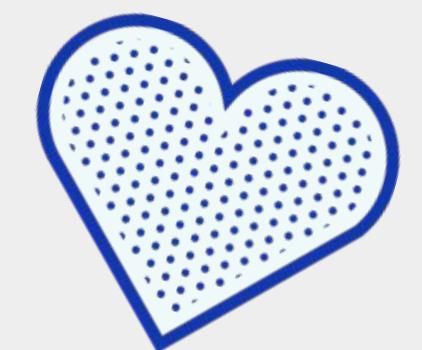
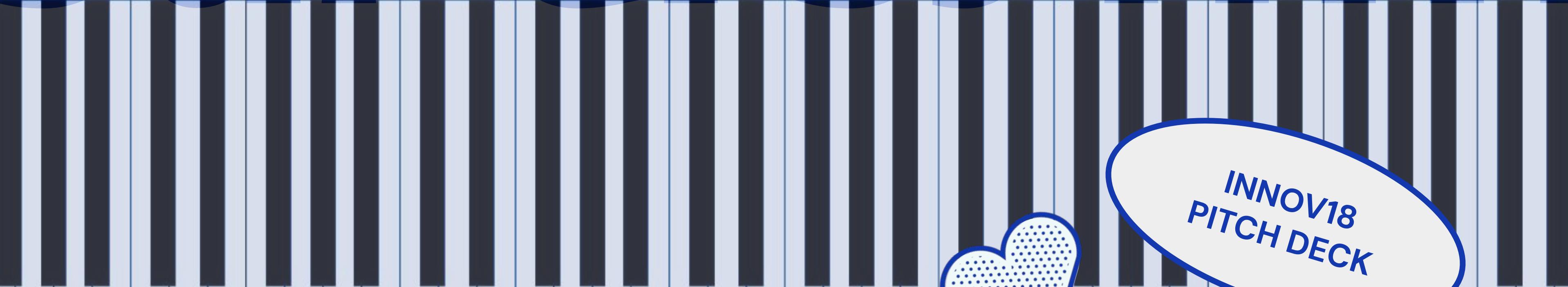


BERIN &
ADRIANA'S



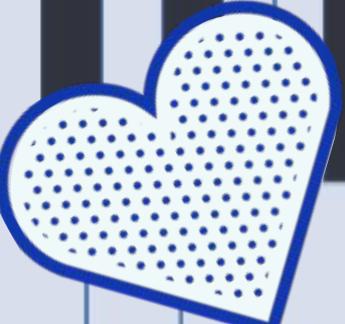
A versatile analog audio synthesizer for music
producers and music tech hobbyists alike.

superSynTH

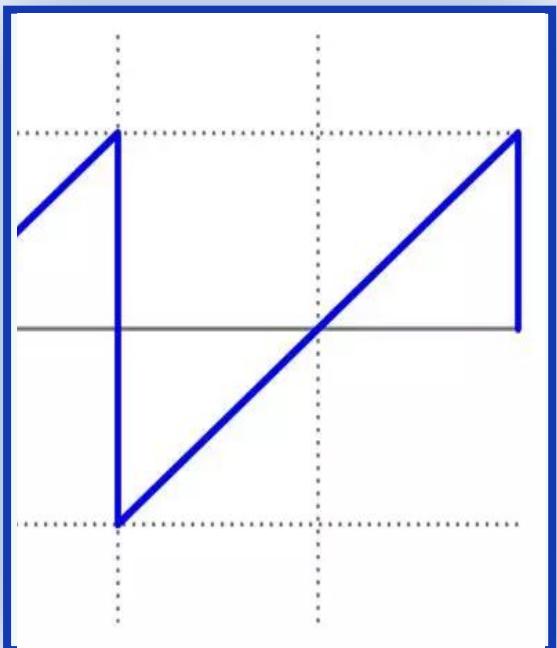


INNOV18
PITCH DECK

January 2025



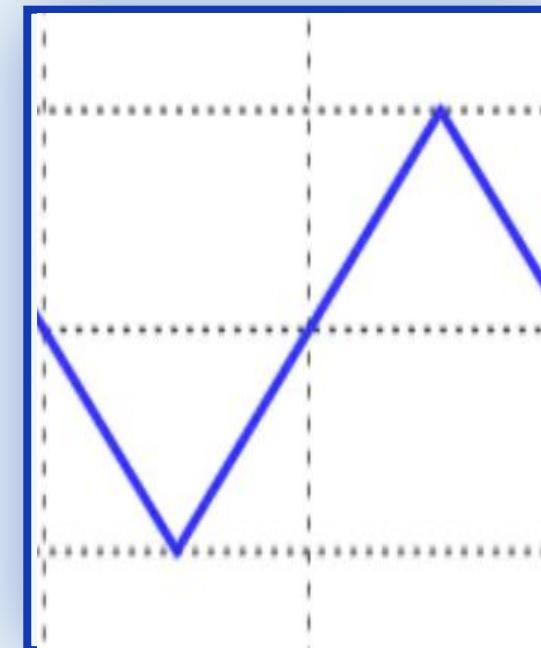
ABOUT US



Berlin

Technical ECE!

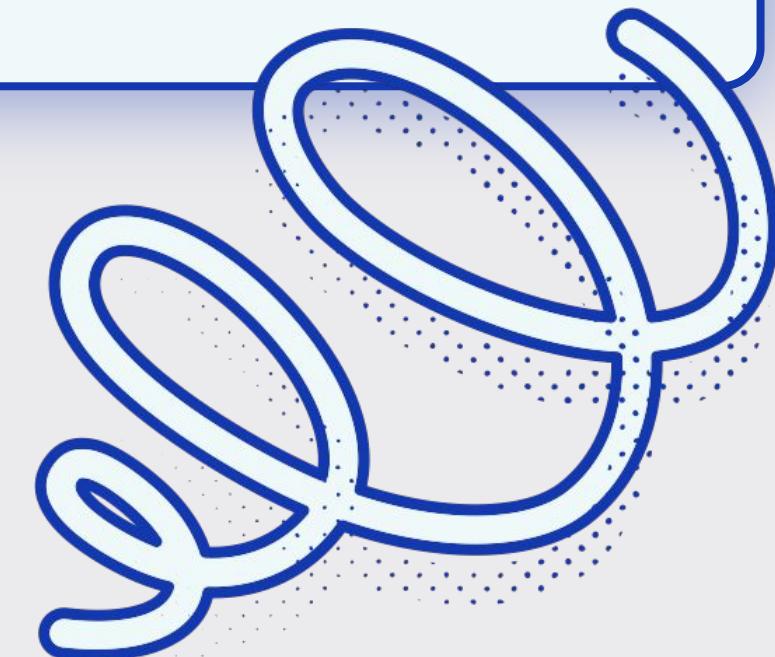
Music Clarinet + Guitar!



Adriana

Technical ECE!

Music Sing + Guitar!



INSPIRATION

**Avid music listeners and enjoyers, and
interested in making music ourselves**

Community formed around music

Accessibility – bring music to more people

Teaching + learning technical knowledge

01

MUSIC TODAY

problems

COSTLY

confusing

inaccessible



DIGITAL?

Popular DAWs:

FL Studio, Signature: \$269
Logic Pro: \$200 + Mac
Ableton Live: \$439 – \$749
Pro Tools: \$299 – \$599 /yr

