1. Problem definition

* The elderly often struggle with finding their optimal voice tone due to gradual loss of hearing;
* They become very self-conscious but don’t usually like being constantly told to speak lower;

2. Problem relevance

* With a constantly growing elderly population the demand for products that help them overcome their everyday struggles grows significantly and very large companies such as … (não encontrei grande coisa)Apple and Samsung are including features on their flagship products aimed at this age group; ([Apple hearing](https://www.apple.com/accessibility/hearing/), )

3. Opportunity

4. Market

(...)

5. Competitive Differentiation

(...)