

BERIN &  
ADRIANA'S



A versatile analog audio synthesizer for music  
producers and music tech hobbyists alike.

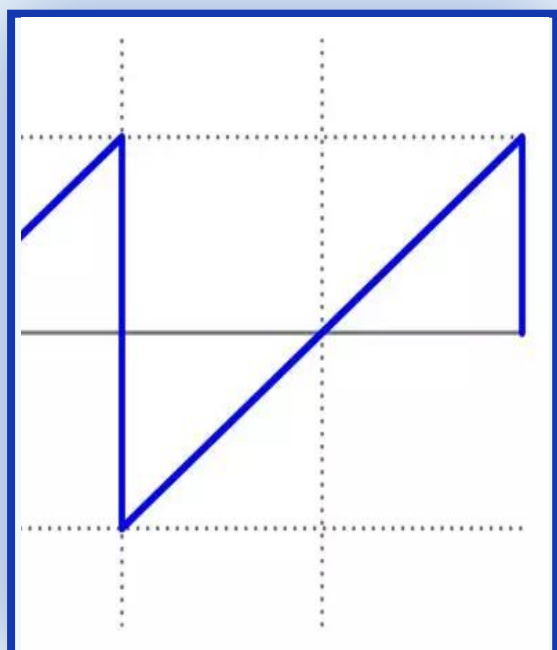
# Supersynth

INNOV18  
PITCH DECK



January 2025

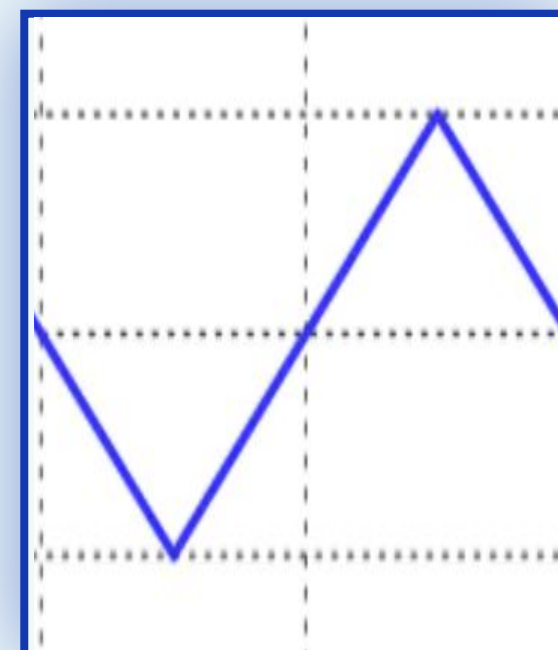
# ABOUT US



**Berin**

**Technical** ECE!

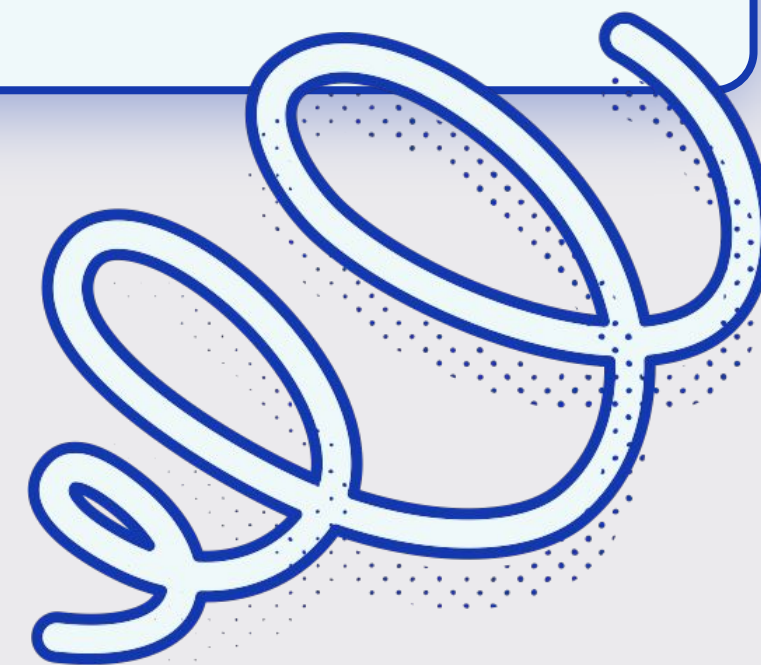
**Music** Clarinet + Guitar!



**ADriana**

**Technical** ECE!

**Music** Sing + Guitar!



# INSPIRATION

Avid music listeners and enjoyers, and  
interested in making music ourselves

Community formed around music

Accessibility – bring music to more people

Teaching + learning technical knowledge



01

# MUSIC Today



# PROBLEMS

COSTLY

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CONFUSING

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INACCESSIBLE



# DIGITAL?

## **Popular DAWs:**

**FL Studio, Signature: \$269**

**Logic Pro: \$200 + Mac**

**Ableton Live: \$439 – \$749**

**Pro Tools: \$299 – \$599 /yr**

Plus desktop, storage, time,  
external audio devices, clunky  
software, packages





