

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.

Mitigate risk

local production to overcome supply chain blockages

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



Implemented by:

