

# ENHANCIA

Pitch Deck

3 Parvis Louis Néel, 38000 Grenoble, FRANCE

[contact@enhancia.co](mailto:contact@enhancia.co)

[www.enhancia.co](http://www.enhancia.co)

# The Team

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Damien Le Boulaire

« Challenge »

EXECUTIVE

Double Masters Degree  
Innovation Management  
Signals Processing

KEYBOARDIST



Hyun-Jai Lee

« Energy »

BUSINESS

Double Masters Degree  
Innovation Management  
Telecommunications

ORGANIST



Mario Viola

« Ambition »

MARKETING

Double Masters Degree  
Data Sciences  
Multimedia

DRUMMER



Mathieu Herbelot

« Equilibrium »

TECHNICAL

Double Masters Degree  
Signals Processing  
Research

FLUTIST

# Why

An ever-present need



“An instrument should be expected to match the physical capabilities of the player, so that the only limitation is the player’s intent rather than all-too-familiar hardware deficiencies.

**Paradiso, J. and Gershenfeld, N. (1997). MIT Media Lab**

# Neova



The Hub

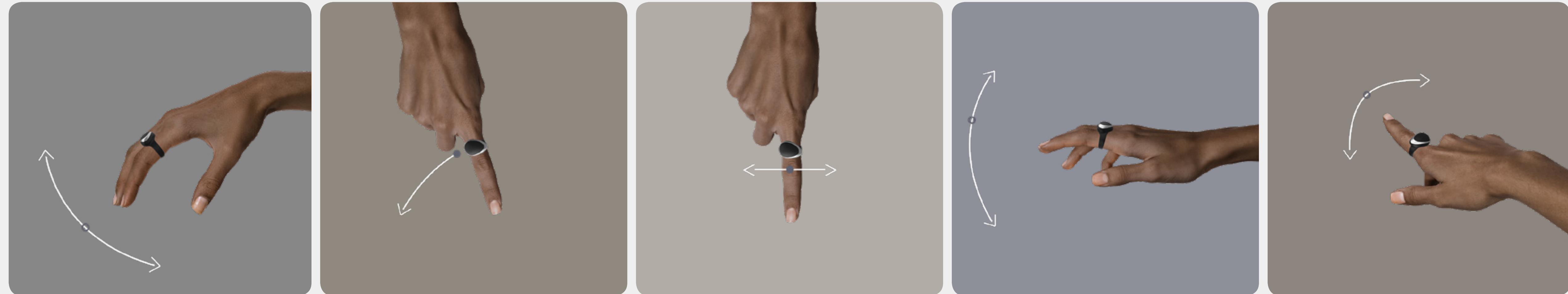
An interface which enhances the instrument



