

*sensi*

**MUSIC TOOLS THAT GROW WITH A MUSICIAN**

Sensi tools help musicians:

- learn
- practice
- make better music
- get the best out of their gear
- deliver better performances

**SENSI CREATES TOOLS  
ABLE TO GROW TOGETHER  
WITH A MUSICIAN, ENHANCING  
CREATIVITY AND EXPRESSIVITY.**



# MUSIC MAKING IS HARD



## MUSICIANS ARE BROKE

Nowadays it's super hard to make money out of music. Yet, they need to explore new tools to be more expressive.



## MUSIC MAKING IS BECOMING A LIFESTYLE

It's just like taking photos: anyone wants to do it anytime... anywhere. Yet, music gear is bulky, heavy, hard to setup and carry around.



## MUSIC GEAR IS EXPENSIVE

Beginners can't afford all the gear they need. One piece of kit rarely complements another.

# INFINITE LEGO FOR MUSIC MAKING

A control surface able to grow with the musician

Wireless, portable, and adaptable



**SENSI M IS THE ULTIMATE  
CONTROL SURFACE  
FOR ANY MUSICIAN**

# SENSI M



## MODULAR

Select and set up interfaces



## CUSTOMIZABLE

Choose presets in M-Core: an open-source community to create, edit, and share the functionalities of Sensi M sets



## WIRELESS

Connect with computers, tablets or smartphones



## ADAPTABLE

Place it on instruments or use standalone



## UNIVERSAL

For musicians at all levels



## CLEAN

It can be attached to a flat surface without leaving any marks



# THE RIGHT TIMING!

SINCE THE BEGINNING OF THE MILLENNIUM MUSIC MAKING IS GETTING DEMOCRATIZED



MUSIC MAKERS STILL NEED  
A HUMAN SIDE. INTERACTING  
WITH TOUCH SCREENS  
IS NOT EXPRESSIVE!

## ● '70S

The concept of an expensive studio to create and record music was replaced by the home studio. Thanks to more affordable and smaller tools, but also the computer evolution.

## ● '00S

Now, thanks to tablets and smartphones, this democratization makes space for the "mobile studio" that allows anyone to make music anywhere at any time.

## ● 2020



# MARKET

**SAM**  
**\$ 1.40B**

Computer Tools to make music

**SOM**  
**\$ 130M**

20% of North America and Europe sales of controllers and computer music hardware



**SENSI 4 YEARS**  
\$ 570k

**TAM**  
**\$ 18B**

Music Equipment Industry

**45.8%**  
**USA**

5.9%  
**GERMANY**

10.8%  
**CHINA**

5.4%  
**JAPAN**

4.5%  
**CANADA**

**\$ 1.14B**

Musicians' expenditure on computers and peripherals to make music

**41%**  
Controllers and other hardware

**2018-2019 CAGR (US ONLY)**

<b>ELECTRONIC MUSIC GEAR</b>	2.8%
<b>COMPUTER MUSIC HARDWARE</b>	4.9%

**2009-2019 CAGR (US ONLY)**

<b>CONTROLLERS &amp; COMPUTER MUSIC HARDWARE</b>	66.3%
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# PRODUCT LINE



SENSI M MODULE	Pressure Atom	Turn Atom	Fade Atom	(Kits)	(New modules & accessories)
PRODUCTION COST	40€	20€	20€	?	?
TARGET PRICE	79€ - 130€	49€ - 65€	49€ - 65€	150€ - 500€	?

**M-CORE**

An open-source marketplace where users can share custom made firmware

Optimized apps, plug-ins and virtual instruments for learning, practicing and making music

**HARDWARE**

**SOFTWARE**





	Livid Guitar Wing	Joué	Monogram	OWOW MIDIS	Sensel Morph	Roli Blocks	Sensi M
Modular		●	✓		●	✓	✓
Wireless	✓			✓	✓	✓	✓
Pocket Size			✓	✓			✓
Guitar/Bass Compliant	✓			✓			✓
Configurable functions	●	●	●	●	✓	✓	✓
Curated open-source community							✓

# WHAT EXPERTS SAY ABOUT SENSI M?



“The Portuguese Sensi are in the process of refining their Sensi M Bluetooth MIDI modular controller project, which you can configure as you wish.”



