



**Physical address:**

c/o University of Sussex  
Falmer, Brighton

**Funding:**

£90,000 from EU and UKRI grants  
£30,000 Founders' money  
£75,000 from SEIS round

We are looking for a seed of  
£350,000 to go from demonstrators  
to sales.

**Turnover forecast from investment:**

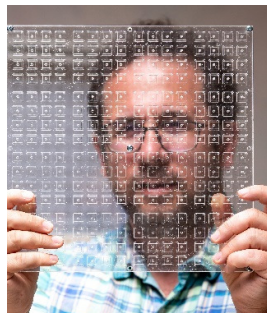
Y1: £120,000  
Y2: £437,400  
Y3: £1,300,000 – break even.

**Use of Proceeds:**

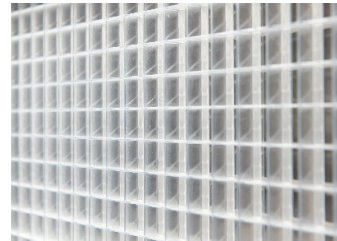
- Recruit commercial team to support current CEO
- Two engineer salaries
- Prototypes into full products
- Secure initial sales

**Competitive advantage:**

- Founders have 30+ years' experience in cutting-edge acoustic applications.
- 1 patent granted, 1 pending
- 2 trademarks.
- A platform technology, already enabling ad-hoc projects.
- SonoBlind™ panels can be sold as a standalone or retrofitted to existing products.
- SonoBlind can be manufactured in any material and thus fully tailored to customer needs.
- It can be tailored to different sources of noise at installation.



**Problem:** 40% of the EU population lives or works where noise is not tackled by existing legislation, but still causes stress. Typical scenarios are open windows in summer, a private conversation in a busy hospital ward and a meeting in a crowded open office.



**Solution:** SonoBlind™ is a user-controllable partition that gives the customer full control on unwanted sounds. In hospitals & homes it takes the shape of a blind, allowing light and airflow but blocking noise. In open offices, it takes the shape of a partition and helps to engineer silence, when needed.

**Market:** Metasonixx owns an acoustic metamaterial platform technology, backed by two patents and research in two UK universities (Sussex and Bristol). We target three beach head markets that we will address sequentially:

1. *Air conditioning (Year 1):* 10% of the cost of air-conditioning is for noise management, adding to a TAM of \$19bn/year. 15% of this market is easily accessible to us (EU and UK, for \$2.9bn/year). Initial target for Y5: £1.9m/year revenue.
2. *Home Offices and Hospitals (Year 2):* Funded by a grant, we are already testing this solution in hospitals, to manage noise in busy wards. We will initially target UK and US, with £1.1m/year revenues expected in Y5.
3. *Plantation blinds (Year 3):* 11M sold each year in the US of the wooden type, each costing to installers £120/sqm. With seed investment, we target 1% of the US market or £1.65M/year.

**Competitive landscape:** Uniquely, SonoBlind can be sold as a stand-alone product or embedded into existing products and allows air through. Indoors, SonoBlind panels win as they weigh much less than competitive technologies. Other companies operating with acoustic metamaterials – Sonobex (UK), AMG (HK), Phononic Vibes (Italy) – target different markets.

**Business model:** We will subcontract manufacturing of SonoBlind panels in shapes that respond to the market, while building key relationships with distributors in the beach head markets. We will maintain the existing revenue in view of licensing agreements.

**Current team**

*Gianluca Memoli*, founder & acting CEO, is an expert in sound/noise management with 15 years of experience. He is a passionate science communicator and also holds a part-time position at Sussex University, where he is developing medium-term innovation for the company.

*Bruce Drinkwater*, founder, is a Professor in Bristol. He is an expert in ultrasonic applications of metamaterials.

*Lorenzo Bonoldi* is an acoustic designer. His expertise lies with the design of acoustic enclosures and music studios.

*Letizia Chisari* is an engineer. Her expertise is on acoustic modelling and environmental noise.

We employ a number of expert consultants on a need-to basis to support commercialisation (*Colin Lloyd*, 30ys taking start-ups to sales), manufacturing (*Julian van Wyngaarden*, 20ys in injection moulding) and exploitation (*IMPAX*, 7ys in tech start-ups).

**Traction to date**

- Current customers: Apollo Tyres, MOVYON.
- Interest from Tier 1 companies in air conditioning, automotive and professional audio.
- Media: Daily Mail, RIBA Journal, The Engineer, New Scientist

**Awards**



(2018)



(2020)



(2020)



(2021)