The Ring

# Gestures

Premium Gesture Library



TILT

BEND

VIBRATO

WAVE

ROLL

# Plume Software

A new distribution channel

The perfect  
harmony



# Market

A trending market

\$18 Billion

Global sales of musical products  
worldwide in 2017

\$41 Billion

From the sale of  
musical products and services  
by 2030

# Positioning

A new approach

ENHANCING  
CONTROLLER



Seaboard  
350\$



Joué  
479\$

ALTERNATE  
CONTROLLER



Remidi  
399\$



Specktr  
279\$

INSTRUMENT



Neova  
399\$



Le Touché  
399\$

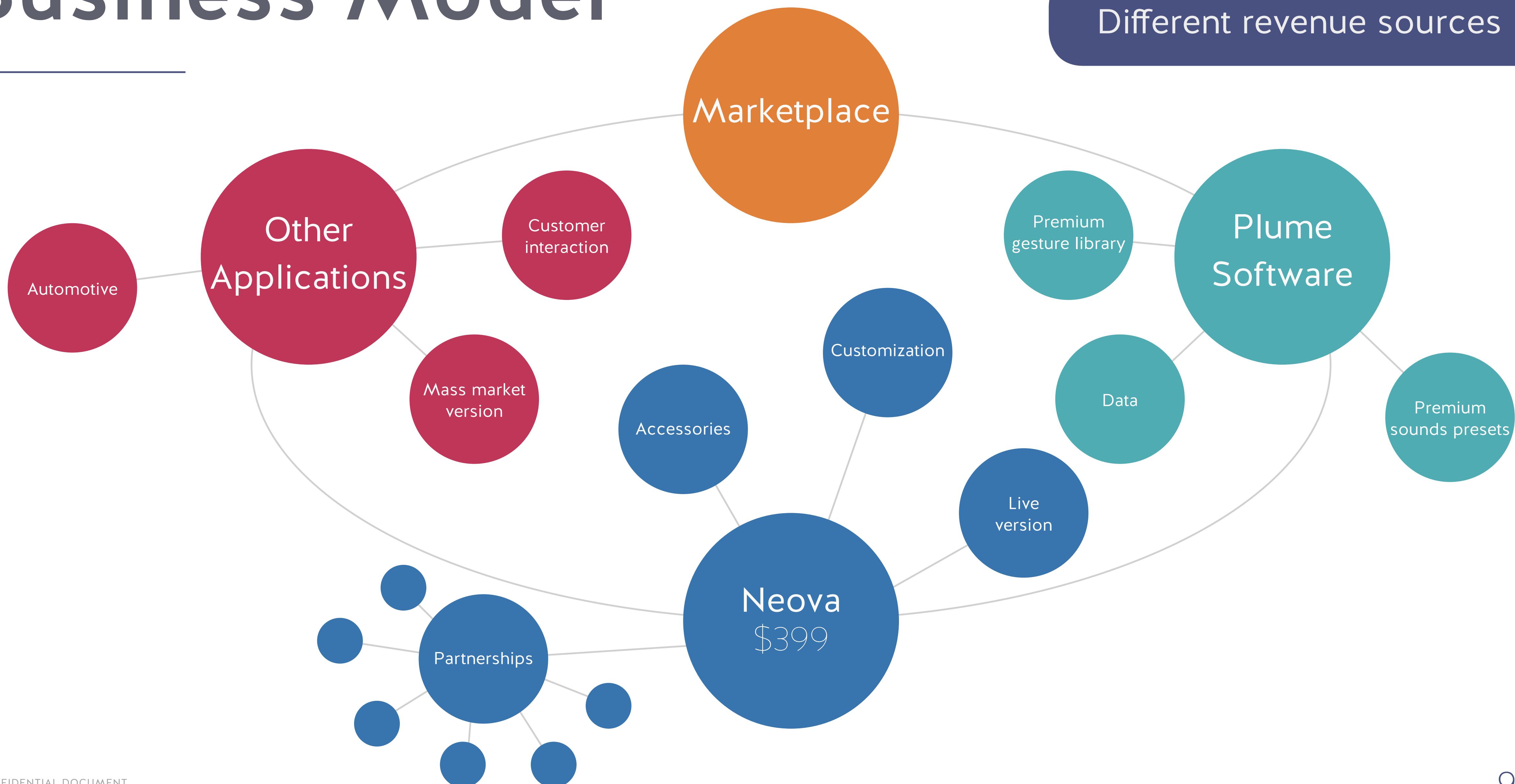


Wave  
450\$

ACCESSORY

# Business Model

# Different revenue sources



# Market Diversification

Create an entire ecosystem

**Other Markets**  
(Education, Data, Distribution)

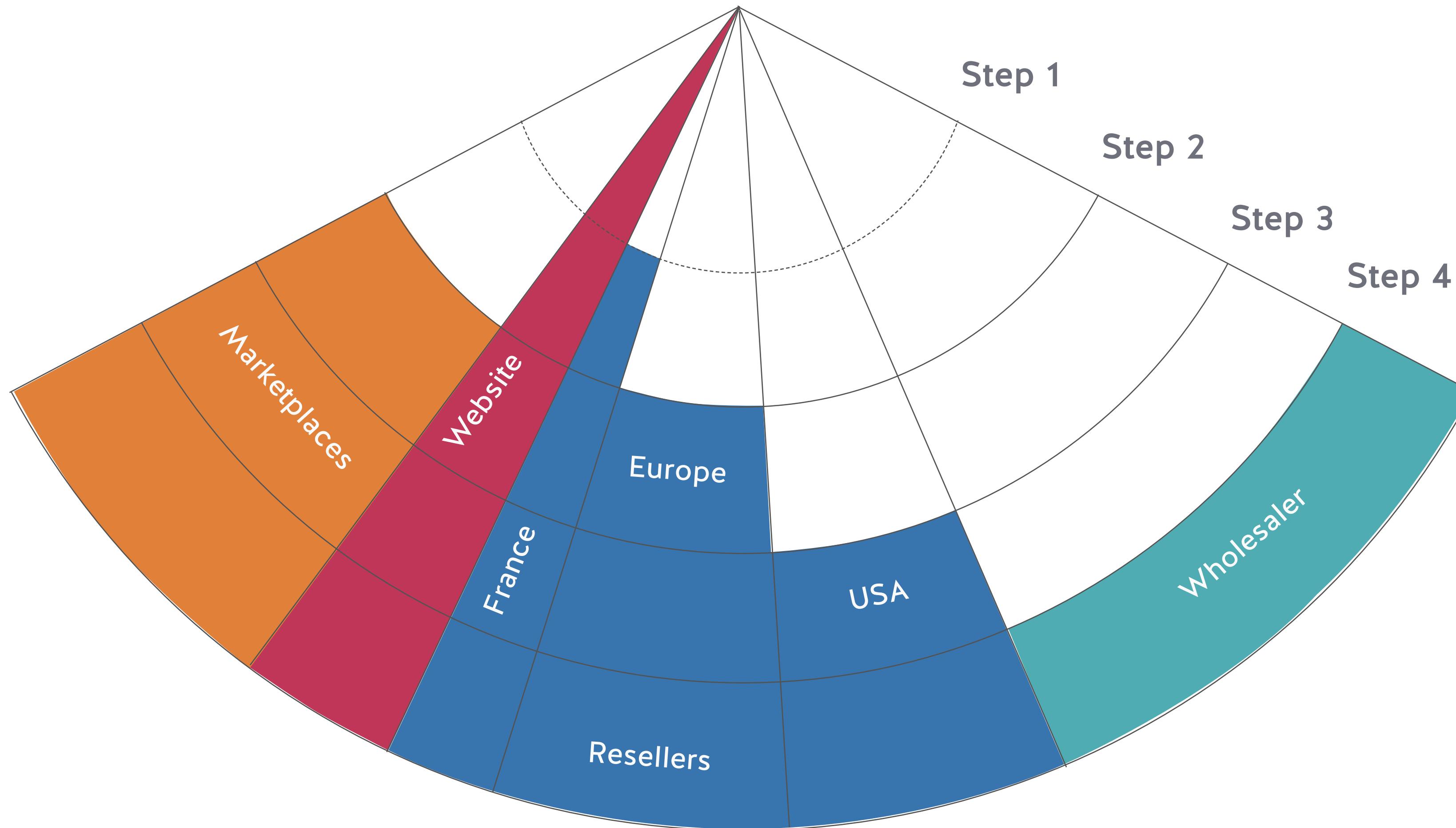
**DAWs and Virtual Instruments**  
(\$16 Billion by 2026)

