



'FEEEL' - A BETTER MUSIC EXPERIENCE FOR HOH

AN IDEA FOR THE CHALLENGE: VENTURE PLAN PITCH



James Marshall Davies

CONCEPT

hard of hearing

music

software

11 million people in the UK that suffer from hearing loss and about 360 million worldwide , but that doesn't stop them wanting to hear music.

'FEEEL' is a music enhancement app created specifically for those with profound hearing loss.

The software will be free , with a choice to pay for a higher tier package .

We will have a much more friendly user interface for the younger ages.

'FEEEL' will run in the background , working as a gate between your favourite apps , processing any music player (Spotify , Youtube , iTunes..) on the users phone to dynamically enhance the sound before being sent to the devices output.

Our idea is not to alter how someone with hard of hearing perceives music , but to bring more clarity and 'FEEEL' to the audio with a series of music processors coded into the software.

Each individuals hearing is utterly unique so we will be putting in place a calibration feature. This will run on the first time you load the application , running the user through a test to find the best settings for them.

With our concept being software it is readily available and easily accessible by a large portion of those affected by hearing loss.



CUSTOMERS

Customer base for 'Ffeel' is going to be split into three categories below . This will range in both men and women of all ages . With our application being based on the hearing on the customer , there is no real age limit to who we are aiming for . This being said , most of the hearing impaired community are age 50 and over (With more than 40% of over 50's having hearing loss). So a significant effort must be taken to attract this target audience.



CLASSICAL CHARLES

RETIRED

50+ years old



Listening to Classical Music
Listening to the radio
Crosswords

SANDRA STUDENT

STUDENT

12-49 years old



Going to Festivals
Skyping with friends
Going to the gym

BILLY THE KID

HAVING FUN

4-12 years old



Watching TV
Playing games
Being outside

Strategy

For the older generation of customers , our marketing methods will be mostly via social media and 'word of mouth' . Leaflets and news paper advertisements can also be used.

We are also contemplating a possible radio advert and newspaper advert or featured article to catch the attention of the older target audience.

With the middle age group our scope is broadened to festivals and social media .

'Ffeel' will run a silent rave at festivals around the country , specifically for the hard of hearing , allowing them to feel the music with their friends in a place that isn't always catered for the deaf and hearing impaired.

On top of this we will aim towards getting editors pick on App Store websites and push for reviews via the app (reward incentive of a free skin ..etc) to be able to both improve the product and gain exposure.

For the much younger age group we will be wanting to get in touch with schools ,using a simplified user interface to help those with hearing problems whilst using devices at school (such as learning software and music) .

If successful 'Ffeel' would also work brilliantly as a default app for big device companies (such as Windows , Apple , Samsung ..) to make their products much more compatible with the hard of hearing community.

COMPETITORS



COOCENT

<http://coocent.net>



SUBPAC

<https://subpac.com>



BIO AID

<http://bioaid.org.uk/>

What they're missing

Not personalised to the user.
Large amount of tweaking needed to get correct levels.
Not entirely committed to their music apps.

What they're missing

Very costly , especially in the higher tier products.
Hardware , has to be worn and carried around.
Aimed more towards music producers rather than those with hearing impairments.

What they're missing

Easy to use interface and set- up.
Dedication to musical experience.
Still in Beta stages , problems still occurring.
Mostly used as a hearing Aid.

Strategy

'FFEEL' will be completely accessible free across the globe on all hand held devices that use music.

You will run it once to set up your 'ffeel zone' and desired hearing settings via a quick hearing test , conducted through the app.
Once set, 'FFEEL' will run in the background and assist in improving the users musical experience.

Unlike many companies that are creating products for the HoH community , ours is software purely dedicated to musical enhancement .

This means easily maintained , easily accessed , tailored to each individual and all about the experience .

We will have a base contact helpline to assists in any customer queries and problems , along with business ventures all from one location (which will be in the UK) but will be contactable online from anywhere with internet access , via the website.