KORG – Japanese

volcakeys

\$150

Intro Consumer

Teenage Engineering – Swedish

K.O. II

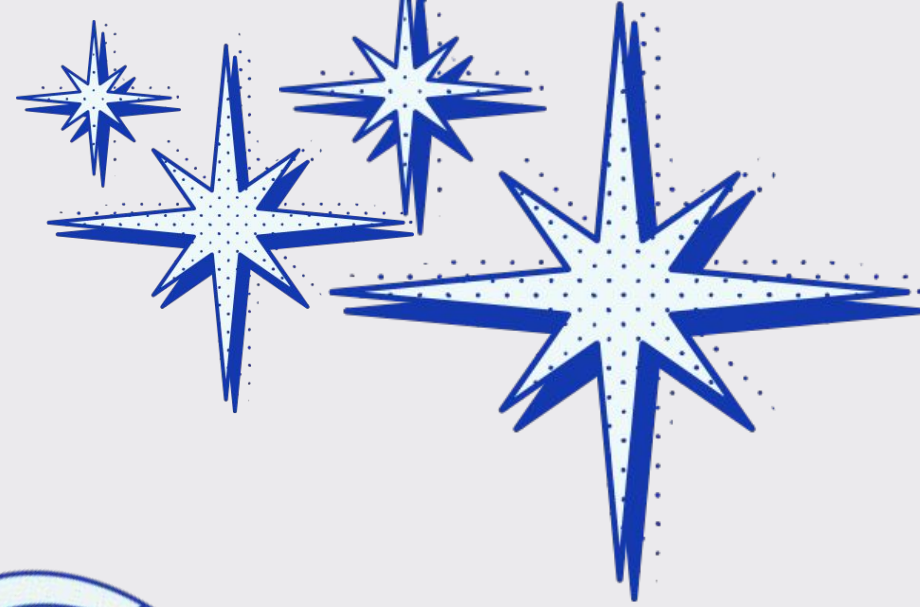
\$299

Premium Customer





# Our Goals



*Low cost – Price  
point below \$100*

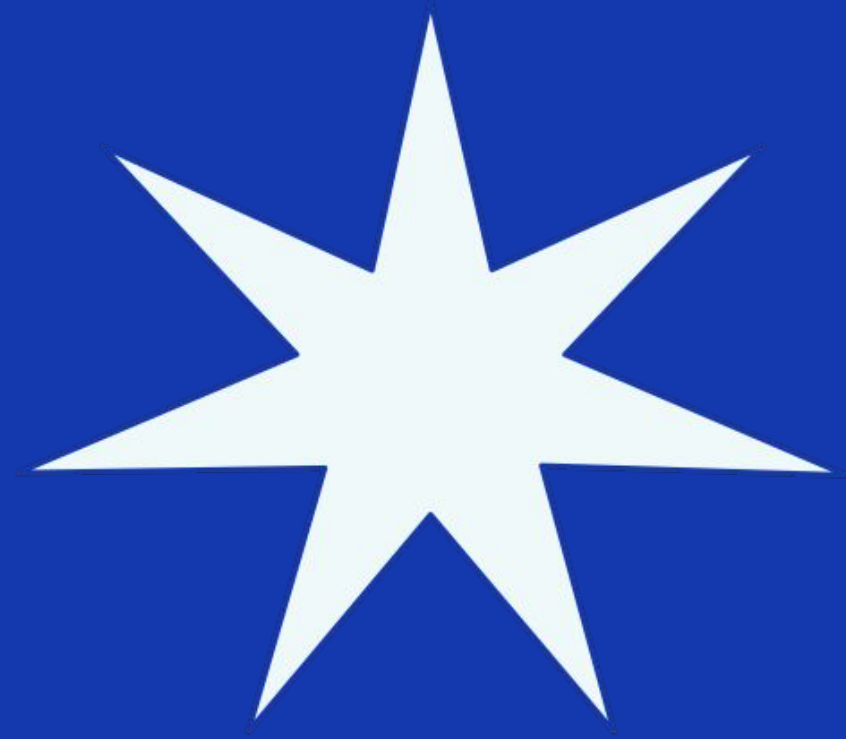


*All-inclusive  
package*



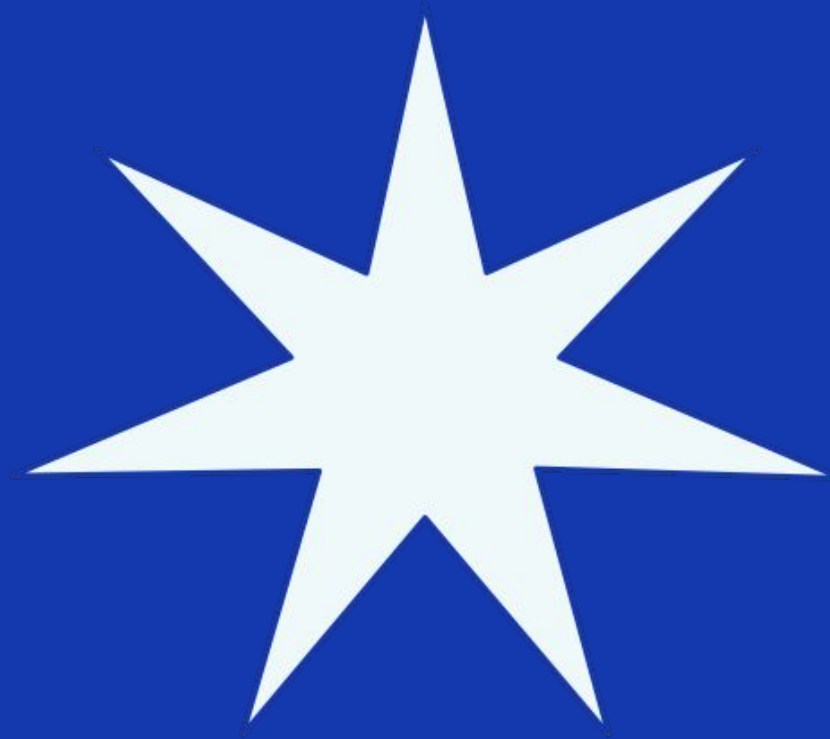
*Beginner  
Friendly*



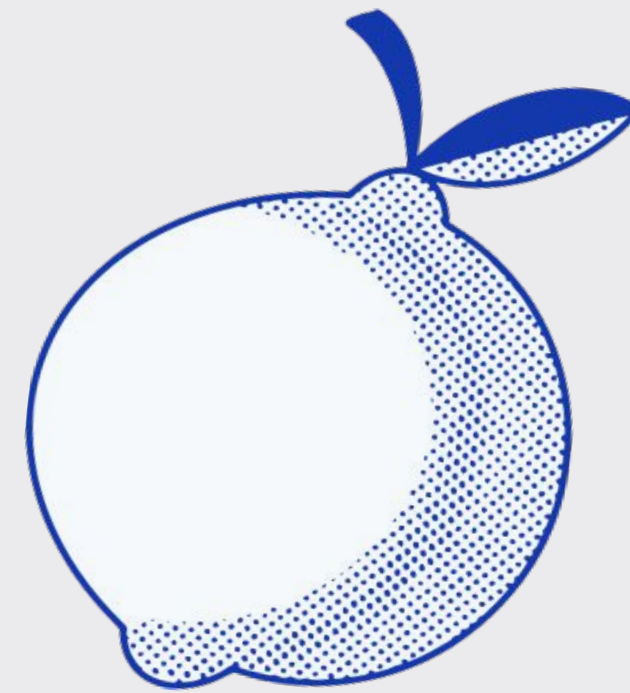


02

product



# overview



01

*Input – Microphone, instrument output, customizable*

03

