



## EarPOD, LLC

**Company Overview:** EarPOD, LLC. uses a patent-pending technology to produce a hearing instrument, the EarPOD, which provides affordable, high-performance hearing assistance for the population that has age-related hearing loss.

**Problem:** According to "The Hearing Review" there are more than 31 million hearing impaired individuals in the United States and only 22 percent (6.2 million) of that population own hearing aids. The main reasons that more hearing impaired people do not own hearing aids is the extremely high price (about \$6000/pair), poor performance and difficulty of adjustment.

**Solution:** The EarPOD corrects a person's hearing over the broad frequency range 100 Hz to 10,000 Hz. Even high end conventional hearing aids provide adequate correction only to about 3,200 Hz. The volume for each ear is independently controlled by simple adjustment knobs on the EarPOD case. Finally, the EarPOD will provide a technically superior hearing instrument for about \$300 for both ears.

**Business Model:** The EarPOD is fully developed and has been tested with functional prototypes. The major business focus will be finalizing the case design and manufacturing configuration, and the marketing and sales of the EarPOD. This will include distribution channels such as QVC television sales, AARP Bulletin, retail stores, airline magazines and a well designed web site.

**Marketing Opportunity:** The EarPOD sales effort will be directed to the population group of 45 years and older (about 22 million). The current popularity of wearing earbuds when listening to MP3 players such as iPods, and mobile phones will make wearing the EarPOD acceptable for this age group.

**Competitive Advantage:**

- Patent-pending technology
- Extended performance over the complete audio range to 10,000 Hz
- Attractive price of about \$300 for both ears
- Ease of adjustment

**Management Team:** Garth W. Gobeli received his Ph.D. in physics from Purdue University. His career includes seven years with Bell Laboratories and 14 years with Sandia National Laboratories. He has an additional 28 years as an optics consultant. Stephen R. Gobeli received his BA in physics, BA in economics, and MBA in finance from the University of New Mexico. He has over 25 years experience in sales, business and executive management. He has held senior management positions at Nortel Networks, Samsung, Flextronics International and Alcatel-Lucent (Managed Network Solutions)

**Funding Request:** EarPOD seeks funding of \$2.5 million.



**GARTH GOBELI**

**Investors:** Founder  
**Year Founded:** 2010  
**Employees:** 3

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**In Attendance:**  
Garth Gobeli  
Stephen Gobeli

**Revenue Forecast:**

2010:	\$	0M
2011:	\$	8M
2012:	\$	44M
2013:	\$	130M