**Keyboardists and Producers**  
(\$1.6 Billion)



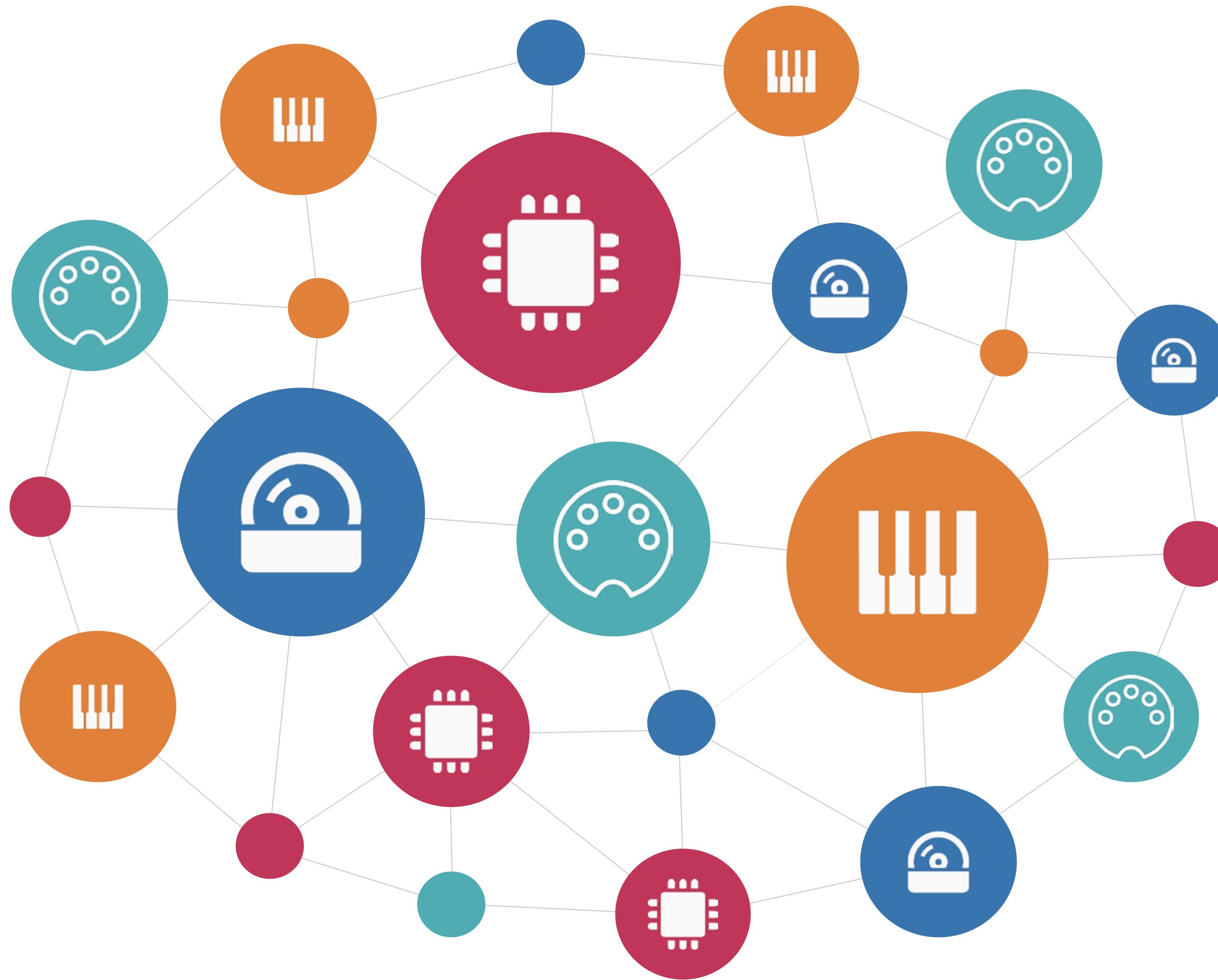
# Go-to-market

A dynamic  
expansion



# Product Ecosystem

A product for  
everyone



# Competitive Advantages

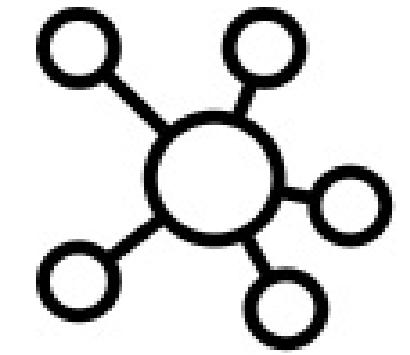
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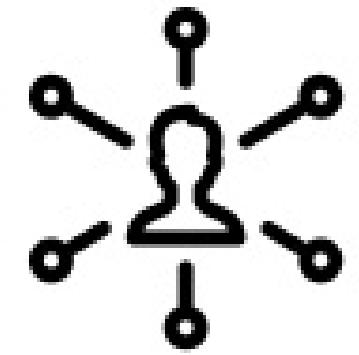
Miniaturization



