



## The Problem

There are 360 million people worldwide who suffer from hearing loss, 80% do not adopt hearing aids. The lack of treatment for those with hearing loss can lead to emotional distress, loss of job productivity and cognitive decline. The hearing impaired identify common reasons why they do not adopt today's hearing aids: hearing aids have a stigma indicating a disability, are costly, and are a hassle to use due to the inconvenience of routine battery changes, poor fit, and discomfort.

## The Solution

NanoEar's solution is a hearing aid that is discrete and delivers superior value to patients addressing their issues with stigma, fit, comfort, and hassle. NanoEar's microsized hearing aid is comparable to an ear tube (tympanostomy tube) in size and method for placing across the eardrum. The NanoEar hearing aid will receive sound waves naturally via the ear canal and improves one's hearing by directly stimulating / modulating the eardrum (tympanic membrane).

## Competitive Advantage

NanoEar provides superior value from its unique size and placement across the tympanic membrane which is discrete and eliminates typical discomfort and hassle issues while providing a continuous hearing solution. NanoEar will create a new product segment to address the unpenetrated market (80%) and will compete in traditional product segments (over the ear, in the ear, in the canal).

## Go-to-Market Strategy

To enter the market NanoEar will focus on a sub portion of the available hearing loss market via ENT & Audiology Centers in the US at limited locations. Based on the initial limited launch, NanoEar plans to improve our product and services to expand our reach to a targeted 10 million suffers in major metropolitan areas, reaching them via regional ENT/ Audiology Centers in the US.

## Company

NanoEar is young start-up company that was founded to pursue and commercialize a new approach to address hearing loss via its proprietary concept. NanoEar's team comprises medical device industry and clinical experts who have been involved in design, commercialization and clinical application of medical devices over the past 20 years.

## Use of Proceeds

NanoEar is looking for an initial capital raise of \$2.0M to prove the clinical application, realize the beta prototype, expand IP portfolio and prepare for clinical testing.

### Contact

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### Capital Raise

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- \$2.0M Seed
- Unit Size: Min \$100K

### Market Opportunity (US)

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#### US

- \$6.8 B (Unpenetrated)
- \$1.7 B (Current)

#### Global

- \$24.8 B (Unpenetrated)
- \$6.2 B (Current)

### Revenue Model:

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- Direct Sales:  
ENT - Audiologist
- Customer Cash Payment

### Regulatory Pathway

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- Class II - 510K

### Intellectual Property

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- 2 - Utility Patents
- Provisionals Pending

### Leadership Team

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- Michael Moore ME, MBA
- Ron Moses MD, FACS
- Willem Vermaat MBA

### Strategic Advisors

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- Will West PhD
- Maryam Ziaei PhD