**Public Engagement Video – Plan**

**Target Audience:** Venture capitalists

**Important points:**

* Cheap systems can be made better at little cost – electronics don’t cost as much as materials – and more profit
* Easier for users to upgrade their existing systems by buying electronics from company

**Narrative:**

Most loudspeaker systems run without any form of compensation 🡪 if cheap, sound quality limited by the worse quality of materials, and great expense required to achieve near reference sound quality 🡪 regardless of price, natural change of the system over time and noise will always hamper performance. Subwoofer = worst offending loudspeaker due to amount of air it needs to push requiring large movement of cone 🡪 more movement = more error. Subwoofers in unique position in the audio market 🡪 good quality subs needed for big sound setups, but ‘bass-heads’ i.e. subwoofer/bass music enthusiasts supplement the market and provide extra potential revenue. Introducing bespoke electronic compensation schemes = big profit because electronics are cheaper than high-quality builds:

1. Existing designs can be fortified with electronics and sold at a higher retail price
2. End-users of subwoofers still on the market can be offered an upgrade kit to plug into their current subwoofer for a small premium

USP = Much more attractive to buy a **scientifically-proven improvement** to the system than upgrade the whole system, **cutting-edge electronics** etc etc.

Potential markets to break into:

* Car audio enthusiasts
* Music production studios
* Cinemas
* Audiophiles
* Other markets where similar electro-mechanical systems are at play would greatly benefit e.g. shaker tables

Currently this method of improving sound quality is only really used by hardcore enthusiasts / researchers – would be a ‘new’ technology for the mainstream market.

Overall: high chance of strong return on investments.