

AUDIFY

A22

Jai Andersen, Jet Jadeja, Danny Huang, Justin Cofield, Cyrus Gu, Vikram Sagar

PROBLEM STATEMENT

We are making an advanced headphone with AI hearing aid for people who suffer hearing loss, to improve hearing and speech comprehension at a scale and lower cost.

Solution

More customizable appearances and modular designs offer different modules for various user groups. At the same time, trendy designs can help reduce societal bias against people with disabilities.

FOCUS ON THE VOICES THAT MATTER ANYWHERE YOU GO.

Advanced AI-powered adaptive noise-canceling adjusts to various environments, dynamically tuning out background noise based on surroundings.

Designed optimally for the hearing impaired, remote workers, and active individuals in ever-changing sound environments.



Audify® Earbuds

BUY NOW

CLEAR AS IF IT'S SPEAKING RIGHT BESIDE YOU

Audify® Earbuds
BUY NOW

**Combining speaker recognition with adaptive
noise-canceling, providing you with unparalleled
conversational clarity**

CLARITY & COMFORT



Hear more **clearly and confidently** with advanced AI technology that adapts in real-time to your surroundings, amplifying voices and reducing background noise.



Audify® Earbuds
BUY NOW

SIZE OF MARKET



7.96B

3.12B

93.6M

TAM

The TAM consists of an estimated 466 million people globally with disabling hearing loss, projected to reach 900 million by 2050. This includes not only those diagnosed with hearing loss but also individuals who may benefit from hearing assistance in noisy environments, broadening the potential audience

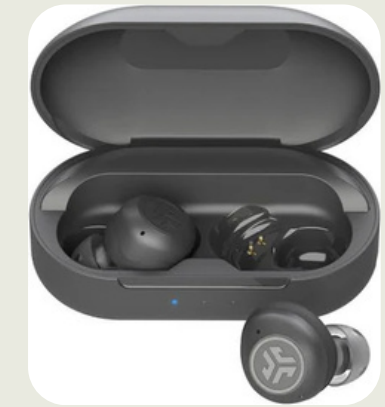
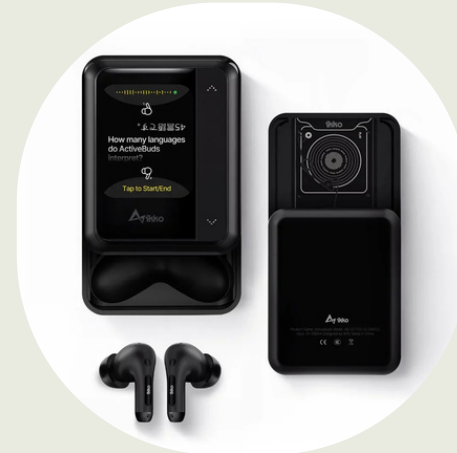
SAM

The SAM is estimated at 20-30% of the TAM, focusing on developed regions with higher disposable incomes and better healthcare infrastructure. This market segment is shaped by regulatory support and partnerships in healthcare, narrowing the focus to customers with access to advanced hearing solutions

SOM

The SOM is conservatively projected at 1-5% of the SAM within the initial years, influenced by high competition in the "Red Ocean" market, technological innovation, and market variability. Success in this segment depends on competitive differentiation, particularly through AI-powered adaptability, modular designs, and appealing product aesthetics to attract various levels of hearing loss users