“The small hardware-smiths Sensi introduced me to Sensi M a modular MIDI over BTLE controller. Several modules can be combined with each other, in a similar way to Roli.”



“Want more control over your DJ app or DAW? Check out this upcoming device called Sensi M – it’s a small, modular Bluetooth controller that’s got a special adhesive bottom, allowing you to stick it on any surface without leaving a mark”



“A "Modular Bluetooth MIDI Controller System" is a mouthfull.”



“What do you do when the current market in controllers doesn’t offer the right tools? You build one yourself. If you haven’t got the desire to do that from scratch you can fall back on modular systems. From Portugal comes the Sensi M with two modules that can be freely combined to create an individual controller.”



“A quite innovative, simple, but problem solving little thing”



“I love gadgets like these. Makes me think of creative ways to use them.”

**SANJAY C**



“This sounds like a cool thing indeed”

**BO BEATS**



“I’d totally love to get my hands on it”

**TAETRO**

# COMMUNITY



5000+

Website visitors '19



1600+

Email addresses



10K+

Instagram followers



2500+

Twitter followers



900+

Facebook followers

## SENSISYSTEMS.COM TRAFFIC 2019

Country	Users	% Users
1.  United States	1,549	29.12%
2.  Germany	506	9.51%
3.  United Kingdom	425	7.99%

## GO-TO-MARKET



# TEAM

## FOUNDER



### JOÃO NEVES

- Musician & Maker
- Product Specialist
- BA Electronic Music & Musical Production

- Startup Lisboa Momentum Winner
- Lisbon Maker Faire '15 Young Maker

## CO-FOUNDER



### JOSÉ ÁGOAS

- Musician & Video Maker
- EU Market Expert
- Business Developer
- Go-to-market & Product launch specialist
- BSc Corporate Communication

- Kleresca
- Smartbox
- Smeg

## MARKETING



### PEDRO AFONSO

- Drums Enthusiast
- Digital Performance Manager
- SEO, Google & Facebook Ads Specialist
- BSc Marketing Management

- Benfica
- Pestana Hotel Group
- Havas Media Group

## DESIGN



### JOSÉ AUGUSTO

- 3D Modeler
- Mechanical Designer
- 3D Printing Specialist
- MA Product Design

- Modo Exacto
- Mez Ceramics
- 2nd Roca Design Challenge '18 Winner

## FINANCES



### DAVID RICARTE

- Guitar player & Painter
- Financial Auditor of multi-activity companies
- Behavioural sciences passionate
- MSc in Finance

- Deloitte

FULL-TIME

ADVISORS/FREELANCERS

# FUNDING

## 12 MONTH CASHFLOW PLAN



**15K €**

### PRE-CAMPAIGN INVESTMENT

- Campaign structuring
- Preparing materials and promotion
- On-line marketing / ads
- Campaign manager

**GOAL** Promotion

**5K+ EMAILS**  
**min. 10% CR**

CR - Conversion Rate

**40K €**

### CROWDFUNDING CAMPAIGN GOAL

- Market demand validation

**GOAL** Pre-orders

500 PA	40K €
500 PA + 250 TA	55K €
500 PA + 250 TA + 250 FA	70K €

PA - Pressure Atom | TA - Turn Atom | FA - Fade Atom

**135K €**

### POST-CAMPAIGN INVESTMENT

- Marketing (Awareness & Performance)
- Team building and structuring
- Showcase at international fairs
- Business expenses