'Ffeel' will improve the app to have more tools and extras , that will be available after a small one time payment. This will include, but are not limited to:

- rhythmic assistance through vibration motors in the handheld device
- Extra skins and simplified interfaces for the younger/older users
- On screen lyrics to better assists following songs
- possible use of the BioAids algorithm to help create a more precise hearing aid application

COMPATIBILITY



PETER REES

PRODUCT
DEVELOPER/ILUSTRATION

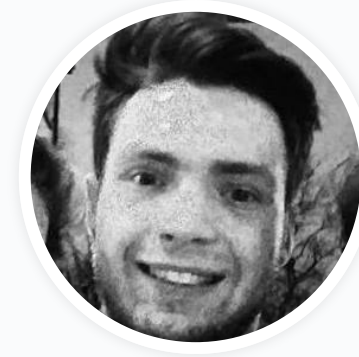
Responsible for product
development tasks and brand image.



STEPHEN THOMAS

FINANCE EXECUTIVE

Will be responsible all finance tasks
within the company.



JAMES DAVIES

RESEARCH AND DEVELOPMENT

Will be responsible for all technology
and market research tasks.



ADRIENN FUSCSICS

MARKETING DIRECTOR

Will be responsible for all website ,
communication and marketing tasks.

9

Passion

My team already have
two businesses other
than this and I have
always wanted to run a
business . Especially one
that gives back to the
community.

9

Resilience

I have had to work on
long tasks in the past and
do not struggle under
pressure.

9

Communication

I am very expressive of
all my ideas and the team
are like minded.

8

Planning

I am very experienced in
planning from past jobs
in coaching and our
team communicate very
well.

10

Network

We are all very
supporting of each
other and have even had
a professional
audiologist supporting
us.

**WE'RE 90% COMPATIBLE WITH THIS
IDEA**

CONTENTS



App/website

Needed for contact with customers and businesses . App Development needed to keep advancing the program and keeping it up to date with new technology.



Research

Converse with developers and audiologists to help progress the application.
(Already in consultation with audiologist in the area)



Solicitor

Find if we are able to use with other music apps without infringing on copyright law.



Social Media accounts

The best way to gain a platform to get our product seen.

Who

Audiologist - Consulted , but on going to help develop application.

Solicitor - Any infringements to trademark law and allowance to be usable with other apps

App Developer

What

Audio Interface/Digital Audio workstation

Programming Software

Website

Social media

Promotional flyers

Where

Need a studio and place of business to test and try the product

Also needed for any meetings

Must be close to the centre

Additional information

Many of the things are readily available to the group via University of Wales Trinity St. David and our own home studios.

Developing with consultation from Rhys Meredith, Consultant Clinical Scientists and head of Audiology for AMBU Health Board (Swansea)

Website and social media accounts can be created by ourselves.

Promotional flyers can also be done ourselves.

Spoken to App Developer about costs.

Need to outsource for Solicitor

CASH

Making money

All money will come initially from funding via trust funds , lottery funds etc.

Higher tier model will bring in money as it will have more in-depth features to help enhance the musical experience of the user.

Collaborations with other companies to help create an even better music experience for the HoH community (Via sub pack , bio aid etc), is another form of income.

Pitching the idea to device creation companies like Samsung , Apple , Sony could be another source of income.

With the application based around giving back to the community, a lot of our work will want to be within education and the medical sectors. This could bring in more funding from a wider area.

Spending money

The app developer - To help with both creation and maintaining the service

Marketing - Running events at HoH festivals , Flyers , advertisements , social media , website

Consultation - Audiologist and music technology professional consultation for helping in development

Location - A base of operations for the business

Solicitor - Trademark laws/Policies

Funding

Big lottery Fund

Peoples Postcode Trust

CAN Invest

Community Foundations

Santander Foundation

Many competitions that we can enter with our prototype to gain more funding

