

**CONTACT INFO**  
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**FINANCIAL INFO**  
 Company stage: start-up  
 Product: TRLg  
 Previous capital: founder funds  
 Monthly Net Burn: 3.500 Euros  
 Capital Seeking: 2M euros

**USE OF FUNDS**  
 21% Capex  
 26% HR  
 26% Marketing/Communication  
 20% G/A

**MANAGEMENT TEAM**  
**Germano Marano:** CEO & Founder, electronic engineer Master Degree, 19 years' experience in Management, Business Development, Product Development.  
*Past Companies:* Webtrends (Regional Manager), Blippar, Powa Technologies (General Manager Italy), Pirelli, Altran (Senior Consultant).

**Sergio Talente:** CTO/CIO & cc Founder, more than 20 years' experience in R&D and ICT.  
*Past companies:* Bluvacanze group working for top clients like Telecom IT, Unicredit, Gruppo FS and Fincantieri

**Gaetano Gangemi:** entrepreneur, investor and Business Developer.

**Demetrio Rando,** Legal Advisor: (based in Sondrio) Notary with considerable legal experience and profound knowledge of corporate law.

**Ian Scarffe,** Advisor Ian Scarffe is a serial entrepreneur, investor and consultant with business experience from around the world

**Clients**  
 Eni gas e luce SPA  
 Pardgroup SPA  
 Nutella cafe USA/Ferrero

**Partners**  
 EY UK Tech Law dep (legal)

**Testimonials (in stock options plan)**  
 DJ Mario Fargetta  
 Juliana Moreira

## **PITCH**

We are used to recognizing things from their appearance, visually, but **everything has a sound inside**. SoundsOfThings is a sound based **social network** and an **advertising platform**. SoundsOfThings represents the evolution of Visual Advertising, in it every emotion will have a sound and every brand will have a sound logo.

## **OPPORTUNITY**

The Social Media advertising is based on **Visual content** (images, video or text) and mobile visual advertising spending has surpassed TV spending in 2019 (eMarketers). In SoundsOfThings, we firmly believe that most of us will soon significantly reduce the time we spend watching our smartphone's screen thanks to the advent of voice assistants: in this scenario, the opportunity we 'ear' is to leverage audio platforms to advertise products and services. Moving from Visual to Audio has an impact on the entire advertising.

## **SoundsOfThings is the SOLUTION**

SoundsOfThings has designed a **Social Network** based on Audio contents. It is also an Audio based advertising platform with geo-localised content. Through SoundsOfThings, people socialize using the Sound Emotion, and companies interact with users and potential customers using the Sound Villages. The Sound Emotion is the audio-based content, and the Sound Village is how brands run their campaigns.

## **BUSINESS MODEL**

SoundsOfThings is an advertising platform with a business model based on CMP (sponsored contents, impressions) and leads gen. (CPL) with key differentiators: with Sound Villages and geo-localised Sound Emotion, it is also an augmented reality social network, a sound layer adding digital sound content on physical places. A user can listen to a geo-localised Sound Emotion only in the place where it has been created.

## **TARGET MARKETS**

SoundsOfThings's target markets are USA and EMEA; **it will be the first Audio social media with a global impact** proposing a strong and easy-to-adopt alternative to the visual advertising in a scenario where, in USA for example, "In 2020 nearly all (92%) of small businesses invested more time and money in at least one social media platform". Global digital advertising expenditure has been 333B\$ at the end of 2019 (50% of the total media spending growing 15.5% from 2019), with most of the growth coming from sponsored content in search engines and social media ads, according to eMarketer.

## **COMPETITORS**

SoundsOfThings's competitors are mainly Facebook, Instagram, Snapchat, TikTok and ClubHouse. While these "traditional" Social Networks are based on images and videos contents, SoundsOfThings will lead its users to create and enjoy sounds, with a more active role in the content creation, stimulating their imaginations.

## **COMPETITIVE ADVANTAGE**

- The content:** it is no more Visual but Audio-based, the Sound Emotion, a game-changing in all the advertising sector. A Sound Emotion is the sound of a feeling, a place, a face, the sea... it tells our worlds with Sound:
  - BBC **"Can a brand create a 'sonic identity' from light bulbs?"** <https://bbc.in/2SQFrog>
  - Marc Andreessen **"Audio Will Be Titanically important"** <https://tcn.ch/2LXosQf>
- More engagement** for users: listening to a sound normally recall memories
- First Social Network with geo-localised contents:** SoundsOfThings is the first social network able to set up a sponsored content geo-localised; with geo-localised Sound Emotion that users can listen to by only being in the place where it has been created; in this way we generate real user traffic in real places -retails for example- using digital contents.

## **EXECUTIVE PLAN/GO TO MARKET STRATEGY**

SoundsOfThings has been launched in Italy on Nov 2018 with Eni gas e luce and in USA New York on July 2019 in partnership with Nutella Ferrero <https://prn.to/3jiNv1X>. The main purpose was to position the company, generating a media presence (Corriere, Yahoo Finance and Forbes <https://bit.ly/34nLw40>) an initial 2k users' community and test the product in production. Now we need to evolve the product and grow its community. To do so the main investments should go in R&D, Marketing and communication.

## **TRACTION**

We have designed our audio-based content (the Sound Emotion) and tested it in other social media. After that we have tailored the business and the product around it, launching in Italy and the USA, growing our community up to 2000 users (30% active during the launch campaign) and signing contracts with two big clients (Eni gas e luce <https://bit.ly/3du7wzf> and Nutella <https://youtu.be/LWlrA0KO2gs>). During this time two very famous testimonials in Italy joined us (Mario Fargetta & Juliana Moreira) and are now in the stock options program.

## **Sound Token and Sound Coin**

A Sounds Emotion (SE) created by users can generate a Sound Coin (NFT). A user or a composer earns Sound Token as a % of the CPM and CPL generated by Sound Emotions created by them. Users can trade NFT with Business Users. For example, a user creates a great Sound Emotion related to the brand (Nike for example), the brand buys rights to use that content through its NFT.

Financial	2020	2021	2022	2023	2024	2025
registered users	2.000	13.200	96.639	470.965	1.280.359	2.789.899
Revenue forecast	5.000,00 €	1.258,95 €	39.456,08 €	882.717,45 €	5.086.184,30 €	14.497.160,22 €
Operating costs	113.090,00 €	73.160,55 €	729.746,22 €	1.144.259,26 €	1.747.871,89 €	2.347.712,56 €