
What? How? Why?

Three questions every business needs a clear answer to, starting from the inside out.

What? How? Why?

Every business can say what it does. Fewer can say how they do it differently. Very few can say why they do it at all.

Start from the centre. Your why shapes how you work, and how you work shapes what you sell.



What

What we do

We design and manufacture premium quality hearing aids and sell them direct. This means customers pay less than half the price than if they purchased through the traditional channel.

Why

Why we do it

We care about helping people take control of their businesses, ending the stress associated with generating profit, demystifying marketing and sales and guiding people to success. By doing this, we're helping to improve the lives of thousands of Australians by helping them employ others, generate profit and give back to their communities.

NED COTEN

Don't seek to be a person of Importance.
Seek to be a person of Value.

Email

ned@nedcoten.com

Website

nedcoten.com

LinkedIn

linkedin.com/in/nedcoten

Ned Coten AM is an investor, board chair, and passionate volunteer in basketball & other sports. He has over 30 years of experience at every level of business, sport & technology within Australia and globally, based in Melbourne, Australia.

nedcoten.com