










# The Business Model Canvas

<div>Key Partnerships</div> <div></div> <div>Partnership with existing companies to get a basic hearing aid</div> <div>Partner with tech companies to generate a chip working on AI</div> <div>Partner with medical institutions to make doctors available in one click through our dedicated app.</div>	<div>Key Activities</div> <div></div> <div>Research and development for AI algorithms</div> <div>Continuous improvement of software through updates</div> <div>Manufacturing and quality control</div> <div>Marketing and promotion</div> <div>Building and maintaining partnerships</div> <div>Key Resources</div> <div></div> <div>AI and software development team</div> <div>Hardware engineers for hearing aid design</div> <div>Manufacturing facilities or partnerships</div> <div>Customer support and service teamMarketing and sales team</div>	<div>Value Propositions</div> <div></div> <div>Advanced AI-driven noise cancellation while focusing on prioritised voice</div> <div>Own Verbal chatbots</div> <div>Personalized sound optimization</div> <div>Comfortable and discreet design</div> <div>Seamless integration</div> <div>Continuous improvement through over-the-air</div>	<div>Customer Relationships</div> <div></div> <div>Personal Assistance</div> <div>Customer Support</div> <div>Education and Information</div> <div>Feedback Mechanism</div> <div>Community Building</div> <div>Loyalty Programs</div> <div>Channels</div> <div></div> <div>Direct Sales (Online and Offline)</div> <div>Partnership with Audiologists and Healthcare Providers</div> <div>Collaborations with Retailers and Distributors E-commerce Platforms</div>	<div>Customer Segments</div> <div></div> <div>Elderly individuals with hearing impairments</div> <div>Audiologists and healthcare professionals</div> <div>Retailers and distributors</div>
<div>Cost Structure</div> <div></div> <div>Research and Development</div> <div>Manufacturing and Production -few dollars for basic aids and with ai chips 50-70 dollars more</div> <div>Marketing and Sales - few hundreds few 1000 dollars a month</div> <div>Customer Support and Services- salary for the team - 3000 dollars for 1 person a month on average</div> <div>Partnerships and Licensing Fees - range from few 1000s to tens of 1000s of dollars</div>		<div>Revenue Streams</div> <div></div> <div>Product selling price - 500-600 dollars</div> <div>Subscriptions in the app - 10 dollars a month for additional features</div>		