

SOUNDTECH INSIGHTS

VALUER+

THE SELECTED STARTUP

awe

Integrating audio in an
everyday environment

LIST OF

8

MATCHING
STARTUPS

How Valuer Works

DATA

selects

CANDIDATES





The Valuer Method

AI and experts working together to validate startups

1. Mission Call to agents

A call to arms is made, activating Valuer's agent network and identifying a large group of startups with potential for excellence. The call goes out to both national and international agents to identify startups with innovations that can change the future. Over several weeks, a wide selection of startups all around the world is identified. Several thousand agents are available to utilize their personal networks, business affiliations and online engagement to identify startups in all stages and sizes.

2. Defining success parameters

The identified startups were processed by Valuer's random forest algorithm, measuring predicted success chance of the startups. The startups with a predicted success chance of below 30% were excluded, to narrow the scope of the further investigation and matching for all relevant parameters. Valuer's random forest algorithm utilized widely accessible factors such as size of founder team, experience, funding rounds/amount, product or brand recognition, intellectual property rights and partnerships.

3. AI-based proof of business

Startup proof of business is dependent on many different factors, that have been identified as valid for Valuer's prediction algorithm. Factors such as funding over time, partnership mentions and customer response/mention are used to generate an overview of proof of business. The available data for proof of business was used in Valuer's k-NN clustering algorithm, to divide startups into groups based on the available factors.

4. Growth prediction

Through research and expert investigation into cases of successful scaling and growth, measurable capabilities were selected to rank and evaluate the startups based on predicted future development. Valuer's matchmaking neural network utilized the identified capabilities to define required parameters to achieve successful growth. The accuracy of Valuer's matchmaking neural network was tested on previous startup cases of both success and failure, resulting in a selected group of sufficiently validated growth prediction.

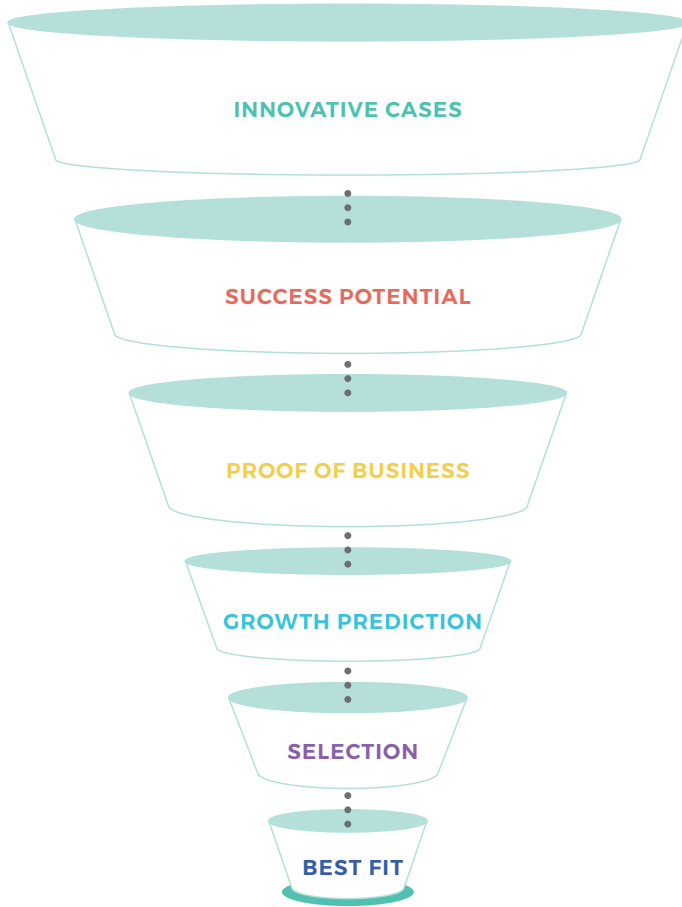
5. Selection of the best innovators

To select a group of startups best suited for exposure to industry leaders, a combined automatic and manual process was applied. The parameters used for each of the previous selection steps were used to generate a startup ranking of each of the selected startups. The ranking was then used in combination with industry expert evaluation to select the best startups suited for collaboration with industry leaders.

6. Best corporate fit

The startups with the best fit have been selected based on the degree to which the startups represent important technologies and business trends. All of the startups featured in the physical material have been approved by relevant industry experts, to ensure that each of the startups represent an important technological change in their respective industries.

