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 **lucyd**<sup>®</sup>

 **Nasdaq** | LUCY



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The words “anticipate,” “believe,” “could,” “estimate,” “expect,” “intend,” “may,” “plan,” “potential,” “predict,” “project,” “should,” “target,” “will,” and similar expressions are intended to identify forward looking statements, although not all forward looking statements contain these identifying words. These “forward looking statements” are only predictions, and we may not actually achieve the plans, intentions or expectations disclosed in our “forward looking statements,” so you should not place undue reliance on our “forward looking statements.” Actual results or events could differ materially from the plans, intentions and expectations disclosed in the forward looking statements we make. We have based these “forward looking statements” largely on our current expectations and projections about future events and trends that we believe may affect our business, financial condition and operating results. These and other risks and uncertainties are described more fully in the section titled “Risk Factors” in the registration statement related to our public offering filed with the Securities and Exchange Commission (“SEC”). “Forward looking statements” contained in this presentation are made as of this date, and we undertake no duty to update such information except as required under applicable law.

The “forward looking statements” included in this presentation represent our views as of the date of this presentation. We anticipate that subsequent events and developments will cause our views to change. However, while we may elect to update these “forward looking statements” at some point in the future, we have no current intention of doing so except to the extent required by applicable law. You should, therefore, not rely on these “forward looking statements” as representing our views as of any date subsequent to the date of this presentation.

This presentation contains estimates made, and other statistical data published, by independent parties and by us relating to market size and growth and other data about our industry. We obtained the industry and market data in this presentation from our own research as well as from industry and general publications, surveys and studies conducted by third parties. This data involves a number of assumptions and limitations and contains projections and estimates of the future performance of the industries in which we operate that are subject to a high degree of uncertainty. We caution you not to give undue weight to such projections, assumptions and estimates.



# Offering Summary

ISSUER:	Innovative Eyewear Inc. (“Innovative Eyewear” or the “Company”)
EXCHANGE/SYMBOL:	NasdaqCM / LUCY
OFFERING SIZE:	Up to \$15.0 million
OFFERING TYPE:	“Best-efforts” S-1 Follow-On Offering
SECURITIES OFFERED:	Units consisting of (i) 1 Share of Common Stock or 1 Pre-Funded Warrant to purchase 1 Share of Common Stock and (iii) 1 Non-tradable Warrant to purchase 1 Share of Common Stock
ANTICIPATED USE OF PROCEEDS:	Primarily for working capital and general purposes.
SOLE PLACEMENT AGENT:	Maxim Group LLC
ANTICIPATED PRICING DATE:	Week of June 19, 2023



#### MISSION:

Smartphones and watches have improved on their original formats with digital connectivity, and we believe eyewear is undergoing the same transformation.

Lucyd is revolutionizing the concept of eyewear by offering products that are advanced and accessible making the switch from regular glasses to Lucyd eyewear easy. In the future, we believe the majority of eyewear will be smart, we aim to make Lucyd the global standard in value, utility and style.

#### VISION:

Lucyd's vision is to improve your life by providing tech-enhanced eyewear that makes it easier and safer than ever to stay connected.

#### BRAND SLOGAN:

*UPGRADE YOUR EYEWEAR®*





# Prescription. Tech. Fashion.

Adding smart features to eyewear takes the world's most important wearable to a new level. Innovative Eyewear is positioned to capitalize on this emerging sector by offering Bluetooth Rx and sunglass frames at great prices.

**\$33.8bn** addressable US eyewear market<sup>1</sup>

**63** patents & applications

**55+** custom lens options



<sup>1</sup><https://www.statista.com/outlook/cmo/eyewear/united-states>

# Prescription. Tech. Fashion.

In addition to the aspirational Lucyd® house brand, Innovative Eyewear has acquired global, multi-year licenses to several leading fashion and sport brands for smart eyewear, to be launched in 2023-2024, including:



NAUTICA

*Eddie Bauer*®

**Reebok**®  



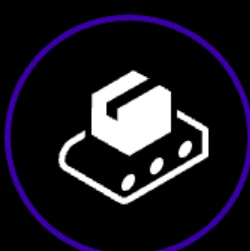

# Investment Highlights



**Robust IP Portfolio**  
With 63 patents & applications. Global license ownership of the Lucyd, Nautica, Eddie Bauer & Reebok brands for smart eyewear



**Cross-industry Pioneers**  
Fusing the traditional optical and sunglass markets with 21st century wearable market.



**Extensive Number of Styles**  
The Lucyd brand offers a leading number of smart eyewear styles (15) for men, women and youth.



