

VirtuaLens Immersive VR IOL Simulator

✓ See it ✓ Understand it ✓ Choose it



Cataract patients are asked to choose how they will see for the rest of their lives without truly knowing what to expect.

VirtuaLens is a VR-powered medtech platform that allows patients to realistically experience and select intraocular lenses before cataract surgery - improving their understanding of lenses, decision quality, and clinical workflow efficiency.

Launched in September 2025, VirtuaLens is expanding rapidly and is now distributed in 10 countries, including the United States, China, Japan, and Brazil.

The Team

Clinical Authority. Technical Depth. Commercial Execution.



John Branch, MD
Chief Executive Officer

Founder, Texas Vision
Cataract & Refractive
Surgeon Entrepreneur
Practicing Ophthalmologist



Matteo Ziff
Chief Technical Officer

2x Entrepreneur
AI & VR Engineer
Joule.ai (CEO, acquired)
Virtual Vision Health (CEO)



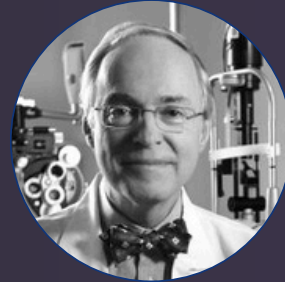
Bill Shields
VP of Global Sales

35+ Years Global Eyecare
Commercial Leadership
VP, Virtual Vision Health
Former Executive: Zeiss,
Allergan, Optovue



Bob Osher, MD
Clinical Design Advisor

World-Renowned Cataract Surgeon
Pioneer in Surgical Education
Founder, Cincinnati Eye Institute
Past President, ASCRS



Dr. Doug Koch, MD
Clinical Design Advisor

Global IOL Research Authority
Former Chair, Baylor College of Medicine
Corneal & Refractive
Surgery Leader



Marina Jackman
Chief Operating Officer

Founder & Operating Executive
10+ Years Scaling Healthcare
& Emerging Tech
Systems & Growth



Tomas Gonzalez
Tech Leader

13+ Years in Software
Engineering
3D Engines & VR Optimization
Scalable Platform Architecture

The Problem & Market Opportunity

We are not educating cataract patients effectively.
It is hurting patients and costing the industry billions each year.

2D Brochures cannot show 3D visual outcomes.

Patients make life-changing vision decisions without truly understanding their options.
They cannot understand halos, depth of focus, or contrast sensitivity until they experience them.

When patients understand value, price becomes secondary.

- Hundreds of millions in **unrealized premium lens revenue** annually
- **4M+** cataract surgeries annually in the U.S.; **20M+** globally
- **\$1.64B** in recurring revenue via per-lane SaaS model (200,000 exam lanes)

This problem happens millions of times every year.

The Solution: An Immersive VR IOL Simulator

Patients are asked to make lifelong vision decisions based on descriptions. **The solution is showing, not telling.**

VirtuaLens translates complex optical concepts into real-world visual experiences.

A virtual environment where patients can experience, compare, and understand IOL outcomes before surgery.

Experience Comparison

When patients understand the benefits and drawbacks to each IOL, they make **better choices** for their future vision.

Standardized Education

With a **self-guided mode**, VirtuaLens offers consistent and effective patient **education**, reducing consultation **chair time** for doctors.

Test-Drive Vision

Any IOL can be experienced, providing a “test-drive” of future vision, promoting confidence in their eventual selection.

“A paradigm shift in patient education”

Bob Osher, MD



Win-Win-Win

Better outcomes for everyone



Patients

- Clear, realistic understanding of their lens options
- Confident decisions about the vision they'll live with every day
- Reduce regret and postoperative surprises

Doctors

- Standardized, efficient IOL education tool
- Better-aligned expectations and smoother consultations
- Increased Premium IOL conversions = higher revenue

Industry

- Greater premium IOL penetration
- Better outcomes for everyone
- Happier patients, happier doctors