*Output – included speakers, or output line into computer*

02

*Synth – takes in input, and makes cool sounds in real time!*

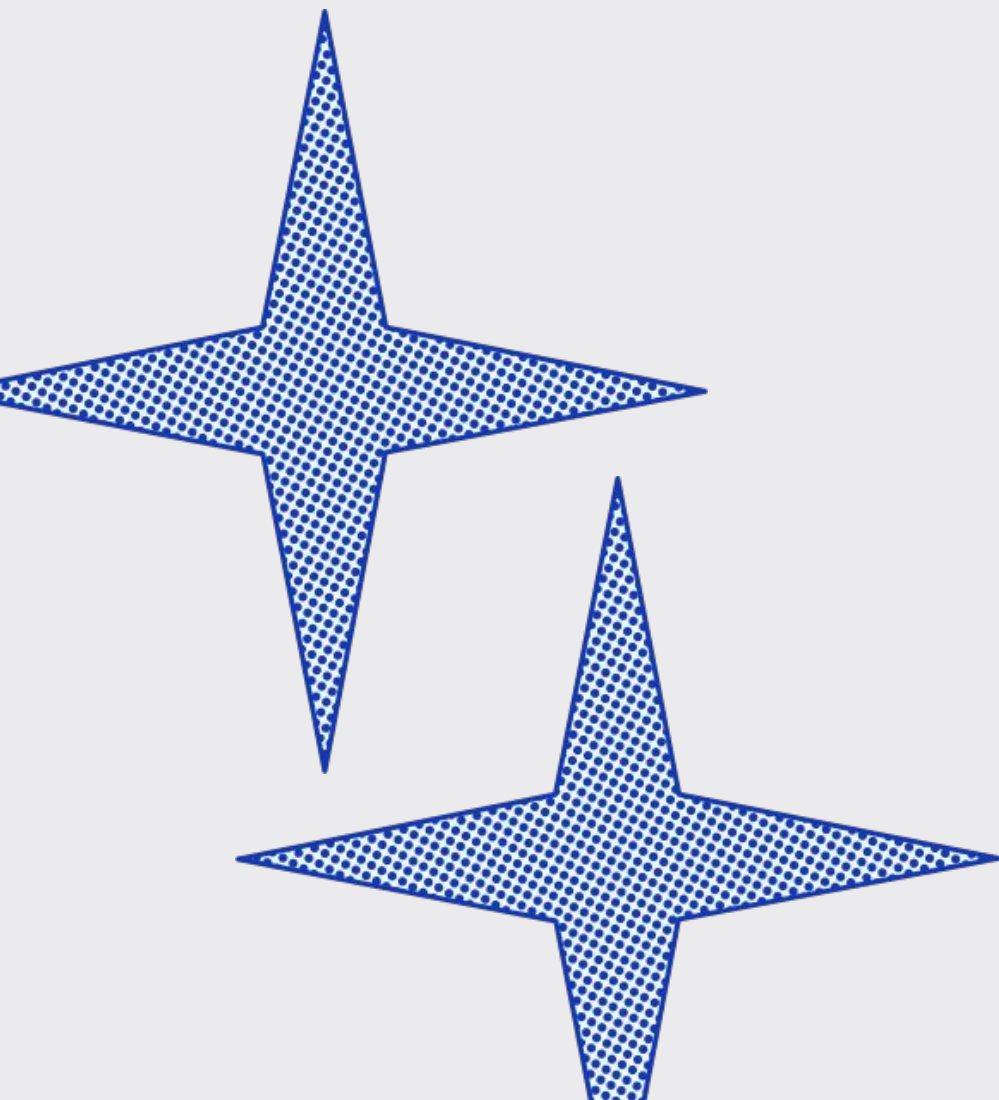
04

*Software – Mini-DAW, for beginners, mixing and recording tracks*



# SYNTH Features

- Line or mic input
- Additional cutoff modules
- Stereo output



## Audio Controls:

- LFO (low frequency oscillator) – freq.
- VCF (voltage controlled filter) – resonance, wave shape, cutoff freq.
- Echo – volume, delay, repeat, wave shape
- Oscillator – freq, on/off

