

# LimeAid



CITRUS CIRCUITS





**LimeAid**

# VALUE PROPOSITION

LimeAid breaks the sound barrier for young athletes with Autism Spectrum Disorder. Specifically designed with comfort and durability in mind, LimeAid is the only sports earpiece engineered for children with auditory hypersensitivity difficulties.

This earpiece set employs Active Noise Cancellation and Bluetooth technology to adjust the level of background noise. This allows direct communication between athlete and coach, making sports accessible for all athletes.

By reducing overstimulation from previously uncontrollable environmental factors, LimeAid helps kids with hyperacusis get their head in the game.

## EXPERT CONSULTATION

- UC Davis Mind Institute
- UC Davis Center for Mind and Brain.
- Northern California Regional Director of the Special Olympics.
- Youth and adults diagnosed with Autism Spectrum Disorder.

The logo for LimeAid features the word "LimeAid" in a bold, sans-serif font. "Lime" is green and "Aid" is white. To the right of the text is a green circular icon containing a white silhouette of a lime slice.

## COSTS OF PRODUCTION

- Material Costs (bar tax): **\$56**
- Labor & Overhead Costs: **\$77**
- **3** units purchased : **1** unit donated
- Total Cost per Unit: **\$177**
- Wholesale Price: **\$250**

## PRODUCT FEASIBILITY

- Accesible elements
- Straightforward assembly
- 3D Printed & Silicon body

## AUDIENCE

### DIRECT

Children, young adults, and adults with hyperacusis

### INDIRECT

Parents, coaches, and doctors of direct audience

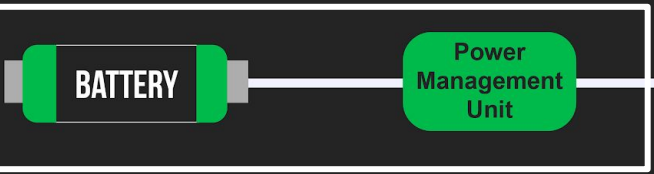
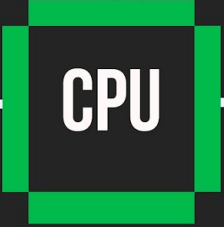
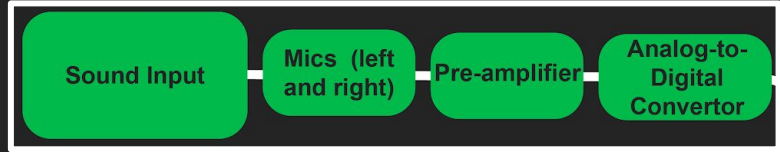
## POTENTIAL DISTRIBUTORS

- Autism Now
- Autism-Products.com
- National Autism Resources
- National Council of Youth Sports



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# EARPIECE

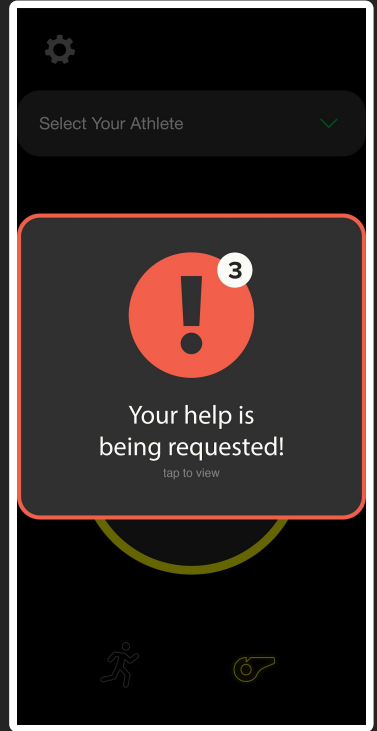
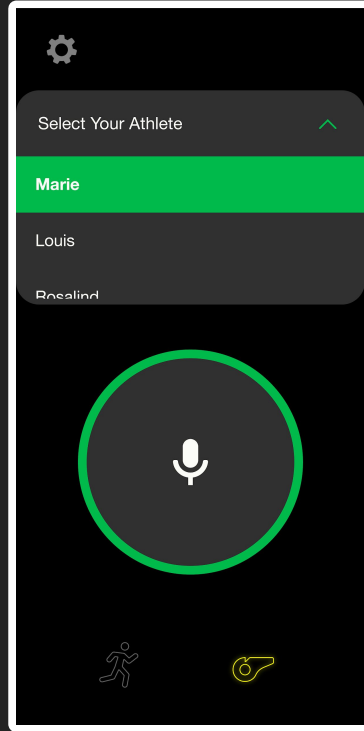
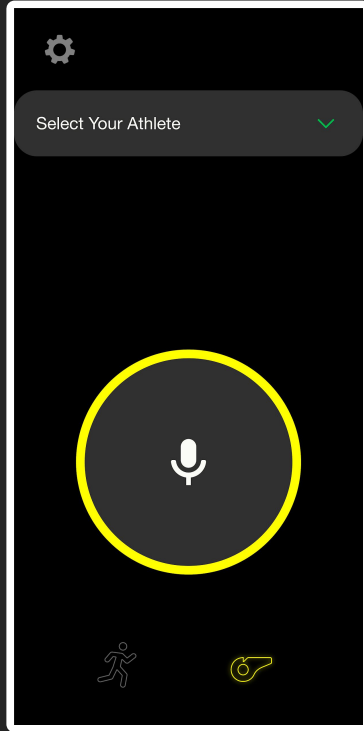
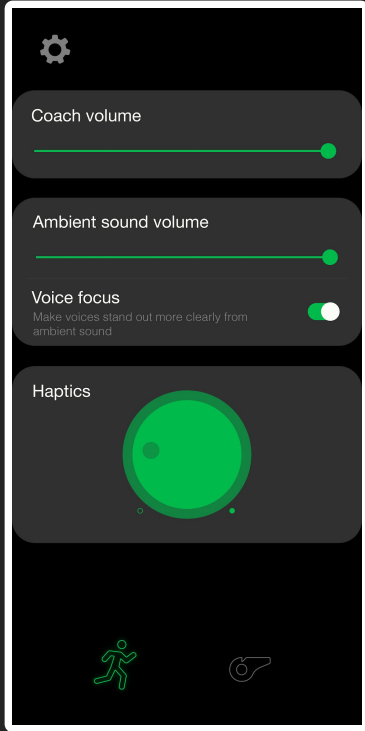


# BUTTON



# USER

# COACH



# TIMELINE

1

## Research and development phase:

- 1 year

3

## 2nd generation sales:

- 1-2 years
- \$47 materials cost
- 4000 units sold per round of manufacturing

2

## 1st generation sales:

- 1-2 years
- \$56 materials cost
- 1000 units sold per round of manufacturing

4

## 3rd generation sales:

- cheaper materials cost
- own internal tech.



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