**Software Suite**  
Diversified business developing smart eyewear as well as mobile apps. The new Lucyd app enables talking to ChatGPT on Lucyd glasses.



**Attractive Pricing**  
Lucyd eyewear starts at \$199 for the Lyte 2.0, with prescription upgrades starting at just \$40, extremely competitive with regular glasses.





Monique Billings, WNBA star  
and LucyD brand ambassador

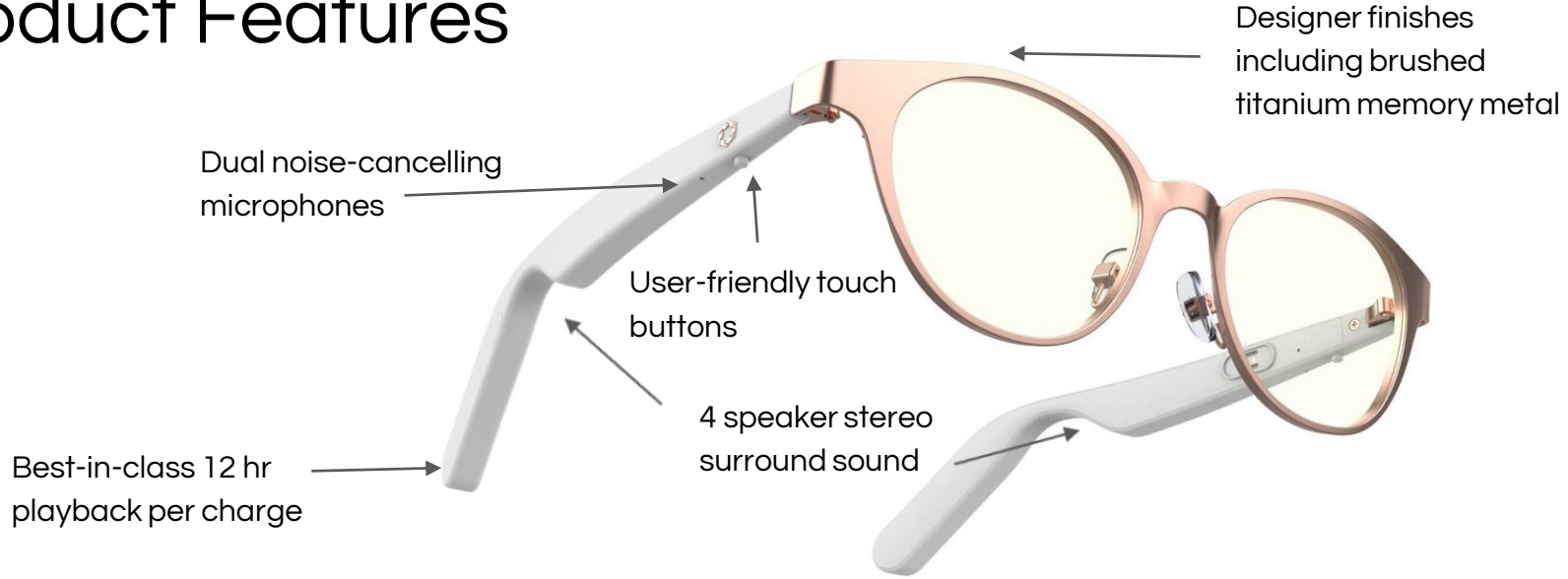
## Imagined In Miami







# Product Features



## Handsfree Utility

Take calls, play music and use Siri with a click of a button. It's just like AirPods® and glasses in one.

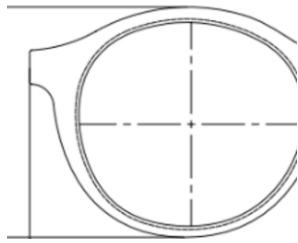
## ChatGPT Enabled

Connect to one of the world's most powerful AI in seconds with the Lucyd app + Lucyd Lyte eyewear.