Supersynth



# WHY WE STAND OUT!

**Analog format** – allows for customizability and flexibility  
e.g. DIY circuit bending

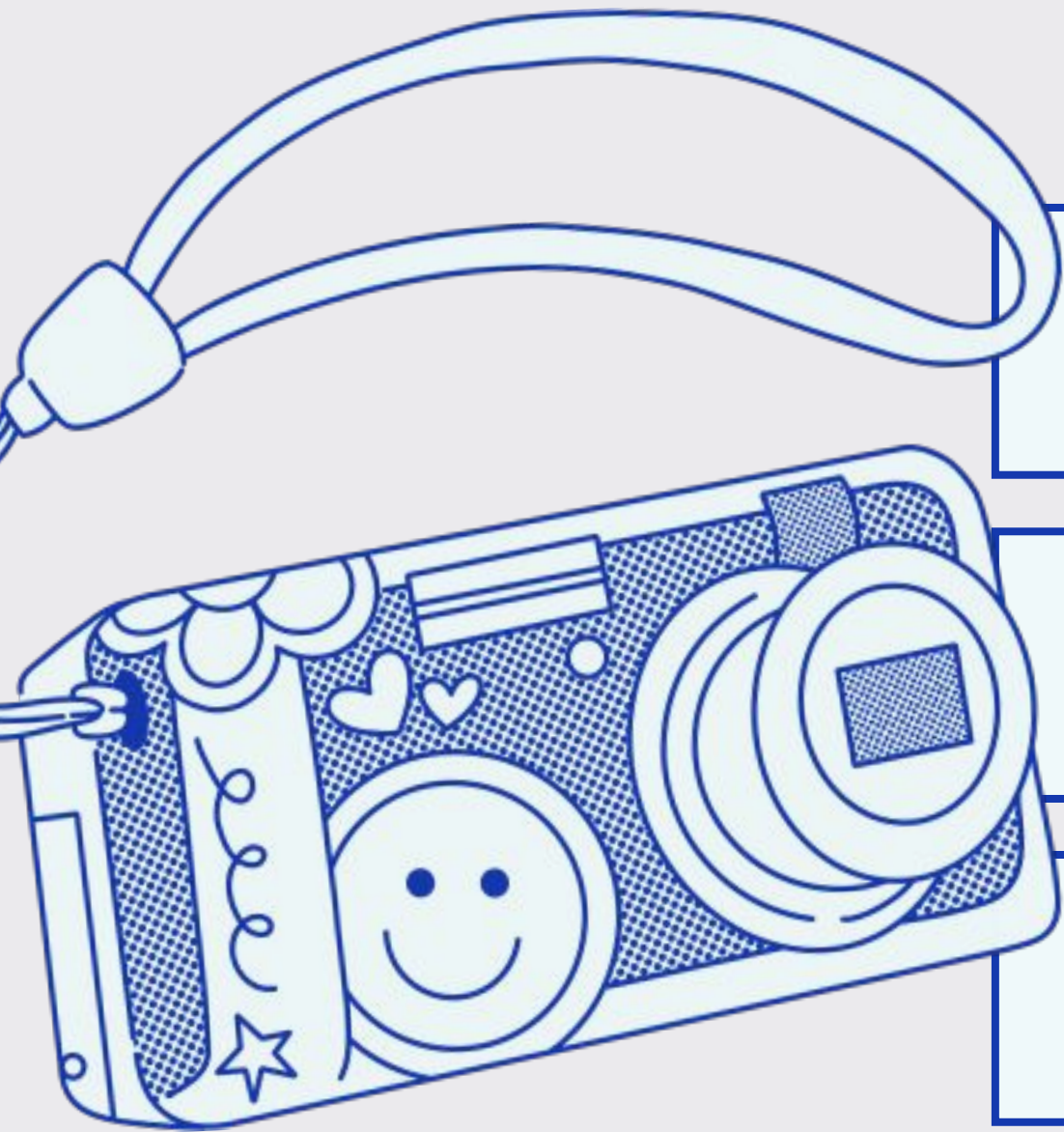
**Live audio editing** – can play a note and directly hear effects of synth, great for teaching or playing on-stage

**Compatibility** – can plug in any instrument with included cables, and universal stereo out

**All-inclusive** – We provide all components and features to put together a musical work, beginner friendly – unlike competitors



# Target Demographics



1 Young people with music interest

2 Educators and schools

3 Beginners (music + technology)

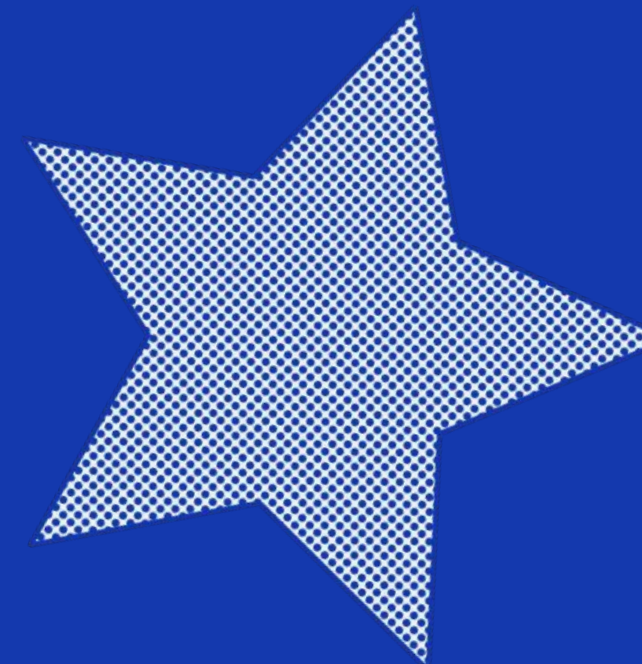
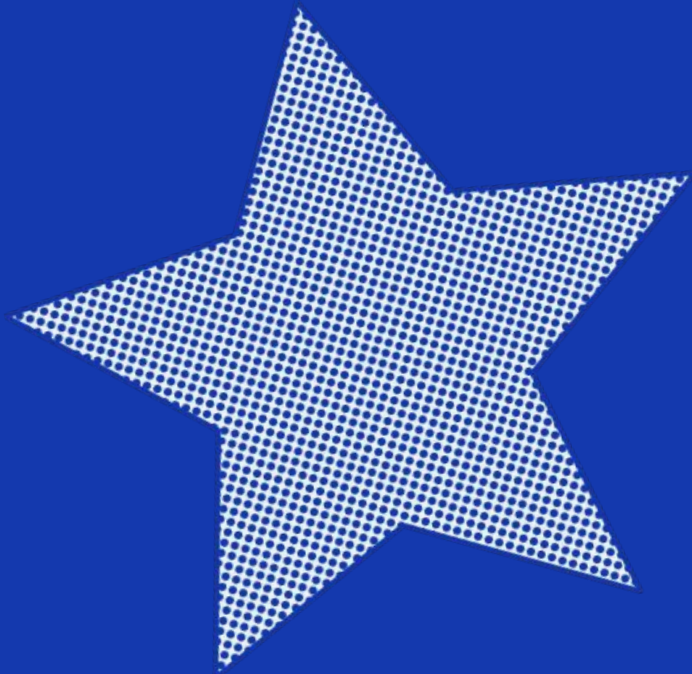
4 Live performers





