

Disruption for a good cause

Buying a high-quality hearing aid online, to a fair price, have it fit by a local specialist at no cost – and at the same time help a child in need.

ZURICH, ZH, SWITZERLAND, September 3, 2013 /EINPresswire.com/ -- Joyzaa : improving the quality of its customers' lives – and those of children in need
Buying a high-quality hearing aid online, to a fair price, have it fit by a local specialist at no cost – and at the same time help a child in need. This is the groundbreaking business idea of Joyzaa, a Swiss start-up that is currently looking for investors via crowd funding.

Zurich, September 3, 2013 – The production costs for a high-quality behind-the-ear hearing aid amount only to a fraction of the price paid by the end-consumer. The latter is determined by the prevailing price level in the market the devices are sold into. For instance, in Switzerland such a hearing aid costs around 6,000 or up to 7,000 Swiss francs. The distribution chain encompassing producers, wholesalers and retailers entails hefty margins while for end-customers around the world hearing aids remain expensive, or in many cases even unaffordable. Health insurance in Switzerland covers up to 840 Swiss francs for a simple behind-the-ear device.

Joyzaa is set to change this and intends to offer such hearing aids in its online shop for less than 2,000 Swiss francs. Customers will be able to chose from different models of renowned European producers and, with their purchase, receive a voucher for a free fitting at a local audiologist. They will benefit of Joyzaa's direct cooperation with independent retailers in Switzerland and abroad. A purchase at Joyzaa is also an act of charity: For every hearing aid sold in Switzerland, Joyzaa will automatically send one to a child in need in a developing country, allowing him a start into a better future.

Joyzaa was founded by Hayri Can Bulman who had various leadership positions in the hearing aid business. He experienced personally the concerns and problems of children with hearing loss or a hearing impairment and a modest background, especially their difficulties in accessing education and integrating into society. For his project, he was able to rely on diverse industry contacts and has already won the consent of a number of independent Swiss hearing aid retailers to adhere to his idea. It was also well received by Swiss authorities who expressed their support.

Investors and sponsors have the opportunity to contribute to the realisation of Joyzaa. Funds to develop the online shop and build up the distribution capabilities are currently being collected on the crowd sourcing platform Indiegogo. To watch the presentation video for the project, please click on www.indiegogo.com/projects/joyzaa

For further information, please contact:

Hayri Can Bulman, Tel +41 79 401 5765, bulman@joyzaa.com, www.joyzaa.com

About Hayri Can Bulman: Hayri Can Bulman is an entrepreneur, co-founder and COO of Doculife, a provider of enterprise document automation and management solutions. His clients include leading European financial services providers and insurers. After a long career with multinational corporations, in 1993 he founded his first company and since then pursues the development and

realisation of innovative business ideas, in areas such as technology and recycling. Hayri Can Bulman is a Swiss citizen and lives in Zurich. He is married and has two children, ages 7 and 16.

Hayri Can Bulman
Joyzaa
+41 79 401 5765
email us here

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