' Backstory

How did Douriche' come to be?

Several years ago.

I needed to purchase a pair of glasses.

I wanted the glasses to be luxury glasses.

Expensive. Noticeable.

And very trendy, very fashionable.

So, I went to an optometrist for the first time.

Sat in a chair. Got my measurements.

It was a very expensive boutique shop in Atlanta.

After selecting a pair of Gucci frames and getting my lenses ordered.

I left the office feeling very confident.

Because now I had the perfect pair of glasses to show that I was a professional.

Of status in the city of Atlanta.

A week or so went by and I received my new pair of glasses.

As I put on my new pair of glasses for the first time.

I looked in the mirror and noticed that they weren't level.

I tried profusely to slowly bend the frame to no avail.

Or, I could readjust the glasses on my head so that when I looked in the mirror, they looked level instead of slanted to the left.

After about half an hour, I decided I wasn't going to be successful, so I took the glasses off and tried to figure out what to do.

I noticed that, like many people out there, my head wasn't symmetrical.

I'm not perfect, I'm flawed.

So I sat back and thought, wow, what do I do?

My head is not symmetric, but glasses are made for people with perfectly round-shaped heads where both ears are level and your nose is just perfect, so they fit snugly and comfortably on your nose.

So I went on for two years, just accepting that when I put my glasses on, they would look slanted to the left because the left side of my head is a little bit flatter from a vertical profile perspective.

So, eventually, I got really frustrated with this dilemma and asked, "How do I fix it?"

Now, mind you, I didn't really have a background in optometry or in glasses or anything like that. I was just a frustrated consumer.

So I sat down at my computer and said to myself, "You are an industrial engineer."

And so I said, how would I design glasses for people who aren't perfect?

For the rest of the world.

The other 98% of us out there.

And I stumbled across an idea.

What if glasses were made by the people who wore them first?

So how can I conceptually?

Devise a pair of glasses that were designed by the people who wear them instead of a corporation in another country.

Second, how can I make them configurable so that if one day I wanted to wear a red U-shaped frame, I could, and the next day, I could replace that part of the frame or all of the frame with a blue oval-shaped frame?

So those are the first two things that jumped out at me.

That they needed to be customizable, something that the end user made.

And configurable, something that you could replace on a daily basis so you wouldn't have to buy 12 pairs of glasses.

Was that they needed to be in components so I could take them apart?

Because if I scratch a part of it or break a piece of my glasses, I don't have to buy a whole new pair of glasses, which are very expensive.

So as I tried to design this new type of eyewear, I kept in my mind, that they have to be made of components.

They have to be configurable.

And they have to be customizable.

After probably 6 months of diligently researching, I started with a single wire frame.

Single frame. Then I graduated to an accordion-like frame.

And then, I moved on to the magnetic frame connectors.

Once I devised the concept.

I developed a working model.

And then, I went about trying to do a prototype.

Obviously it's never been invented before, so I had to convince some organizations to work with me.

And provide some labor and other things because, obviously, I'm not a millionaire. And we went to work.

And so the result of that hard labor is what you see now in Douriche', which is the first fully customizable, configurable, and component eyewear frame ever invented.

So now you know how Douriche' came about.

Now, it's up to you to become part of Douriche's story.









Douriche' Platform

<https://douriche.com/>

DOURICHÉ



Target Market Statement

Douriche's target market consists of affluent individuals and families that desire customizable, configurable, vibrant, high-quality, and luxury eyewear. In crafting a premium go-to-market strategy, Douriche exceeds clientele expectations, who pay a premium to acquire Douriche's reputation, image, and prestige.