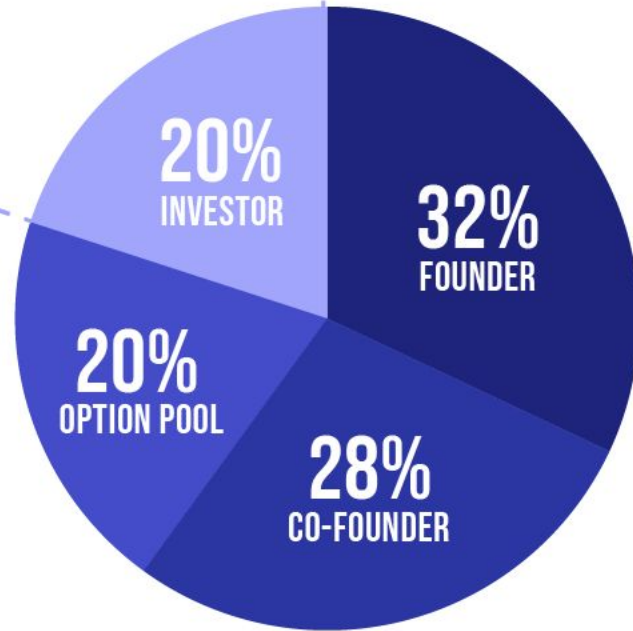
**GOAL** Boost pre-orders / sales

**DOUBLE CROWDFUNDING PRE-ORDERS**  
**START DELIVERING WITHIN 6 MONTHS**

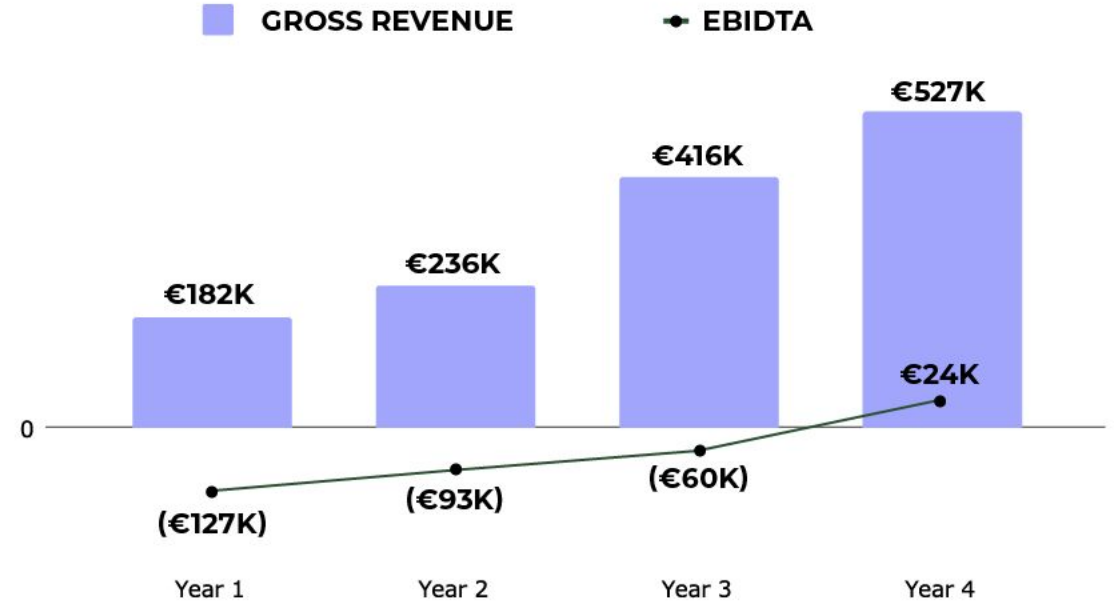
# CAP TABLE

**WITH COMMITMENT OF INVESTING BOTH PRE AND POST CROWDFUNDING ROUNDS**

(If no commitment, we offer 5% for Pre Campaign and 10% for Post Campaign)



# FINANCES



# EXIT STRATEGY

Acquired by a “brands aggregator” company like inMusic (Akai, M-Audio), Music Tribe (Behringer, TC Electronics, Midas) or Focusrite (Novation, Adam Audio).

WE ARE MAKING  
THE FUTURE OF MUSIC.

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SUPPORTED BY



StartUP  
Portugal

Start up  
Lisboa