## Flexible Connectivity & Optics

Pair with any Bluetooth device, including phones, watches & smart TVs. All Lucyd frames are Rx-adaptable.

# Intellectual Property



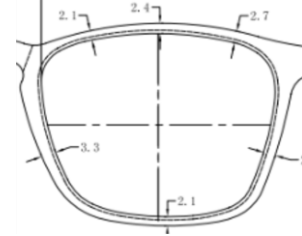
## Brands & Trademarks

The Company has acquired 11 trademarks and applications on the Lucyd brand, as well as global, multi-year exclusive licenses to Nautica and Eddie Bauer for smart eyewear and accessories.



## Proprietary Software

In addition to developing the first mobile voice interface for ChatGPT in the Lucyd app, the Company has developed a full-stack social audio app called Vyrb™, and an AR virtual try-on app for retail partners.



## Patents

Lucyd has **63 patents and applications** protecting our smart eyewear design and technology, and companion software.



# Why choose Lucyd?

- Since Lucyd eyewear is essentially headphones and glasses in one, it eliminates the need for a separate hearable device if you wear glasses.
- Accessing audible information and apps on a heads-up wearable is more ergonomic than looking at a phone screen.
- We believe Lucyd eyewear offers the most frame and lens style options of any smart eyewear designed in the US.
- Pricing similar to regular glasses makes it easy for the consumer to adopt our smart eyewear.



## COMPETITIVE LANDSCAPE

# Lucyd Lyte

*Best-in-class smart eyewear*



**Offered In 15+ Styles That Match  
The Look & Feel Of Optical Glasses**

**Weight Of 1.50 Oz Or Less  
(Necessary For All-day Wear)**

**Over 12 Hours Of Battery Life<sup>1</sup>**

**MSRP Below \$200<sup>2</sup>**

	RAY-BAN STORIES	SNAPCHAT SPECTACLES	AMAZON ECHO	BOSE FRAMES	LUCYD LYTE 2.0
Offered In 15+ Styles That Match The Look & Feel Of Optical Glasses	—	—	—	—	+
Weight Of 1.50 Oz Or Less (Necessary For All-day Wear)	—	—	+	—	+
Over 12 Hours Of Battery Life <sup>1</sup>	—	—	—	—	+
MSRP Below \$200 <sup>2</sup>	—	—	—	—	+

<sup>1</sup> Actual battery life of all products will depend on use. Data in this table is based on publicly available product information, as of December 2022. MSRP listed above is for the base model.

<sup>2</sup> MSRP only below \$200 with regard to standard frames, as the titanic frames offered by Lucyd start at \$229.

# Lucyd Lyte

*Best-in-class smart eyewear*



	RAY-BAN STORIES	SNAPCHAT SPECTACLES	AMAZON ECHO	BOSE FRAMES	LUCYD LYTE 2.0
<b>Cordless Charging Dock &amp; Pro Insurance Upsells</b>	—	—	—	—	+
<b>Water Resistant</b>	—	—	+	+	+
<b>Bluetooth Compatibility</b>	—	+	+	+	+
<b>Full Optical Office Merchandising Support Including Virtual Try-on</b>	—	—	—	—	+
<b>Chat GPT Enabled</b>	—	—	—	—	+

\*Note: Actual battery life of all products will depend on use. Data in this table is based on publicly available product information, as of December 2022.



EARTHBOUND

STANDARD FIT



SHIMMER

NARROW FIT



ELECTRA

STANDARD FIT



STARLYTE

NARROW FIT



FUSION

STANDARD FIT



STARSEEKER

STANDARD FIT



**DARKSIDE**

STANDARD FIT



**VOYAGER**

STANDARD FIT



**DYNAMO**

STANDARD FIT



**NEBULA**

NARROW FIT



**ECLIPSE**

NARROW FIT



**MOONSHOT**

NARROW FIT





MILLENNIA

STANDARD FIT



STARLYTE

NARROW FIT



PENUMBRA

STANDARD FIT



ELECTRA

STANDARD FIT



STRATUS

NARROW FIT



SHIMMER

NARROW FIT





**FUSION** STANDARD FIT



**EARTHBOUND** STANDARD FIT



**STARSEEKER** STANDARD FIT



# Introducing the world's first smart eyewear powered with ChatGPT.

Our patent-pending Lucyd app provides a new frontier in functionality for our smart eyewear and other wearable devices. Launched April 2023 for iOS and Android.

