



Personalized sound  
**for your ears**

Health in lifestyle  
clothing

# Huge amount of **time and money** spend on sound...



16k words/day

Average amount of spoken words



\$9.4Bn  
Headphone market

4h/day  
Average music consumption per person



50%  
Listen to music On thier smart-phone



>60h/year  
Average duration of phone calls



**... but permanent hearing loss in school children  
has increased dramatically.**

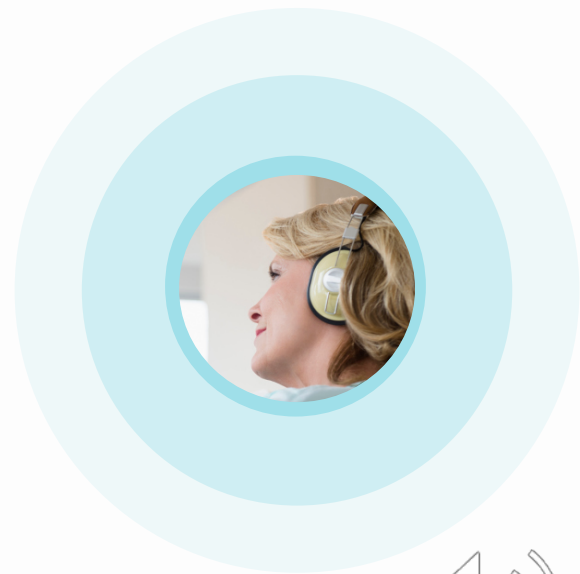


**1% → 15%**

Hearing loss is treated **7 years too late or not at all.**

**650 million** with hearing loss  
**only 1 out of 40** treated

→ isolation, depression and higher risk  
of accidents



# This team brought to you already the world's **most successful Hearing Test app**



- 240k organic downloads in 7 months
- 13 languages
- 2k ★★★★★ reviews
- Strong interest from healthcare players, i.e. insurance companies
- Medical product certification
- Validation via leading European university clinic Charité Berlin



Featured at:

**TC** TechCrunch

**WNYC**

lifehacker

**BBC**

engadget

# Personalized hearing is a huge, global market.



**Music market**  
**\$15Bn**

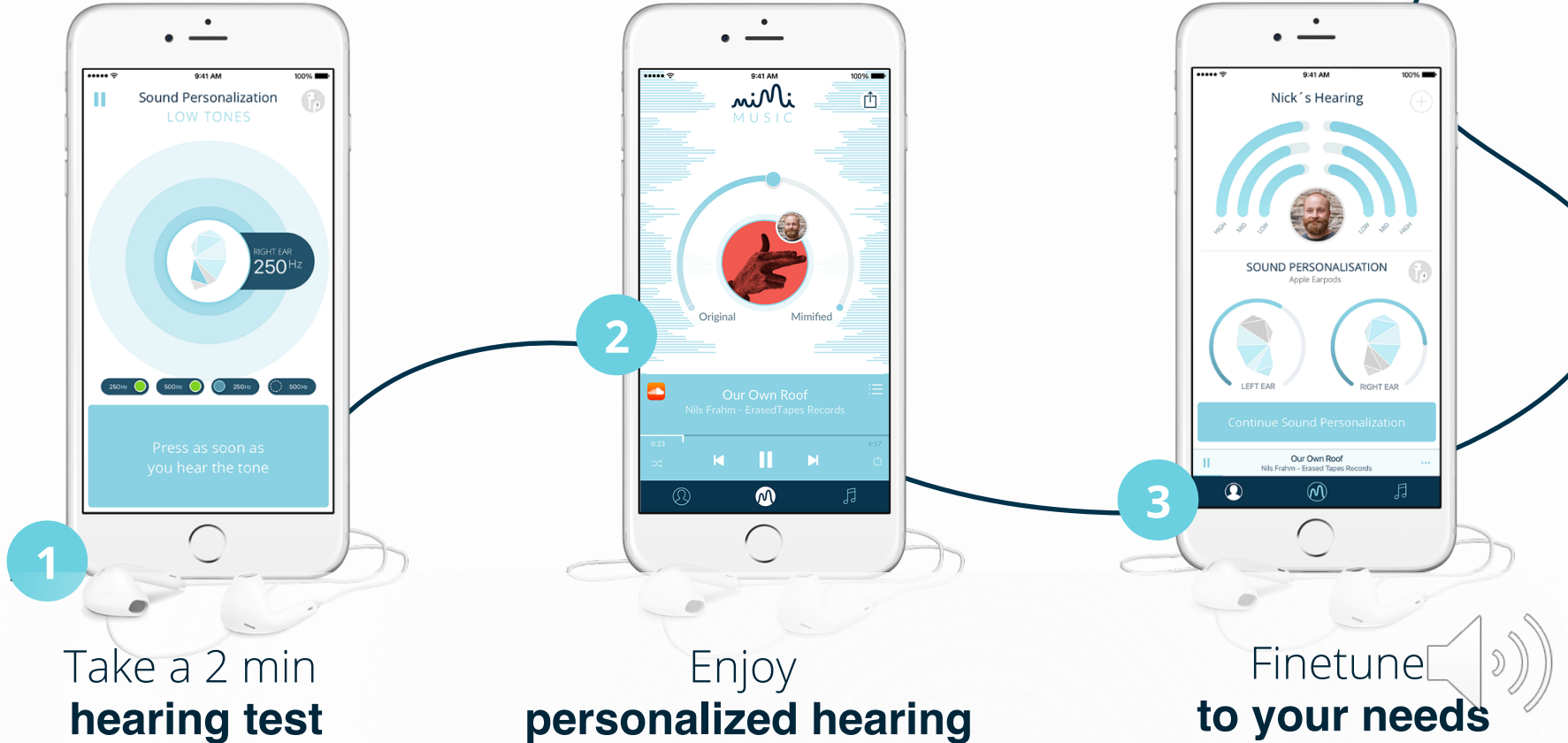


**Headphone market**  
**\$9.4Bn**



**Hearing loss and tinnitus**  
**\$10.5Bn**

# Personalize your hearing in three easy steps





+ Taste/preferences

+ Hearing Capability

+ Environmental

+ Hardware

– a service that gives you  
**the best possible hearing**



# Sound processing was developed over years, based on **unique IP and team set-up**

**20 years** of R&D  
**2 patents** filed,  
**+1** patent in pipeline



Cooperation  
partner



**Bio-physical** inspired  
hearing **algorithms**, based  
on the processes between  
brain & cochlea

Advanced hearing aid algorithms  
Healthy hearing  
Neuroscience / Psycho acoustics  
Hearing impairment research  
Speech recognition

DSP programming  
Medical product certification  
Biomedical engineering  
Machine learning  
Sound fingerprinting



## It's really good

It's really good and helps me. I don't have to keep my volume as high anymore

Edit: After connecting this app to the hearing app and getting an audio profile, I can now say this is amazing.

I listen to music on 4-6 volume instead of 9-13. It managed to capture and equalise everything that I struggle to hear normally.

5 stars

by Zak12499 via the App Store

Mimi Music - Sound made for your ears



Download on the  
**App Store**



## outstanding

My life has been transformed! I can now hear music as I remember it from my youth with all the richness and nuance. I'm currently listening to Beethoven's 9th Symphony and I can't believe my ancient ears.

And as an added bonus I can hear normal conversation and rejoin my family! I have dispensed with my hearing aids and now just use my iPhone.

by dauwk via the App Store

Mimi Hearing Test



Download on the  
**App Store**

# Unique Team (18 FTEs) & Investors



**Philipp**

Product & Strategy

Dipl. Ing. / M.Sc.

Mechanical engineer

Design Thinker



**Henrik**

Business & Marketing

Dipl. Kfm. (WHU)

5 years@Bertelsmann

Serial entrepreneur / MD



**Timo**

CTO

Electrical Engineer

Senior iOS developer

Serial entrepreneur / CTO

## Global investors



Christophe Maire



Joanne Wilson



Li Ka-shing



Florian Heinemann



Daniel Graf



Vishal Gulati



## Medical advisor



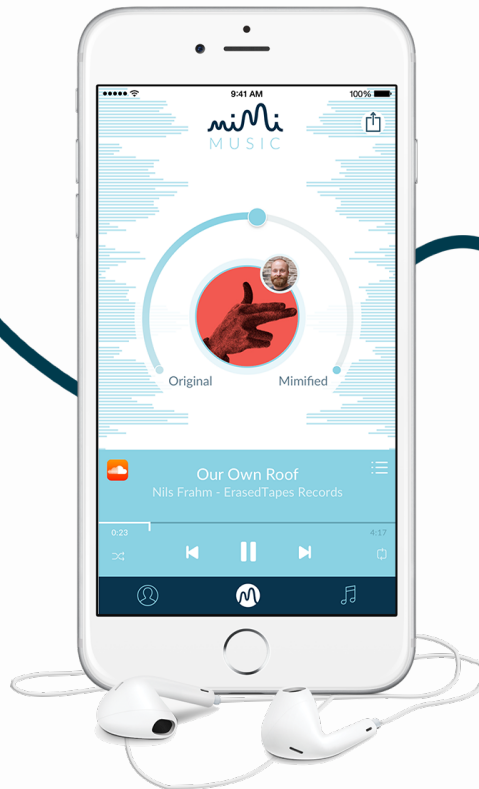
Prof. Manfred Gross  
Head of Audiology  
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Charité Clinic Berlin



# Let's improve how people **hear the sound of life**



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sounds  
like you

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