



Hearing as a Service.

 At home

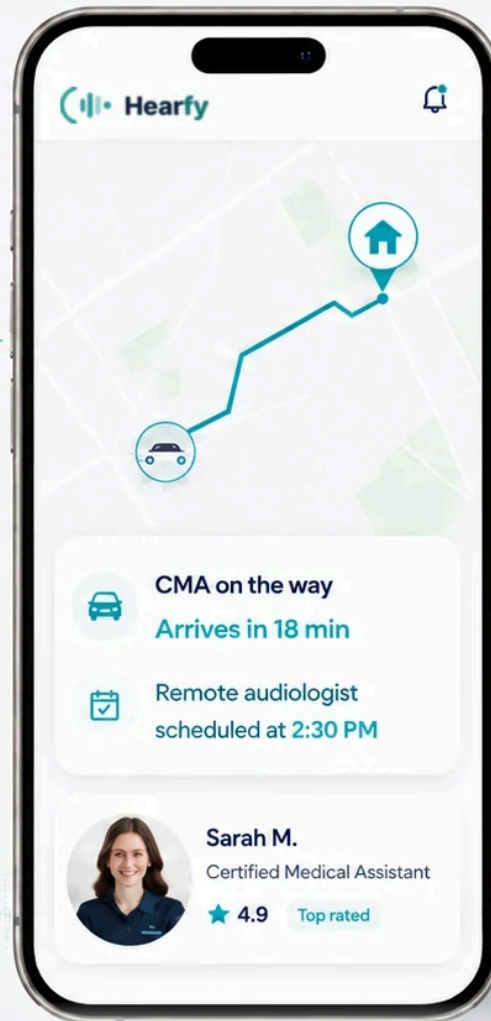
 Clinical-guided

 All-inclusive



Hearfy Kit

Bringing hearing
care home.



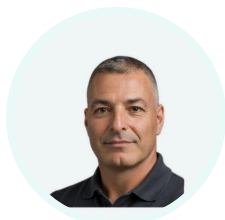
One plan.
Everything
included.

The Team



Dr. Michael Mastai
CMO

MD, BSc in Biology.
4+ Years Medical Entrepreneurship,
Expert in AI Healthcare Products.



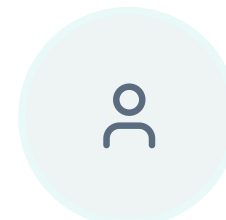
Eyal Harel
CEO

Bsc. Technology Management
Serial entrepreneur with 20+ years
building and scaling tech ventures.
Product-driven leader
from ideas to market.



Achi Solomon
CTO

2nd time founder | B.A. CS
20+ yrs leading R&D teams
Scalable cloud-native
platforms and GenAI



CRO

Leading GTM in the US

Coming soon

ADVISORY BOARD



Zahi Tubul, MA & PhD Clinical Audiologist

8+ years in hearing rehabilitation and auditory care.

Founder of HEARO group



Chief Audiology Advisor

Coming soon

A simple hearing test shouldn't be this hard.

Clinics. Long waits. High costs. A fragmented journey.



🕒 Old workflow \$ High cost ⌚ Long waits ⚙️ Inefficient



🕒 Convenient 🕒 Available 👤 Accessible 📶 Remote

1.5B

live with hearing loss

430M

need rehabilitation

of whom only

17%

TREATED

83%

UNTREATED

MARKET

A massive market. A largely unmet market.

28M

U.S. adults could benefit from hearing aids

Age 18+, perceived hearing loss



1 in 6

adults who need hearing care get it

~4M of 28M have ever used them

~24M

Still not getting the care they need

The market Hearfy is built for

16%

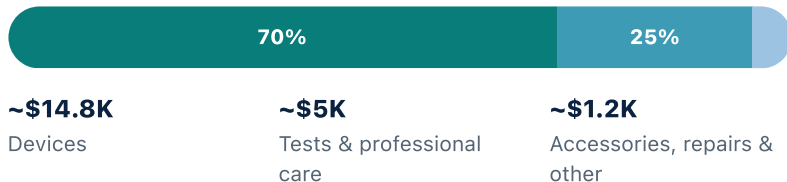
84%

The lifetime value of hearing care

MODELED ESTIMATE

~\$20K–\$22K

Lifetime hearing-care spend over 20 years



~\$1,050

Modeled average annual spend



~\$3,700

Average cost of a pair of prescription hearing aids (non-OTC)



~5 years

Typical replacement cycle



~\$295

Average diagnostic hearing test

Why now? Starting Jan 2026: Medicare just made remote supervision permanent.