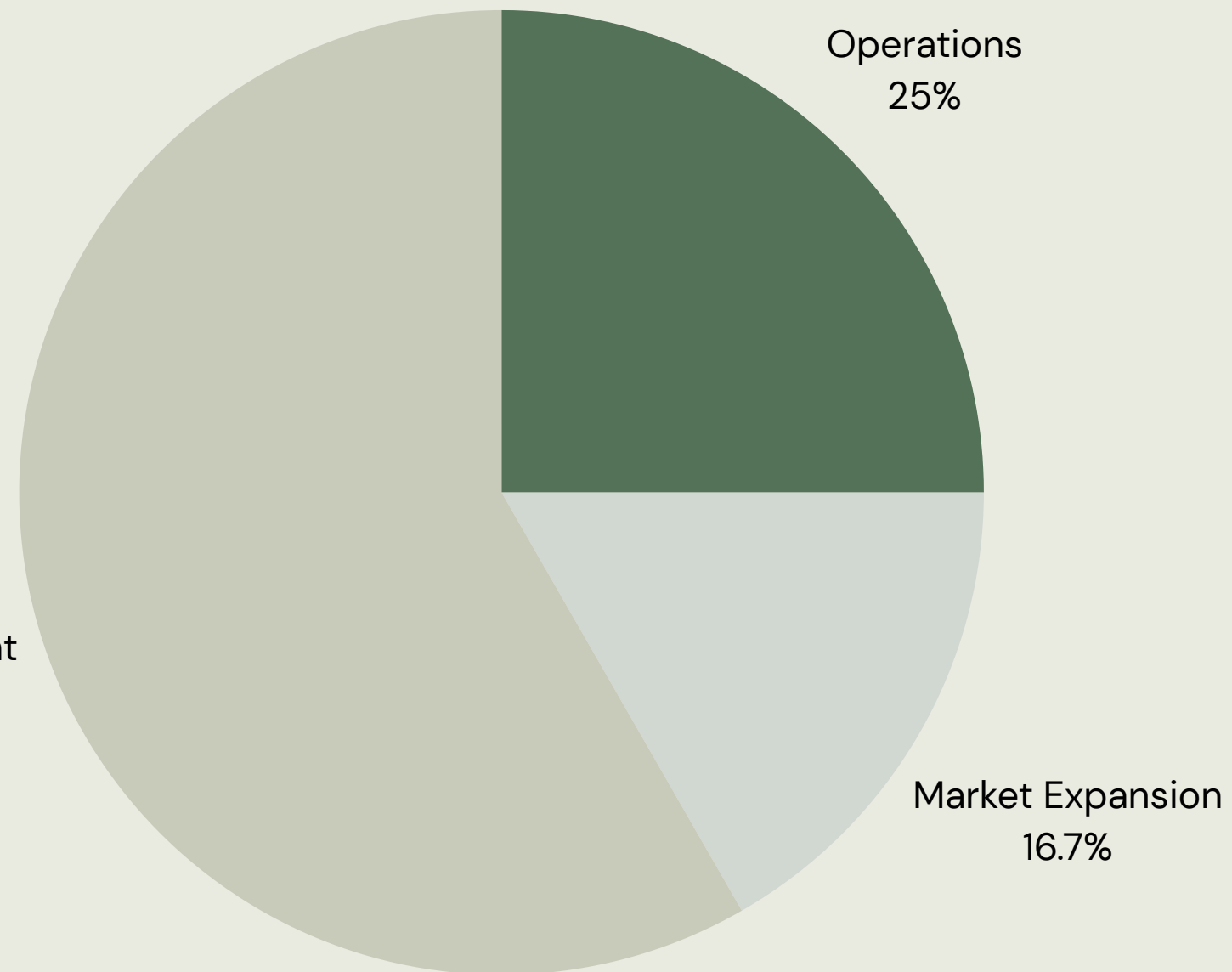
COMPETITIVE ANALYSIS



FEATURES	AUDIFY	IKKO ACTIVEBUDS	BEATS SOLO 4	JLAB HEAR OTC
AI Powered Earbuds	✓	✓		
Active Noise Filtering	✓		✓	
Low-Cost	✓			✓
Over-the-counter Hearing Aid features	✓		✓	✓

USE OF FUNDS

SEEKING \$1.4M



Operations (25.0%):

- Manufacturing Setup: \$120,000
 - Cloud & Software Maintenance: \$60,000
 - SG&A (Selling, General & Administrative): \$180,000
- Total: \$360,000

