



Decibel engineers home audio systems for enhanced sound experience. An emphasis of sound quality merges with intuitive interfaces over each Decibel speaker system. We believe sound creates engaging environments and strive to develop dynamic and personal audio products that connect with each user. Decibel seeks to be at the forefront of audio performance technology, while introducing products that blend naturally into their space.

Michael Phillips
CEO

Goals and Objectives

1. Design Identity

- 1) Develop strong visual recognition.
- 2) Experimentation with materials and form that follow, or push the brand's design language .
- 3) Feature exclusive products designed by notable guest designers.

2. Technology and Innovation

3. Marketing Campaigns

4. Sales

5. Reduce cost on Product Assembly



Goals and Objectives

1. Design Identity

2. Technology and Innovation

- 1) Research and Development.
- 2) Comprehensive testing facilities.
- 3) Implement "smart" technology, and responsive interfaces.

3. Marketing Campaigns

4. Sales

5. Reduced Production Cost



Goals and Objectives

1. Design Identity

2. Technology and Innovation

3. Marketing Campaigns

- 1) Display products at trade shows, showrooms and events.
- 2) Support the arts and develop brand image as a company that is experimental, and engages a young adult audience .
- 3) Use social media to promote brand, new products, collaborations, and featured designers.

4. Sales

5. Reduced Production Cost



Goals and Objectives

1. Brand Identity
2. Technology and Innovation
3. Marketing Campaigns
4. Sales Strategy
5. Reduce Production Cost
6. Customer Service
8. Diversification Efforts
9. Improve Sustainable Practices
10. Strive for more jobs in USA



Goals and Objectives

4. Sales

1) Goal of \$100 million sales volume in first 3 years, and 10% annual sales volume increase for following 3 years.

- 1) implement differentiating advertising concepts to raise interest and drive demand.
- 2) release products in strategic succession each year, ensuring return business and annual sales growth.
- 3) hire sales team to manage dealer and specifier relationships and offer discounts on large orders.

2) 10% of revenue to be directed toward new product development.

- 1) Equipment Improvements.
- 2) Educational Seminars on audio engineering.
- 3) Collaborate with audiophiles to understand market gaps.

3) Seek to expand into diverse markets such as automotive and professional audio by the end of 3rd year.

- 1) Collaborate with other designers and companies to enhance market reach.
- 2) Develop a special team to focus on integrating Decibel design into other markets.
- 3) Exhibit new products at tradeshow not specifically geared toward audio entertainment.



Decibel Company Profile

150 Employees first year
300 Employees by third year

100M Annual revenue goal per year/
first 3 years

10% revenue growth each year



Two Competitor Groups

1. Mainstream

Bang & Olufsen
Harman Kardon
Bose
Sonos
JBL
Bowers and Wilkins
iHome
Ultimate Ears
Braven
AIAIAI

2. Audiophile/Niche

Wharfedale
Joseph Audio
Goldenear
Harbeth
Sterling Broadcast



JBL

JBL

ANNUAL
REVENUE

17.8B

COMMON
PRICE
POINT

\$350



harman/kardon[®]
by HARMAN

Harmin Kardon

5.8B

\$449



BOSE

Bose

3.4B

\$238



SONOS

Sonos

535M

\$349



BANG & OLUFSEN **B&O**

Bang & Olufsen

398M

\$999



B&W
Bowers & Wilkins

Bowers and Wilkins

?

\$2,599



COMPUTER SPEAKERS



HOME THEATER



LOUDSPEAKERS



PORTABLE/BLUETOOTH



SOUNDBARS



SUB WOOFER



HEADPHONES



WIRELESS HOME

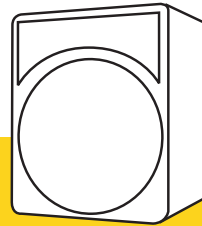


JBL CONSUMER AUDIO PRODUCT LINEUP

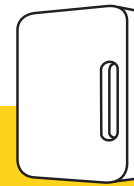
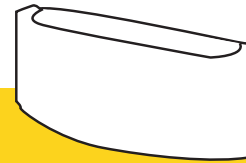
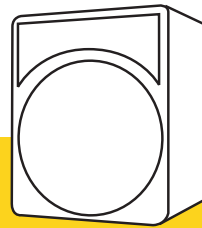
INITIAL PRODUCT LINEUP



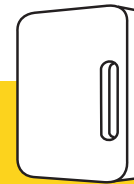
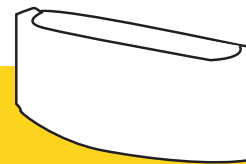
TOP TIER



