

# Never Wipe Your Glasses Again™



unsmudgeable.com Boston, MA

Notable Angel Female Founder B2B Ecommerce Consumer Goods

## Highlights

**Notable Angel**  
Raised \$25k or more from a notable angel investor

- 1 5 enterprise pilots: 1 paid, 2 LOIs, 2 trials
- 2 Tackling \$769B optical surfaces market
- 3 We outperform current anti-smudge tech by 250%
- 4 Patent pending tech built in house
- 5 PFAS-free formulation (ahead of proposed 2030 EU ban)
- 6 Backed by DuPont through ESG Grant

## Featured Investors

 **tim draper**  
Notable Investor Follow Invested \$5,000 ⓘ

"The product worked well, and I tried it with Simone who wears glasses, and she liked it. Exciting."


 **Om Capital** Follow Invested \$85,000 ⓘ

**Venkat Devraj, Managing Partner**  
"Unsmudgeable offers a good solution for an everyday problem - something I can easily relate to. And..."

See more investor reviews

Other investors include [MassChallenge](#), [Carnegie Mellon University](#), [University of Georgia](#), [WashU St. Louis](#), [Babson College](#) & 173 more

## Team

 **Swarna Shiv** Founder/CEO

As Unsmudgeable's founder, I've conducted 500+ experiments and 100 user interviews, driven by 16 years of personal frustration with smudged glasses. Working with polymer experts, we've developed a solution to a problem no major eyewear brand has solved.

## Why Unsmudgeable?



## TLDR: for the skippers & scrollers

Led by materials science experts and backed by industry veterans, Unsmudgeable is revolutionizing the \$585B eyewear industry with a groundbreaking anti-smudge coating that hides fingerprints. Our proprietary technology outperforms current solutions by 250% in visibility, offering a permanent, PEAS-free solution to a problem that affects billions of eyewear users worldwide (like our founder below 🙋).

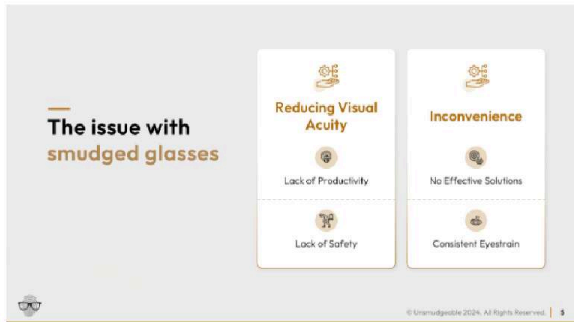
## Unsmudgeable Commercial Stats

<b>2</b>	<b>1</b>	<b>3</b>	<b>\$789 B</b>
paying B2B customers	LOI with global lens mfg	trials	market



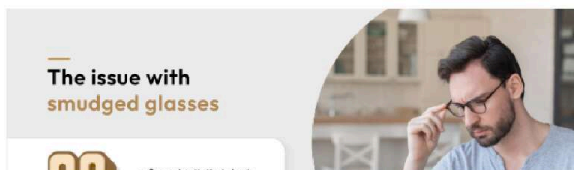
### The Problem That Can't Be Wiped Away

For decades, eyewear users have faced a persistent challenge that existing solutions haven't solved. Whether you're a surgeon in an operating room or a construction worker on a job site, smudged lenses aren't just an inconvenience – they're a significant barrier to safety and productivity.

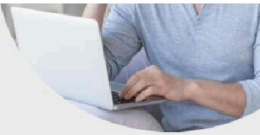


### The impact caused by smudges staggering:

- Businesses lose millions in productivity annually due to vision impairment
- Healthcare workers waste critical time repeatedly cleaning their glasses
- Industrial workers face increased safety risks from compromised vision
- Traditional solutions only offer temporary fixes that require constant maintenance



**20%** in productivity is lost for all eyewear users with smudged vision



Society for Human Resource Management

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As one medical professional put it: "Either we continue to operate with smudged vision, or we have nurses come to wipe our lenses." - Sean Harbison, Chief of General Surgery at UPenn Presbyterian Medical Center.

**Use Case**

“  
 Either we continue to operate with smudged vision or we have nurses come to wipe our lenses

**Sean Harbison**  
 Chief of General Surgery at UPenn Presbyterian Medical Center



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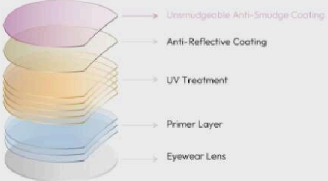
**We're backed by exceptional angels and VCs**

**Our Revolutionary Solution**

Unsmudgeable has developed a breakthrough coating technology that fundamentally changes how eyewear interacts with fingerprints and oils. Unlike conventional anti-smudge technologies that merely cluster fingerprints, our coating causes them to fade away, ensuring consistently clear vision.

