



**hearNprotect**

**save your ears.**

# The Problem

In mere minutes, your hearing can be damaged for life, and this isn't simply in rare cases, this is in the workplace and in our leisure time. Despite this, there is currently no forms of hearing protection on the market that allows consumers to hear at a near maximum capability whilst being comfortable, biodegradable, single-use (for sterility) and affordable.

With most workers, including ourselves, given foam plugs that need to be removed to hear speech, are uncomfortable and unsustainable, we knew that we needed to bring change.

It is true that some brands offer a high-fidelity solution, however the expensive costs do not make this urgent medical need achievable for all. Goal 10 of the UN's Sustainable Development Goals aims to 'reduce inequality', we don't believe that hearing loss should only be preventable for those who can afford it.

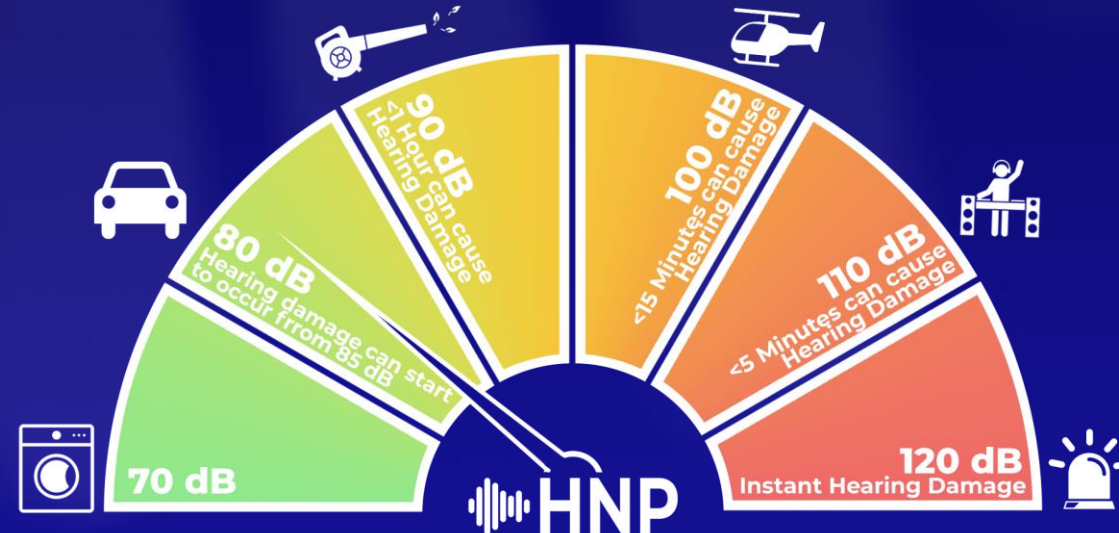
Goal 12 of the UN's Sustainable Development Goals highlights the importance of sustainable consumption, another key issue of the hearing protection industry, we have a better way.

by 2050 1 in 10



will suffer from  
**DISABLING  
HEARING LOSS**

(WHO, 2022)



# Stages of Growth



Phase 1 – The UK Events Market. 32 Million people a year attend a music event. Targeting 10% of the market share would result in 3,200,000 sales. This stage builds our brand presence and offers exposure, highlighting that we are trusted experts, safe to enter the following markets in the following stages.

1

2

Phase 2 – The Global Events Market. The global music, carnival, and festival events industry is worth £2.2Bn, with over 27 million events per year - hearNprotect is already in talks with a prestigious Carnival in Switzerland who have interest in our ear defenders.



Phase 3 – Engineering and Construction. 27% of the UK's workforce work in either Engineering or construction, that equates to 8.6million employees – just 1% of these employees wearing hNp ear protection for a full working year, would result in a turnover of £14,534,000.00.

3

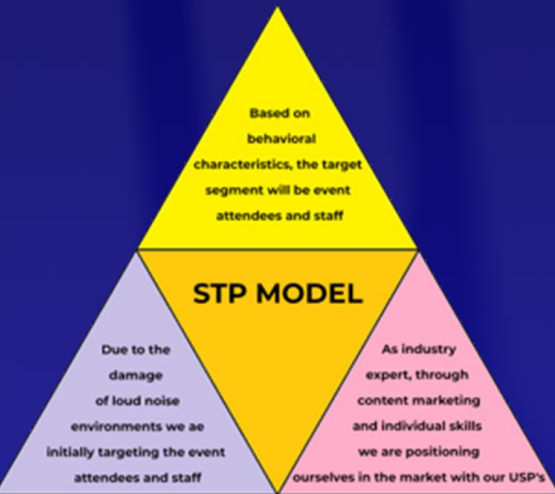
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Phase 4 – All other industries. Other markets, within the UK and internationally, such as Manufacturing, Sports and Leisure and all other sectors that can benefit from hNp ear protection can be targeted and marketed towards.





