

**But here's
the thing**





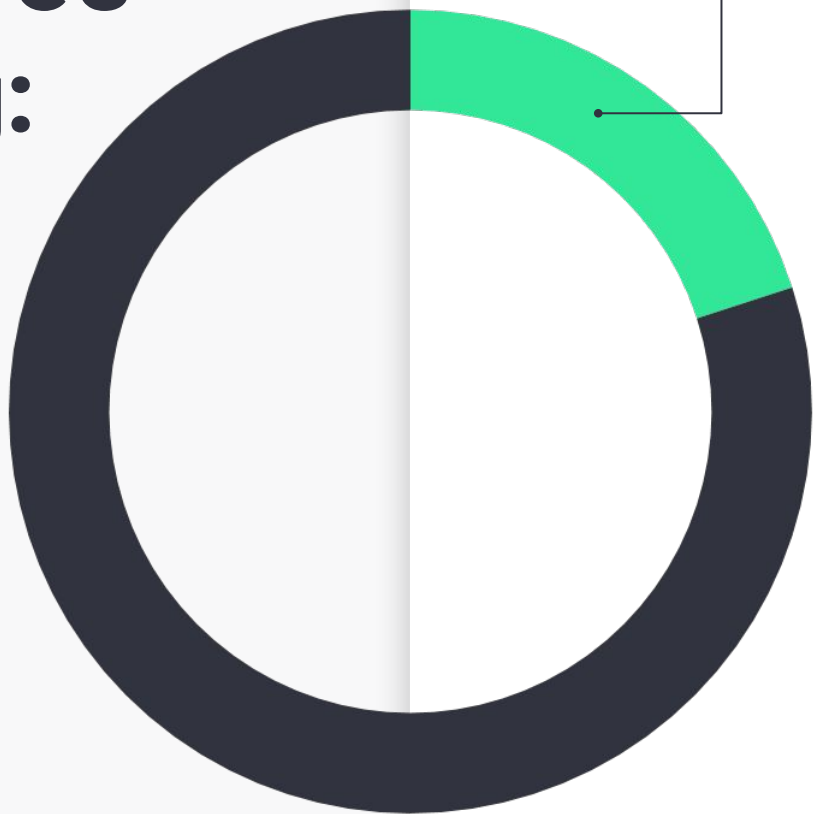
The hearing aid market is **massive**

\$5.3B

Growing at 7% YoY

Sources: <https://www.grandviewresearch.com/industry-analysis/hearing-aids-market>
<https://www.globenewswire.com/news-release/2020/01/29/1976891/0/en/Hearing-Aids-Market-Size-to-Reach-US-13-54-Billion-by-2026.html>

...but here's
the thing:



ONLY
20%

of the people who need
them actually wind up
getting them



Stigmatized



Awful process



Terrible devices

A multi-billion-dollar shadow market ready for

the right approach



**Speak to
consumers**
like humans




Make the
process simpler





Reduce
the friction





We're built for this opportunity



We are
a modern
company



We make
tasteful
products



We sell
100% on
facebook