03

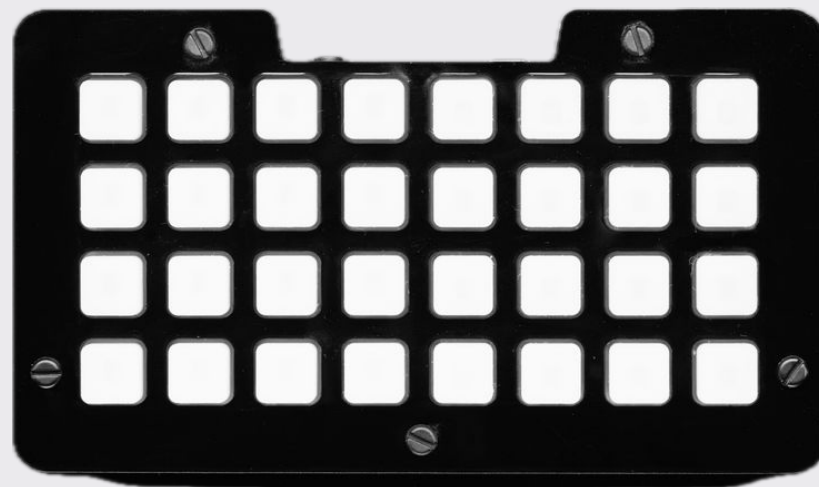
VISION





# Interchangeable

Allow customers to purchase interchangeable faceplates to encourage experimentation at a lower cost and enable a modular setup.