32,000,000  
people attend a  
**UK MUSIC  
EVENT  
EVERY  
YEAR**

# The Target Market – buyer personas

## Phase 1/2 – Event workers and Event Attendees



**WHO?** Cat, visits 10 music events each year, notices her ears feel ‘fuzzy’ after each one, but doesn’t know the danger she faces.

**HOW?** We will target the 32,000,000 people like Cat (in the UK alone), through social media campaigns, content marketing, on-site products and advertising at events and through campaign-based marketing, highlighting the real danger.



**WHO?** Dean, works at over 100 events a year at a prestigious venue. Employer provides foam plugs and Dean signs away liability, only to remove these plugs to hear customers and be able to do his job.

**HOW?** We will get our product to Dean through B2B links with venues and music event providers. Social campaigns will influence these organizations.

## Phases 3/4 – Construction and Engineering



**WHO?** Mark, Works 260 days as an engineer. Mark uses disposable foam plugs as he often drops his hearing protection on the floor and needs a sterile pair, unaware of the environmental damage caused by these non biodegradable products.

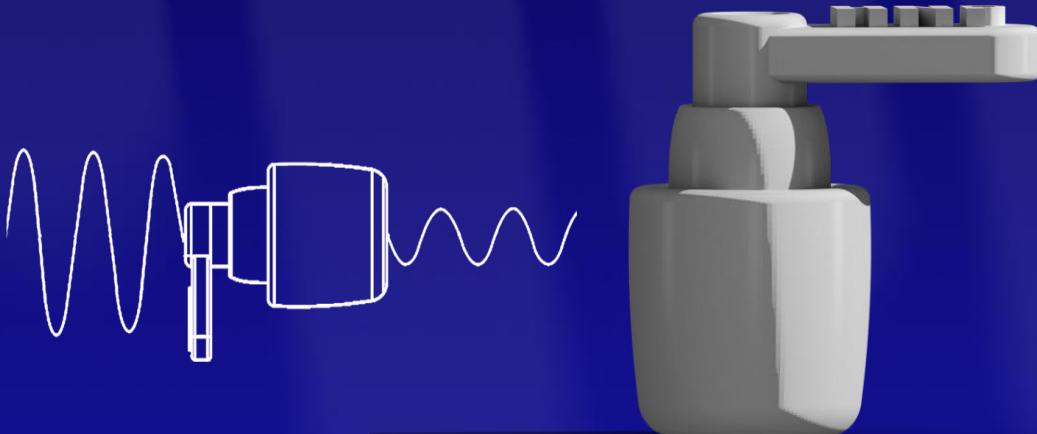
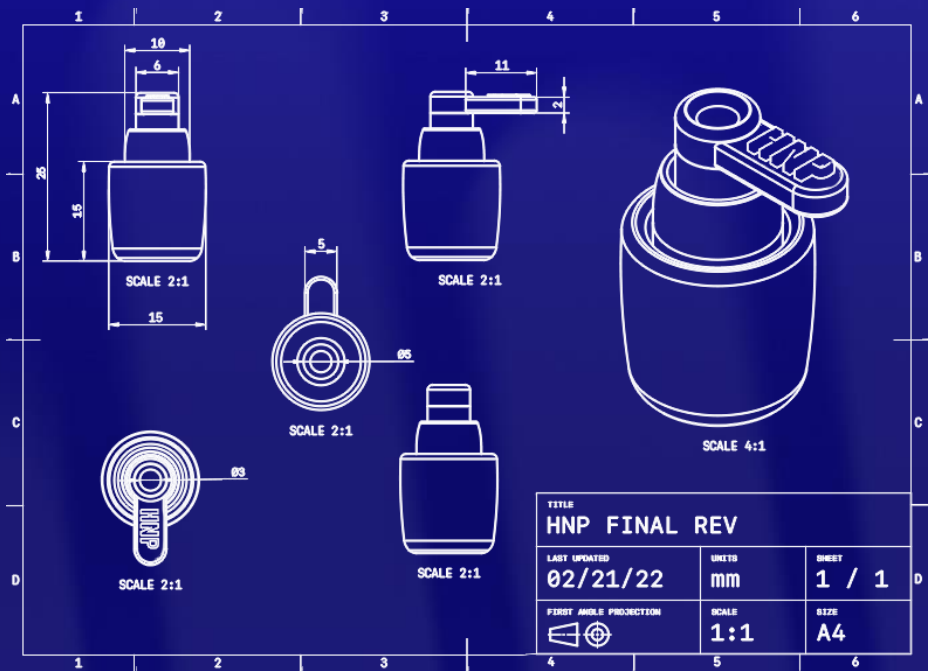
**HOW?** We will create B2B links in the PPE distributor market, many hold contracts with large engineering firms. We will also run direct marketing campaigns aimed at decision makers.