STEP UP TIER



ENTRY LEVEL



HOME THEATER

SOUNDBAR

LOUDSPEAKER
LARGE

LOUDSPEAKER
MEDIUM

WIRELESS
MIDSIZE

WIRELESS
PORTABLE

EXPAND
PRODUCT
LINE

data from
STERIOPHILE.COM 2015
Recommended Loudspeakers



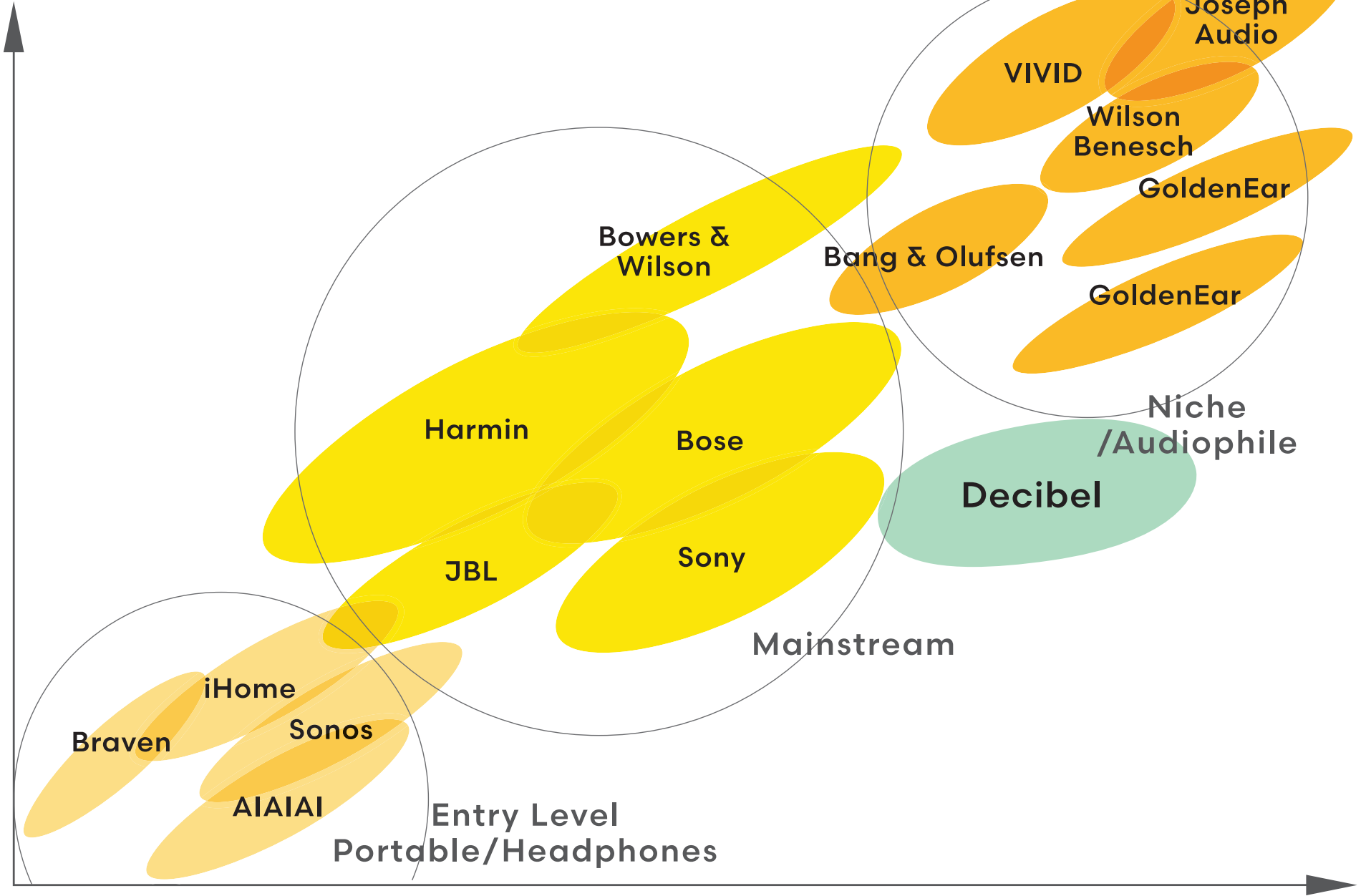
CLASS D	
Aperion Verus Grand	\$699
Audioengine A2+	\$249
Boston Acoustics A 25	\$298
Definitive Technology 55	\$598
Definitive Technology 45	\$398
Music Hall Marimba	\$349
Pioneer SP-BS22-LR	\$129
Polk Audio RTi A3	\$399
PSB Alpha B1	\$299
PSB Alpha PS1	\$299
Sjöfn HiFi	\$299
Tannoy Mercury V1	\$382
Wharfedale Diamond 10	\$349
Dayton Audio B652	\$39
Urban Fidelity Loudspr.	\$399

CLASS C	
Direct Acoustics Silent	\$898
Wharfedale Dia.	\$1299
ADAM Audio A3X Active	\$658
ATC SCM7 v.3	\$1749
Audience Clairaudient	\$995
Audioengine 5+	\$399
DALI Zensor 1	\$495
Emotiva Audio Pro	\$299
GoldenEar Technology	\$799
Magnepan .7	\$1400
Opera Mezza 2012	\$1500
Phase Technology PC60	\$1400
PSB Imagine Mini	\$759
Sonus Faber Venere 1.5	\$1198
Tannoy Reveal 402	\$560

CLASS B	
Boston Acoustics M350	\$2498
Bowers & Wilkins 683 S2	\$1650
DALI Rubicon 8	\$7995
Focal Aria 936	\$3999
GoldenEar Triton One	\$4999
GoldenEar Technology	\$2999
Line Magnetic 755 I	\$9000
Monitor Audio Silver 8	\$2000
Nola Metro Grand	33000
Nola Contender	\$3800
PSB Imagine T2	\$3498
Revel Performa3 F208	\$5000
Sonus Faber Venere 2.5	\$2498
Spendor S3/5R2	\$1595
Stirling Broadcast LS3/6	\$4495
Stirling Broadcast SB-88	\$3895
Wharfedale Jade 3	\$1499
Wilson Benesch Series II	\$5195