Neotrellis MIDI  
Controller

**Replaceable with:**

Programmable MIDI  
Controller with SuperSynth-  
compatible output

Higher Quality  
Embedded Speakers

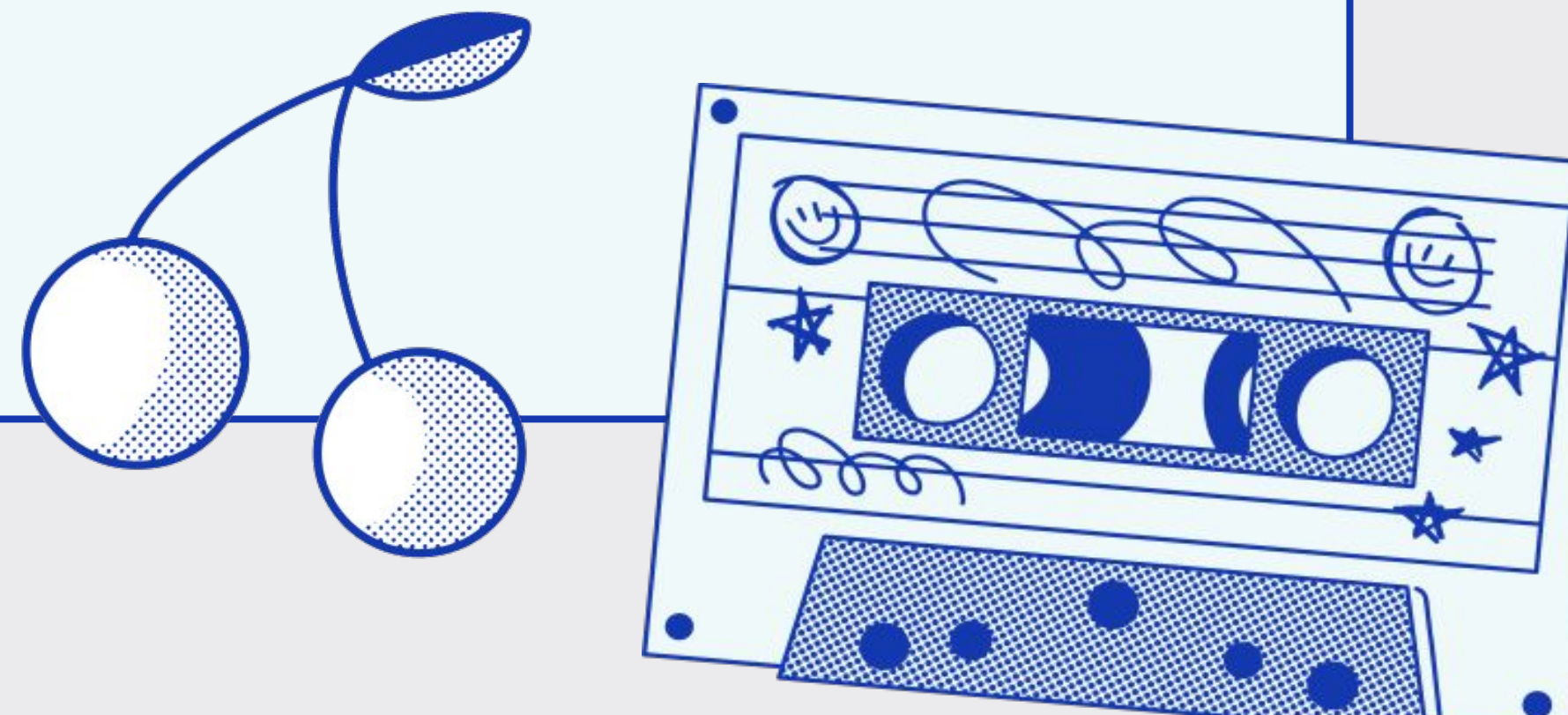
+ More

# PRICE POINT under \$100

Starter Pack	Per Unit Cost
Synth	\$50
Wooden case	\$5
Speakers	\$15
Software	\$0
Manufacturer total	\$70
Consumer total	\$80
Profit	\$10

## Add-ons

MIDI Controller Analog Output	\$60
Microphone	\$15
Acoustic Guitar to 1/4" Jack	\$15
Circuit Bender Guided Toolkit	\$20
1/4" Jack to Bluetooth Cable	\$15