**WHO?** Sarah, works over 40 hours a week as a Joiner, due to the lack of comfortability of her pre-existing ear protection, and need to hear her colleagues, she removes them after just a few hours making herself vulnerable to noise induced hearing loss.

**HOW?** We will promote our product within the construction industry, through social media campaigns and meetings directly with Business owners and PPE suppliers.

# Our High-Fidelity Global Solution



**What it is:** An ear insert model of ear protection that allows noise to travel through the ear providing near maximum hearing, whilst still protecting the ears.

**The Technical Specification:** The product has three layers of air pockets that are designed to compress the soundwaves and vibrations whilst maintaining comfort, with the narrow hole through the center to direct the sound.

**The Material:** The protector is comprised of the recyclable and biodegradable material Thermoplastic Polyurethane (TPU).

**Why it is special:** The 3-chamber design dampens sound vibrations meaning consumers can still hear sound to near maximum potential, whilst protecting their ears, with a universal size giving a comfortable fit for all. The colors and pattern of the design are flexible and can be adjusted accordingly on orders such as for Pride and other cultural events. The cost of the product beats all high-fidelity ear protector competitors on the market, with each pair only costing 65 pence on B2C sales and 50 pence on B2B sales, which will cover the majority of our orders. Using cause-based marketing we will change people's relationship with hearing protection.

# Competitors

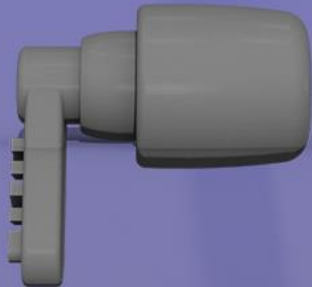
3m Foam



Flare Audio



hearNprotect



Low price point



High-Fidelity



Comfortability



Biodegradable





## Content Marketing

CONTENT

We are nightlife and event Industry experts. Through Content Marketing, we can engage through event reviews and promotions, attracting our target audience through this strategy.



## Social Media Marketing

A well-developed, professional-looking social profile is key to creating good brand awareness and creating recognition. Information can be accessed regarding our product, the team and any content we choose to share to promote hearNprotect.



## Sponsorship

Sponsorships with businesses within targeted industries can be made, such as within sports and leisure, collaborations with large companies like Adidas and Nike, to encourage their audiences to use ear protection as well as reaching out to new and global audiences, marketing the brand on a larger scale.



Marketing Strategies



## Future Development

A future hNp application that informs users when sound levels at their location have reached a damaging rate, reminding them to input their ear protection could be created. Vending machines at venues could be designed for consumers to get ear protectors at locations that may reach dangerous sound levels.

## B2B

B2B sales will be our predominant method of sales, creating relationships and contracts with businesses within targeted industries, selling the product in bulk, providing discount offers for returning and large order clients, and therefore consistently bringing revenue into the company, this will be a huge part of our achieving our aims of changing peoples mindset on ear protection, encouraging its use and protecting people ears.

## B2C

Whilst B2C won't be our primary focus, the strategy will still be used as a source of revenue. For clients who wish to purchase small batch orders such as for minorevents, where the customer makes the purchase directly, bulk order discounts won't be available, however consumers will have access to design differentiation, such as for Pride support. These provide a personal touch for consumers with our B2C sales and attract a wide scale audience as well as improving the reputation and revenue for the business.



# The HNP 3 year route to market

## 3 Year Projection Milestones

### Year 1

#### THE IDEA

Brainstorming global problems which are yet to be resolved with a sustainable approach.

01

#### WHY?

Distinguish our aims and objectives when considering a solution to a global problem.

02

#### MARKET RESEARCH

Research the need for our solution, distinguish a gap in the market, our target audience and demographics & assess competitors and their processes.

03

#### PROTOTYPE DESIGN

Research and produce different designs & 3D models, technical engineering specifications and biodegradable materials.

04

#### PRODUCT TESTING

Undertake thorough acoustic and stress testings of prototypes and make any adjustments to models required prior to manufacturing considerations.

05

### Year 2

#### MANUFACTURING & SUPPLIER CONSIDERATIONS

Reach out to manufacturers globally and find the most efficient supplier to manufacture bulk quantities with the least carbon footprint, maintaining sustainability.

01

#### BUSINESS PLAN

Consolidate a business plan and prepare all of our processes, patents, costings, establish required investment and prepare for tender.

02

#### TENDER

Gather tender packs and pitch to industry professional and investors to seek funding and clientel to accelerate the business into its first year of official trading.

03

#### SALES & MARKETING

Secure our first bulk sale & Introduce marketing campaigns & advertisement. Release content & promote the launch of the product, and the message and movement.