It enables the user to speak queries to ChatGPT handsfree from any wearable and hear the response, or use a simplified, mobile friendly visual interface.

ChatGPT is a powerful and free upgrade for all Lucyd eyewear, and a new channel for connecting with customers about new products.





# Compatible Apps

A few of the compatible apps accessible via voice assistants like Siri on Lucyd Lyte smartglasses:

- Ridesharing apps
- Navigation apps
- Stocks App
- Venmo
- Messenger apps
- Email apps
- Voice Memo and Notes apps

Android users have the added flexibility of using a variety of voice assistants:

- Google Voice
- Alexa
- Bixby





# Audience & Market

THE EYEWEAR MARKET IS LARGE AND RAPIDLY GROWING<sup>1</sup>

## TOTAL ADDRESSABLE MARKET

\$33.8bn total projected 2023 US eyewear market.<sup>2</sup>

Over 160 million prescription and over 220 million non-Rx sunglass wearers in the US alone.<sup>3</sup>

Worldwide, as many as 4 billion people wear glasses.<sup>4</sup>

## Key Channel Partners



brookstone

METRO OPTICS  
EYEWEAR

amazon  
launchpad

Walmart.com

Available in 200+ optical stores

1-<https://www.grandviewresearch.com/industry-analysis/eyewear-industry>

2-<https://www.statista.com/outlook/cmo/eyewear/united-states#:~:text=Revenue%20in%20the%20Eyewear%20market,US%2413.30bn%20in%202023>

3-[https://thevisioncouncil.org/sites/default/files/assets/media/TVC\\_OrgOverview\\_sheet\\_2021.pdf](https://thevisioncouncil.org/sites/default/files/assets/media/TVC_OrgOverview_sheet_2021.pdf)

4-<https://www.reference.com/science-technology/many-people-world-wear-glasses-e1268cfa00bdbd41>



# Meet the Leadership Team



**HARRISON GROSS**

CEO & Cofounder

Harrison is a smart eyewear developer and marketer. He has created the principal intellectual property behind Lucyd eyewear, including most of its patents. Graduate of Columbia University.



**DAVIDE E. COHEN**

CTO & Cofounder

Eric's background is a developer of apps, e-commerce businesses, and software systems. He holds an MS in Advanced Systems Management from Hadassah University.









**KONRAD DABROWSKI**

CFO & Cofounder

Konrad is a CPA and an experienced financial professional with a background as an auditor at Deloitte and RBI. He holds a Master's in Finance and Accounting from the University of Warsaw.

# Products in Development

<p>2022</p>  	<ul style="list-style-type: none"> <li>• Launched in-store digital try-on kiosk to select retailers</li> <li>• Launched our lightest ever smart eyewear at 28 grams</li> <li>• Introduced patent-pending charging dock</li> </ul>
<p>Q1 2023</p>  	<ul style="list-style-type: none"> <li>• Launched Lyte 2.0 audio eyewear with industry-leading battery life, designer styling and premium audio</li> <li>• Launched the Lucyd app on iOS/Android to enable seamless connection to ChatGPT through voice on Lucyd glasses</li> <li>• Launched beta version of Vyrb, a unique audio social media application, similar to Twitter® for your glasses</li> </ul>
<p>Q2-Q4 2023</p>  	<ul style="list-style-type: none"> <li>• Planned launch of six additional Lyte 2.0 styles including wide fit pairs for large heads</li> <li>• Launching Nautica Powered by Lucyd smart eyewear collection</li> <li>• Launching the first Bluetooth safety glasses</li> </ul>

Please note: Actual development features and timelines are Company estimates and subject to change