CLASS A	
KEF Blade Two	\$ 25000
TAD Laboratories	\$29800
VIVID G3 Giya	\$39990
Aerial Model 7	\$9995
ATC SCM19 v.2	\$4299
DeVore Fidelity	\$12000
ENIGMAcoustics	\$3690
Fujitsu Ten Eclipse	\$10600
Harbeth Monitor 30.1	\$5695
Joseph Audio	\$12999
Joseph Audio Pulsar	\$7700
KEF LS50	\$1499
Marten Django XL	\$15000
MartinLogan Montis	\$9995
Sony SS-AR2	\$20000
Spendor D7	\$5995
Triangle Signature	\$8000
Vivid Oval K1	\$25990

Price



Quality Performance

NATURAL



Bang & Olufsen



Harbeth



Decibel



Stirling Broadcast



Wharfedale

STATIONARY

DYNAMIC



JBL



Bowers & Wilkins



BOSE



Harman Kardon



Wilson-Benesch



Klipsch



GoldenEar



SONOS

HIGH TECH

MECHANICAL



GoldenEar



Klipsch



JBL



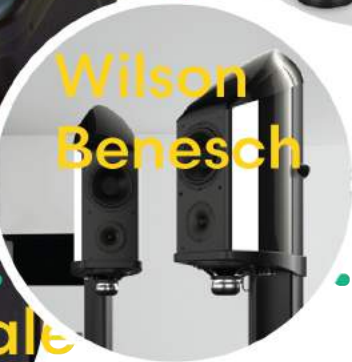
Bowers & Wilkins



BOSE



Harman Kardon



Wilson Benesch



BOSE WIRELESS



Sonos

BOXY



Wharfedale



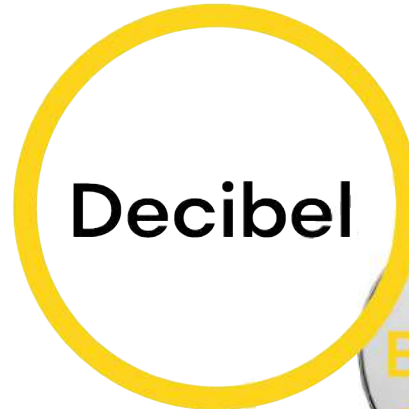
Wilson-Benesch



Stirling Broadcast



Harbeth



Decibel



Bang & Olufsen

CURVED

WARM

Market Opportunity

**Home Market / Entertainment
Systems**

Age range 28+

**Challenges “Top Tier”
mainstream companies and
“Class A/B” technology**

**Gain reputation as a lifestyle
brand at an approachable
price**

**Sophisticated materials and
form experimentation**



Name
Development

Static
Tempo
Big Electric
Altone
Decibel

dec•i•bel

a unit used to measure the intensity of a sound or the power level of an electrical signal...



