

Introduktion to Sound Hub

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Four pillars will enable the success of Sound Hub Denmark

- 1 World-class sound & acoustics test facilities, test support and amazing co-working space
- 2 World-class accelerator program for sound & acoustics startups to be run once a year
- 3 Continued support and engagement from governmental institutions and main corporates within sound & acoustics
- 4 Dedicated team hired to run co-working space and accelerator



Ambition & Ownership

- To create a global powerhouse for sound innovation with 100+ knowledge jobs
- Founders:
 - Bang & Olufsen, Færchfonden, Vald. Birn Holding and Struer Municipality + Harman Lifestyle, Aalborg University, Danish Sound Cluster
- Sound Hub Denmark A/S as a facilitator
 - Owners Færchfonden and Vald. Birn Holding; Share capital 12,5 mio kr.
 - Operating grant from Struer Municipality/City of Sound; 3,5 mio kr. yearly
 - Daily operation of Sound Hub Denmark
 - Strategic development

Sound Hub Denmark

A global powerhouse for innovation and growth with sound

Value Proposition Time-saving soundtech support

Key Services SoundTech Accelerator
Business support
Development support & -projects
Testing; audio, acoustic, QA, compliance
Co-working
Matchmaking in domain

Key Resources Soundtech domain knowledge
Makerspace and -support
World class test facilities and -support
Inhouse domain experts
Domain partnerships and network
Environment for retreat

SoundTech Accelerator

- Acknowledged by participants and Financial Times (Europe's Leading Start-up-Hubs)
- International recruiting; 90 applicants from 37 countries
- 8 participants in 2025 – each pays 250 tkr.
- Convertible loan from SoundInvest Fond I (750 tkr)
- Unique combination of soundtech business and technology – we dare touch the product

Program

1:1 sessions with core soundtech team (strategy/business, go-to-market/AI, technology/development)

Camp 0



GET TO KNOW
....

Camp 1



BUSINESS
CANVAS



VALUE
PROPOSITION



BEACHHEAD



AGILE
DEVELOPMENT



VALIDATION



SPRINTS 1-3

Camp 2



GO TO
MARKET



TEAM
DEVELOPMENT



GETTING
INVESTMENTS



SPRINTS 4-6

Camp 3



PREPARING
FOR THE FUTURE



PITCHING TO
INVESTORS

Sound Hub Denmark - soundtech coworking, network and world class test facilities

Curated deep dives



APPROBATION



PRODUCT
ROADMAP



SOUND DESIGN &
PERCEPTION



SUSTAINABLE
DESIGN



QUALITY &
RELIABILITY



PATENTS & IP



WHY CONSIDER
DENMARK?



DIST.
CHANNELS



SOME



SUPPLY CHAIN
MANAGEMENT



SOFT MONEY
FINANCING

SOUNDTECH

ACCELERATOR PROGRAM

HEALTH / WELL-BEING

HEARABLES

HOME AUDIO

59 participants from 19 countries and 4 continents

MONITORING

PERFORMANCE

EDUCATION / GAMING

CREATION

Home Audio: kien, arya Audio Labs, TAZAAR, m(·)NAVA INTELLIGENT MONITORING

Monitoring: Various audio monitoring equipment and software logos.

Hearables: SPHEREO, AWA Electronics, Hearable Labs, sonic lamb, IDUN audio, Various headphones and earbuds.

Health / Well-being: awe The True 3D Audio Relaxation App, NORLY & friends, Vivid Mind, BACKYARD CREATORS, Various health-related audio devices.

Performance: GigsGuide, Various audio interfaces and equipment.

Education / Gaming: JOYNED AUDIO NETWORK TECHNOLOGY, t|so, HyperTribe, audioplay BETTER THAN SCREEN TIME, upskyld

Creation: bemajor, UPSOUND, Floppy Club, mix:analog, pibox, musajjel, BEAT BLOCKS, Black Goblin, beatlii, pianini

Outcomes

SOUNDTECH

ACCELERATOR PROGRAM

- 40% have implemented Scrum or a similar agile process into their daily operations

- 100% have made major changes to their product due to the process

- 5 teams conducted a total of 259 customer discovery interviews over 3 sprints in 9 weeks. That's 51,8 interviews / team (benchmark was 30).
- 60% have changed their understanding of who their beachhead/ICP is

- 60% have changed or made additions to their core team
- 1 startup has increased their valuation 120% in 7 month

- 40% have made a significant change in how they fit their value chain

- 60% have raised their price point as a consequence of going through the process.

