

Current state: current retinal cameras that are not the most portable and complicated to use

Dreamstate: having highly portable cameras that are simple to use

Roadblock: stuck with the inconvenient cameras

Solution to roadblock: the portable clearview 2 that is very simple to use

1 make them problem aware, take to level two

2 use amplification method to increase desire

#### DRAFT 1

Imagine a day at work where things go smoother than usual. All the diagnoses are easy to figure out, no pet owners walking in the door disturbing you with crazy expectations, and all of your patients cooperate like dogs about to get a treat. What if an average day at work could feel a little bit more like this if the retinal cameras you were using weren't bulky and complicated to use?

The the Clearview 2 is quite opposite, It is highly portable and literally as simple to use as taking pictures on your phone

#### DRAFT 2

##### **Imagine a smooth day at the clinic**

Compliant animals to work on

Competent and nice pet owners

Quick and Simple diagnoses

##### **But what if diagnoses could always be quick and simple?**

Optibrand's ClearView 2 retinal imaging system quickly and effortlessly auto-captures sharp, detailed images of animal's retinas for accurate diagnoses.

\*product images

Optibrand's patented RetCheck auto capture software ensures speed, accuracy, and effective imaging for the most difficult and uncooperative patients

##### **Cost effective**

When paired with an Iphone, our software creates a powerful retinal imaging device that removes the need for complicated, large scale expensive devices

Learn more about us <https://www.optibrand.com/>

### Interested in purchasing?

**\*\*enter form to fill out from website\*\***

“Our residents love the ClearView 2! It's extremely easy to use and has taken no time at all to get adjusted to the new fundic camera.”

**Michala de Linde Hendriksen**

DVM, PhD, ACVO, Asst Professor, Comparative Ophthalmology, Colorado State University

“The ClearView 2 is a truly phenomenal bit of kit. Point it at the animal's eye and it automatically takes a picture. A beautiful image was captured within 10 seconds of using the device for the first time”.

**Dr. David Williams**

MA VetMB, CertVOphthal, CertWEL, FRCVS, Cambridge, England, EU

GENTLEMEN

This is a draft of a cold outreach email I have been writing for a B2B situation.

(they produce veterinary eye cameras, and sell to distributors and veterinary clinics)

I plan on building the final draft on a platform like canva to add visuals and product pictures, but I would greatly appreciate any feedback on the copy.

THANKS