decibel

~~decibel~~ DECIBEL



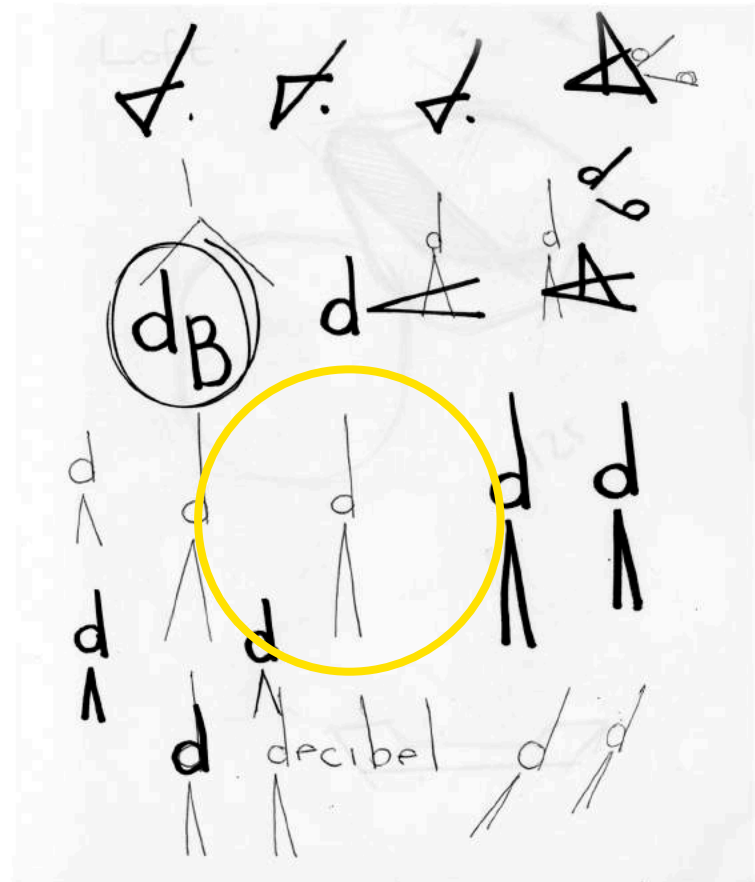
dB

DECIBEL

decibel

