

Target Market

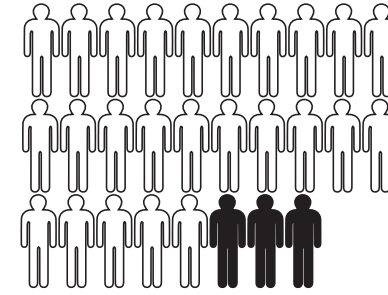
Goal: Design a product to help differently abled children, ages two to five years old that have severe hearing loss with communication

Riley

- 5 years old
- Parents found out was deaf at 11 months old
- Has Sensorineural hearing loss
- Waiting to get Cochlear Implant
- He has learned some sign language



Why



America
28 million deaf people
3 million are children



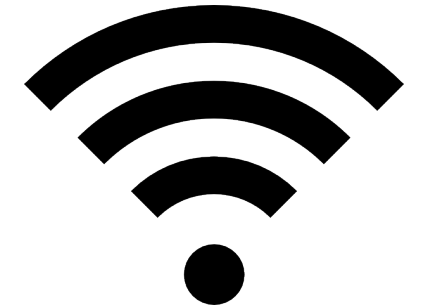
12,000 children born each year in the U.S. making hearing loss the most common birth defect



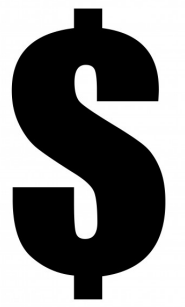
Hearing is the **most important** part of learning to communicate as a child



Children who receive a cochlear implant in the **second year of life** have better **speech perception** and **development**



Technology has aided in communication for people that have severe hearing loss



Lifetime cost of **\$1 million** per individual