



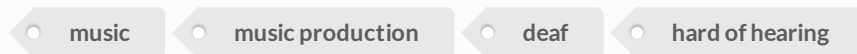
FFEEL

AN IDEA FOR THE CHALLENGE: VENTURE PLAN PITCH



Stephen Thomas

## CONCEPT



To provide a mastering service that can help to bring the joy of music back to the hard of hearing community. We do this by tailoring our service to each individual and boosting the frequencies that each person struggles to hear, meaning that the hard of hearing community can once again enjoy the full experience of music.

## CUSTOMERS

Approximately 466 million people worldwide have disabling hearing loss.

## DEAF DAVE

ENGINEER

27 years old



playing guitar  
airsoft  
going to the gym

## HARDLY HEARS HOLLY

FUTURE BALLERINA

8 years old



ballet  
horse riding  
avoiding homework

## SINGING SALLY

ACCOUNTANT

42 years old



singing  
reading  
drinking red wine

### Strategy

advertises highlighting the service that allows the hard of hearing to be able to hear music more clearly, showing people dancing, singing along and playing music themselves.

## COMPETITORS

### SENNHEISER

 [en-uk.sennheriser.com](https://en-uk.sennheriser.com)

#### What they're missing

They are currently missing the ability for the user to be able to customise the sound to fit their own needs, therefore while they may be useful to some users, others will find no benefit.

### STARKEY

 [www.starkey.co.uk](https://www.starkey.co.uk)

#### What they're missing

cross compatibilty between other hearing aid brands and the price of their devices is out of the reach of a lot of their customer base.

### ZVOX

 [www.zvox.com](https://www.zvox.com)

#### What they're missing

while boosting the voice could be beneficial, users may still be listen a large amount of what they are trying to listen to.

## Strategy

As a company we offer a much cheaper alternative to all of these products. Our product is software based as opposed to hardware, meaning you are not limited to where it can be used. It is also available to a much wider audience due to the lower pricing.

## COMPATIBILITY

### JAMES DAVIES

HEAD OF RESEARCH AND  
DEVELOPMENT

Role is to ensure that we are the leading app of our kind and further research the hard of hearing community.

### PETER REES

HEAD OF PRODUCT  
DEVELOPMENT AND BRAND  
IMAGE

Role is to further develop technical side of app and to design the brand imagery.

### ADRIENN FUSCSICS

MARKETING GURU

Role is to stay ahead of market trends and promote business.

### STEPHEN THOMAS

HEAD OF FINANCE AND  
OPERATIONS

Role is to overview all of the finances of the company and ensure company is adhering to government legislation.

8

Passion

8

Resilience

7

Communication

6

Planning

5

Network

# WE'RE 68% COMPATIBLE WITH THIS IDEA

## CONTENTS



### App developer

to create the app, maintain and further develop the product.



### website

to show the range of products that we offer.  
Possibility to also have a blog run by members of the hard of hearing community.



### consultant audiologist

to help stay on top of medical advancements and to improve knowledge of different types of hearing loss.



### App development training

to increase knowledge of how to develop apps and further maintain so that we can reduce cost of using freelance developers.



### office

to run the day to day maintenance of the business and to run the servers for the app.



### Accountancy training

to better run finance and reduce costs of having to hire extra accountants.

## Who

App developer - We would need an app developer to help develop the our initial app and then to maintain and develop the app.

Consultant audiologist - having an audiologist on a consultancy basis would allow us to better understand the different types of hearing loss to help optimise our product and better adapt to the hard of hearing community.

Accountancy course - We would need a staff member to do an

## What

Website - Our website would offer an insight into our products, with instructional videos for customers to use if they are having issues with the app and a possible blog run by members of the hard of hearing community.

## Where

Office space - An office space would be needed as we would need a space for the general day to day running of the business as well as a place to run the servers to keep the app running.

accountancy course so that we would be able to better run the finances of the business and to help reduce costs of hiring another staff member.

App developer course - Again a staff member would be needed to do this course to help minimise the cost of hiring freelance app developers.

# CASH

## Making money

Tiered app - our app would be multi-tiered with the initial download being free, and other levels of the app being priced between two and four pound, this would allow the user greater customisation within the app and the possibility of not having adverts appear.

In app advertising - offering other companies the chance to promote their business by running adverts on our app, the amount charged would depend on how much coverage the company wants.

Sponsorship - instead of in-app advertising we could look at the possibility of sponsorship with one company "sponsoring" the app and being advertised as opposed to many different businesses.

## Spending money

- Office spaces
- app developer
- accountant
- staff training
- audiologist consultant
- high speed internet connection

## Funding

As the business would be a social enterprise / community interest company there are many different places to get funding, these include:

- Local governments
- Tudor trust
- National lottery
- Waterloo foundation
- Comic relief
- Wellcome trust
- Garfield Weston foundation.



This idea was created using [Simply Do](#)