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DECIBEL

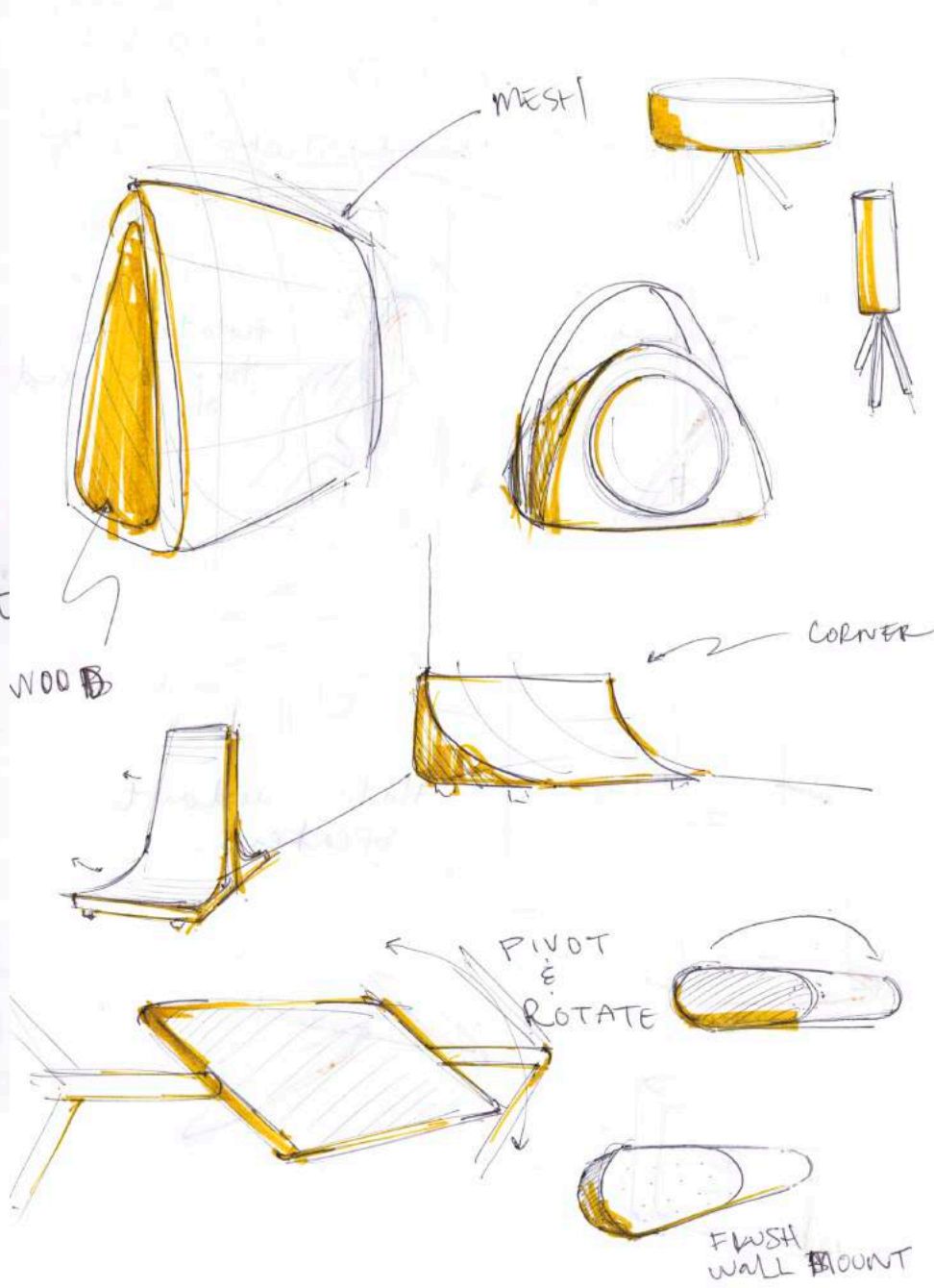
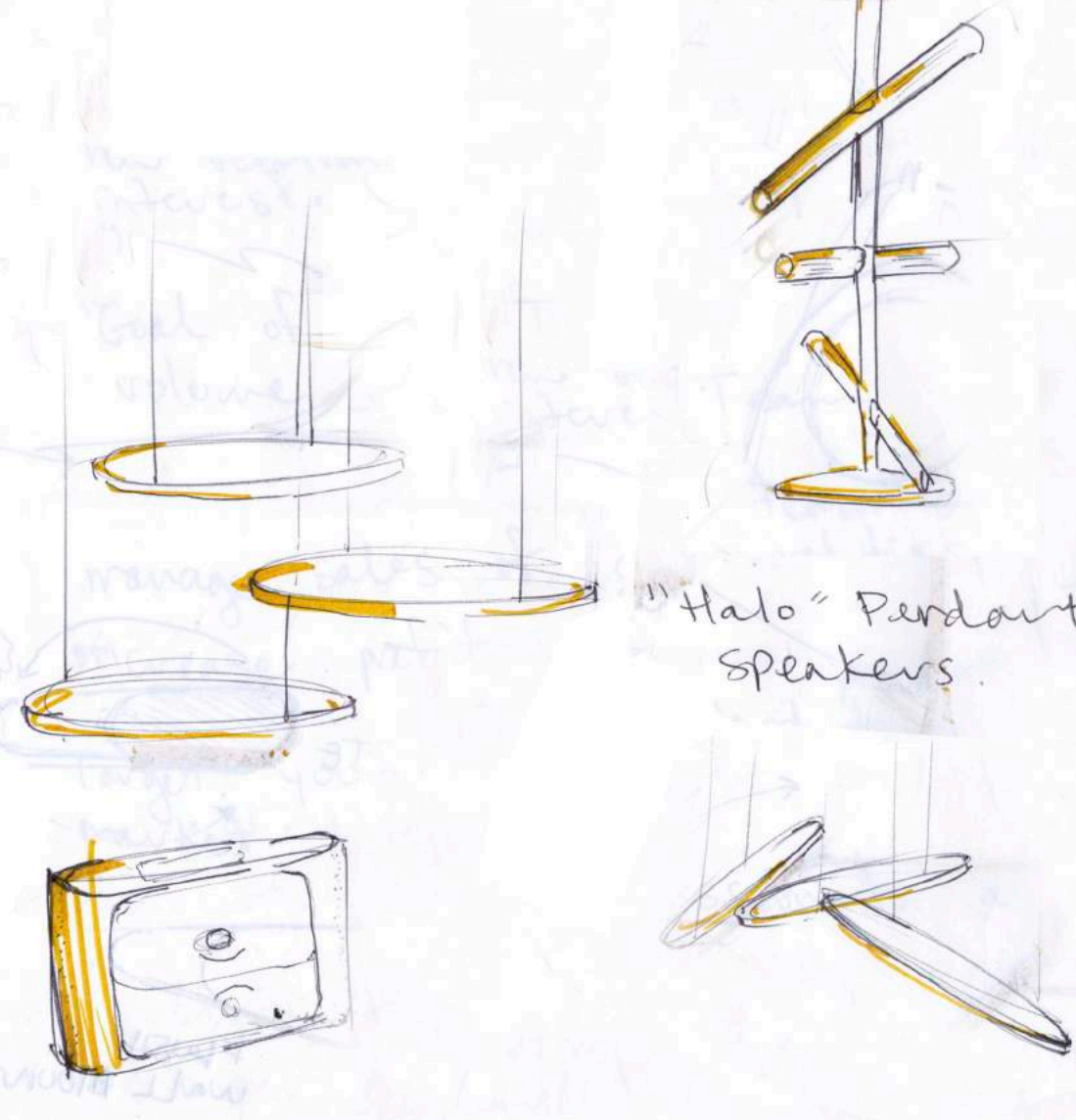


