STONED

Wireless audio with **audiophile sound**

Problem

Existing wireless earphones **compromise audio quality and usability** for features consumers don't care about.

Solution

Ditch the touch surface, biometric sensors and extras that impact battery life and usability and **focus on one thing: sound.**

Mission

Make wireless audio with **audiophile-grade sound** a reality.

Introducing: Stoned Earbuds

Our first product features high-end sound, in-ear microphones, on-the-go charging, simple controls, and true wireless operation. It retails for **$159**.

Our unique charging case features a **1000mAh battery** which extends battery life beyond **24 hours** and even recharges other devices.

It has launched to **rave reviews**.

- **105dB SPL**, **20Hz-20kHz** frequency response
- **5 hour** battery life, **120 hours** in standby
- **Bluetooth 4.2** support, **15 meter** range
- Dual HD **microphones**
- **CVC 6.0** noise cancellation
- Built-in **DSP** with **5 band parametric EQ**

Traction

We launched in November 2016 on a **$20k marketing budget**. Since then, we've built incredible brand interest, and we've **delivered our first batch of earbuds**.

- **1.2k customers**, **$135k sales**
- **$15-30 CPA** with inventory on hand
- **70k+ social users** with great engagement
- **1.5k users referred** via our referral program
- **100+ ambassadors** have signed up
- **420+ customers** have requested apparel

Page		Total Page Likes		From Last Week
1	SOL REPUBLIC	498.3K		0%
2	Jabra	272.6K		▲0.2%
3	Here One	150.6K		▲4.7%
4	Bragi	117.8K		▲0.7%
5	KANOA	92.3K		▲0.2%
YOU 6	Stoned Audio	54.7K		▲9.1%
7	Nuheara	50.6K		▲6%

Our social engagement consistently outperforms our competitors and our growth outpaces better funded startups.

The Team

Zach Kelling — CEO

Michael Walker — VP Growth

Tim Messer — VP Operations

David Tai — VP Engineering

Imran Hameed — VP Research

We're audio enthusiasts, engineers, and musicians. We've built high-performance audio software, composed music for archaic game systems, and released music on vinyl. We've performed live jazz, played DJ sets, and thrive in improvisational jam sessions. We are Stoned.

We've **raised $15m** in pre-orders for early-stage hardware startups using *Hanzo*, our proprietary **crowdfunding and ecommerce platform**. In the process of launching our partners' products (and our own), we've developed solutions for analytics, customer support, marketing, payments, and shipping. Since 2014 we've **invested $1m+** developing this IP.

We've **collected $1.2m** in fees and contracts from startups which have used and loved our platform. **This software underpins everything we do**, enabling us to rapidly launch new products, acquire customers and scale operations.

Prior Success

We launched **SKULLY's AR-1**, an augmented reality motorcycle helmet, in August 2014, raising **$2.5m on Indiegogo** and **$3.3m on Hanzo**. Our Indiegogo campaign became the **fastest to reach $1m** and is still one of the highest funded of all time.

We launched **Bellabeat's LEAF**, a fitness tracker for women, in May 2015. We collected **250k signups** and nearly **$1m in pre-orders**.

We launched **KANOA**, a wireless audio brand, in September 2015. We collected **50k pre-orders**, growing revenue to **$1.5m/mo**.