# TAM

total addressable market



All music producers,  
hobbyists, and  
enjoyers

# SAM

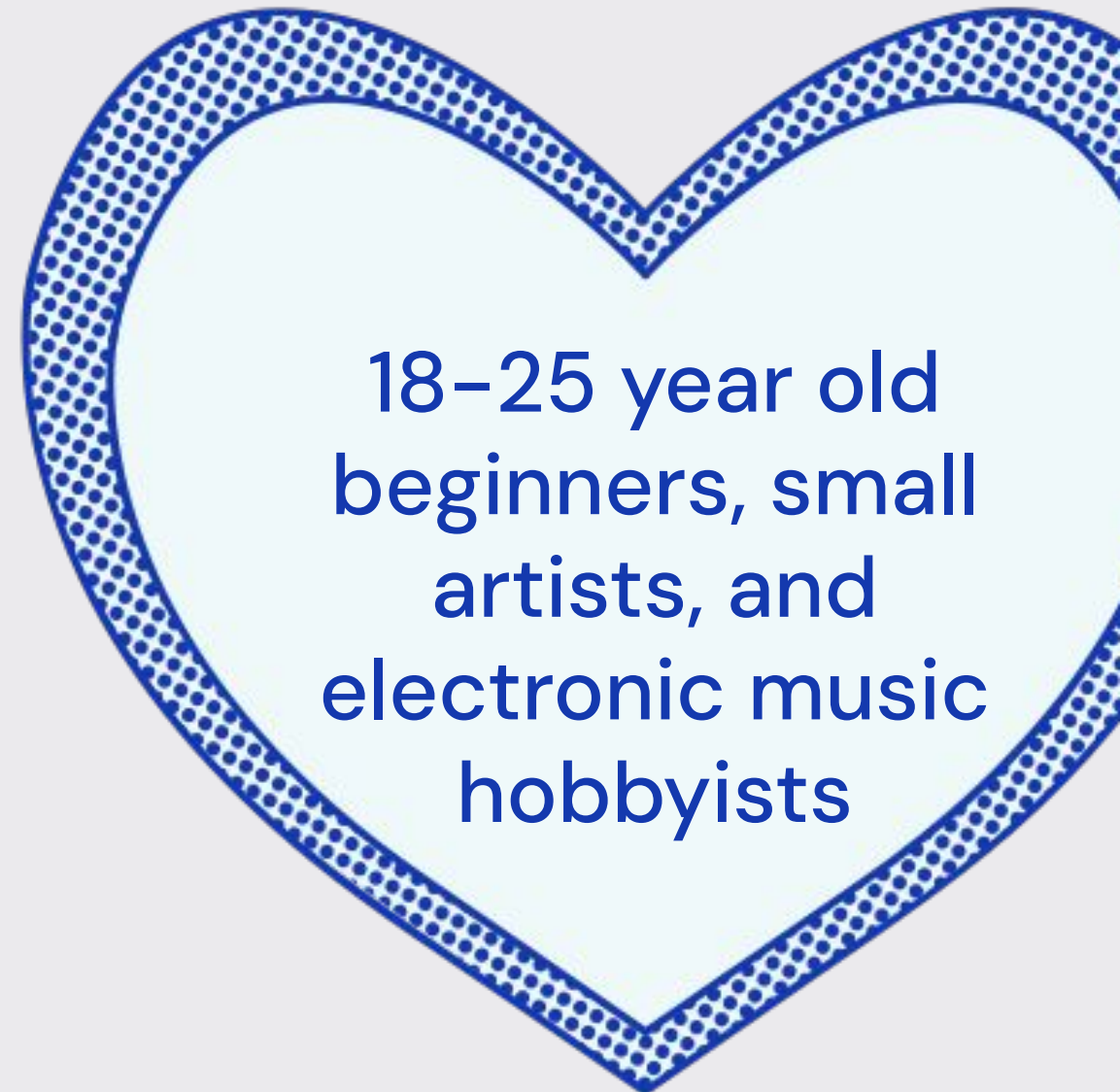
serviceable available  
market



18–25 year olds on  
social media in the  
electronic music  
niche

# SOM

serviceable obtainable  
market



18–25 year old  
beginners, small  
artists, and  
electronic music  
hobbyists



# Marketing Plan

SOCIAL MEDIA +  
EXCLUSIVE USER TESTING

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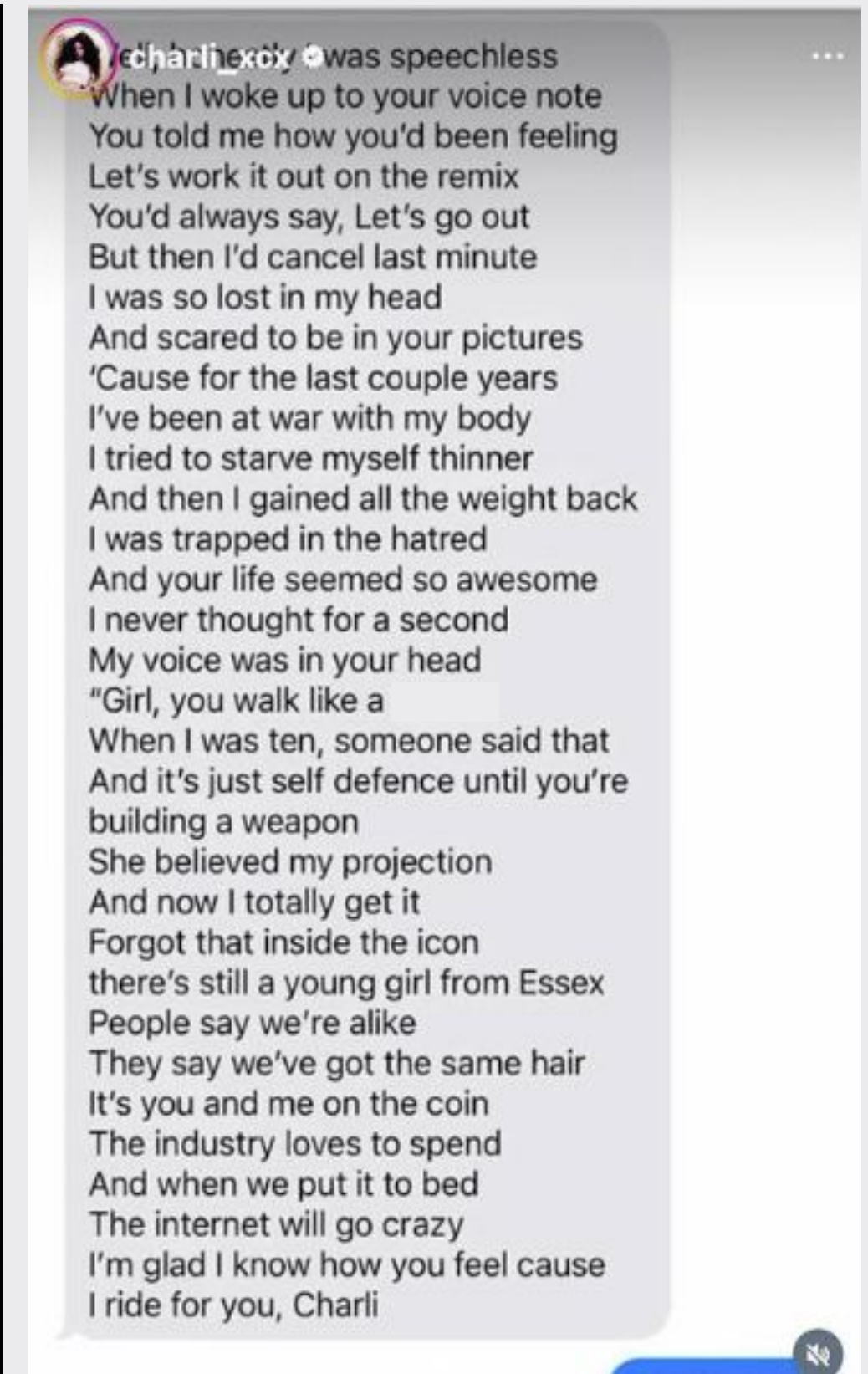