Logo Design

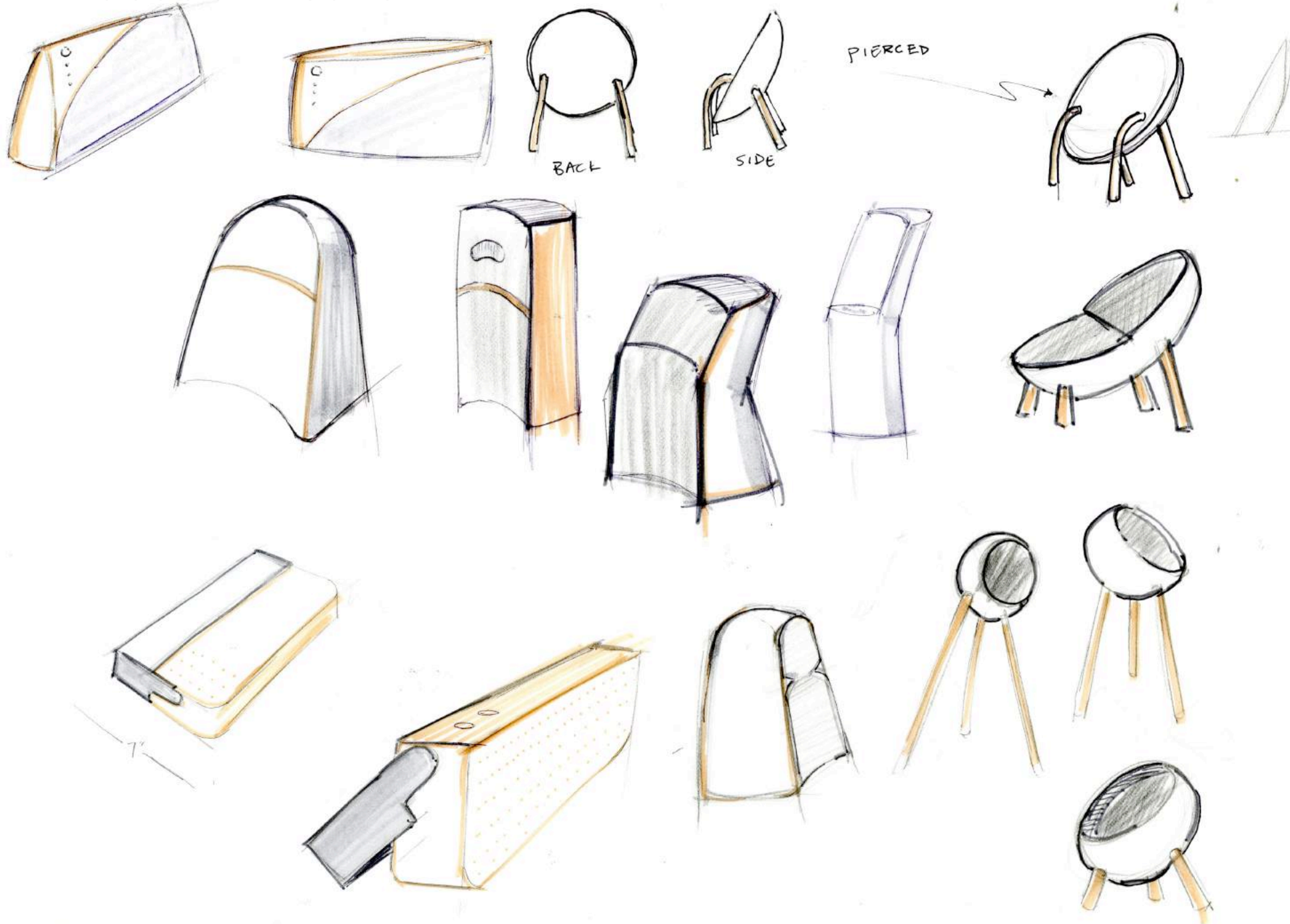
 decibel



Ideation Round 1

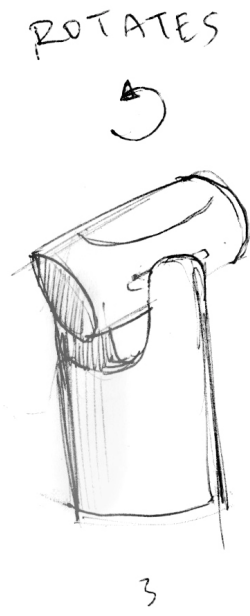
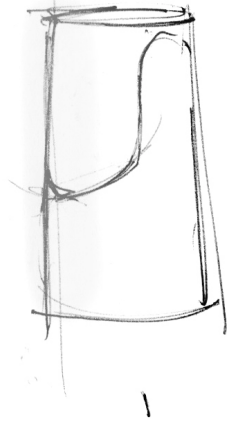


Ideation Round 2

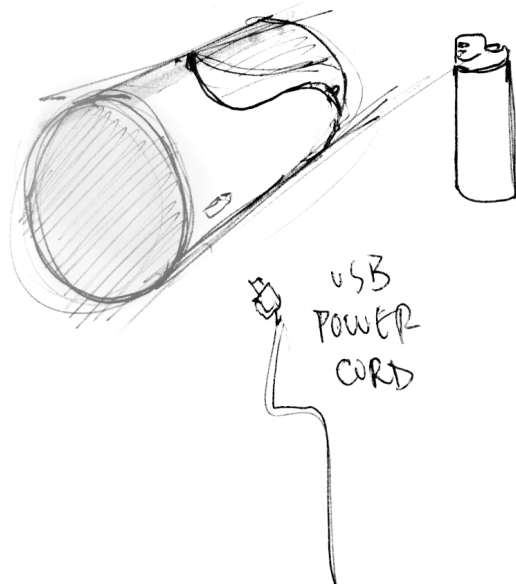