Pricing

Standard Frame

Size Choose an option

Components

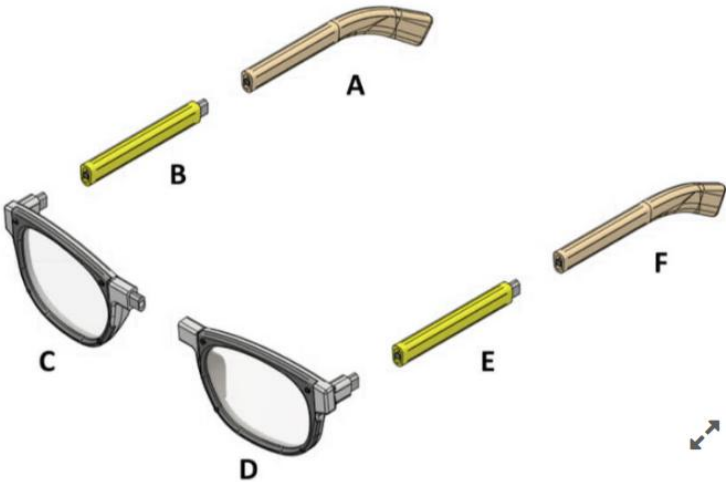


A	B	C1 - Single	C1 Dual	D1 - Single	D2 Dual	E	F
\$75 USD 46,750 CFA	\$65 USD 40,527 CFA	\$100 USD 62,350 CFA	\$125 USD 77,935 CFA	\$100 USD 62,350 CFA	\$125 USD 77,935 CFA	\$65 USD 40,527 CFA	\$75 USD 46,750 CFA

Enter color code from HTML code (format : #RRGGBB): <https://htmlcolorcodes.com/>

Color(A) Color(B) Color(C1) Color (C2) Color(D1) Color(D2) Color(E) Color(F)

Estimated Price: \$480 USD
288,000 CFA



Standard Frame Dimensions

Frame Size	Frame Width	Frame Height	Temple Length	Bridge Width	Lens Width	Lens Height
Small	136 mm	46 mm	133 mm	21 mm	52 mm	41 mm
Large	140 mm	47 mm	145 mm	22 mm	52 mm	45 mm
Medium	132 mm	42 mm	145 mm	18 mm	45 mm	42 mm

Vision and Value Proposition

“To see the individual expression within each member of our family”

Envision your true self with Douriche’

Douriche’ makes every frame and lens with love. The body and style of our products are the reimagined accessories portraying our family.

Problem Solvers

The most common problems with classical eyeglasses are :

- Worsening Eye Conditions - Black Lab Optical
- Scratches - Black Lab Optical
- Loose Frames - Douriche', Topology
- Stretched Frames - Douriche', Topology
- Blurriness - Black Lab Optical
- Night Glare - Black Lab Optical
- Headaches - Black Lab Optical
- Sweat - Douriche' (surface, padding)
- Motion Sickness - Black Lab Optical
- Reflective Glare - Black Lab Optical
- Damage or Replacement – Douriche'
- Squished Objects - Black Lab Optical
- Double Vision - Black Lab Optical

Global Campaign

- Provide free custom eye frames to people with facial or cranial disfigurements.
- Media – news stations (Optic – increased traffic at stores)
- Optic Luxury Line – custom design and models after initial order (3 – 4 week production schedule)

