

# EYECARE FRANCHISE OPPORTUNITY

eye&I

# EYECARE FRANCHISE OPPORTUNITY



eye&I

# DISCOVER A NEW STANDARD IN EYECARE

Welcome! We're Joe and Crystal Han, co-founders of **eye&i** eyecare. Together, we've created a new standard in eyecare—one that prioritizes the person behind each pair of eyes. **eye&i** reflects our belief that vision care is not just about seeing well—it's about living fully. We invite you to join a community-centered, patient-first approach that's redefining eyecare.

## WHY CHOOSE EYE&I?

Founded on a simple yet profound philosophy, **eye&i** brings eyecare to a deeply personal level. Every eye tells a story, and every patient deserves care that acknowledges who they are beyond their vision needs. Our franchise model offers you the opportunity to be part of a growing industry centered on meaningful connections, trust, and exceptional outcomes. This isn't just about eye exams; it's about creating a space where patients feel valued, heard, and supported in living their best lives.





# WHO WE'RE LOOKING FOR

Our ideal **eye&i** franchisees come from diverse backgrounds but share a commitment to making a difference. If you're passionate about offering genuine care and building relationships within your community, you could be a perfect fit.

Our franchisees include

- Investors looking for a fulfilling business opportunity with positive community impact.
- Opticians ready to expand their careers and move into practice ownership.
- Optometrists seeking to deliver personalized patient care within a supportive brand.
- Healthcare Entrepreneurs who prioritize quality, integrity, and a people-first approach.



# THE FIVE PILLARS OF EYE&I : OUR FOUNDATION

## 1. Excellence

We commit to excellence in every patient interaction.

Using state-of-the-art technology, advanced diagnostics, and a holistic approach to eye health, we deliver care that stands out.

## 2. Personalization

**eye&i** focuses on the person behind the eyes. Our personalized approach ensures we listen to each patient's story and design care plans that reflect their unique needs and aspirations.

## 3. Accessibility

We believe exceptional eyecare should be available to everyone. Our franchise model ensures this level of care is accessible.

## 4. Integrity

Trust is at the heart of **eye&i**. We prioritize open communication, honesty, and respect, fostering trust with every patient.

## 5. Patient Education

We empower patients by educating them about their eye health, equipping them to make informed decisions to improve their quality of life.



# THE HEART OF EYE&I: A PERSONAL STORY

"When we created **eye&i**, we wanted to build a practice that looks beyond vision needs to the individual. Clear vision means more than seeing well; it means experiencing life more fully and confidently. **eye&i** was founded to create a partnership between patient and provider, helping each person live a life of clarity, comfort, and purpose."

— Joe Han, Co-Founder



# WHY FRANCHISE WITH EYE&I?

The eyecare industry is growing rapidly, and **eye&i** offers you a unique opportunity to make a meaningful difference while building a successful, patient-centered business. Our comprehensive support system ensures you'll have everything you need to run a thriving practice and foster strong community relationships.

## Support & Resources

- **Marketing:** Unique strategies to retain regular customers and attract new ones.
- **Ongoing Support:** Continuous access to resources to ensure your practice stays competitive, from startup and beyond.
- **Site Selection:** We assist with location identification and lease negotiations, supporting your success from day one.
- **Operations:** Simplified operations allow you to focus on running the business, engaging with your team, and connecting with your community.
- **Training:** Our comprehensive training program prepares you to manage all aspects of the business, from staffing to customer service.



# AN IDEAL OPPORTUNITY FOR INVESTORS

## An impactful investment

**eye&i** provides investors with a rewarding way to make an impact in healthcare. Our franchise model focuses on operational efficiency, allowing you to focus on business growth and patient satisfaction.

**"eye&i** lets you invest in a business that serves people with integrity and care. We've created a structure where you can focus on growth and impact, knowing your patients are in good hands."

— Joe Han, Co-Founder

# OPTICIANS & OPTOMETRISTS: YOUR PATH TO MEANINGFUL OWNERSHIP

**eye&i's** franchise model empowers opticians and optometrists to become trusted community providers. Our operational framework, training, and support help you build a business rooted in patient care.

**"As an optometrist, eye&i** allows me to focus on what I love most—caring for my patients—with the added benefit of a business model that supports my growth and success."

— Dr. Crystal Han, Co-Founder





# A SCALABLE BUSINESS MODEL

Grow with **eye&i**

Our model is designed for scalability, whether you're interested in a single location or multiple. Our turnkey approach makes expansion easy, with exclusive market rights and full-service support for multi-unit franchisees.

**"eye&i** has made it possible to serve patients with compassion and expertise, creating lasting community relationships. For anyone wanting to make a difference, **eye&i** is a powerful opportunity."

— Dr. Crystal Han, Co-Founder



# READY TO JOIN EYE&I?

Your path to **eye&i** ownership

1. Start the conversation  
Email [franchise@eyeandiusa.com](mailto:franchise@eyeandiusa.com) to connect with our team. A franchise development specialist will reach out to discuss your goals.
2. Learn about **eye&i**  
Join our discovery sessions to gain insight into our philosophy, operations, and comprehensive support.
3. Complete due diligence  
Review our Franchise Disclosure Document (FDD) and speak with current franchisees to learn firsthand about the **eye&i** experience.
4. Secure your agreement  
Finalize your franchise agreement and explore financing options to set your vision in motion.
5. Site development & training  
Our expert design team and in-depth training programs ensure you're prepared for success from day one.
6. Grand opening  
Launch your **eye&i** eyecare center with confidence, supported every step of the way by our dedicated team.



# ARE YOU READY TO MAKE A DIFFERENCE?

Join **eye&i** to build a trusted, transformative brand in your community.  
Connect with our franchise team today and start your journey with  
**eye&i**.

contact at [franchise@eyeandiusa.com](mailto:franchise@eyeandiusa.com)





EYECARE  
WHERE VISION  
MEETS LIFE

SEE BETTER  
LIVE MORE