04

#### CHARITY

Partner up with reputable charity organisations within our targeted industries. Initiate considerations to launch our own charity as a separate entity.

05

### Year 3

#### PROGRESSION ANALYSIS

Consolidate all data and reconstruct a new direction towards improving the business and undertake meetings with all parties to plan for future development and growth.

01

#### PRODUCT REDESIGN

Using collected data make any improvements to the existing design and bring out new versions with different fitment for different industries.

02

#### REDEVELOPMENT RESEARCH

Look at tackling new areas of protection solutions and prepare to start the process of prototype manufacturing to engineer new other sustainable PPE.

03

#### MEDICAL RESEARCH

Begin to research the fundamentals involved when aiding the ongoing issue of tinnitus. Research new biodegradable materials and designs.

04

LAUNCH THE FIRST REVOLUTIONARY HIGH FIDELITY HEARING PROTECTORS THAT REDUCE THE DAMAGING EFFECTS OF TINNITUS.

05



## Our award-winning team

Both friends and business colleagues, our team has an honest and productive working relationship. We have diverse skills and differing personalities which allows us to critique our performance and enables us to grow the business in innovative ways.

**Arran** is our creative expert, graphic design masters and **Marketing Manager**. His experience as a DJ makes him perfect for this role.

**Jordan** is our practical and visionary **Operations Manager** with vast experience in the building trade, and new found experience in technical drawings and 3D printing, Jordan keeps the ideas flowing.

**Jake** is our organised and busy business brained **Managing Director**, always able to pick the team up and active in spotting the next business opportunity.

We are supported by a variety of mentors, **Project 808** are medical expert investors and have offered their valuable ideas and support.

**Gabi Round** is our academic support with vast experience in events and marketing.

**Hems De Winter** is our Young Enterprise mentor, who brings his huge knowledge and experience within PR to the table.



### Awards

23/02/22 - Overall Company of the Year, supported by 'dwf'.

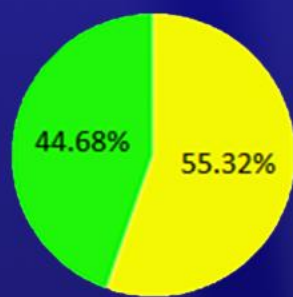
11/05/22 - Social Media Excellence, supported by 'MarketingTrust'.

11/05/22 - Overall Company of the Year, supported by 'Avanade'.

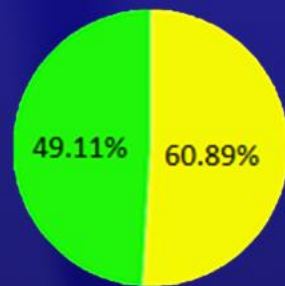
11/05/22 - Outstanding Student of the Year, supported by 'The Very Group'.



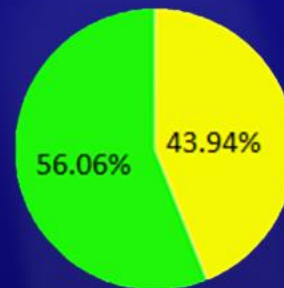
# Finance



YEAR 1  
50,000 UNITS



YEAR 2  
100,000 UNITS



YEAR 3  
250,000 UNITS


	YEAR 1	YEAR 2	YEAR 3	KEY: R/I= Reinvestment
BUSINESS EXPENSES	£3720.00	£6540.00	£11,445.00	
MARKETING EXPENSES	£2760.00	£4140.00	£6,210.00	
MANUFACTURING COST	£11,500.00	£22,400.00	£53,750.00	
LABOUR EXPENSES	N/A	N/A	N/A	
NUMBER OF SALES	50,000 UNITS	100,000 UNITS	250,000 UNITS	3 YEAR TOTALS
EXPENSES	£17,980.00	£33,080.00	£71,405.00	£122,465.00
TURNOVER	£32,500.00	£65,000.00	£162,500.00	£260,000.00
PROFIT	£14,520.00 (R/I)	£31,920.00 (R/I)	£91,095.00 (R/I)	£137,535.00

## **Investment**

- In order for us operate in year one we require investment of £23,730.00
- This investment will cover our initial expenses of the product design, 3D Prototype Printing, Liquid Moulding and tooling, Website Development, Brand Content, Initial Promo Resources, Patents and Copyright and Acoustic testing.
- As well as this it will cover our Year One Business, Marketing and Manufacturing Expenses.
- This will output 50,000 pairs, sold at 65p, and will give us a turnover of £32,500.00 and a profit of £14,500.00 R/I





**1** billion  
**YOUNG**  
**ADULTS**  
are at **RISK** of  
**PREVENTABLE**  
**HEARING**  
**L**  **S S**

Thank you for reading. Now, let's make this statistic history.