Plus desktop, storage, time,
external audio devices, clunky
software, packages

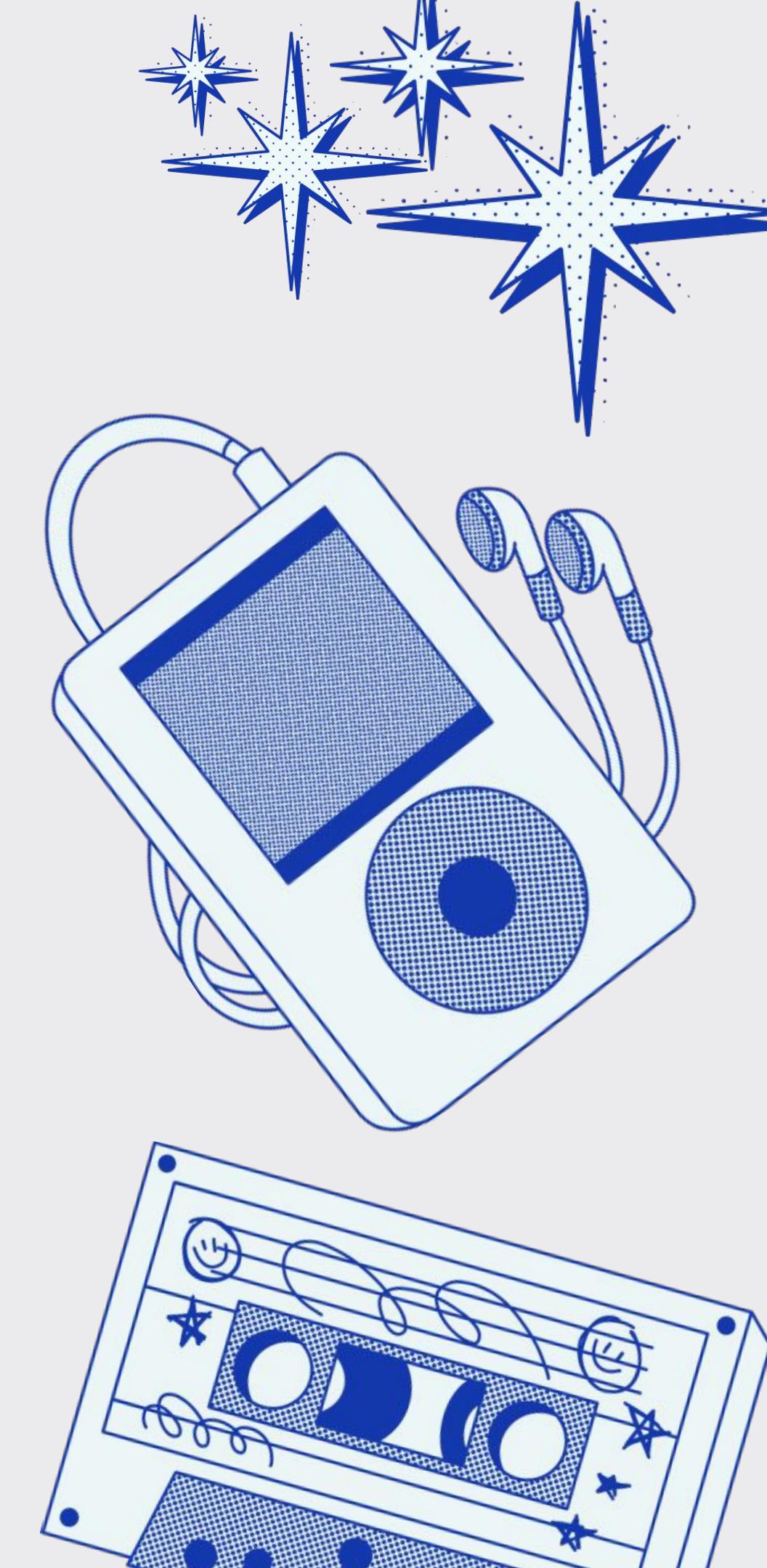


Teenage Engineering – Swedish
K.O. II
\$299
Premium Customer

KORG – Japanese
volcakeys
\$150
Intro Consumer



our GOALS



**Low cost - Price
point below \$100**

**All-inclusive
package**

**Beginner
Friendly**

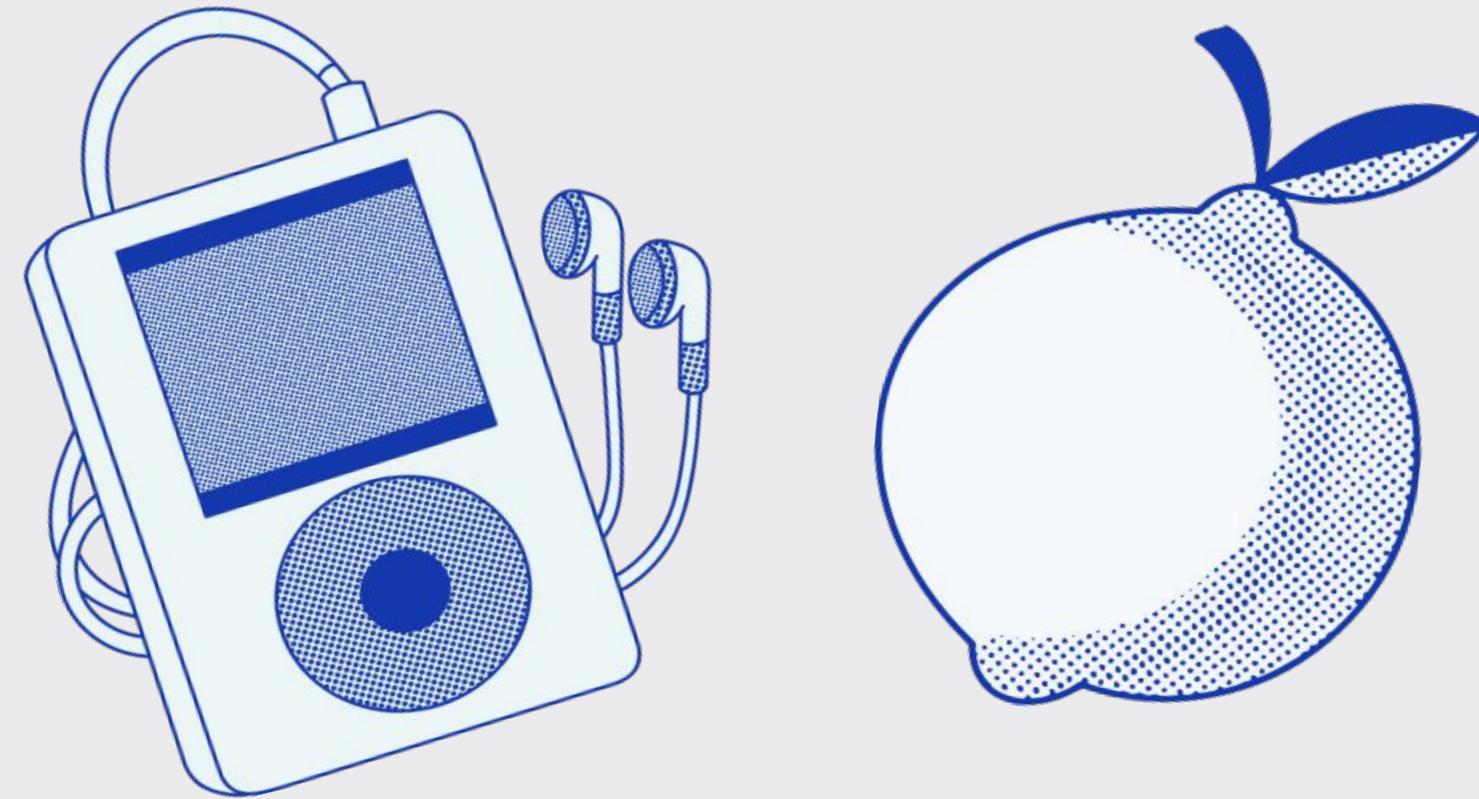
02

product

overview

01

Input - Microphone, instrument output, customizable



03

Output - included speakers, or output line into computer