mtrentel@douriche.com

221 77 110 85 19

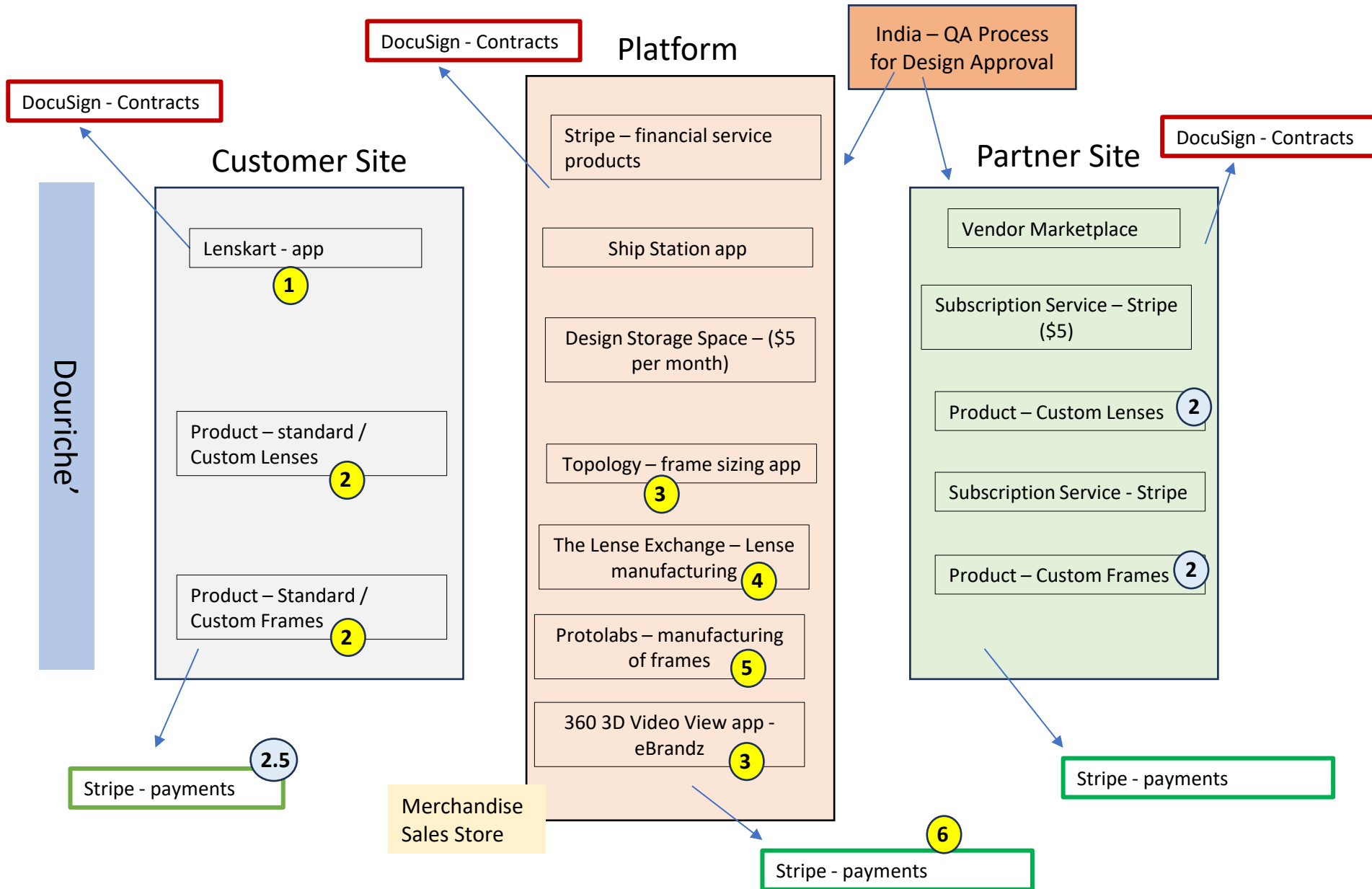
Financials and Commercialization Plan

units sold in 2020 - Vision Council (US)	183,000,000		2024				
Market share % for 2024	3.00%		Q1	Q2	Q3	Q4	Q1
Standard Component Set - Amazon (23% total units)	Units Sold	1,262,700	315,675	315,675	315,675	315,675	344,086
Compound Annual Growth Rate (CAGR)	Unit Price	\$95.00	\$29,989,125.00	\$29,989,125.00	\$29,989,125.00	\$29,989,125.00	\$32,688,146.25
9.00%	Unit Cost	\$45.00	\$14,205,375.00	\$14,205,375.00	\$14,205,375.00	\$14,205,375.00	\$15,483,858.75
\$0.53	Gross profit	\$50.00	\$15,783,750.00	\$15,783,750.00	\$15,783,750.00	\$15,783,750.00	\$17,204,287.50
Standard Component Set - In Store (40% of total units)	Units Sold	2,196,000	549,000	549,000	549,000	549,000	598,410
CAGR	Unit Price	\$105.00	\$57,645,000.00	\$57,645,000.00	\$57,645,000.00	\$57,645,000.00	\$56,848,950.00
9.00%	Unit Cost	\$60.00	\$32,940,000.00	\$32,940,000.00	\$32,940,000.00	\$32,940,000.00	\$20,645,145.00
\$0.43	Gross profit	\$45.00	\$24,705,000.00	\$24,705,000.00	\$24,705,000.00	\$24,705,000.00	\$36,203,805.00
Custom Fitting - Topology	Units Sold	1,098,000	274,500	274,500	274,500	274,500	294,492
20% of total units sold	Unit Price	\$25.00	\$6,862,500.00	\$6,862,500.00	\$6,862,500.00	\$6,862,500.00	\$7,362,295.88
	Unit Cost	\$20.00	\$5,490,000.00	\$5,490,000.00	\$5,490,000.00	\$5,490,000.00	\$5,889,836.70
\$0.20	Gross profit	\$5.00	\$1,372,500.00	\$1,372,500.00	\$1,372,500.00	\$1,372,500.00	\$1,472,459.18
Custom Fitting - In Store	Units Sold	1,098,000	274,500	274,500	274,500	274,500	294,492
20% of total units sold	Unit Price	\$25.00	\$6,862,500.00	\$6,862,500.00	\$6,862,500.00	\$6,862,500.00	\$7,362,295.88
	Unit Cost	\$15.00	\$4,117,500.00	\$4,117,500.00	\$4,117,500.00	\$4,117,500.00	\$4,417,377.53
\$0.20	Gross profit	\$5.00	\$2,745,000.00	\$2,745,000.00	\$2,745,000.00	\$2,745,000.00	\$2,944,918.35
Custom Design - In Store (25% of total units)	Units Sold	1,372,500	343,125	343,125	343,125	343,125	359,938
CAGR	Unit Price	\$595.00	\$204,159,375.00	\$204,159,375.00	\$204,159,375.00	\$204,159,375.00	\$214,163,184.38
4.90%	Unit Cost	\$100.00	\$34,312,500.00	\$34,312,500.00	\$34,312,500.00	\$34,312,500.00	\$35,993,812.50
\$0.75	Gross profit	\$445.00	\$169,846,875.00	\$169,846,875.00	\$169,846,875.00	\$169,846,875.00	\$178,169,371.88
Luxury Model Set - Douriche' (7% of total units)	Units Sold	384,300	96,075	96,075	96,075	96,075	99,342
CAGR	Unit Price	\$999.00	\$95,978,925.00	\$95,978,925.00	\$95,978,925.00	\$95,978,925.00	\$99,242,208.45
3.40%	Unit Cost	\$200.00	\$19,215,000.00	\$19,215,000.00	\$19,215,000.00	\$19,215,000.00	\$19,868,310.00
