

# Lalela Innovations Pty Ltd

www.lalelainnovations.com (website in dev)



*lalela*

## CUSTOMER PROBLEM

Millions of people in Africa do not have access to hearing healthcare services and current solutions are unable to meet the demand as they are expensive and not easy to use.

## STARTUP SOLUTION

Lalela is able to provide a cost effective and time saving solution that allows more healthcare practitioners and organisations to conduct more hearing tests at a lower cost.

Lalela uses digital and smart technologies to create mobile and cost-effective audiology testing solutions for everyone.

## TEAM



Jean-Pierre Le Roux  
**Co-Founder | CTO**  
Developer



Jay Chouhan  
**Co-Founder | CEO**  
Audiologist



Sebastian Prim  
**Director | COO**  
Business Developer

## STARTUP STATS

<b>EMPLOYEES:</b>	3 (directors)
<b>FOUNDED:</b>	2019
<b>COUNTRY:</b>	RSA
<b>CAPITAL RAISED:</b>	TBA
<b>RAISING:</b>	R2.48m seed

## TARGET MARKET

We serve health organizations operating in remote areas in Africa, covering a population of >100million people. Our clients operate in governments, NGOs, education and private health settings.

## MARKET POTENTIAL

We estimate an initial total addressable market of USD 66 million in South Africa and greater than USD 100 million across Africa. We expect that the African market will double by 2030.

## BUSINESS MODEL

We offer multiple payment options including pay-per-test as well as subscription and contract-based options.

## COMPETITORS

Two competitors exist in South Africa, one mobile based and one computer based. Globally only one other competitor exists in Canada. Competitors are expensive and difficult to use and not widely used by practitioners.

## TRACTION

Selected to be part of MTN Business Incubation program. Company established, with initial prototype completed and currently registering medical certifications in South Africa and internationally, as well as sourcing funding. Screening test ready to be calibrated and piloted. Private audiologists eager to trial device, UCT shown interest in device research and purchase.

## REQUIREMENTS

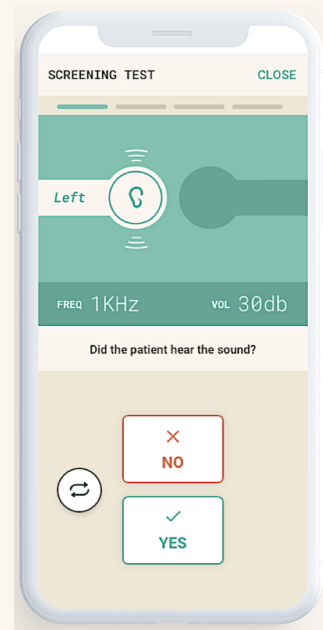
We are seeking USD 200 000 in seed funding to complete development of the device, obtain international medical certification and to launch the product in the South African and African markets.

For health care organisations operating in Africa who provide primary health care services in underserved or remote areas. Lalela is a hearing health care screening and testing solution that uses pay-per-test and subscription options that allows more people to test hearing more often. Unlike current competitors Lalela makes hearing healthcare devices more affordable and accessible to the public.

## Device



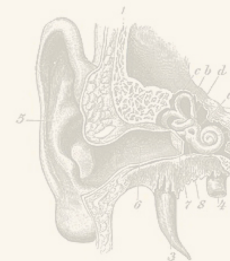
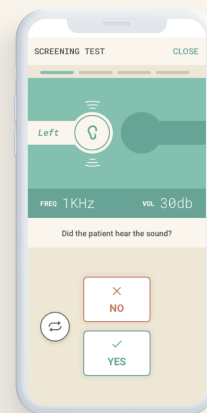
## Simple User Interface



*Lalela is an affordable,  
reliable mobile solution for  
hearing healthcare.*

Message us

Talk to a human



Integrate patient  
information and  
communication all from  
one app.



Test patient hearing  
anywhere with the latest in  
audiology technology.



Sophisticated ear testing  
technology that fits into  
your pocket.

# Pricing

\*NOT FINAL PRICES

## For individuals

best option for single practitioners

### Pay-as-you-go

R7,500 for device  
20 Preloaded tests  
R10 per additional test

24/7 Tech Support  
8 Unique Frequencies  
Free Updates for life

### 2 Year Contract

Device included  
R549 pm  
R10 per additional test

24/7 Tech Support  
8 Unique Frequencies  
Free Updates for 2 years

## For organisations

best price per test

### 3 Year – capped

Device included  
R15,000 per year  
3,000 tests per year

24/7 Tech Support  
8 Unique Frequencies  
Free Updates for 3 years

### 3 Year Uncapped

Device included  
R25,000 per year  
Unlimited tests

24/7 Tech Support  
8 Unique Frequencies  
Free Updates for life