02

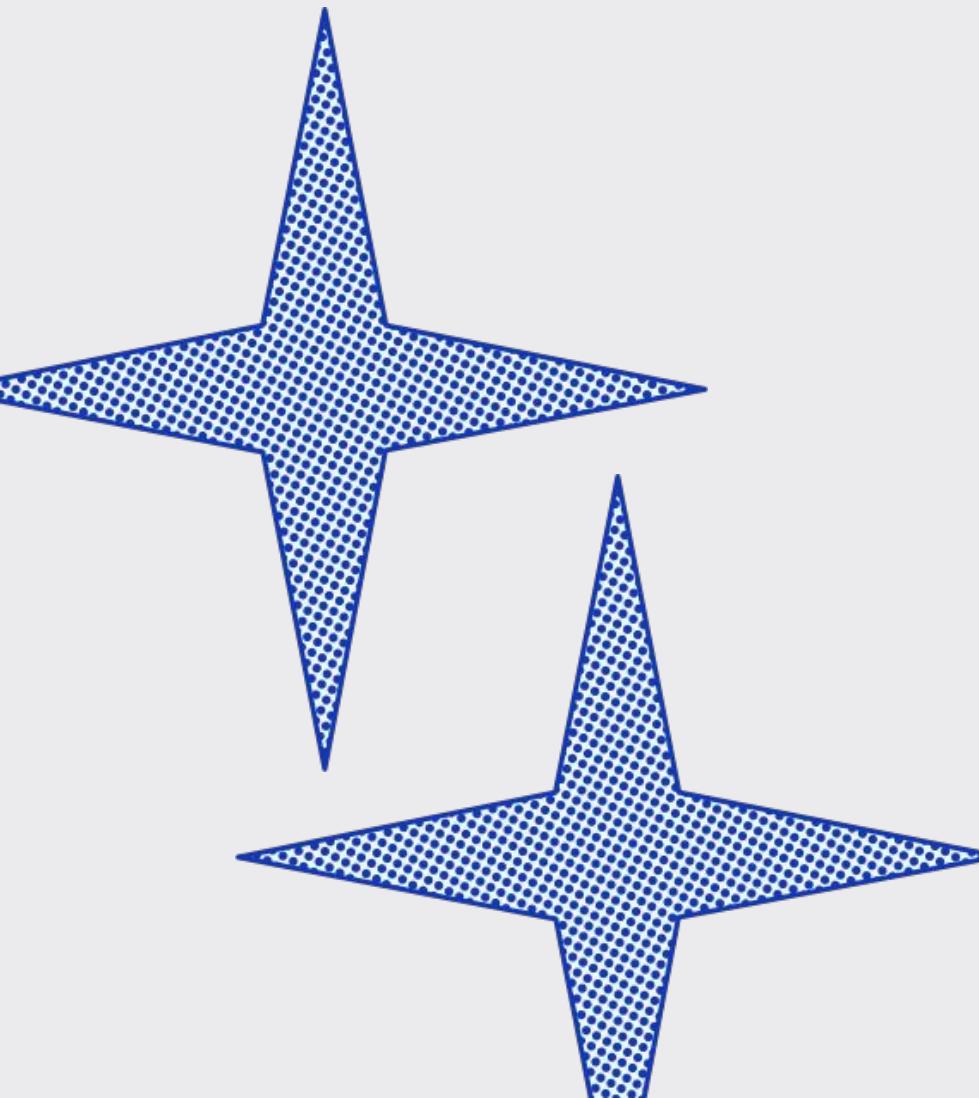
Synth - takes in input, and makes cool sounds in real time!

04

Software - Mini-DAW, for beginners, mixing and recording tracks

SYNTH FEATURES

- Line or mic input
- Additional cutoff modules
- Stereo output



Audio Controls:

- LFO (low frequency oscillator) - freq.
- VCF (voltage controlled filter) - resonance, wave shape, cutoff freq.
- Echo - volume, delay, repeat, wave shape
- Oscillator - freq, on/off

SUPERSYNTH

WHY WE STAND OUT!