Hearing loss starts at home. So should care.



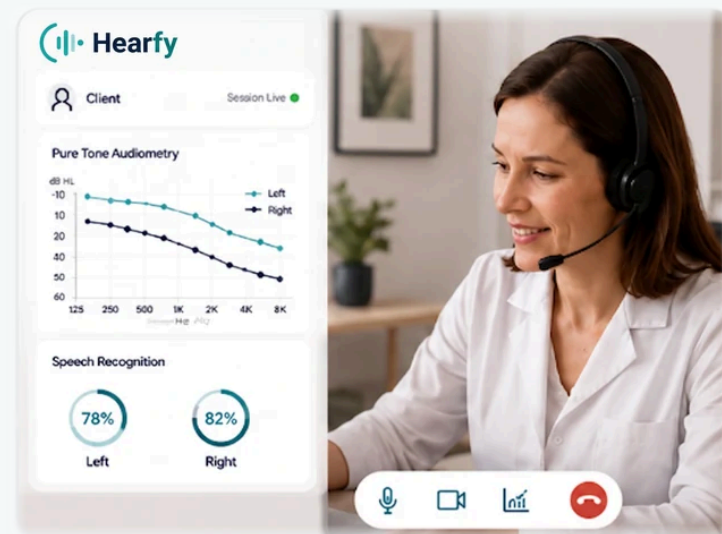
THE SOLUTION

A CMA at home. An audiologist online.

Managed at-home hearing care with tele-audiology supervision.



Hearfy



Lower cost

No audiologist travel



1:many

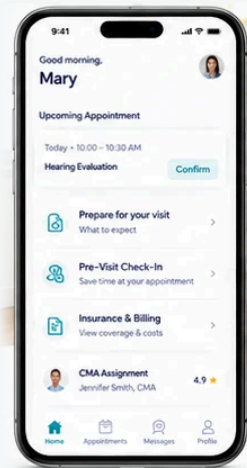
Remote supervision scales



Better access

Private, at home

The three-sided architecture.



Patient Interface
Booking, intake, insurance
visibility and clear pricing.



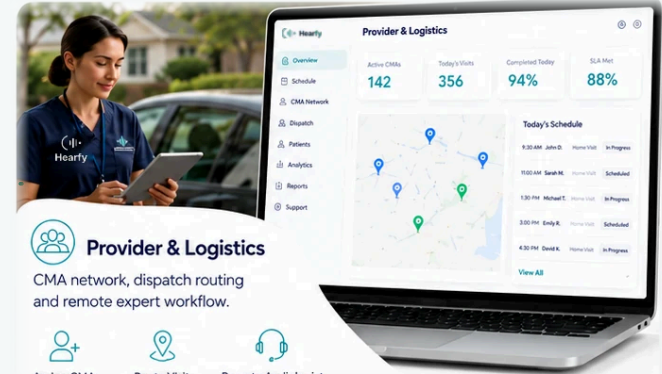
Book Visit



Pre-Visit
Check-In



Insurance &
Billing



Provider & Logistics

CMA network, dispatch routing
and remote expert workflow.



Assign CMA



Route Visit



Remote Audiologist



Exam Session



Exam Engine

Browser-based diagnostics,
automated test, 1-to-many,
cloud sync and certified
clinical records.



Run Exam



Automated
Hearing Test



Generate
Prescription

Infrastructure is the moat.



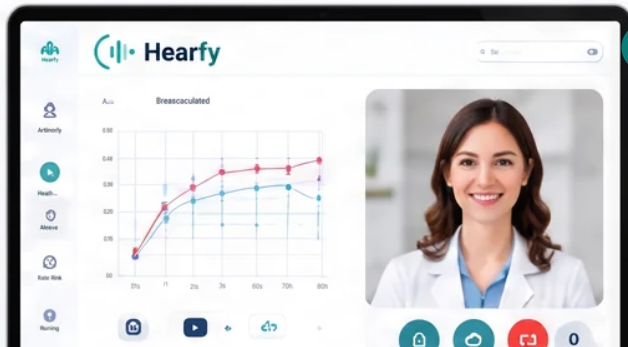
Device-agnostic procurement

In-home testing kit, sourced across manufacturers.



Distributed care network

Trained CMAs, local coverage, one operational playbook.

