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.

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.

**“The new way of listening”**

**TEAM MEMBERS**
1. Romain Cardis  
   UNIL, 4th year PhD Student in Neuroscience
2. Leyla Schmittheisler  
   HES-SO Master, Student in Product Innovation
3. Saira Berger  
   HEC, Master student in Economics

**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.