**Our flagship product:  
 A patent pending fingerprint hiding surface coating**

**Our solution is the difference between seeing and seeing clearly**



- One Time Application
- Waterproof
- PFAS Free

European Government is proposing a ban on PFAS chemicals in the EU by 2030

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**Unsmudgeable enables eyewear users to see smudge free**

**Unsmudgeable outperforms current coatings by 140% in visibility**



**COMPETITION**  
 Conventional anti-smudge tech clusters fingerprints, obscuring visibility for users.

**unsmudgeable**  
 Unsmudgeable ensures clear vision by fading your smudges, eliminating the need for wiping.

Actual fingerprint oils tested

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**Our technology stack includes:**

- Proprietary anti-smudge coating that outperforms competitors by 140%
- PFAS-free formulation (ahead of proposed 2030 EU ban)
- One-time permanent application
- Waterproof and durable design
- Seamless integration with existing manufacturing processes

# Unsmudgeable leads PFAS-free fingerprint hiding revolution

## Competition Analysis

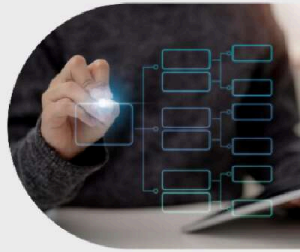
	unsmudgeable	Traditional Anti-Smudge Coatings	Cleaning Sprays & Cloths
Fades Fingerprints	✓	✗	✗
PFAS Free	✓	✓	✗
Permanent Application	✓	✗	✗
Don't have to wipe your glasses clean	✓	✓	✗
1 Time Purchase	✓	✗	✗
Ensures constant smudge free vision	✓	✗	✗



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## Our IP Advantage

- Patent for composition system and method
- Our technology is proprietary, built in-house, and not affiliated with any university
- Application Serial No. 05/489794



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## The Numbers That Matter

Our B2B2C licensing strategy combines scalability with strong margins:

### Financial Metrics-

- Unit Price: \$75
- Unit Cost: \$2
- Unit Margin: \$73
- Industry Standard Royalty: 5-10%

## Licensing is the Winning Strategy

Unsmudgeable licensed to eyewear manufacturers + ordered by customers through eyewear retailers



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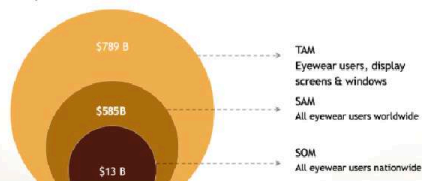
## Market Opportunity

We're targeting a massive market with clear entry points:

- Total Addressable Market: \$789B (Eyewear users, display screens & windows)
- Serviceable Addressable Market: \$585B (Global eyewear users)
- Serviceable Obtainable Market: \$13B (U.S. eyewear users)

Invest In Unsmudgeable and continue to redefine the eyewear industry

## Eyewear with Endless Possibilities



# We're bringing our product to the \$789B optics market

## Market Validation & Traction

### In Conversations with

Indicates in product testing stage

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## Unsmudgeable is revenue generating with 2 enterprise customers

The eyewear industry is ready for disruption, and we're already making waves. We're in active product testing with major manufacturers across multiple sectors:

### Safety & Prescription

- In discussions with leading eyewear manufacturers
- Strong interest from healthcare providers

### Defense & Space

- Engaging with military contractors
- Testing for specialized applications

### Materials & Chemical

- Partnership discussions with major coating providers
- Integration testing with existing manufacturing processes

## Growth Strategy & Roadmap

Our 24-month roadmap is designed for strategic growth and market expansion:

### How we Scale

Indicates inflection point

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Future projections are not guaranteed.

## We want every surface to be Unsmudgeable

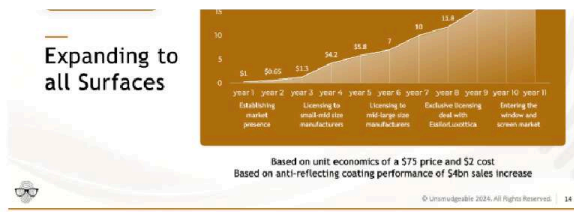
**First 12 Months:** We'll focus on commercialization and scaling, including making key technical and business development hires, scaling to industrial processes, and securing our first three Letters of Intent.

### 18-Month Milestone:

- Complete characteristic testing
- Patent approval
- Convert pilots into revenue generation

**24-Month Vision:** By month 24, we'll be positioned for national eyewear retail integration and expansion into additional functionalities and surfaces.





Future projections are not guaranteed.

## Fingerprint hiding. PFAS free. Future ready.

### Why Join the Unsmudgeable Family?

The timing couldn't be better for Unsmudgeable. We offer a unique combination of market opportunity and technological advancement:

#### Market Drivers:

- Growing awareness of productivity costs related to vision impairment
- Regulatory pressure against PFAS chemicals
- Rising demand in medical, military, and industrial sectors
- Optical Markets have an estimated compound annual growth rate of 9.5% (Fortune Business Insights, 2023)

#### Our Advantages:

- Patent-pending technology with clear IP protection
- 140% performance improvement over existing solutions
- PFAS-free formulation ahead of regulatory changes
- Experienced team with deep industry connections
- Multiple validated market opportunities



Unsmudgeable offers a SAFE investment with a \$4.5M valuation cap and a 20% early-bird discount. Early investors gain priority access to upcoming partnership announcements and market expansion updates.

Don't miss out on the opportunity to invest in Unsmudgeable's game-changing technology. Secure your stake today! With Unsmudgeable, seeing clearly isn't just a moment – it's a lifetime.

Just click **INVEST**