# Income Statement

(\$)	Three Months Ended March 31,		Year Ended December 31,
<b>Income Statement</b>	<b>2023</b>	<b>2022</b>	<b>2022</b>
Revenues, net	\$144,921	\$236,022	\$659,788
Cost of Goods Sold	(134,630)	(161,632)	(716,077)
Gross Profit	10,291	74,390	(56,289)
Total Operating Expenses	(1,439,238)	(1,262,575)	(5,520,373)
Other Income (Expense)	76	(499)	-
Interest Expense	(1,939)	(17,875)	(105,171)
Total Other Expense	(1,863)	(18,374)	(105,171)
<b>Net Loss</b>	<b>(\$1,430,810)</b>	<b>(\$1,206,559)</b>	<b>(\$5,681,833)</b>
Weighted Average Number of Shares Outstanding	7,569,115	6,060,187	6,528,959
Earnings per Share, Basic and Dilutes	(\$0.19)	(\$0.20)	(\$0.87)

# Balance Sheet

(\$)	As of March 31, (Unaudited) 2023	As of December 31, (Audited) 2022
<b>Balance Sheet</b>		
Current Assets		
Cash and Cash Equivalents	\$3,449,828	\$3,591,109
Accounts Receivable, net of allowance of \$92,646	127,642	110,258
Prepaid Expenses	185,313	210,673
Inventory Prepayment	-	197,750
Inventory	743,084	94,701
Other Current Assets	36,240	36,240
Non-Current Assets		
Other Assets*	570,790	449,153
<b>Total Assets</b>	<b>\$5,112,897</b>	<b>\$4,689,884</b>
Current Liabilities		
Accounts Payable and Accrued Expenses	292,226	275,660
Deferred Revenue	30,000	30,000
Due to Parent and Affiliates	182,421	232,989
Related Party Convertible Debt	-	61,356
Non-Current Liabilities		
Deferred Revenue	57,950	65,450
<b>Total Liabilities</b>	<b>\$562,597</b>	<b>\$665,455</b>
Common Stock (par value \$0.00001, 50,000,000 shares authorized, and 7,715,757 and 7,307,157 shares issued and outstanding as of March 31, 2023 and December 31, 2022, respectively)	77	73
Additional Paid-In Capital	16,287,020	14,330,343
Accumulated Deficit	(11,736,797)	(10,305,987)
Total Stockholders' Equity (Deficit)	4,550,300	4,024,429
<b>Total Liabilities &amp; Stockholders' Equity (Includes Non-Controlling Interests)</b>	<b>\$5,112,897</b>	<b>\$4,689,884</b>

\* This line item groups following line items as disclosed in Condensed Balance Sheets:

- As of March 31, 2023 and December 31, 2022: (1) Patent costs, net (2) Capitalized software costs (3) Property and equipment, net (4) Other non-current assets



## 2019

We were founded by three tech entrepreneurs committed to developing the global standard in smart eyewear. We set out to build the first smart eyewear that looks and feels just like regular glasses, while helping individuals stay connected to their digital life. Our initial funding came from Tekcapital plc, a university IP investment firm.

## 2020

After a year of rigorous research and development, we launched a beta product, Lucyd Loud 2020, a sport-style audio sunglass. In 2020, we also launched an over-subscribed regulation crowdfund, attracting nearly 4,000 tech-loving investors to our company and raising over \$1m from a grassroots campaign.



## 2021

Here is where our story took off in earnest! In January 2021, we launched the Lucyd Lyte line, the first prescription ready smart frame on the US market. We went on to delight thousands of customers with our frames and were onboarded in over 180 optical stores in North America. See our store [locator](#) here! We finished out the year by launching our awesome Vyrb app into beta, [download](#) it here!

## 2022-2023

We have been growing rapidly and consummated our IPO in Aug. 2022! Find us on the Nasdaq: LUCY. We are so thrilled to be one of the few companies that has grown from a regulation crowdfund to a company listed on the Nasdaq Capital Market.

In 2023, we started making significant progress with our Lyte 2.0 line, which offers best-in-class battery life and designer styling for smart eyewear near the \$200 price point. Additionally, we launched the Lucyd app to enable seamless interaction with ChatGPT on our Lucyd eyewear.



Glasses Will Never  
Be The Same





# Headquarters

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