Market Expansion (16.7%):

- Marketing & Branding: \$240,000

Product Development (58.3%):

- Software Development: \$360,000
 - Hardware R&D: \$480,000
- Total: \$840,000

FINANCIAL PRO FORMA

Expense Category	Year 1 Total	Year 2 Total	Year 3 Total
Software Development	\$360,000	\$200,000	\$300,000
Hardware R&D	\$480,000	\$150,000	\$200,000
Manufacturing (Cost per Unit)	\$120,000	\$500,000	\$1,200,000
Marketing & Sales	\$240,000	\$600,000	\$1,200,000
Cloud & Software Maintenance	\$60,000	\$80,000	\$150,000
SG&A	\$180,000	\$500,000	\$700,000
Total Expenses	\$1,440,000	\$2,030,000	\$3,750,000

Revenue Category	Year 2 Total	Year 3 Total
Direct Sales	\$1,200,000	\$3,600,000
Retail Partnership Fees	\$300,000	\$1,000,000
Subscription/Service Fees	\$150,000	\$500,000
Total Revenue	\$1,650,000	\$5,100,000

STRATEGIC ROADMAP



Adapt

Objective: Lay the foundation and adapt your product for diverse user needs.

Action: Conduct thorough market research, particularly in the hearing aid space. Gain insights into both general headphone users and those with hearing impairments.

Begin designing the product to accommodate both use cases—headphones and hearing aids. Prioritize AI flexibility for customizable hearing settings, aligning with your vision for future adaptability.

Evaluate

Objective: Gather real user feedback and evaluate product performance.

Action: Although user feedback may be limited initially, consider launching a small pilot program to collect real-world data. Engage a focused test group of individuals with hearing loss to evaluate how well AI integration enhances clarity and comprehension.

Assess cost-effectiveness in comparison to traditional hearing aids. Ensure the product meets baseline functionality for both hearing-impaired users and general headphone users.

Launch

Objective: Introduce the product to the market effectively, ensuring readiness for diverse user needs.

Action: Finalize the product based on rigorous testing insights, with particular focus on refining AI-driven hearing support. Implement modular designs and customizable options to appeal to different user preferences, allowing individuals to tailor the product to their unique style. Additionally, consider a modern and stylish design to help address and reduce any stigma associated with hearing aids, making the product more appealing and accessible to a wider audience.

Ensuring the product is both functional and fashionable will not only broaden its appeal but also encourage users who may otherwise feel self-conscious. Thoughtful design that balances aesthetics and functionality can enhance user confidence and support market acceptance.

Monitor

Objective: Gather real-time insights and track product performance after launch.

Action: Systematically collect data on usage patterns, satisfaction levels, and any issues that arise. Focus on tracking AI algorithm performance, sound quality, and overall user experience, ensuring the product meets expectations for both technical functionality and customer satisfaction. Monitor metrics across both technical performance and customer feedback for a comprehensive view.

This phase is critical in identifying any early post-launch issues that could be improved in future iterations, allowing you to stay proactive in addressing user needs and enhancing the product's reputation.

Iterate

Objective: Use collected insights to enhance the product, aligning with user feedback and emerging needs.

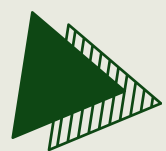
Action: Based on monitoring data, refine and adjust the AI algorithms to improve the hearing aid functionality, ensuring it continues to meet user expectations. Address any regulatory or technical challenges that may have arisen, refining the product to maintain compliance and performance standards. Additionally, explore pricing adjustments or bundling options to appeal to different market segments, like those with hearing impairments versus general users.

In this phase, strategic iteration based on feedback will help build long-term user loyalty and keep the product competitive, especially in the rapidly evolving market for hearing support and advanced audio technology.



*Join us in revolutionizing the
headphone market*

Thank you.



Jai Andersen, Jet, Jadeja, Danny Huang, Justin Cofield, Cyrus Gu