VALUER.AI DUE DILIGENCE AND SCREENING PROCESS

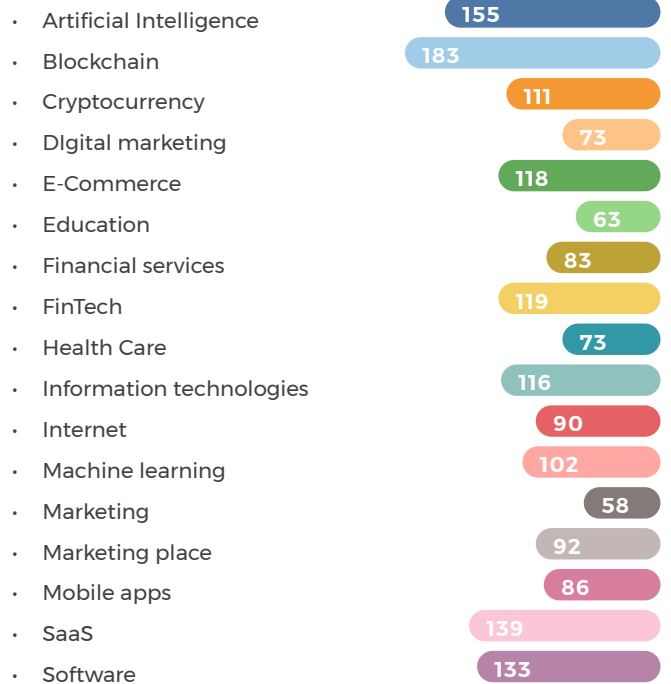


Data collected:

- Industry
 - Technology trends
 - Markets
-
- Founders expertise and experience
 - Investments
 - Product validation as accolades,
 - Partners
-
- Product technology
 - Tech trends
 - Market size
 - MVP
 - Case studies
 - Traction
 - Business model
-
- Founders potential
 - Market trends
 - Market predictions
 - Tech trends
 - Competitor analysis
-
- Analysis of collected data
-
- Capabilities matching

VALUER.AI INDUSTRY TRENDS OF 2018

Categories:



awe

awe

awe team is focused on integrating audio in an everyday environment.

Location: [Copenhagen, Denmark](#)

Founded: [21/01/2016](#)

Employees: [5](#)

Website: [theawe.dk](#)

Main Info:

CURRENT STAGE:

- Idea
- Product/Prototype
- **Go to Market**
- Growth & Expansion
- Established

Business Logic:

PRODUCT CONCEPT

awe offers a wide range of services focused on creating audio augmented reality experiences for their clients. Ro, a 3D spatialized audio calmness, relaxation and ASMR mobile app, is among the latest additions to their product list, targetting specific user categories in their B2C model. Adding a new value to its segment, Ro brought awe the Danish Sound Startup Award in this year's event.

BUSINESS MODEL

As it provides an array of audio-related services, awe operates both, B2B and B2C models. For example, while Ro is a B2C product built for a niche audience that includes ASMR enthusiasts, people with sleeping disorders and individuals with issues related to mental health; awe also develops B2B white-label apps from a client's idea to full realization.

REVENUE MODEL

awe's revenue streams vary depending on the product concerned. Specifically, Ro, their latest addition to the B2C model uses the freemium pricing model. The users may use the basic version for free, whereas additional sounds and new features can be purchased in-app.

CUSTOMERS:

This startup has no identified customers.

VALUER+ Card

SUMMARY

- awe is a Copenhagen-based startup focused on making audio an important component of every environment.
- The latest addition to their portfolio is Ro, a 3D spatialized audio calmness, relaxation and ASMR mobile app.
- In relatively short period on the market, Ro managed to attract the national attention bringing awe the Danish Sound Startup Award 2018.
- Statista research shows that mobile apps are expected to generate \$188.9 billion in revenues via app stores and in-app advertising in 2020.

MEET THE TEAM:



Per Beck Hansen

CO-FOUNDER AND CEO

Per is dedicated to his passion for connecting audio and new technologies speak not only his academic background but also his previous positions. Per has been working on the organization of cultural events and festivals around Denmark and founded the charity event Wondercrane.



Egil Sandfeld Gregersen

CO-FOUNDER AND CTO

In AWE, Egil serves as a back-end developer, with additional responsibilities such as audio software development and app design. He as well has an academic background related to audio, followed by working positions in management and gaming, and, in the last period, all things programming.



Alice Jennings

CO-FOUNDER AND CCO

Alice is a multipotentialite with interest ranging from front-end development, business, marketing to user research and content development. She is a graduate in Multimedia Design & Communication, with additional qualifications in E-concept Development.



Stéphane Le Borne

CO-FOUNDER AND CMO

Stephane is a UX guru and as such, his main responsibilities at awe include all the aspects for reaching the best user experience. His previous positions were also focused on web and front-end design.



ANTHROPIA

A ceremonial art installation that demands full attention from its audience. It approaches the subject of enlightenment in a contemporary context, exploring the delicate borderlands between the virtual and the real. It was exhibited at Copenhagen Contemporary from the 23.09.2017 to the 26.11.2017.

Tasks:

3D Audio System Design

awe

Adds Sound For a Complete Experience

AUGMENTED REALITY

VIRTUAL REALITY

MOBILE APPS

When four creative and technically-driven individuals who come from diverse backgrounds, both in terms of nationality and academic aspirations, decide to combine their expertise with audio and

new technology trends - you get awe as a result. The Danish startup was founded in 2016 through a collaboration between Per Beck Hansen, Egil Sandfeld Gregersen, Alice Jennings, and Stéphane Le Borne, each focused on promoting audio as a significant element of creating a full experience.

The "audio geeks and tech lovers" with strong work ethic are passionate about connecting audio to new technology concepts while creating valuable experiences and integrating audio into everyday environments.

