XR: The Learning Hearing Aid
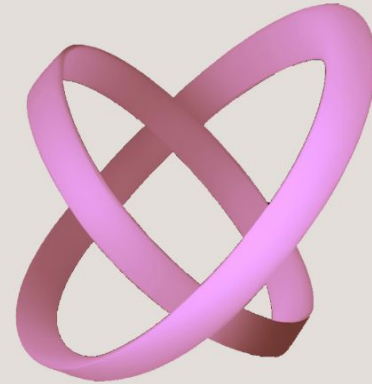
Exploratory Demo

Co-Founders: Jer, Emma, Clovis, Lingxue, Esh, Varun

Contact: jeremy@kuempel.co

The Problem

12.6 million Americans suffer from Alzheimer's disease and dementia, costing Medicare over $150B each year.

"Hearing aids reduced the rate of cognitive decline in older adults at high risk of dementia by almost 50% over a three-year period." -NIH

Seniors with Alzheimers and dementia cost Medicare $14k/yr more than those without. Expanded use of hearing aids among this population could save $3.5B+ per year.

Introducing XR:

The Learning Hearing Aid

- Name and mood prompt
- Memory games
- Robot pet interaction

Voice Prompt: Let's play a story game!

Roadmap

OTC
Hearing Aid

$799 device cost

$30/mo AI services

Available to everyone

Sold DTC and through distributors

Launch Q3 2024

Prescription
Hearing Aid

$2499 device cost

$100/mo AI services

FDA Cleared

Available through Medicare

Launch Q1 2025

Market Opportunity

$3.9B

Hearing aids sold in USA

28.8M Americans need a hearing aid, 4.6M Americans use hearing aids

$180M

Annual recurring income opportunity

500k active users, 10% of market opportunity in USA alone

$11M

Target income from selling 10k units within 12 months of launch

Ability to achieve early profitability

Exporatory Timeline:

We are exploring options for brining XR to market.

Please reach out if you are interested in

1. Customer
2. Cofounder, AI/ML
3. Cofounder, Business/marketing/sales
4. Investor
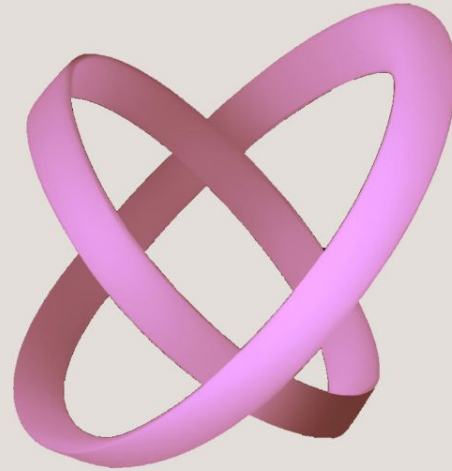5. Advisor
6. Social media
7. Just interested!

2H 2023	1H 2024	2H 2024
Proof of concept prototype	Tooling complete, EVT samples complete	Low Rate Initial Production
Close seed funding	Prep for launch	USA Launch
Establish key customer feedback panel	Pre-production samples review, UL certification	10k units sold and shipped

Team

Jer	Emma	Clovis	Lingxiu	Varun	Esh
CEO	CTO	Head of Product	Head of Hardware	Head of Computer Vision	Head of Engineering
5x Red Dot Design Award, MIT Mechanical Engineer	Google DeepMind, Facebook AI, Caltech CS	Physics, McGill University	Robotics researcher at Adidas	National University of Singapore, CS Student	Rubrik Software Engineer, UC Berkeley alum
Head of Hardware at R-Zero Systems ($170M+ raised)	Former founder, $10M+ raised	Satellites and space systems	UC Berkeley Masters of Design	Software Engineer, Synaptec Health	Former chemist, medical devices R+D

Thank You

Contact:

jeremy@kuempel.co