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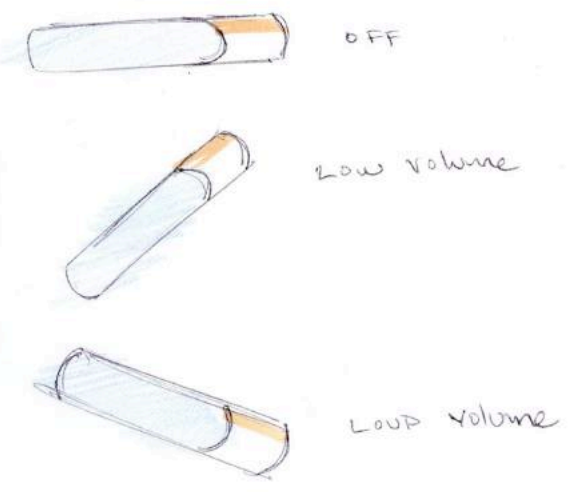
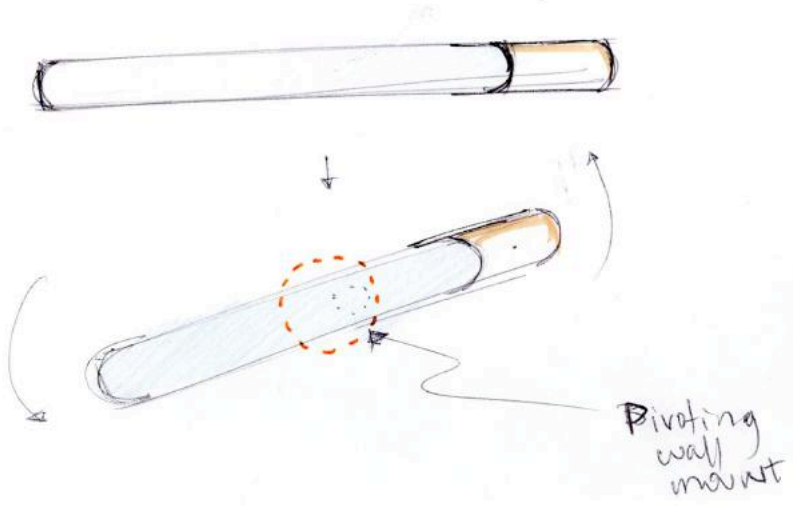
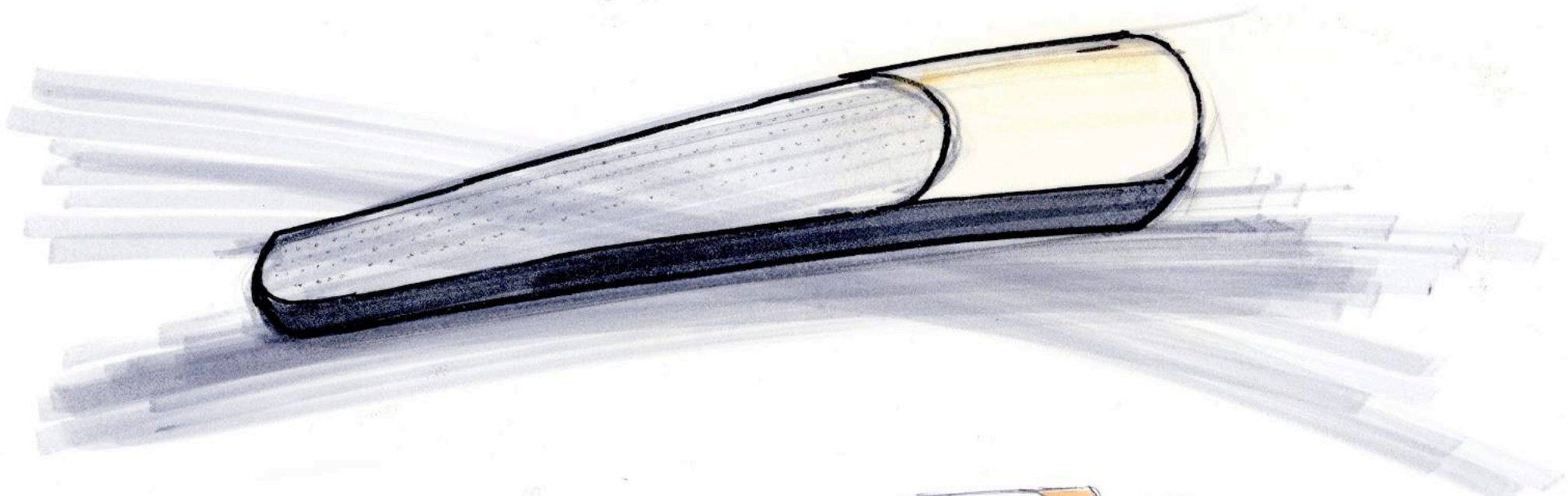
Portable Speaker