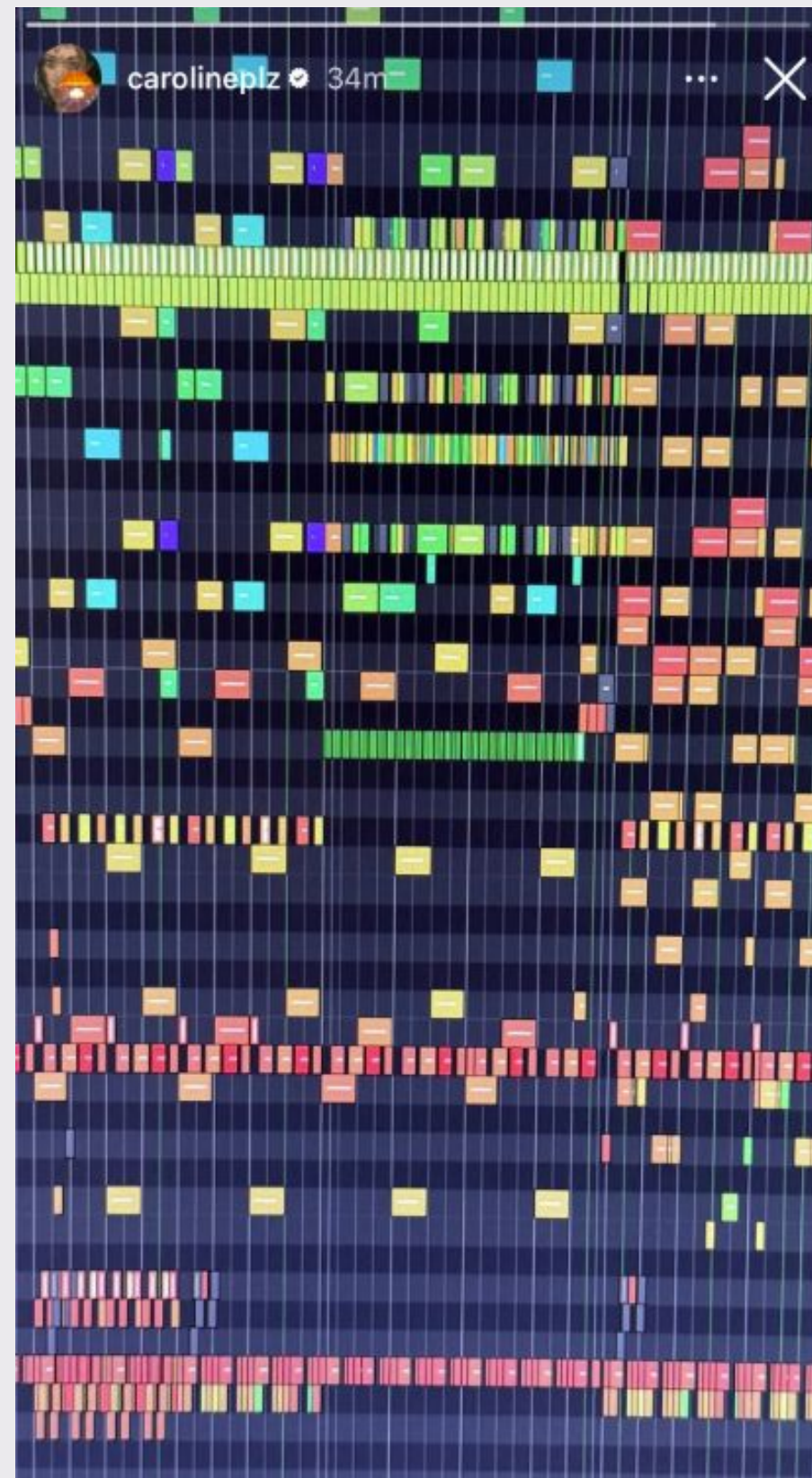
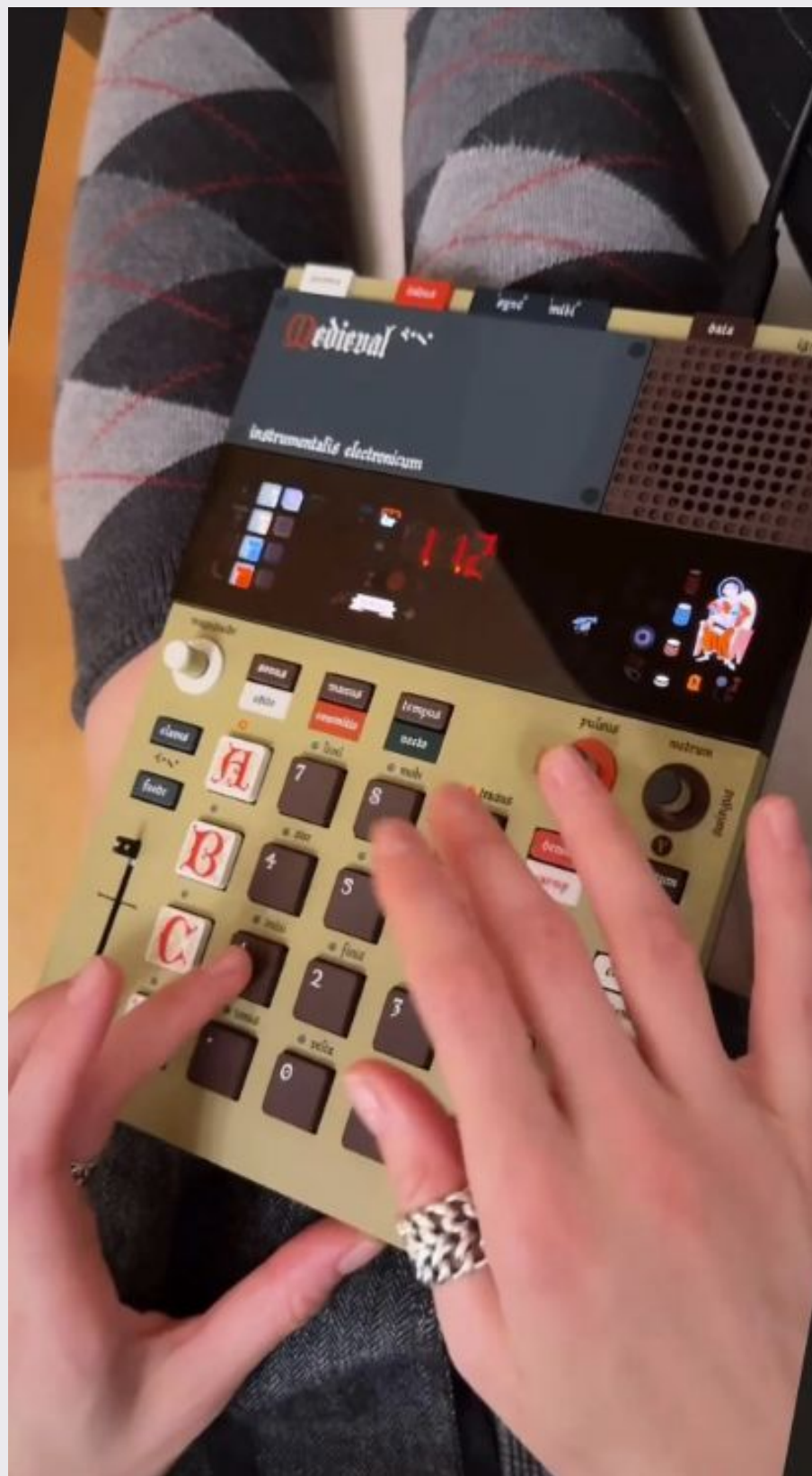
ARTIST COLLABORATIONS

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NICHE ELECTRONIC  
MUSIC COMMUNITY







# HOW artists are POSTING




# FUTURE GROWTH



Better develop the  
mini-DAW software  
– compatibility +  
depth



On-Board digital  
mixing – comparable  
to competitors



Different packages  
for custom needs  
and price points e.g.  
education package





THANK  
YOU