\$0.70	Gross profit	\$699.00	\$76,763,925.00	\$76,763,925.00	\$76,763,925.00	\$76,763,925.00	\$79,373,898.45
Collection Series - Simpson's (5% of total units)	Units Sold	274,500	68,625	68,625	68,625	68,625	70,684
CAGR	Unit Price	\$450.00	\$30,881,250.00	\$30,881,250.00	\$30,881,250.00	\$30,881,250.00	\$31,807,687.50
3.00%	Unit Cost	\$150.00	\$10,293,750.00	\$10,293,750.00	\$10,293,750.00	\$10,293,750.00	\$10,602,562.50
\$0.56	Gross profit	\$250.00	\$20,587,500.00	\$20,587,500.00	\$20,587,500.00	\$20,587,500.00	\$21,205,125.00
Trade-in Program (customer pays shipping fees)	Units Sold	549,000	137,250	137,250	137,250	137,250	147,246
10% of total units sold	Unit Price	\$200.00	\$27,450,000.00	\$27,450,000.00	\$27,450,000.00	\$27,450,000.00	\$29,449,183.50
	Unit Cost	\$75.00	\$10,293,750.00	\$10,293,750.00	\$10,293,750.00	\$10,293,750.00	\$11,043,443.81
\$0.50	Gross profit	\$100.00	\$17,156,250.00	\$17,156,250.00	\$17,156,250.00	\$17,156,250.00	\$18,405,739.69
Configurable Variants (single components)	Units Sold (2 components per unit)	1,098,000	274,500	274,500	274,500	274,500	294,492
10% of total units sold	Unit Price (avg)	\$200.00	\$54,900,000.00	\$54,900,000.00	\$54,900,000.00	\$54,900,000.00	\$58,898,367.00
Weighted, Grippers, Coated, sport, magnetic, clear with edible gold, video camera, battery power, usb port, lights, wifi, etc.	Unit Cost (avg)	\$100.00	\$27,450,000.00	\$27,450,000.00	\$27,450,000.00	\$27,450,000.00	\$29,449,183.50
\$0.50	Gross profit	\$100.00	\$27,450,000.00	\$27,450,000.00	\$27,450,000.00	\$27,450,000.00	\$29,449,183.50
Warranty	Units Sold	274,500	68,625	68,625	68,625	68,625	73,623
5% of total units sold	Unit Price/YR	\$150.00	\$10,293,750.00	\$10,293,750.00	\$10,293,750.00	\$10,293,750.00	\$11,043,443.81
	Unit Cost	\$50.00	\$3,431,250.00	\$3,431,250.00	\$3,431,250.00	\$3,431,250.00	\$3,681,147.94
\$0.67	Gross profit	\$100.00	\$6,862,500.00	\$6,862,500.00	\$6,862,500.00	\$6,862,500.00	\$7,362,295.88
Eye Exam and Lenses	Units Sold	1,098,000	274,500	274,500	274,500	274,500	294,492
20% of total units sold	Unit Price	\$215.00	\$59,017,500.00	\$59,017,500.00	\$59,017,500.00	\$59,017,500.00	\$63,315,744.53
	Unit Cost	\$75.00	\$20,587,500.00	\$20,587,500.00	\$20,587,500.00	\$20,587,500.00	\$22,086,887.63
\$0.23	Gross profit	\$50.00	\$38,430,000.00	\$38,430,000.00	\$38,430,000.00	\$38,430,000.00	\$41,228,856.90
Custom Design Exchange	Units Sold	274,500	68,625	68,625	68,625	68,625	73,623
Subscription fee of \$9 per quarter (5% of total units sold)	Subscription Price	\$9.00	\$617,625.00	\$617,625.00	\$617,625.00	\$617,625.00	\$662,606.63
Quarterly store fee per design \$1.50	Store Fee	\$1.50	\$102,937.50	\$102,937.50	\$102,937.50	\$102,937.50	\$110,434.44

