

Strengths	Weaknesses
<p><b>Patented technology:</b> We have patents on Non-Invasive Corneal Sculpting (NICS) and two novel devices.</p> <p><b>FDA approval:</b> No need to wait for FDA approval.</p> <p><b>Principal expertise:</b> Our principals have extensive experience with refractive correction techniques.</p>	<p><b>Lack of funding:</b> We require equity investments in order to fund the first two years of operation:</p> <p><b>Lack of strategic relationships:</b> We don't have relationships with the close-knit group of medical device distributors.</p> <p><b>High costs:</b> The refractive laser required for NICS procedures is expensive and difficult to obtain.</p>
Opportunities	Threats
<p><b>Untapped market:</b> Only 0.6% of the available market has had laser refractive surgery.</p> <p><b>Fast growth:</b> The demand for laser refractive surgery has been doubling each year.</p> <p><b>R&amp;D:</b> Several potential partners, including Stanford University, have expressed strong interest in conducting research with us.</p>	<p><b>Competition:</b> External visual aids (contacts and eye glasses), LASIK, and non-surgical procedures are strong competitors to the market.</p> <p><b>Price erosion:</b> The premium we can charge is based on the price of existing surgery options.</p>