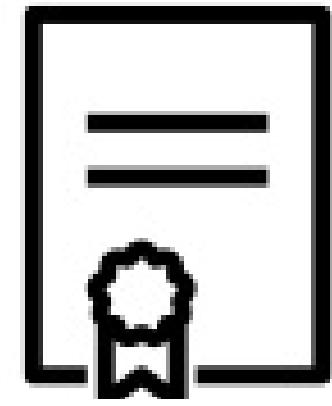
Wireless  
proprietary  
protocol



Advanced gesture  
recognition  
algorithm

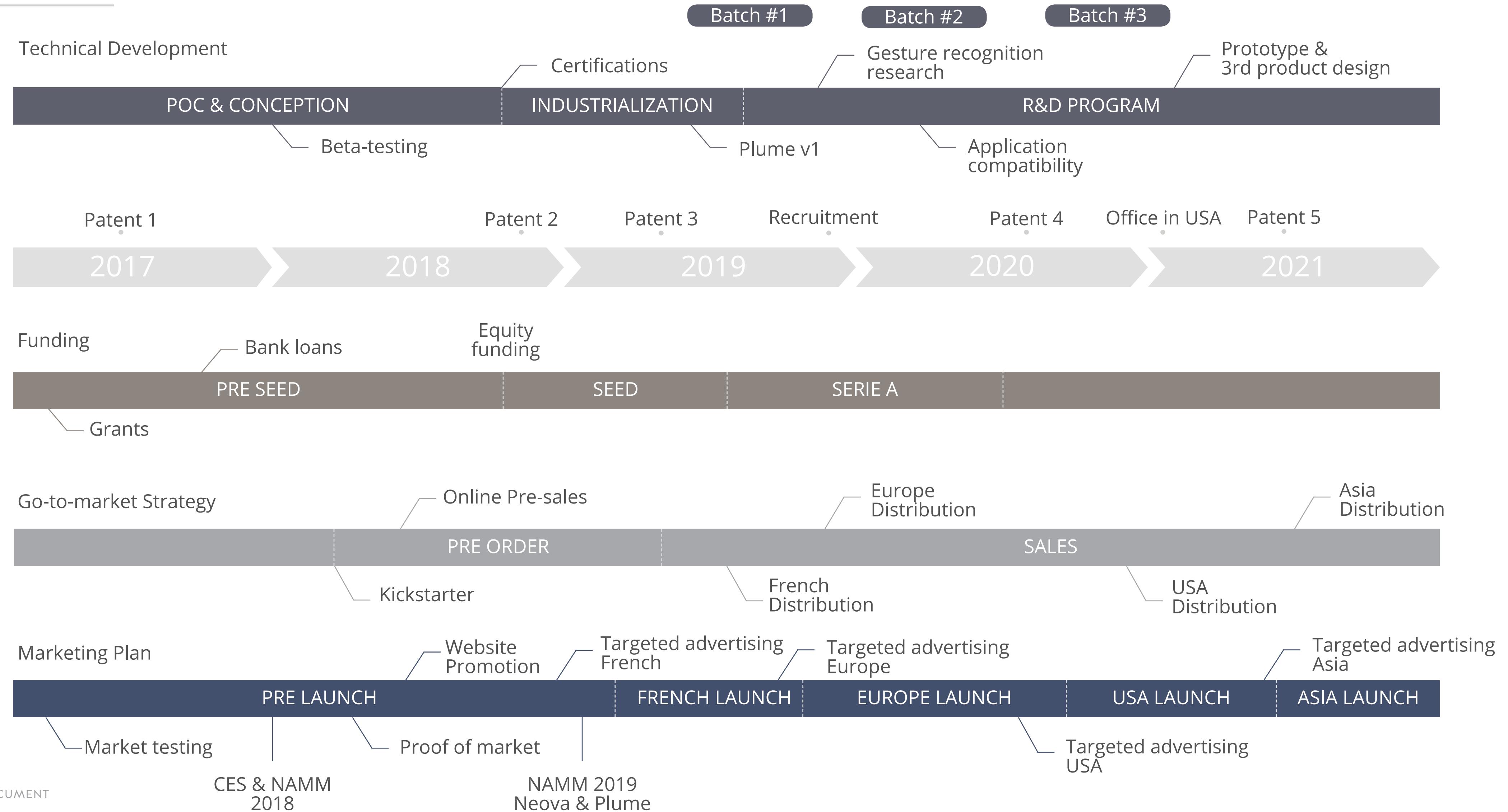


Brand  
awareness



Industrial  
property

# Global Roadmap



# Press

*“ We saw a small mountain of cool stuff at CES this week, but this one is still on my mind a few days later. ”*



