

# READYLi

ReadyLi is an EEG listening device that helps people to fully enjoy their audiobook by giving them a direct feedback on how the book is catching their attention and by allowing them to go back to the part they missed.

It also gives "after-listening reports" that help to have a personal objective rating of the book and advises to choose the next.

*"The new way of listening"*

## TEAM MEMBERS

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UNIL, 4<sup>th</sup> year PhD Student in Neuroscience
2. **Leyla Schmittheisler**  
HES-SO Master, Student in Product Innovation
3. **Saira Berger**  
HEC, Master student in Economics

## 1 Who are our clients?

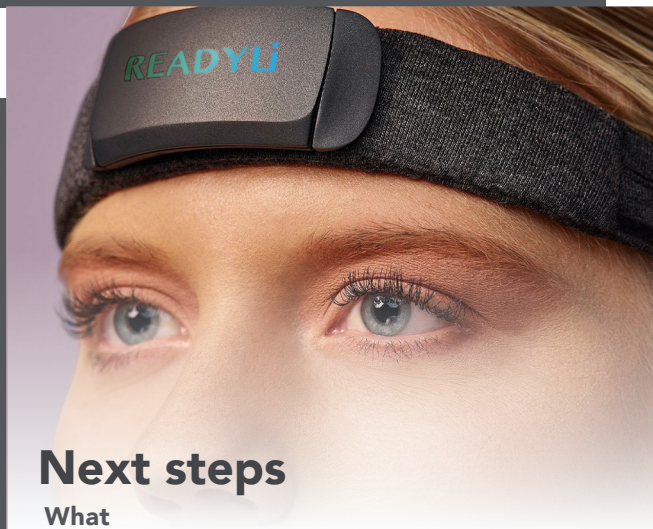
Our target are the regular and passionate **audiobooks users**.

## 2 How do we make money?

Our source of income has two streams :  
mainly through the **sales** of the device, and secondary through the premium **membership**.

## 3 What gives us credibility?

We match specifically the **brainwave** onto the audio content. The focus coefficient is thus specific to the audio feed and not just a general focus rating.



## Next steps

### What

In the next 6 months, we will lead a detailed **market research** to finalise our **prototype** and build **partnerships**.

### Who

After the training, we will need a **customer relationship manager** and an **IT specialist** to complete our team.

### How

We will be looking for **funding from investors** and **coaching from business strategists** to launch our brand.



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Swiss Confederation

Innosuisse – Swiss Innovation Agency

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