

Elevator Pitch:

Do you know how music feels? It feels absolutely great! Flexound™ does Augmented Audio. We add a whole new dimension – the sensation of touch - to the classical audio experience. The patented Augmented Audio™ module can be integrated into various host products e.g. car or cinema seat or cushions. Flexound™ is a branded ingredient, just like Goretex® or Dolby®. Why would you ever want to only listen to music if you can also feel it?

What problem do we solve?

Digital entertainment, audio experiences, gaming and VR are everywhere: music and audiovisual content is enjoyed and used increasingly. There's a huge number of devices that let us both hear and see the content, but nearly nothing that utilizes the human sensation of touch. So far you have not been able to sense the sounds with you skin and body, but with Flexound™ boosted Augmented Audio devices you can.

What's our solution?

Flexound Augmented Audio™ is based on a path breaking acoustical Finnish innovation with international patents granted and pending. The Flexound Augmented Audio™ instrument creates balanced high-quality sound and distributed physical vibration in unison which is a hugely pleasurable human experience. The modular technology can be easily integrated into e.g. seats or cushions, adding to them a whole new dimension. Flexound™ is true Augmented Audio.

Our service / product in brief:

Flexound Augmented Audio™ is modular and can be easily integrated into a variety of host products. It is a branded ingredient, just like Goretex® or Dolby®, and we license the technology to the host brand owners. With Flexound™ the products can be boosted to entertain and offer the end-users augmented audio experiences. With Flexound™ the host product stands brightly apart from its peers and gains real added value and differentiation. Imagine a cinema where you can also feel the soundtrack and the special effects, but with sophistication and with lower sound volumes.

Market Opportunity:

Flexound™ should be everywhere you want to hear and feel music and sounds. As embedded technology in every vehicle seat, cinema or theater seat, home or office furniture just to name a few examples. Several target segments, several players in each segment trying to differentiate their products. In addition, many will buy a Flexound™ boosted stand-alone device (like our HUMU Augmented Audio Cushion™ consumer pilot product) to really experience and feel the audio entertainment they are already consuming in home environment. Why would you only listen to music – be immersed in it!

Why invest in us?

- High exit possibility within next 3-5 years to a global audio or electronics brand
- True international growth potential with a scalable business model (ingredient brand)
- Fearless team with proven track records, wide spread networks, will and skills to implement ambitious growth plans: 200 M€ by 2023
- Wide IPR portfolio and first patents granted for the versatile modular technology
- Extremely fun product – to feel is to believe the Flexound Augmented Audio™.
- Ready consumer market product to showcase technology: HUMU Augmented Audio Cushion™, launched in Q4/ 2017.
- Proven and well received Flexound Augmented Audio™ cinema offering ready
- Flexound is based in Espoo, Finland. Flexound (Shanghai) Trading Co., Ltd, founded in January 2017. All R&D in Finland.

Contact:

Mervi Heinaro
CEO, co-founder
+358 40 553 1000
mervi@flexound.com

Markku Vauhkonen,
Chairman of the Board
+358 715 7785
markku@flexound.com

www.flexound.com
www.humu.fi
www.taikofon.com

Business idea:

With Flexound Augmented Audio™ you can hear and feel the music in unison. Our patented module can be integrated into various host products e.g. car or cinema seats or cushions. Business model is similar to Goretex® - Flexound™ is an ingredient brand adding value.

Employees: 8 excl. the Board

Founded: 2013 (Start in 2015)

Looking for: 2 M€

Current Status:

- Thousands of satisfied users for the consumer and therapy pilot products HUMU and Taikofon; 2018 sales ca 0,4 M€.
- Flexound Augmented Audio™ for Cinemas launched in 2018, first commercial cinema in 2019, several cinema projects ongoing.
- Co-development projects ongoing with globally leading automotive, aerospace, furniture and gaming accessory companies.
- Five international patent families; two granted and three pending

Use of Proceeds:

- Go-to-market, brand building
- Sales, project engineering, CFO
- IPR roadmap implementation
- Automotive and Cinema segments

Revenue Forecast:

2016: 120 000 €
2017: 200 000 €
2018: 400 000 €
2019: 1 500 000 €

Board of Directors:

Markku Vauhkonen (Chairman), Finland
Jeff Hua Bi, China/HongKong
Sameli Lähdesmäki, Finland