*“ Its purpose is to augment whatever tune you’re playing with effects that are common in modern music with natural gestures and in real time. ”*



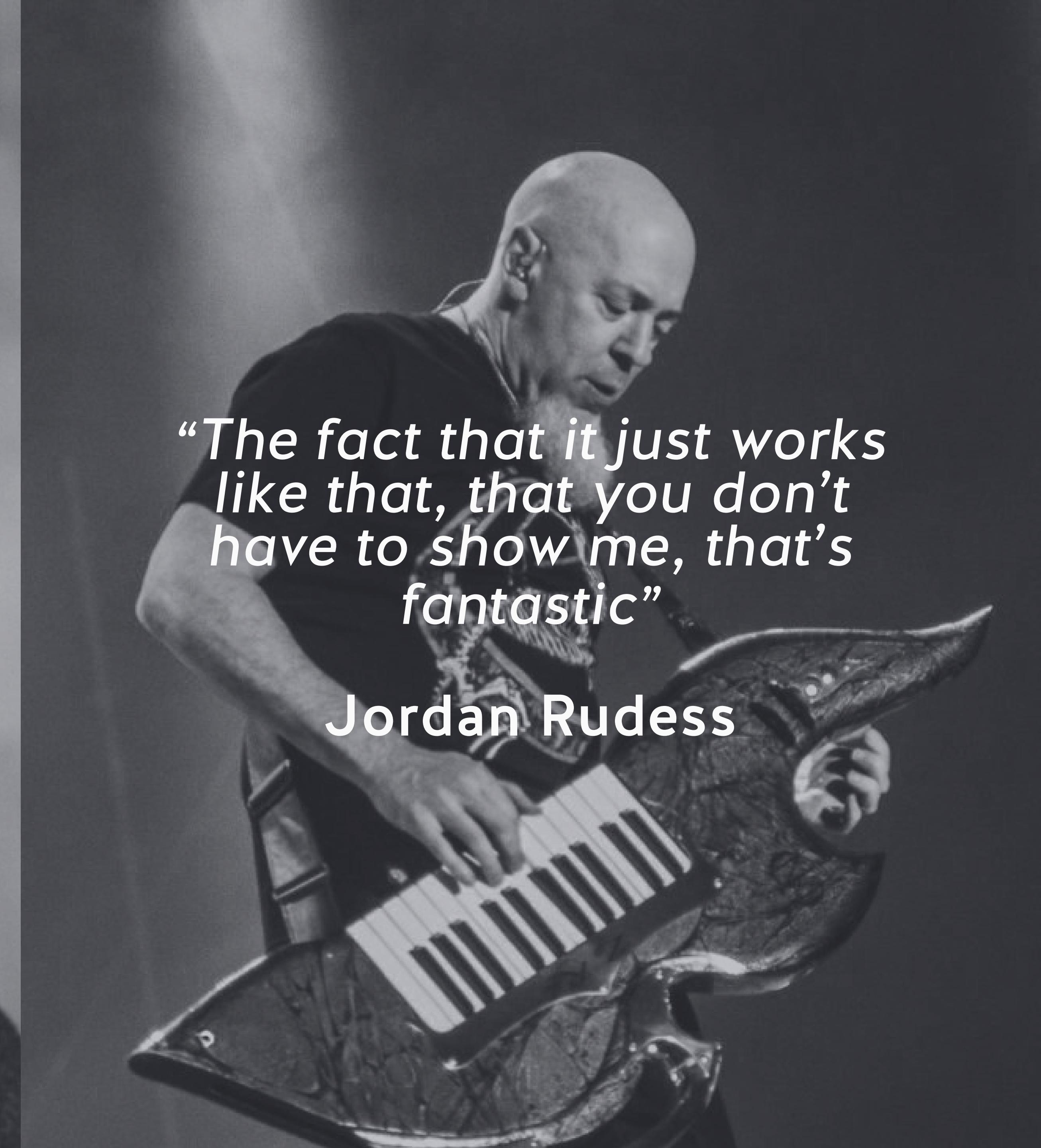