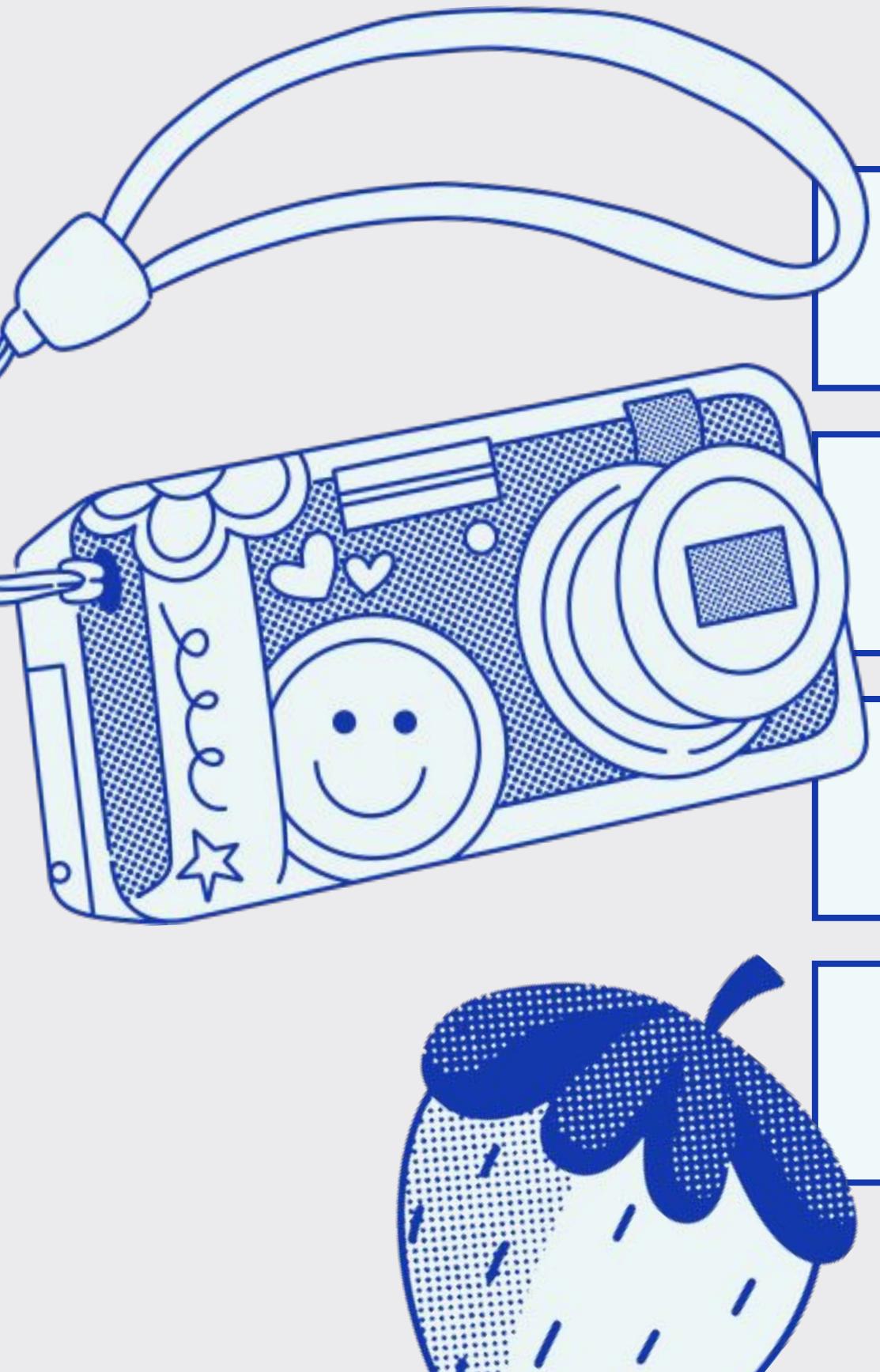
Analog format – allows for customizability and flexibility
e.g. DIY circuit bending

Live audio editing – can play a note and directly hear effects of synth, great for teaching or playing on-stage

Compatibility – can plug in any instrument with included cables, and universal stereo out

All-inclusive – We provide all components and features to put together a musical work, beginner friendly – unlike competitors

TARGET DEMOGRAPHICS



- 1 Young people with music interest
- 2 Educators and schools
- 3 Beginners (music + technology)
- 4 Live performers

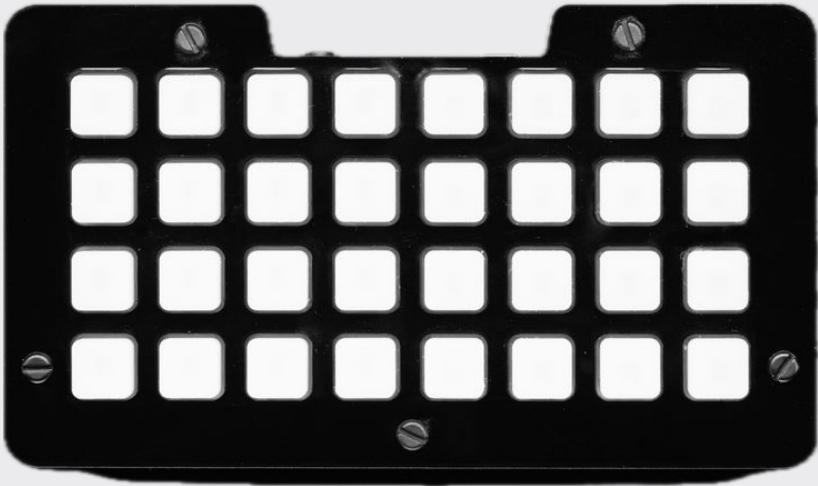


03

VISION

INTERCHANGEABLE

Allow customers to purchase interchangeable faceplates to encourage experimentation at a lower cost and enable a modular setup.



Neotrellis MIDI
Controller

Replaceable with:

Programmable MIDI
Controller with SuperSynth-
compatible output

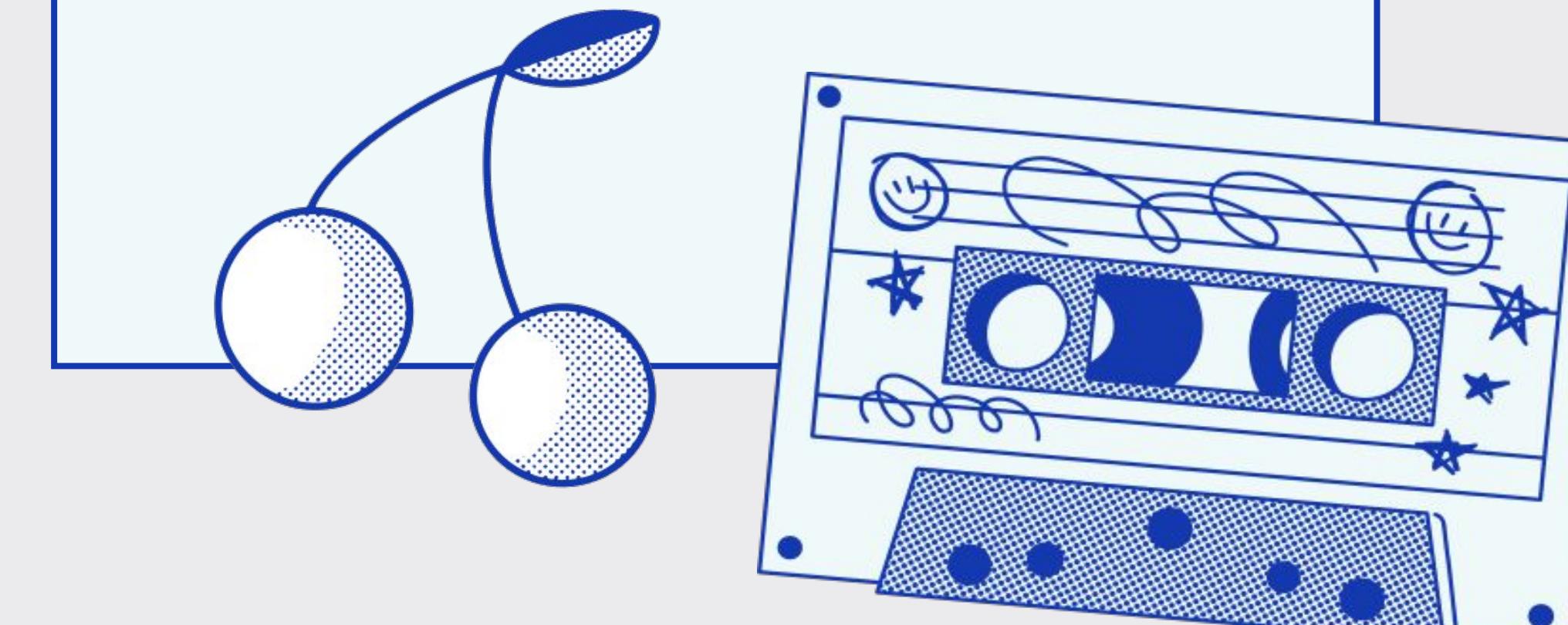
Higher Quality
Embedded Speakers

+ More

Price Point under \$100

Starter Pack	Per Unit Cost
Synth	\$50
Wooden case	\$5
Speakers	\$15
Software	\$0
Manufacturer total	\$70
Consumer total	\$80
Profit	\$10

Add-ons	
MIDI Controller Analog Output	\$60
Microphone	\$15
Acoustic Guitar to 1/4" Jack	\$15
Circuit Bender Guided Toolkit	\$20
1/4" Jack to Bluetooth Cable	\$15