KANOA Sales
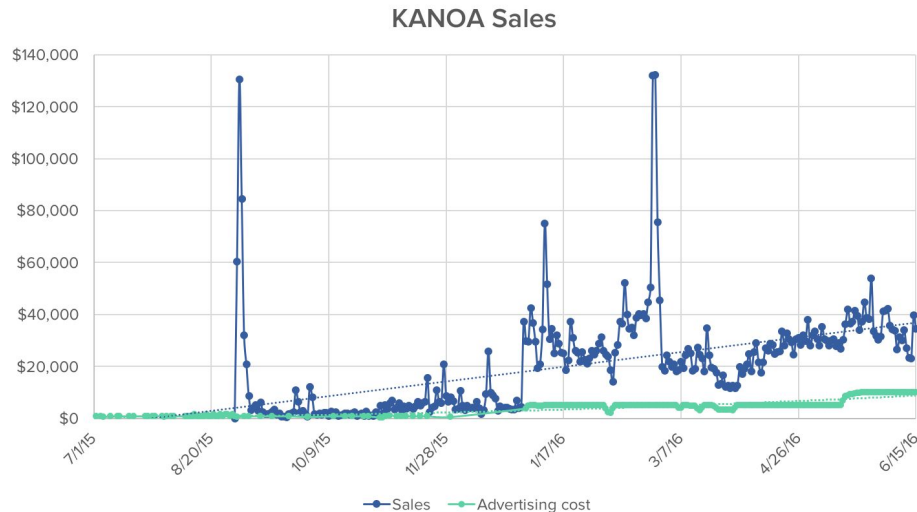
We've found success with hardware, helping several early-stage hardware companies grow from $0 to millions of dollars per month in revenue.

Open Source

We've **open sourced 25 ecommerce libraries**, which enable deep analytic integrations, sophisticated marketing campaigns and beautiful shopping experiences.

Our current **web shop** is powered by **Shop.js**, our **reactive UI library**. It powers everything from the checkout flow to referral programs and user portal.

We're passionate about open source and committed to **growing community** around our software.
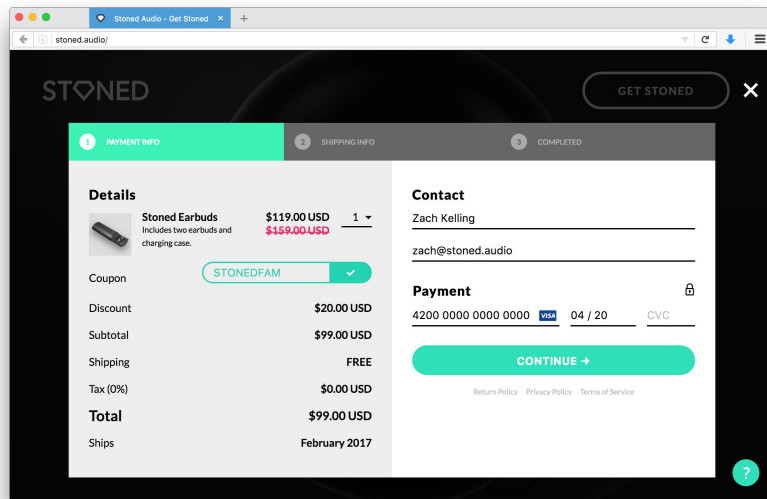
Checkout.js, a drop-in checkout experience that we've heavily optimized for product launches and crowdfunding.

Next up

We want to bring **manufacturing to the US** and **launch a sequel**.

Introducing: The American

We've partnered with a **world-class designer** and a **local engineering company** to design and build an **American-made model** which we hope to launch later this year.

It will feature **re-designed aesthetics and upgraded components** and will retail for an estimated **$199**.

> well hopefully we can launch THE AMERICAN soon

> i'll let you know how that goes

> +16192503190 - Pleaseeeee

> +16192503190 - I'm all for that.

> yea i feel you

> +16192503190 - I'd pay $200 if I read MADE IN USA

Brian Matthys ▶ **Stoned Audio**
13 hrs · 🌐

Love my headphones. I can't wait for the American Version. Worth every bit of $200!

Expansion Plan

We require **$4.2m** USD to scale operations and marketing, level-up our online presence, and launch The American.

In 2017, we will:

- **Scale infrastructure** to support increasing demand
- Scale inventory to support **$2m/mo** in sales
- Partner with **Marche Intl** to reduce manufacturing **defects to under 1%**
- Build **custom device firmware** enabling audio transparency, live mix and ad-hoc P2P mesh networking
- Partner with **Avatar Engineering** to build our next-generation, **American-made earphone**
- Increase PR efforts and launch Kickstarter campaign for **The American**
- Expand product line while using **demand forecasting** to minimize inventory cost
- Increase monthly **sales revenue 10x** with focused advertising and expansion into retail spaces
- Increase monthly **recurring revenue 10x** from software IP licensing

STONED

Thank you!

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founders@stoned.audio

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