

To live wide open windows without noise!

Take part in the development of a product which will change the life of millions of city-dwellers. Our offer answers to the necessity to build transport infrastructures while guarantying the citizen's well-being without constraining them to the confining.
Accompany the dissemination of a disruptive technology which marks a considerable advance in the acoustic world!



COMPANY: LLC with a share capital of K€146 specialized in acoustics, designs, develops and commercializes noise cancellation solutions to fight against noise pollution.



PROBLEMS - OPPORTUNITIES:

In the EU, one European on three (170 million) is daily exposed to noise pollution at excessive levels (+ 55 dBA), the main source being due to transports.

The issues for our societies are multiple:

- To bring an answer to a health problem which concerns every city in the world
- To develop transport to stimulate economic activity
- To promote natural airing solutions in housings in agreement to the construction regulations (Energy Roadmap 2050-COM / COP21)

Only the Didson solution permits the natural airing of the housing without suffering from noise.



TECHNOLOGY – INDUSTRIAL PROTECTION:

The Didson technology results from 25 years of research in acoustics. It is protected with 2 patents: one in Europe, USA and Canada and one patent pending. Didson designed a unique technology dedicated to noise cancellation which is disruptive, simple, effective, cost-effective and easy to deploy. Our innovation offers unique noise cancellation solutions to fight against noise pollution by waves reflection. Out of principle, it allows to handle large surfaces (several square meters) and as a result « to live wide open windows without noise ».



THE PRODUCT:

Didson will develop a range of standard acoustic modules easy to integrate in existing closing structures (awnings, shutters, curtains, trellised panels, ventilation ducts...). Placed in netting in the openings, our technology acts like a noise reflector to attenuate by 30 dB the incoming noises. Our innovation opens new perspectives to the construction market and new outlets to the closing equipment market (housings, offices, plants...).



THE TARGETED MARKETS:

Didson aims at the construction stakeholders interested by innovation or the ones on the top of the range segment:

- Of the worldwide construction and renovation market (*in the 19 countries of the Euroconstruct zone, 210 million housings concerned*)
- Of the closing industry (*72 million of windows in 2015 in the Euroconstruct zone*)
- Of the ventilation industry



GO TO MARKET AND BUSINESS MODEL:

On the short term, Didson will aim at the European market and then the worldwide market via a network of specialized distributors.

- BtoB sales of standard products on catalogue
- Sales of high added value products with a gross margin >60%
- Objective in 5 years: to take the worldwide leadership in the noise cancellation
- Profitability in N+2 / Turnover in N+3: 4,125 M€ and 8 M€ in N+4



THE FOUNDERS:

Nathalie GUINOT: Director – Cofounder – In charge of strategy and of company's development, 25 years of experience in marketing and communication; with 10 years as marketing and communication director. Tel 06 70 23 07 71

Lionel GAUDRIOT: Founder – The inventor and the expert. ENS Telecom Engineer, Cofounder of the company METRAVIB. Reputed specialist in the vibration and acoustics fields. 10 patents to his credit, more than 58 years of experience. **Scientific and acoustic referent.**

Emmanuel DERORY: Associate - Business Angel - Founder of the company GAIA CONVERTER, electronic components start-up. Electronic engineer, 20 years of experience in product development and in after-sales service with 10 years internationally. **Electronic and strategic referent.**

Jacques MARTINAT: Cofounder - Ex-CEO of METRAVIB. Director of the Innovation Committee of the CGPME du Rhône.



STATE OF ADVANCEMENT:

These 24 last months we:

- Did the POC and a laboratory prototype (level TRL 6)
- Developed an operational prototype in its final environment (level TRL 7)
- Wrote a new application patent
- Led a market study, identified our markets and industrialists who are interested (BOUYGUES, JC DECAUX, TECHNAL...)
- Approved our fables production model and identified industrialists for the manufacturing

We contact you within the framework of our fundraising of 1,3 M€.

This amount will permit us to:

- Reinforce our technical team to develop and to industrialize our first range of products
- Reinforce the commercial/marketing team to set up actions and our commercial network
- To reach a TRL 9 level of development
- Launch our first range of products on the market