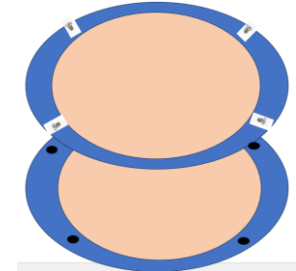
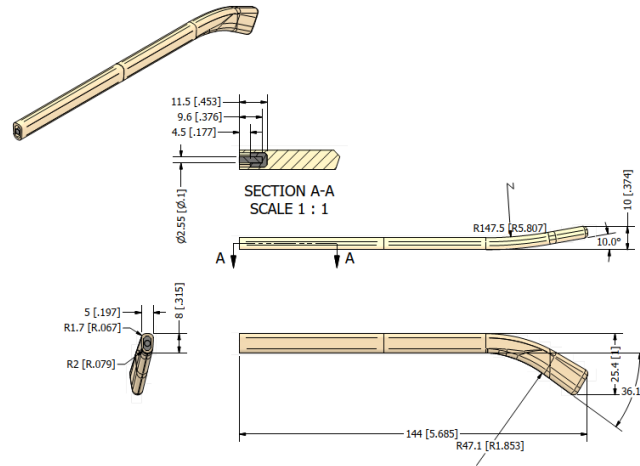
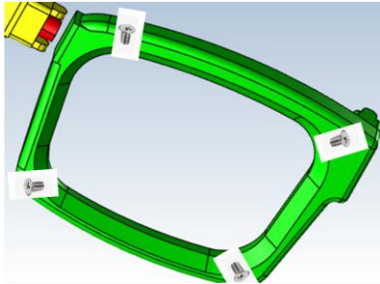
Appendix

System Architecture and Order Process

Douriche theme song plays in the background on all pages and can be turned-off by site visitors



The Technology Solution



Website - Use Case List

1. Customers or partners purchase file storage space on-site to hold design files.
 2. Customers can buy products on Amazon, including lenses and frames.
 3. Customers can purchase products on the Douriche website.
 4. Douriche can ship orders directly to customers or partners.
 5. Customers and partners can purchase products or subscriptions on the website or marketplace.
 6. Partners have the ability to view/display or hide designs in marketplace that are for sale or still in the development process.
-
1. Partners or customers can apply/purchase financial service products via the Douriche website from Stripe.
 2. The final process of all sales on the Douriche website requires acceptance of a DocuSign contract. This needs to be built into the Douriche order process.
 3. Customers and partners can use the Topology application to get sizes for eyeglass frames.
 4. Customers and partners can view lens or frame design files with the 3D Viewing application on the Douriche website.

Website - Use Case List

11. Partners can design lens or frame within the platform with Design apps (need to add to Platform) a free app.
12. All partner transactions with customers must be completed within the Partner Marketplace.
13. Only customers can purchase products in the Partner Marketplace.
14. All customers lens or frame purchases must be completed on Lenskart-like website.
15. Customers can only purchase designs in the Partner Marketplace.
16. Customers can select frame or lens design items purchased from Partner Marketplace and order those frame or lens parts in Lenskart-like marketplace.
17. Customers must make a successful payment in Lenskart-like website or Partner Marketplace before the order is complete and registered in the order management system.
18. Manage all customer or partner customer support within platform application (email methods)
19. There should be customer and partner support queues for shipping, orders, subscriptions, design files, financial services, and cancellations or refunds.
20. The order management process functionality between 3rd Party applications (Lens Exchange, Protolabs, and Topology) file integrations, etc. to complete order, manufacturing, and shipping processes.

Website - Use Case List

21. Integrate Topology PDF file into order management and manufacturing process.
22. Develop order management system which incorporates manufacturing and shipping activities (we may need to purchase application)
23. Create chat and email functionality for customer and partner support activities.