The services they are currently offering involve interactive 3D audio development and design used to build white-label apps and projects such as international virtual reality

installations, localized augmented audio games for tourism and augmented reality and virtual reality solutions for the healthcare industry.

Build Your Soundscapes with Ro

While awe's portfolio lists numerous projects they have been working on in the last couple of years since their inception, such as games, installations and augmented reality apps, one of the latest additions to it is Ro, a 3D spatialized audio calmness, relaxation and ASMR (Autonomous Sensory Meridian Response) mobile app, which was built upon "*seeing the demand for relaxation in everyday life and knowing the potential of using sound to help people disconnect and relax to relieve stress,*" as the founders told Valuer.

With Ro, awe is particularly targeting ASMR enthusiasts, people with sleeping disorders and individuals with issues related to mental health, e.g. anxiety or insomnia.

The project idea derived upon realizing that the existing market solutions include repetitive loops which might cause listening fatigue to some users and thus do not provide a true spatial audio ASMR, although the demand for such is evident.

To act upon it, awe has built Ro which through the use of spatial 3D audio, instead of the currently used stereo sounds, immerses the user in an experience that restores focus. The founders explain that their app lets users build soundscapes from a broad sound selection by adding and dragging sounds around themselves in 360 degrees, which they can save and enjoy later.

"We've put a lot of effort to avoid fatigue of hearing the same repeated sound loops over and over again and by that becoming annoyed. Instead, we evolve the sounds you choose as small plays that meander slowly as you listen. We randomize and humanize the changing audio to keep the listening fresh and believable. Each sound is even layered several times, so it's timbre and expression will always sound different and natural," explain the founders, meanwhile adding that no fake 3D sounds are included.

Built in this way, the app's potential was quickly acknowledged on a national level bringing the company the Danish Sound Startup Award 2018. Danish Sound Day is an annual event organized by the Danish Sound Network which connects start-ups and established companies alike from the country's sound ecosystem, gathering hundreds of participants in a single location for the past four years.

"The New Kid on the Block"

While awe's services are offered to both, B2B and B2C customers, the product that brought them the most visibility,

Ro, is built for the B2C market offered through the in-app purchases model, which has so far proven to be a successful business model.

According to Statista estimates, in 2020, mobile apps are expected to generate \$188.9 billion in revenues via app stores and in-app advertising, which owes it to the fact that mobile internet and mobile apps are becoming more available than ever. In the case of Ro, awe offers it as a free basic version, whereas additional sounds and features can be purchased in-app.

Their research shows that the ASMR community is quite popular, and judging from the top 10 ASMR videos on YouTube which have more than 10 million views - the demand is evident. While similar products are being placed on the market, awe believes their approach is unique, or as the team explains,

"Our new app, Ro, is the new kid on the block of audio relaxation apps. What sets Ro apart from the other apps in this category is, amongst others, the utilization of spatialized audio." What this means is that Ro, "removes the presence of the media itself, so your brain doesn't have to think about imaging how the sounds are supposed to act. It does this realistically like a sound would exist in the real world."

Although Ro is already available to users, awe's work continues further in direction of identifying the users' demands. Their future plans include collaboration with Ingeborg Okkels, a Ph.D. in Musicology specializing in Audio Perception, who will partner with the team to conduct research in ASMR and audio perception and help awe better position their product on the market by using the research to develop the best possible user experience and to build trust in Ro.



LIST OF BEST FIT COMPANIES



SoundAI

SoundAI is a frontier in acoustic technology and AI interaction, improving the audio experience.

www.soundai.com



Ora

Ora use nanotechnology to produce loudspeakers and headphones, reinventing the speaker.

www.ora-sound.com



Cochlear.ai

Cochlear.ai developed a system that is able to understand the semantics of audio, like humans.

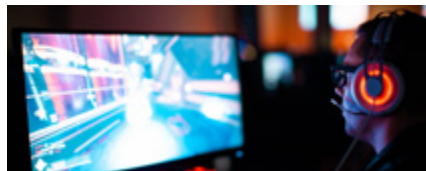
cochlear.ai



Hooke Audio

Hooke Audio created a 3D audio recording headphones that change the way you capture moments of your life.

hookeaudio.com



Soundways

Soundways delivers next generation audio solutions for music recording, streaming and video gaming.

soundways.com



Instreamatic.ai

Serving intelligent advertisements that people can speak with, changing the world of advertising and audio.

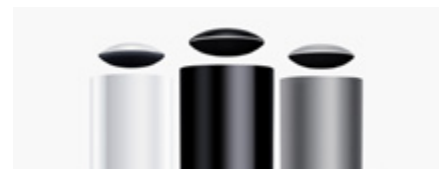
instreamatic.ai



Clovitek

Clovitek developed a wireless audio transmitter, enabling classic speaker systems to be connected.

www.clovitek.com



Crazybaby

Crazybaby is delivering audio perfection through floating speaker to deliver a pure musical experience.

crazybaby.com/mars

Get matched with the **brightest** **startups.**

And ignite win-win partnership to boost your
innovation capability.