TAM

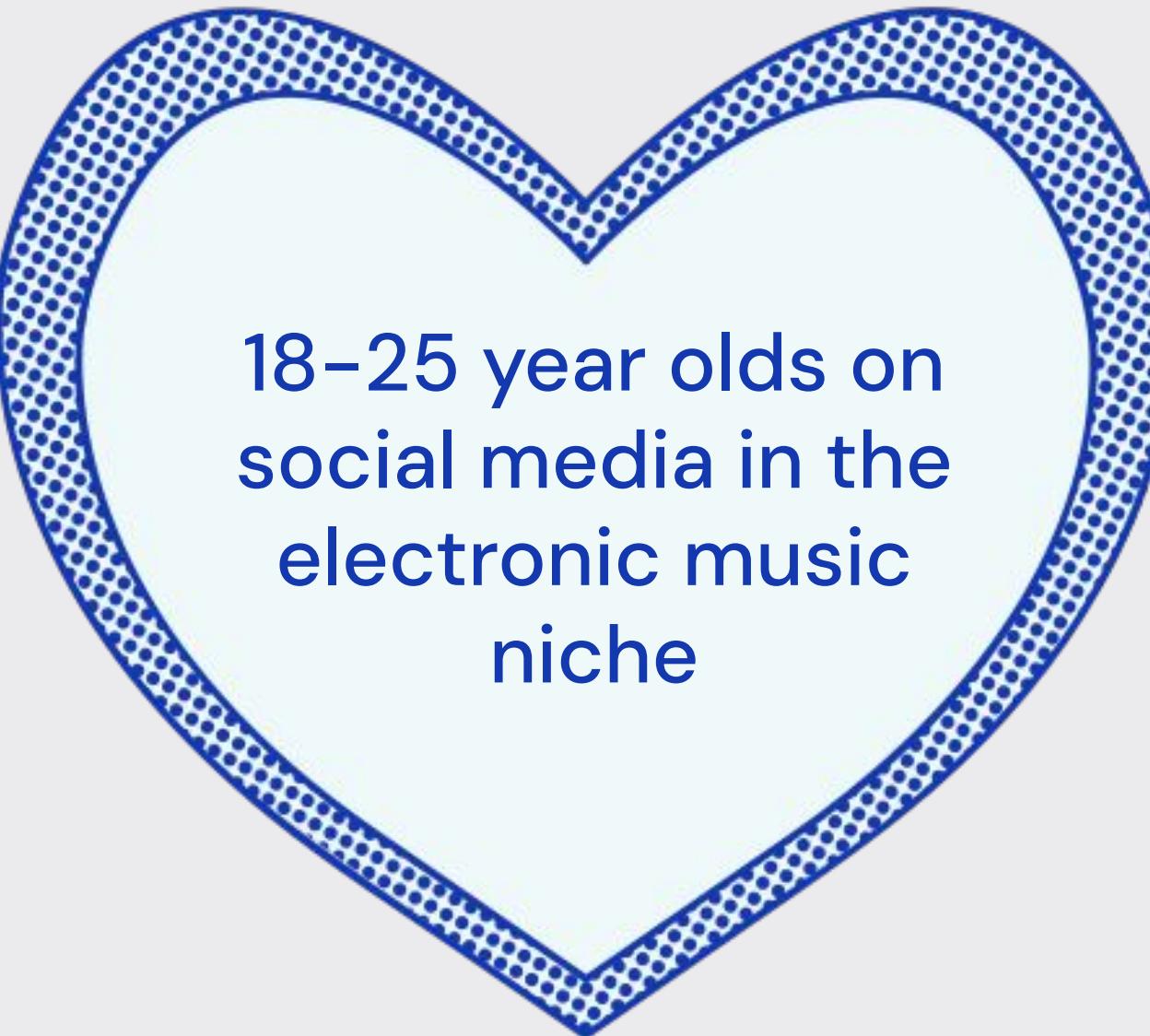
total addressable market



All music producers,
hobbyists, and
enjoyers

SAM

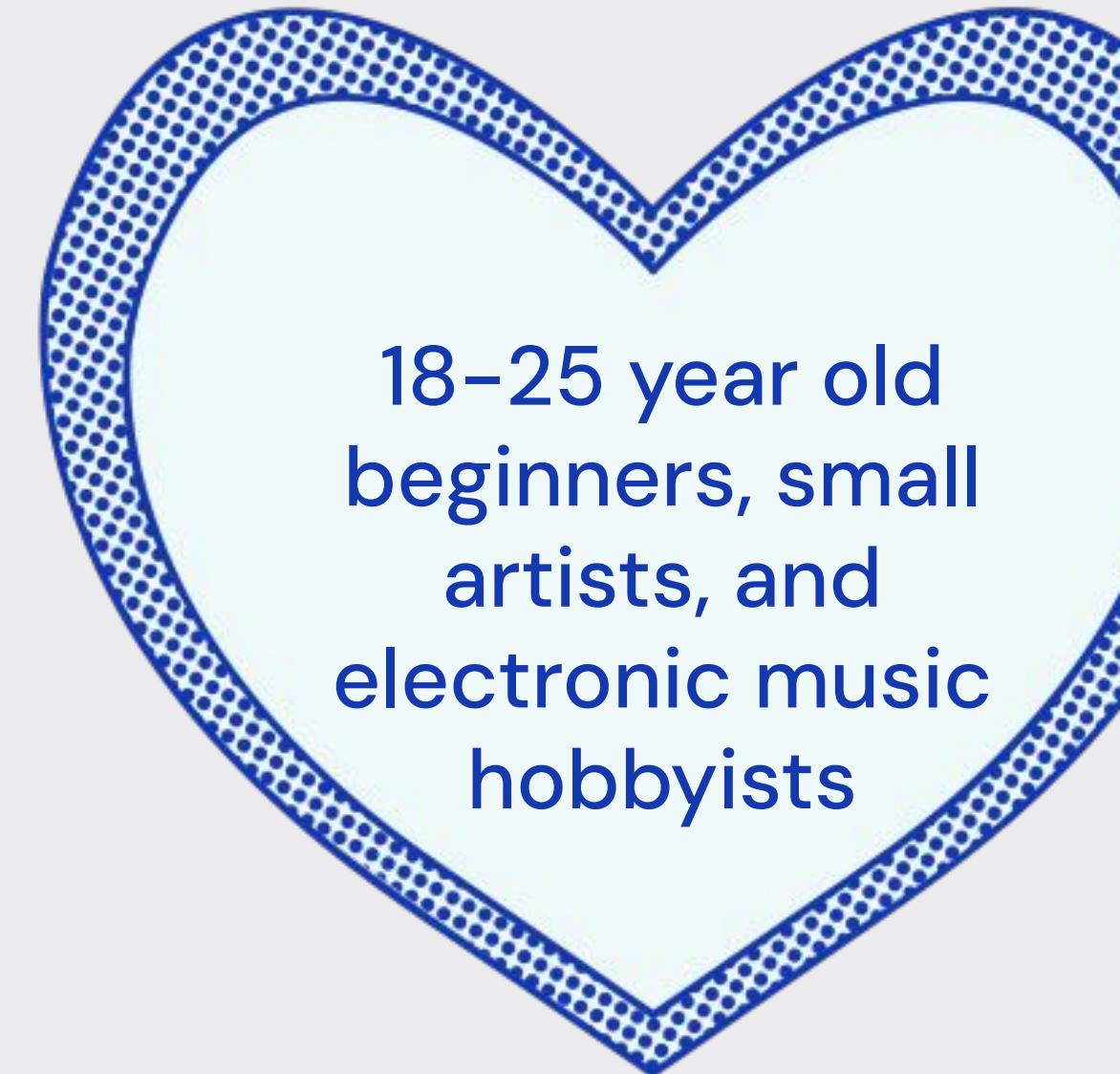
serviceable available
market



18–25 year olds on
social media in the
electronic music
niche

SOM

serviceable obtainable
market



18–25 year old
beginners, small
artists, and
electronic music
hobbyists

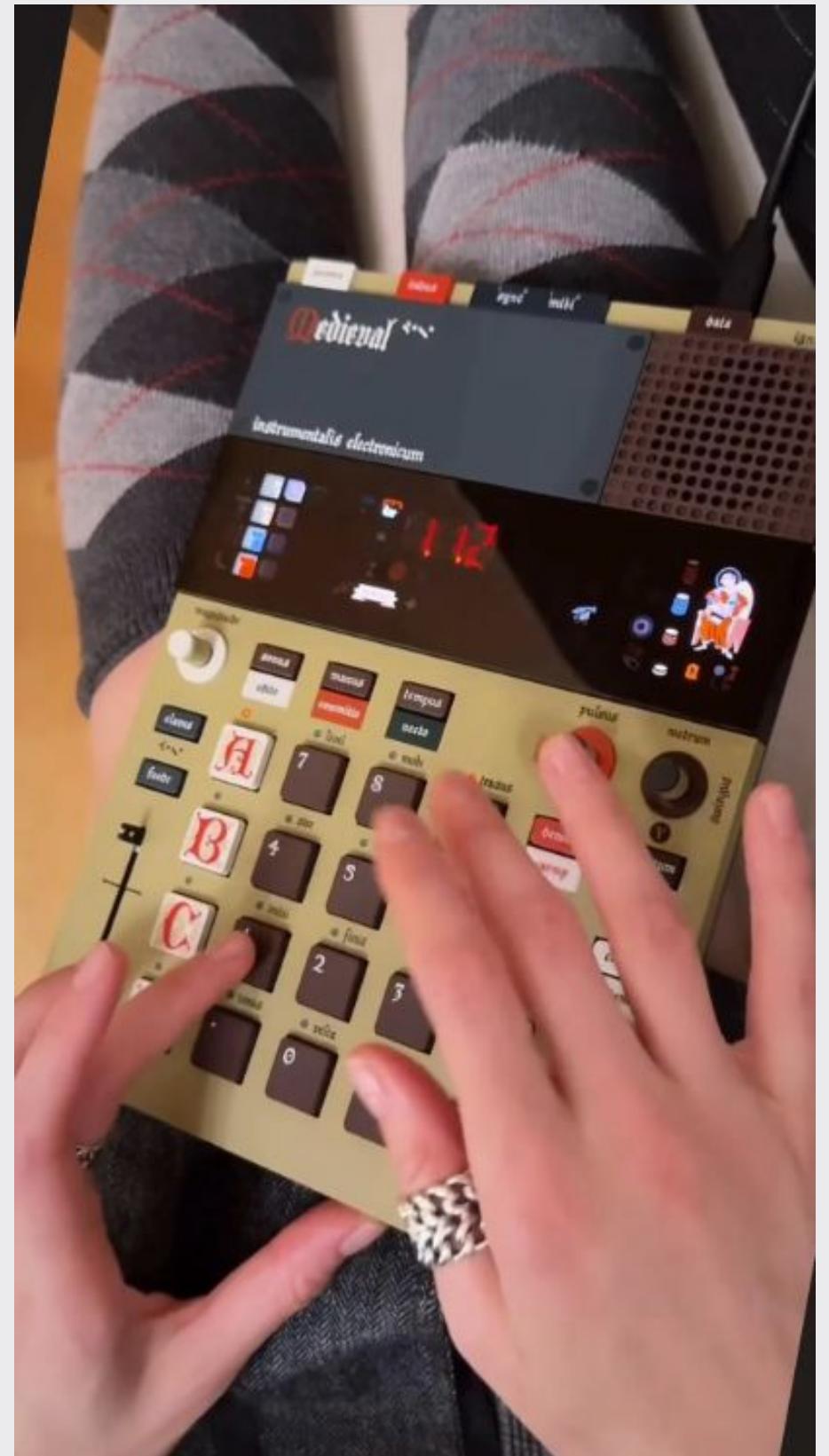
Marketing Plan

SOCIAL MEDIA +
EXCLUSIVE USER TESTING

ARTIST COLLABORATIONS

NICHE ELECTRONIC
MUSIC COMMUNITY





charlihexcx was speechless
When I woke up to your voice note
You told me how you'd been feeling
Let's work it out on the remix
You'd always say, Let's go out
But then I'd cancel last minute
I was so lost in my head
And scared to be in your pictures
'Cause for the last couple years
I've been at war with my body
I tried to starve myself thinner
And then I gained all the weight back
I was trapped in the hatred
And your life seemed so awesome
I never thought for a second
My voice was in your head
"Girl, you walk like a
When I was ten, someone said that
And it's just self defence until you're
building a weapon
She believed my projection
And now I totally get it
Forgot that inside the icon
there's still a young girl from Essex
People say we're alike
They say we've got the same hair
It's you and me on the coin
The industry loves to spend
And when we put it to bed
The internet will go crazy
I'm glad I know how you feel cause
I ride for you, Charli

HOW artists are POSTING

FUTURE GROWTH



Better develop the
mini-DAW software
– compatibility +
depth



On-Board digital
mixing – comparable
to competitors



Different packages
for custom needs
and price points e.g.
education package



THANK
YOU

