



HearAngel®

Commercialising IP rich technology to safeguard the hearing of hundreds of millions of wireless headphone users globally

www.hearangel.com

Contact:

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Industry:

Entertainment
Health Tech

Development Stage:

Pre-Revenue for this product
(The Company generates revenues from other products)

Company:

2010: LimitEar Ltd is a UK registered company based in London, England

Team:

Stephen Wheatley (CEO)
Richard Glover (CTO)
David Hargreaves (Lead Developer)
Jonathan Apps (CFO)
Peter Langley (IP Lawyer)
Fred Cahill (NED)

Funding Opportunity:

£500k Seed, Common voting shares
15% Equity, EIS Applied for

Use of Funds/Forecast:

£250k Completion of firmware and partner app
£130k Capex
£120k Business Development

Investment: Q1 2021
Cash flow positive: Q1 2022
Profitable: Q2 2022

Estimated Return
Year 3: 15x

Problem

According to a [2015 WHO Report](#) more than one billion people are at risk of Noise Induced Hearing Loss ("NIHL") from large sound doses, the biggest source of which is from headphone use. The current simple volume level warnings on handsets are often ignored and most users listen too loud and risk permanent NIHL. More effective ways of providing users with information and control over their exposure to large sound doses are required and new regulations and safety standards have been introduced.

Solution

HearAngel® has been described as a "Fitbit for ears", in that it provides easy to understand sound dose-based information with optional automatic protection. Sound dose is a complex integration of how long users listen, how loud they listen and the energy content of what they listen to.

Market Size

It is estimated that sales of Wireless Headphones will rise to more than 500m in 2021. New Safety measures (IEC62368) and Standards (ITU/WHO H.870/H.871) coupled with 80% of Parents wanting to protect their children's ears mean that there will be huge demand for this solution.

Business

The Company was founded in 2010 to address hearing safeguarding issues for those who use headphones at work and has developed hardware products which are supplied to the BBC, Sennheiser, the Canadian Government and the Royal Netherlands Navy amongst others.

A minimum viable product (MVP, an advanced prototype) version of the HearAngel® app for Samsung phones, was released in May 2018 and currently has c1,000 users. The app can be downloaded by going to the Play Store and searching for HearAngel®.

The next natural step is to embed the data capture, calculation, and control elements of the app in the firmware of wireless headphones with the user interface on the handset.

Once developed, this will then be licensed to wireless manufacturers in conjunction with the chipset manufacturers, including Qualcomm.

The Company has signed an access agreement and received a number of Letters of Intent to obtain a license for the firmware when available.

Competitive Advantage

Patents awarded in UK & US for underlying technical design of HearAngel® features.

David Hargreaves is ex Qualcomm and is a leading project engineer in chip design.

Strong pipeline of license deals with a contract and a number of LOIs received.