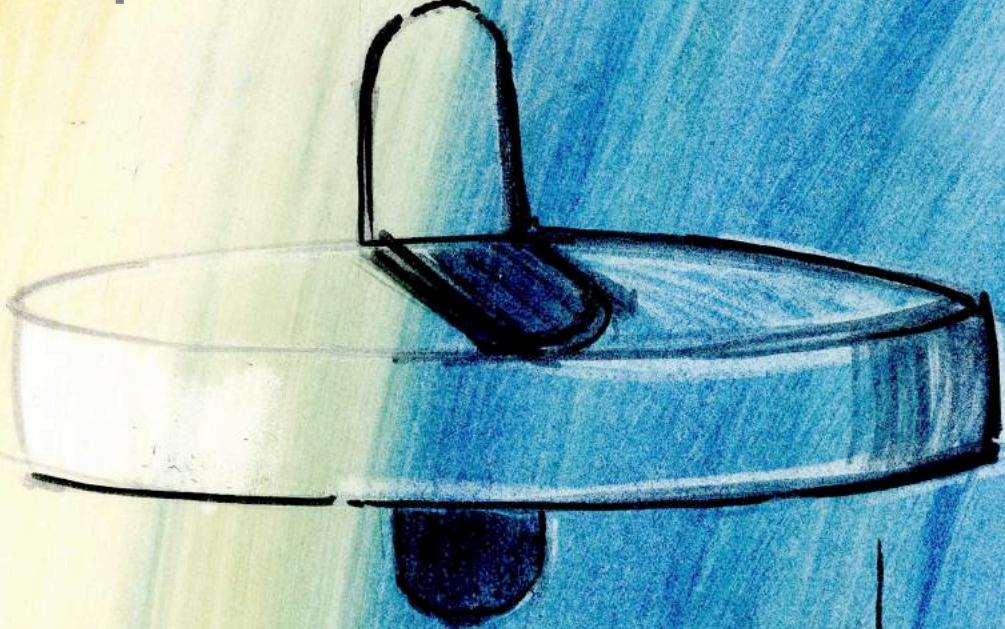
ROTATES



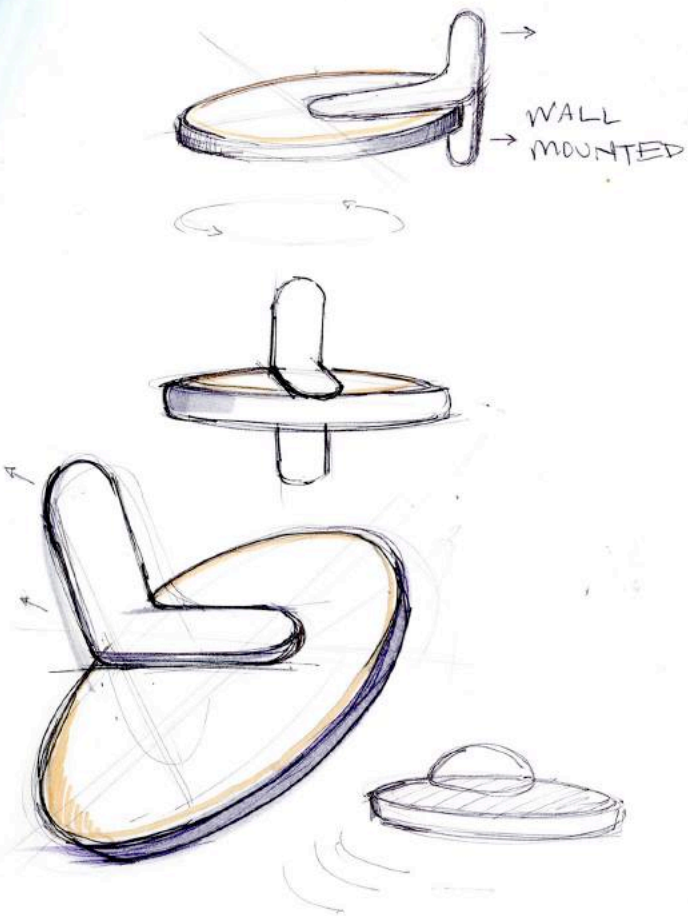
Soundbar Speaker



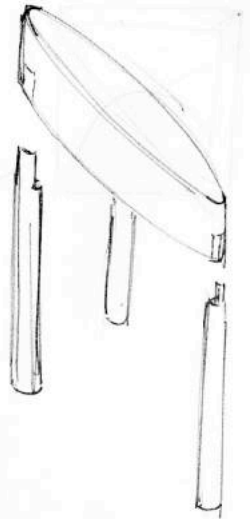
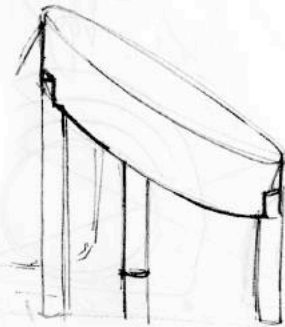
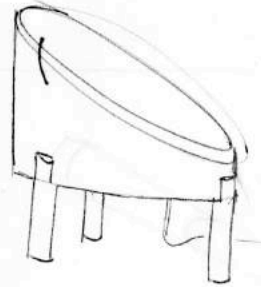
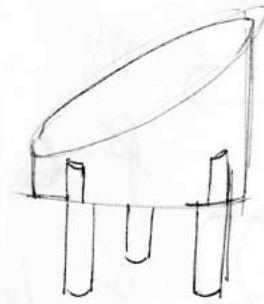
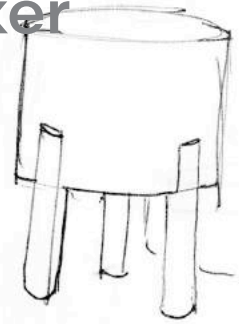
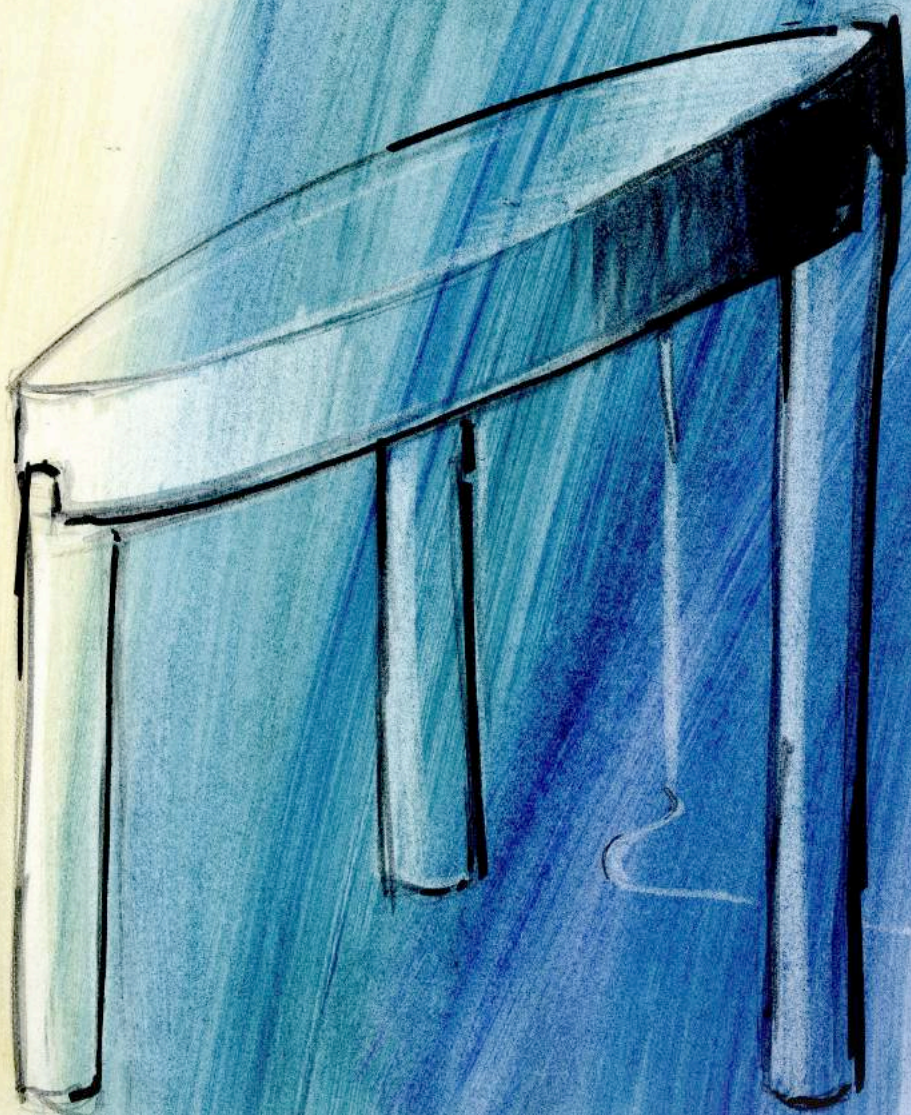
Wall Sconce Speaker



SIDE



Loudspeaker Medium



MP