# Artists

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*“I like it... I love it”*

**Stevie Wonder**

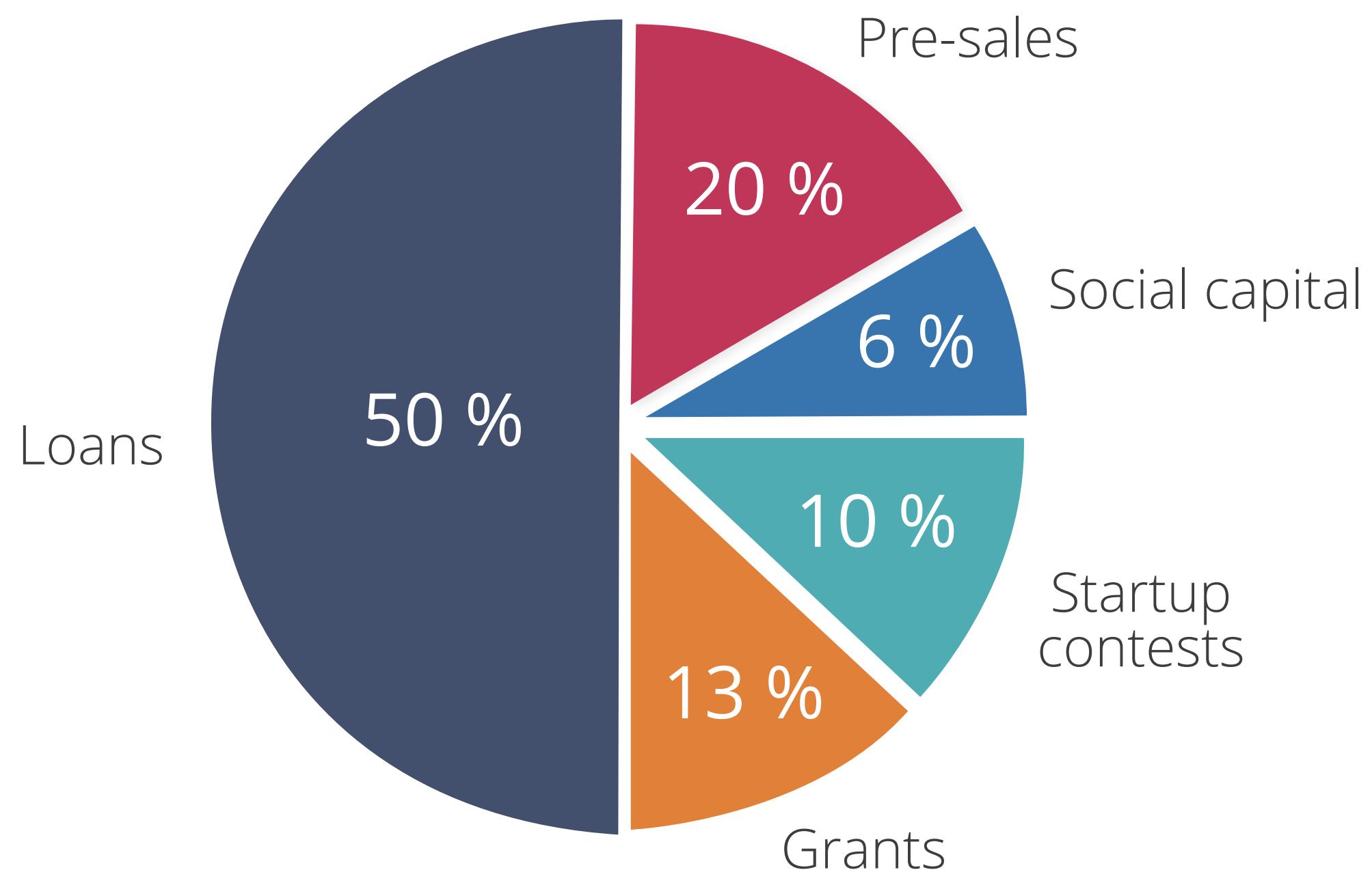


*“The fact that it just works like that, that you don’t have to show me, that’s fantastic”*

