












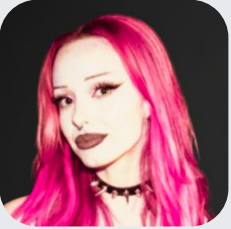




# Products, Roadmap, Competitors & ICPs

# 2.1 Team

<p><b>David Cawley, CEO</b> </p> <p>Key Skills: Audio R&amp;D, Team Building Founder, Ex. Allegro Acoustics</p> 	<p><b>Tim Lion, CMO</b> </p> <p>Key Skills: Marketing Strategy Ex. Sony, Ex. META</p> 	<p><b>Gavin O'Duffy, CTO</b> </p> <p>Key Skills: High Vol. Manufacturing Ex. Amazon, Ex. HP, Ex. Microsoft</p> 	<p><b>Niall O'Kelly, CFO</b> </p> <p>Key Skills: Finance Ex. Linesight, Ex. Kennedy Kinsella</p> 
<p><b>Niall O' Callaghan</b> </p> <p>Brand Partnership Manager Ex. HP, Lifestyle Sports</p> 	<p><b>Bianca Jitar</b> </p> <p>Customer Success Manager Ex. Amazon</p> 	<p><b>Ailsha Davey</b> </p> <p>Content Creator Ex. RTE</p> 	

## 3. OBJECTIVES

### ESTABLISH THE BRAND

Establish the ONESONIC brand in the UK market, building awareness and recognition among target consumers.

### SELL 7.5K UNITS (€382k Turnover) ACROSS 5 SKUs in UK for 2025

Sell through 7,500 units across the product portfolio, with a focus on wearable devices (earphones and headphones).

### ESTABLISH MARKETING ORGANISATION

Build the marketing organisation, processes & foundations including staffing & agency relationships. Test, Learn & Adapt.

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**Note:**

The above are the immediate objectives for exporting into any new market, which for the remainder of 2025 is the UK. This high-level list of objectives will be oriented towards future markets such as the USA in late 2026.

## 4. MEGA TRENDS & TIMING

### EXERCISE & MUSIC

Streaming and access to musical content when on the go has never been easier, giving rise to the trend of close to 100% of people now using a personal audio device (earphone or headphone) when exercising – gym, jog, yoga, walking, hiking.

### REMOTE WORKING

The Covid pandemic effectively changed our working habits with remote working having surged in the last 5 years. This has driven users to use personal audio devices to communicate, listen to music and learn; which are now almost continual habits between home and work.

### TECHNOLOGY DEVELOPMENT

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In the last three years in particular, developments in battery technology coupled with improvements in Bluetooth connectivity, mean that the technology now exists for high quality music streaming plus voice & video calls through a wireless audio device – which is universally popular alongside Smartphone use. By 2022 however, all major Smartphone brands had ceased providing earphones with a Smartphone, essentially driving the creation of a consumer segment as the customer had to then go out and separately purchase earphones or headphones, after having bought a Smartphone.

## 5. CURRENT PRODUCT RANGE



### BXS-HD1

TWS Earphone  
(RRP: €80)

#### Key Features:

- Excellent sound quality
- Ergonomic design for activity
- True wireless stereo
- Early Stage: 14,860 units sold
- Launched: October 2020
- To be rebranded the ATHLETE



### BB-HD1

ANC Headphone  
(RRP: €130)

#### Key Features:

- Active Noise Cancelling
- Ergonomic design for comfort
- Excellent sound quality
- Early Stage: 7,068 units sold
- Launched: October 2020
- To be replaced by the STUDIO



### MXS-HD1

ANC Earbud  
(RRP: €140)

#### Key Features:

- Active Noise Cancelling
- Crystal Clear Mic
- Wireless Charging
- Early Stage: 5,659 units sold
- Launched: November 2021
- To be rebranded the ELITE



### QUATTRO

BT Medium Speaker  
(RRP: €250)

#### Key Features:

- TWS Pairing 5
- Excellent sound quality
- Power bank function
- Early Stage: 1,181 units sold
- Launched: November 2022



### MEGAMAUS

BT Small Speaker  
(RRP: €80)

#### Key Features:

- TWS Pairing
- Excellent sound quality
- LED recessed light feature
- Early Stage: 1,095 units sold
- Launched: July 2023
- Joined by MIDIMAUS July 25

# 5.2 Competitive Landscape



Note: The brands referenced above (except ONESONIC) represent approximately 80% of the Consumer Audio sector in the UK.

# 6. TARGET AUDIENCE

TIER 1

## Persona 1

### Earphone: ELITE

M/F 20 – 42, designed for the gym goer, health and fitness enthusiast seeking a niche, good value ANC earbud for enjoying music while exercising. Likes EDM, student, young professional, skilled worker, earns £30k - £45k PA. Previous pain point is poor ANC & fit.

## Persona 2

### Headphone: STUDIO

M/F 24 – 44, designed for great sound quality esp. for EDM & intense genres. Young pro's, skilled workers seeking ANC headphone which looks unique, delivers superior sound quality for enjoying music while working, relaxing and travelling, earns £35k - £50k PA.

## Persona 3

### BT Speaker: QUATTRO

M/F 24 – 40, designed for entertaining and being entertained, domestic setting but wireless / portable. Persona likes EDM, rock, heavy metal and niche pop genres, into "home made fun" like BBQ & house party, earns £40k to £80k PA.

TIER 2

### Earphone: ATHLETE

M/F 18 – 34, designed for the jogger and activity. Students, young pro's for exercise activities like jogging, cycling, gym, yoga, and gymnastics. Likes good bass and previous pain point is device falling out of ear due to poor fitting, earns £18k to £32k PA.

### BT Speaker: MIDIMAUS

M/F 18 – 24, designed for the traveler and students on low budget. Compact solution with good audio quality for beach, park, holidays, and outdoor use at a lower price point (£40). Previous pain points are size and battery life – need to fit in small suitcase and operate for at least 8hours.

### BT Speaker: MEGAMAUS

M/F 20 – 28, designed for the traveler and students on middle budget. Good audio quality for indoor and outdoor use at a middle price point (£70). Previous pain points are poor audio at this size, max volume too low, battery life and physical robustness.

# 7. CHANNEL MIX

## ONESONIC website

Role: Merchandise & Sell – optimize for strong bottom of funnel and conversions. Cookie for remarketing/email. JTBD: UX refresh to optimize low-friction purchase. Brand refresh in line with other creative (ads & organic). Cookie and pixel placement for remarketing: Meta Pixel, Google Pixel, TikTok Pixel, etc.

**KPIs: Traffic and Conversion Rate**

### TikTok

Role: organic always on, majority upper funnel - build brand affinity “community”, credibility. Paid ad key channel Phases 1- 3 Sell direct via TTS (TBC). JTBD: Shop set-up & optimization. “TT One” Setup Organic posting strategy & content creation plan.

### Retail (Ireland only)

Refresh branding and stand graphics, focus on stock in channel, shift focus to new product launches later. Leverage knowledge base of floor staff to gain customer insights through Brand Partnership Management function.

### Instagram

Role: Build & drive awareness & credibility. Drive to website & remarketing. CS Channel (TBC). JTBD: Setup & build base through companion content to TT (tonally varied TBC)

### Influencers (TT)

JTBD: Select & secure influencer relationships and affiliates, managed by new Brand Partnership function. Strong mid-funnel activity.

### Email

Value-add, regular beat reinforcement, promotions, and drive to site.

### Amazon (UK only)

Drive traffic specifically to Amazon, optimize the shop but rely on marketing strategy external to Amazon.



# 8. 2025 Schedule

