Innovation journey: Wazi

**Product:** High-quality, affordable, fashionable eyewear. The first prescription eyewear brand designed, created, manufactured and distributed in East Africa.

**Purpose:** Over 1 billion people have an addressable visual impairment and 80% of those with poor vision live in low- or middle-income countries. In Uganda high importation costs (up to 50%) cause prices to be as high as $100–$150. A lack of quality, affordable solutions creates a low penetration of eyecare.

**AT2030 impact:** Expert-led venture-building to refine business model, build production efficiency, establish USP, grow brand profile and mitigate risk.

**Future:** Improving education, eye testing and treatment, reducing stigma and supporting low income access through Wazi non-profit arm.

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**Grow brand profile**
and build a distributor led approach

**Identify USP**
unique designs made by 120 African artists

**Build production efficiency**
including new manufacturing partnership with leading supplier

**Validate business model**
and test for sustainable scale

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**Mitigate risk**
local production to overcome supply chain blockages

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Implemented by: