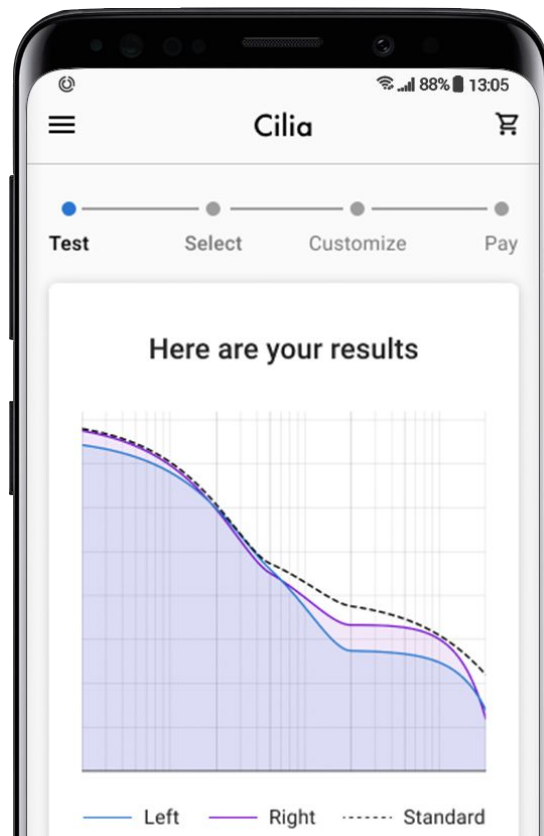




 **Cilia**
Beautiful hearing





The problem

80%

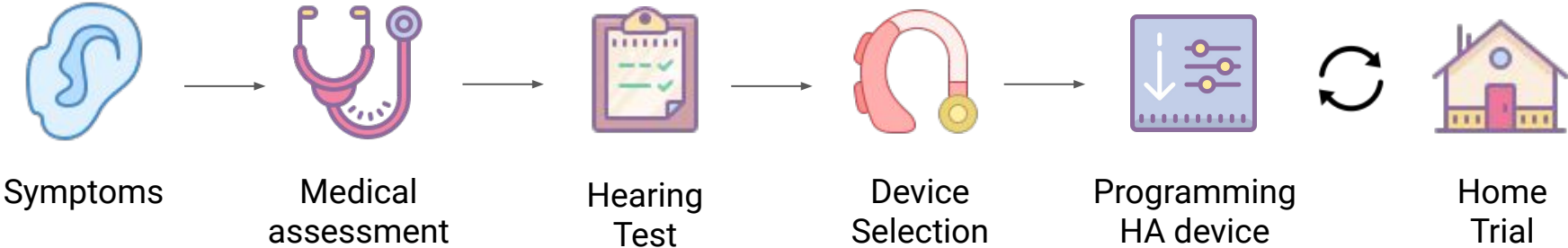
of people who need a
hearing aid don't have one

- Social Isolation
- Cognitive Decline
- Other Diseases

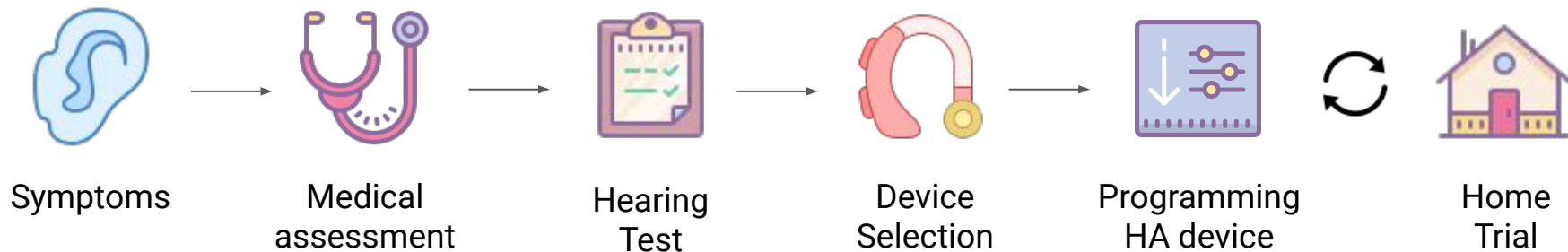
Massive costs to
healthcare systems



Current customer journey



Current customer journey



How might we reduce friction in the process of getting hearing aids?



Download
app



Hearing
Test



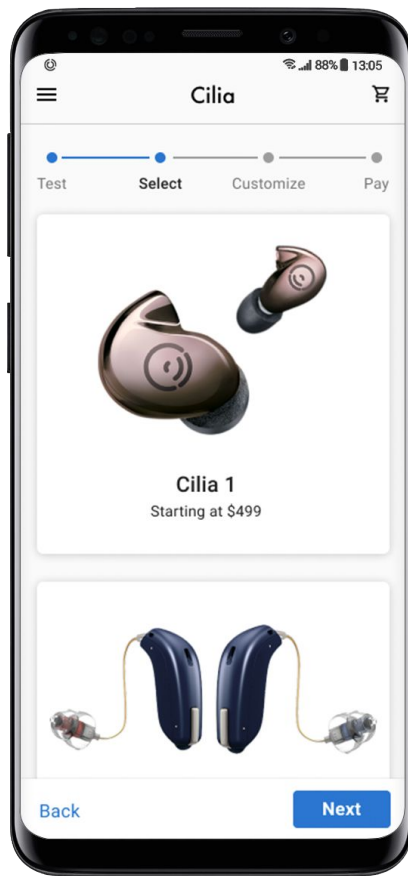
Hearing Aid
Selection



Hearing Aid
Customization



Get
Device



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app



Hearing
Test



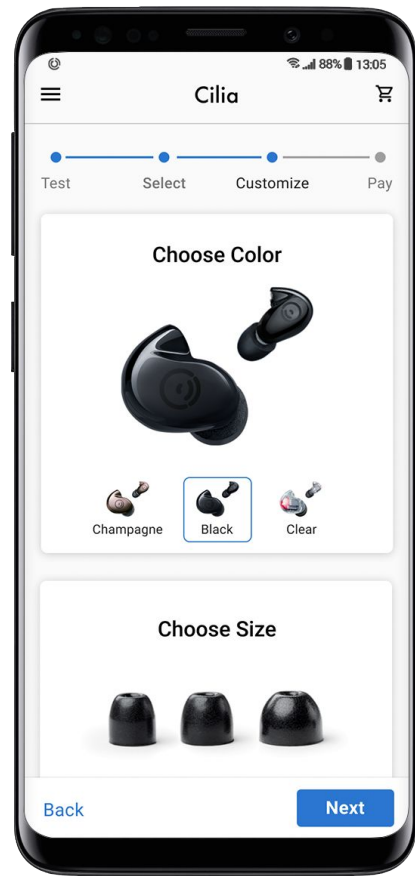
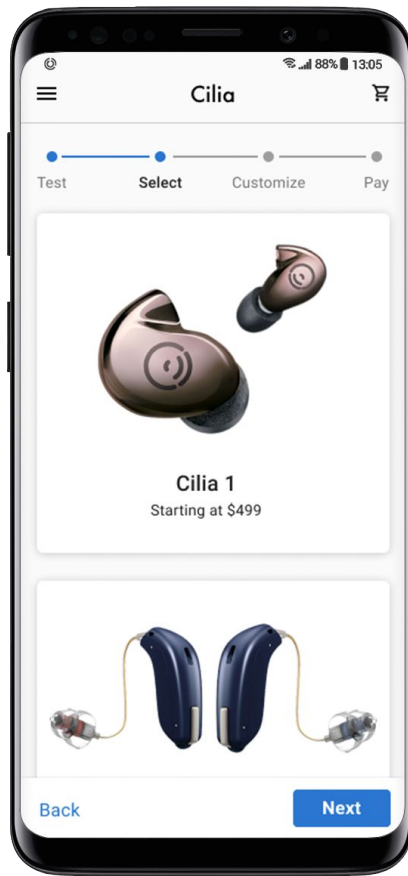
Hearing Aid
Selection



Hearing Aid
Customization



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Hearing
Test



Hearing Aid
Selection

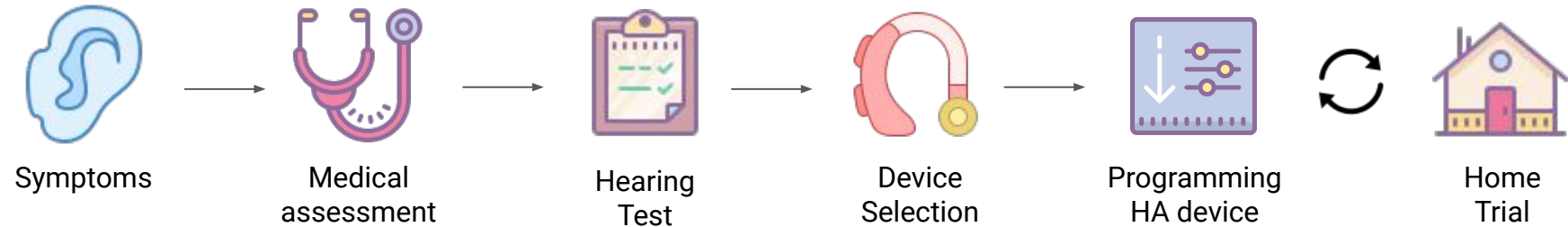


Hearing Aid
Customization

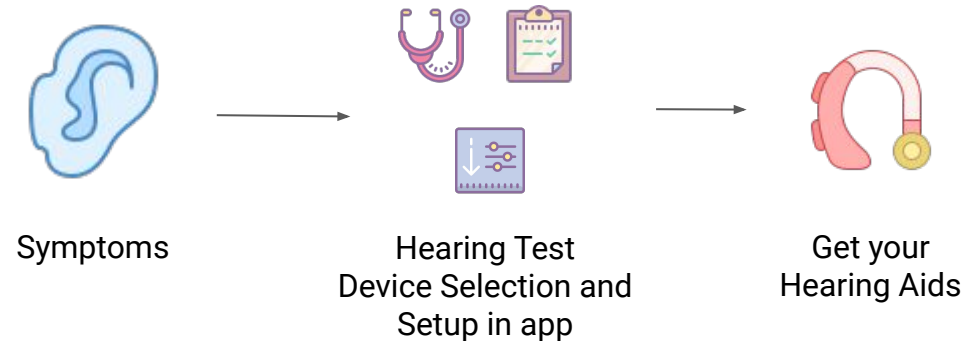


Get
Device

Current customer journey



How we simplify



Senate Votes to Allow Over-the-Counter Hearing Aids

Legislation could save consumers thousands of dollars, 'spur innovation'

by Patrick Kiger, **AARP**, August 4, 2017 |  Comments: 11



Business model



B2C Hardware Sales

\$500

Initial Price



24/7 Experience Optimization

\$25

Monthly Subscription



Data on Hearing Loss

\$\$\$

Future Monetization



Beautiful hearing





Minjun
UX Design



Nik
Biomedical Engineering



Will
Product Design



Kayvon
Computational Biology
& Audio Engineering



Polly
EE & Hearable
Device Design