**Jordan Rudess**

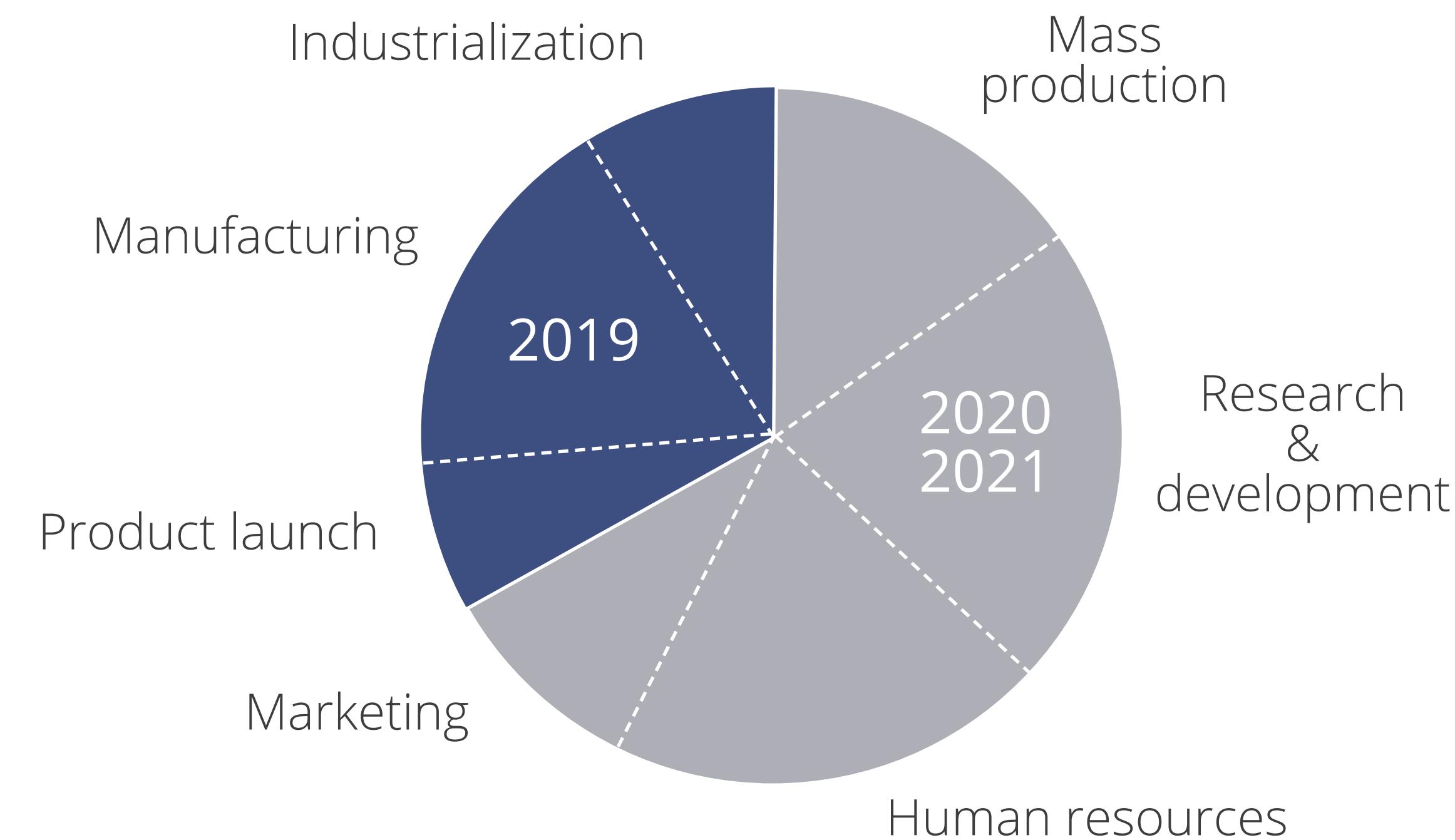
# Resources

Until now



310,000€

Needed



1,500,000€



CENHANCIA