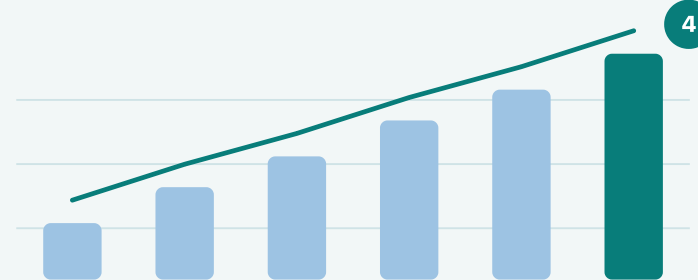


Regulated clinical automation

Automated testing and AI-assisted workflows under supervision.



CARE
INFRASTRUCTURE



Longitudinal care data

Devices, support and ongoing care, recorded over years.

Launch the service now. Automate the economics in parallel.



NOW: Launch & Prove

Build the real business first



Membership model



Home-care operations



Device procurement



Referral engine



IN PARALLEL: Automate & Clear

Make the model scalable



Automated hearing test



Remote supervision



1:many workflow



FDA 510(k) pathway

Same service. **Better economics.** Much larger scale.

Where our first **traffic** comes from

Three practical sources of early demand



ENT clinics

Small clinics without hearing testing

Two-way referrals



Home-care partners

Access to senior patients

Convenient at-home service



Local senior media

Targeted awareness

TV, billboards and senior communities

Where Hearfy wins full care ownership.



i No existing player combines the full care model in one infrastructure.

CONTACT

Let's talk.



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Thank you.

Bringing hearing care home.

APPENDIX

Ask us anything. We have a slide for it.

Jump straight to the detail behind any part of the pitch.



What else does a member need?

Complementary products



Why start with home care?

The three channels, compared



How do you compare feature-by-feature?

Landscape grid

[↑ Back to the close](#)

Everything else the ear needs.

In the membership

Shipped before they
run out



Domes & tips



Wax guards



Tubing



Cleaning kit



Batteries

Available to buy

At the visit, or in the
app



TV streamer



Remote mic



Drying box



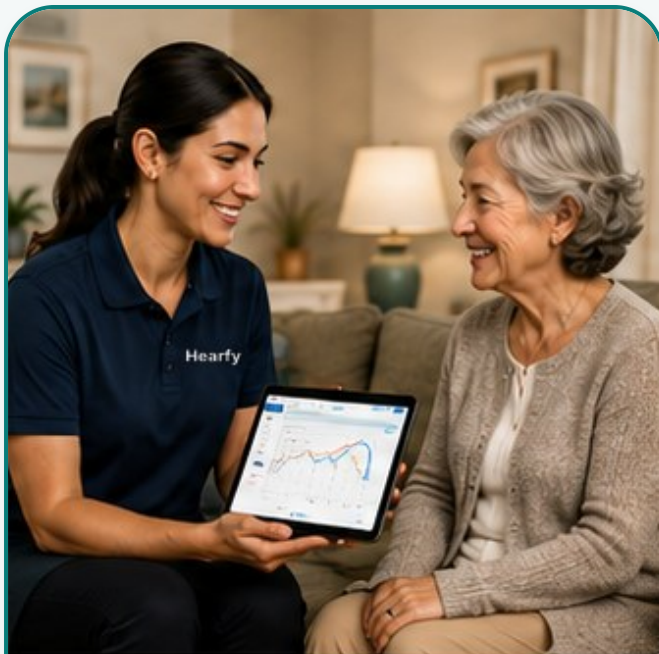
Alerting



Ear protection

One provider. Everything the ear needs.

Why we start with home care.



Home care

Best start

- ✓ Low-cost entry
- ✓ Private
- ✓ Booked ahead



Pod

Not ideal

- ✗ Not walk-by
- ✗ Under-used
- ✗ Too intimate for retail



Van

Too heavy

- ✗ High setup cost
- ✗ Idle risk
- ✗ Not lean

Others optimize a step. Hearfy redesigns the full journey.

PLAYER	AT-HOME CARE	REMOTE CLINICAL CARE	HEARING AS A SERVICE	DEVICE-AGNOSTIC	1:MANY SCALE
 Hearfy	✓	✓	✓	✓	✓
Traditional clinics	✗	~	✗	✗	✗
 YES HEARING	✓	~	✗	~	✗
 hear.com	~	✓	✗	~	✗
AUDICUS (OTC)	~	~	✗	✗	✓
 COSTCO HEARING CENTERS	✗	~	✗	✓	~

 No existing player combines the full care model in one infrastructure.